



TURBO LISTER USER GUIDE

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INTRODUCTION



Welcome to Turbo Lister, eBay's free bulk listing tool for volume sellers. Turbo Lister allows you to create and organize thousands of listings on your desktop, and then upload them to eBay.

Whether you are a new user or a Turbo Lister pro, you will find information in the *Turbo Lister User Guide* to help you sell your items with maximum efficiency.

These topics are included in this introduction:

- 1) Progressive Chapters Give You Choices
- 2) Turbo Lister Help on Your Desktop
- 3) Two Types of Links Help You Navigate
- 4) Locating Site-Specific Information

1) PROGRESSIVE CHAPTERS GIVE YOU CHOICES

To help you choose your own level of interest, the chapters are arranged from the simplest to the most complex. The first six chapters provide basic information, and will be useful to all Turbo Lister users. Chapters seven through nine are intended for more experienced users and contain optional information. This section contains a summary of each of the chapters.

Chapter 1 – Getting Started With Turbo Lister

Chapter 1 provides an overview of Turbo Lister and helps you get started with the tool. This chapter:

- Explains who uses the tool and why.
- Provides a diagram of the Turbo Lister flow.
- Takes you step-by-step through installing and launching the tool.
- Shows you how to log on.
- Introduces you to the Item Inventory screen.
- Provides a summary of the Turbo Lister menus and toolbar.
- Shows you how and where to get help.

Chapter 2 – Creating a New Listing

Chapter 2 summarizes the five most popular ways to create listings, and then takes you through each of the listing screens in detail. This chapter:

- Explains how to select an eBay site and a selling Format.
- Provides suggestions for creating Item Titles and Subtitles.
- Shows you how to select a Category.
- Discusses adding an item Description and Pictures.
- Shows you how to use the HTML and Preview functions.
- Provides detailed information about Format Specifics.
- Lists the steps to create a new item using the Create Item Wizard and using the Duplicate command.

Chapter 3 – Sending and Printing Your Listings

Chapter 3 focuses on what to do once you have completed your listings. This chapter:

- Shows you how to view the listings that are waiting to be uploaded.
- Discusses the scheduling feature.
- Explains how to upload your listings to eBay.
- Shows you how to view the listings that have been scheduled, but do not yet appear on eBay.
- Explains how to use the Turbo Lister Activity Log.
- Provides instructions for printing out your listings for your personal records.

Chapter 4 – Working With Your Listings

Chapter 4 provides information about how to improve the appearance of your listings and how to make other types of changes as well. This chapter:

- Discusses editing listings including editing multiple items and editing Item Specifics.
- Shows you how to use Pre-Filled Item Information to speed-up the creation process.
- Includes information and examples for creating listings with the Listing Upgrade features and with the Listing Designer.
- Introduces you to the convenience of the Picture Manager.

Chapter 5 – Getting the Most from Turbo Lister

Chapter 5 covers features that help you organize your listings and streamline the process that you use to create new listings. This chapter:

- Explains how to uninstall Turbo Lister and how to upgrade to the current version.
- Shows you how to manage your database.
- Demonstrates how to work with templates.
- Show you how to re-use text and graphics.
- Explains how to create and use folders.
- Provides instructions for customizing screen columns and the “Create New” button.
- Shows you how to install a free counter to keep track of how many people have viewed your items.

Chapter 6 – Selecting Options and Preferences

Chapter 6 is about your personal preferences. This chapter:

- Shows you where and how to view your options.
- Shows you how to update your personal information.
- Explains how to select Seller Options.
- Discusses Format defaults.
- Provides information about the Advanced Options.

Chapter 7 – Importing and Exporting Listings

Chapter 7 discusses importing and exporting listings to/from eBay and to/from other selling tools. This chapter:

- Shows you how to import existing listings from eBay, from eBay Live Auctions, from Seller's Assistant, and from Mister Lister.
- Explains the relisting feature.
- Explains how to export to Selling Manager Pro.
- Explains how to import and export from CSV.

Chapter 8 – Troubleshooting

Chapter 8 explains how to resolve the issues that users sometimes encounter with Turbo Lister. The information for this chapter was supplied by eBay Customer Service engineers, and reflects actual cases. This chapter explains:

- How to restore a database file.
- What to do about outdated OLE database versions.
- What to do about API network errors.
- What to do about pop-ups, firewalls, and anti-virus software.
- How to reset item information.

Chapter 9 – Locating Additional Resources

Chapter 9 contains additional information about Turbo Lister. This chapter:

- Explains how to use the Turbo Lister Beta Program.
- Tells you how to make a suggestion to Turbo Lister engineers.
- Contains the most current Release Notes as well as Release Notes from the recent past.
- Lists any outstanding issues attached to the current release.

2) TURBO LISTER HELP ON YOUR DESKTOP

Turbo Lister is a desktop application. In addition to the *eBay Turbo Lister User Guide*, Turbo Lister contains its own set of embedded help files that you can call on anytime, without being connected to the Internet.

The *eBay Turbo Lister User Guide*

When you want detailed instructions, complete with screen shots, examples, and illustrations, you can consult the *eBay Turbo Lister User Guide*. You can download the PDF document and store it on your computer, or you can print it out and put it in a binder.

The Turbo Lister Desktop Help

The Desktop Help contains most of the same information as the *User Guide*, but it is presented in a more condensed format. If you want a brief reminder or a quick tip you can click on the Desktop Help (also known as the “embedded” help).

The Desktop Help is compact enough for you to keep it open in a corner of your screen as you follow the directions. Because the files contain only a few small graphics, you will find that the links are quick, and that you can move from topic to topic rapidly without scrolling up and down the page.

3) TWO TYPES OF LINKS HELP YOU NAVIGATE

The internal jumps (which link to places in the *User Guide* or Help) and the external URLs (which link to an eBay website) do not look the same. This way you won't click a link for the website when you are not connected to the Internet. Nor will you be prompted to launch your Internet connection when it would be inconvenient for you.

Internal Links

If you click on an internal link in the *User Guide* (while you are viewing it online), you will be taken to the relevant chapter or section in the *User Guide*. If you click on an internal link when you are in the embedded help, you will be taken to the appropriate section of the embedded help.

The internal links look like the example below. Notice that the surrounding text tells you where the link leads, that is, to which chapter.

(See [“Creating Multiple User Files”](#) earlier in this chapter.)

Note: The link shown above is an example; it is not active.

External Links

The complete text of the URL is always given. This is for the convenience of users who are referring to a printed-out version of the *User Guide*. They cannot click on the link, but they can enter the URL in their browsers. The external URLs look like this example:

This is a link to Turbo Lister at eBay U.S. –
http://pages.ebay.com/turbo_lister.

Notice that the specific eBay site is indicated. This is for the benefit of those who sell on multiple sites and those who are reading the *User Guide* in a language that is not associated with the site that they customarily post to. (For example, users in Mexico might be reading the Spanish version of the *User Guide*, but be posting in the U.S., rather than in Spain.)

Note: The link shown above is an example; it is not active.

4) LOCATING SITE-SPECIFIC INFORMATION


This *User Guide* and the Desktop Help are published in twelve versions in eight languages. The supported eBay sites include eBay Australia, Canada, China, France, Germany, India, Italy, Netherlands, Spain, Taiwan, U.K., and U.S. The languages are Chinese (simplified Chinese), Dutch, English, French, German, Italian, Spanish, and Taiwanese (traditional Chinese).

Because the information in all of these documents is the same, you may see and read about some features that are not available on the site that you use. Both the *User Guide* and the Desktop Help contain *Site Notes*, which let you know whether or not the topic applies to your eBay site.

Site Notes Provide Site-Specific Information





If you aren't certain whether a particular feature is available on your site, look for a Site Note with the national flag of the eBay site you list on. Here is an example of a Site Note that states where the feature is available:



SITE NOTE:  Users who want to list on eBay Germany can also request an installation CD through the mail.

Here is an example of a Site Note that states where the feature is not available:



SITE NOTE:     Reserve Price Auctions are not available in eBay Austria, Switzerland, Germany, or Taiwan.

About the URL Links

For the most part, the clickable website URLs are attached to the eBay site associated with the language that that version of the *User Guide* is written in. For example, if you are reading the *User Guide* in French, the website URLs will take you to eBay France.

If you want to use a language other than the one commonly associated with your site, for example, if you want to use the Chinese version of the *User Guide* to sell on the U.S. site, then you might find the following table useful.

Country	Site ID	URL to Primary eBay Site
Australia	AU	http://www.ebay.com.au
Canada	CA	http://www.ebay.ca
China	CN	http://www.ebay.com.cn
France	FR	http://pages.ebay.fr
Germany	DE	http://pages.ebay.de
India	IN	http://pages.ebay.in
Italy	IT	http://pages.ebay.it
Netherlands	NL	http://pages.ebay.nl
Spain	ES	http://www.ebay.es
Taiwan	TW	http://www.tw.ebay.com
U.K.	UK	http://pages.ebay.co.uk
U.S.	US	http://pages.ebay.com

Note: The links shown above are active.



CHAPTER 1 – GETTING STARTED WITH TURBO LISTER

This chapter introduces you to Turbo Lister and helps you get the program up and running on your computer. These sections are included:

- 1) Introducing Turbo Lister
- 2) Installing and Launching Your Tool
- 3) Logging on to Turbo Lister
- 4) Viewing Your Item Inventory
- 5) Using the Menus and Toolbar
- 6) Getting Help When You Need It



SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) INTRODUCING TURBO LISTER

eBay Turbo Lister is a desktop selling tool designed expressly to help sellers list large numbers of items on eBay quickly and easily. It has many features to reduce the time it takes to create and organize high volume listings. You can begin by working with the simplest features and then gradually start experimenting with the more sophisticated features as you become more experienced.

A Desktop Tool for Creating Listings

Turbo Lister helps you design attractive listings, whether or not you know HTML. If you don't use HTML, you can choose from among built-in themes and layouts that have proved useful to other eBay sellers. If you do know HTML, you can create custom listings that reflect your own unique tastes and preferences.



1-1 Overview of Turbo Lister – Create, Organize, Upload

Features for Organizing Your Listings

Turbo Lister contains many features to help you organize your item inventory. These features can be customized to suit the types of items that you sell and the way that you do business.

Upload at Your Leisure

With Turbo Lister, you create your listings on your own computer and then upload them to eBay. Once you have downloaded the software, you do not need to remain connected to the Internet while you get organized and decide how you want to present your items. You can preview the listing fees and confirm that your listings are correct before you actually send them to eBay.

2) INSTALLING AND LAUNCHING YOUR TOOL

This section explains how you install Turbo Lister. It also explains what you will see when you launch Turbo Lister.

Most people install Turbo Lister by downloading it from the Turbo Lister Home Page on the Turbo Lister website. This is a link to Turbo Lister at eBay US – http://pages.ebay.com/turbo_lister.

Seller Tools

Choose A Topic

[Welcome](#)

Turbo Lister

- [Tour \(\[audio\]\(#\) / \[html\]\(#\) \)](#)
- [Features](#)
- [Release Notes](#)
- [Quick Start Guide](#)
- [User Guide](#)
- [FAQs](#)
- [Top Tips](#)
- [Troubleshooting](#)
- [Exporting/Importing Records](#)

[Selling Manager Products](#)

[Seller's Assistant Products](#)

Related Links

Turbo Lister

Turbo Lister


eBay Turbo Lister is our free listing tool for medium to high volume sellers. Save time and sell more by creating professional looking listings and uploading thousands of items in bulk. Use it alone or in combination with a sales management tool, including Selling Manager and Selling Manager Pro. With Turbo Lister, you can:

- **List more in less time**
- **Quickly manage & organize your listings**
- **Upload multiple items in bulk**

Download Turbo Lister **Download Now!**

1-2 Download the Tool from the Turbo Lister Home Page

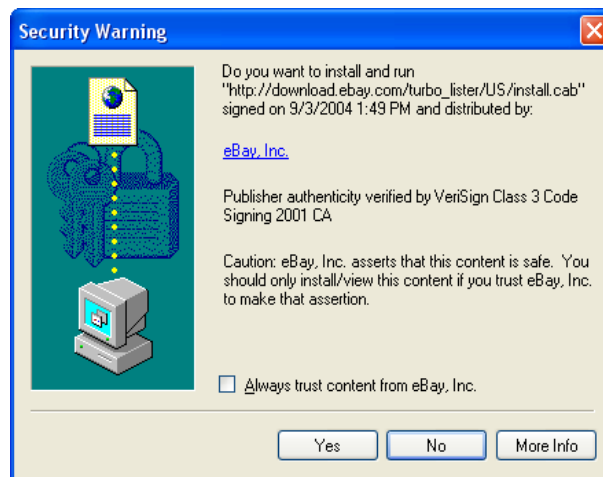


SITE NOTE:  Users who list on the eBay site in Germany can also request an installation CD through the mail.

Installing Turbo Lister

To download and install Turbo Lister from the Turbo Lister Home Page, follow these steps:

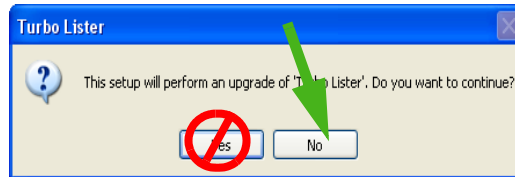
1. Click *Download Now*.
2. You will see a list of installation requirements. Make certain that you have everything on the list.
3. Choose between the Web installation and the Full installation. (Most people prefer the Web installation because it is smaller and faster.)
4. After you have selected your download option, you may see a security warning. After reading it, if you want to proceed, click *Yes*.



1-3 Installing Turbo Lister (Security)

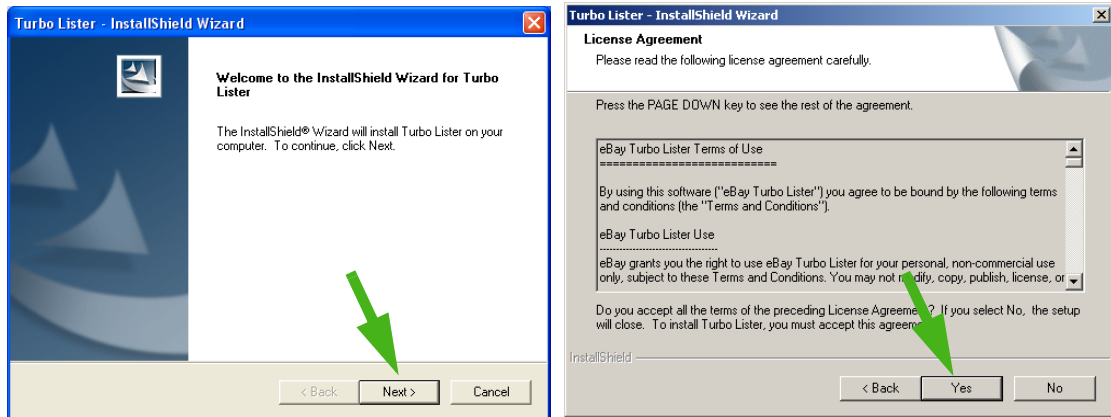


CAUTION: If you already have a version of Turbo Lister on your system, you will see a message asking you if you want to upgrade. Upgrading is not recommended. You will have better results if you begin with a new copy of Turbo Lister. (See [“Uninstalling Turbo Lister”](#) in Chapter 5.)



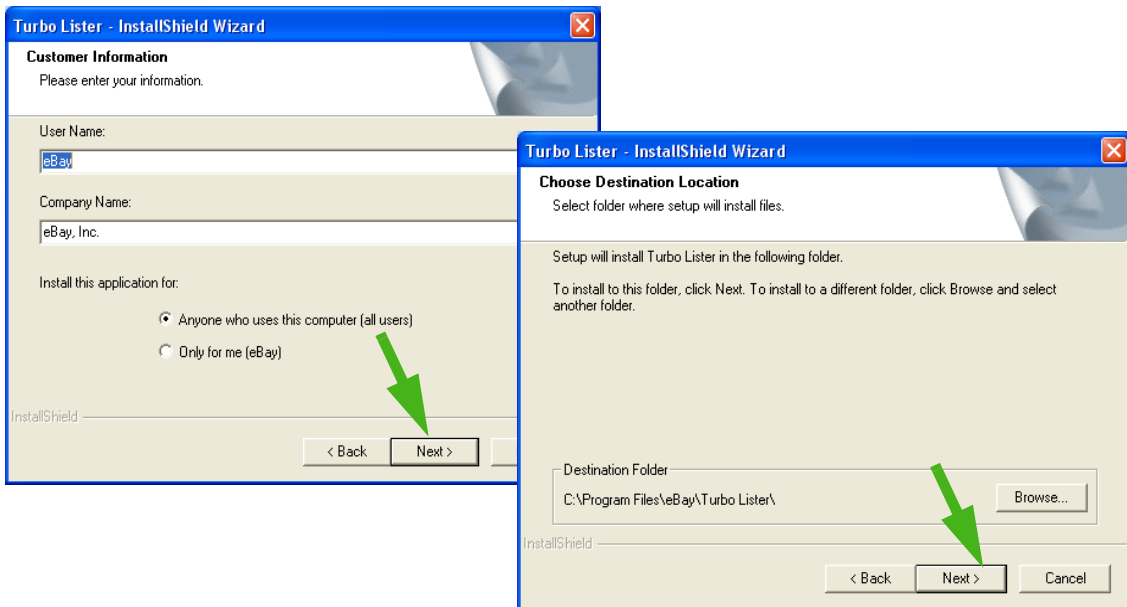
1-4 Installing Turbo Lister (Upgrade)

5. The Install Wizard will open. When prompted, click *Next*.
6. You will see the eBay User Agreement. If you agree to these terms, click *Yes*.



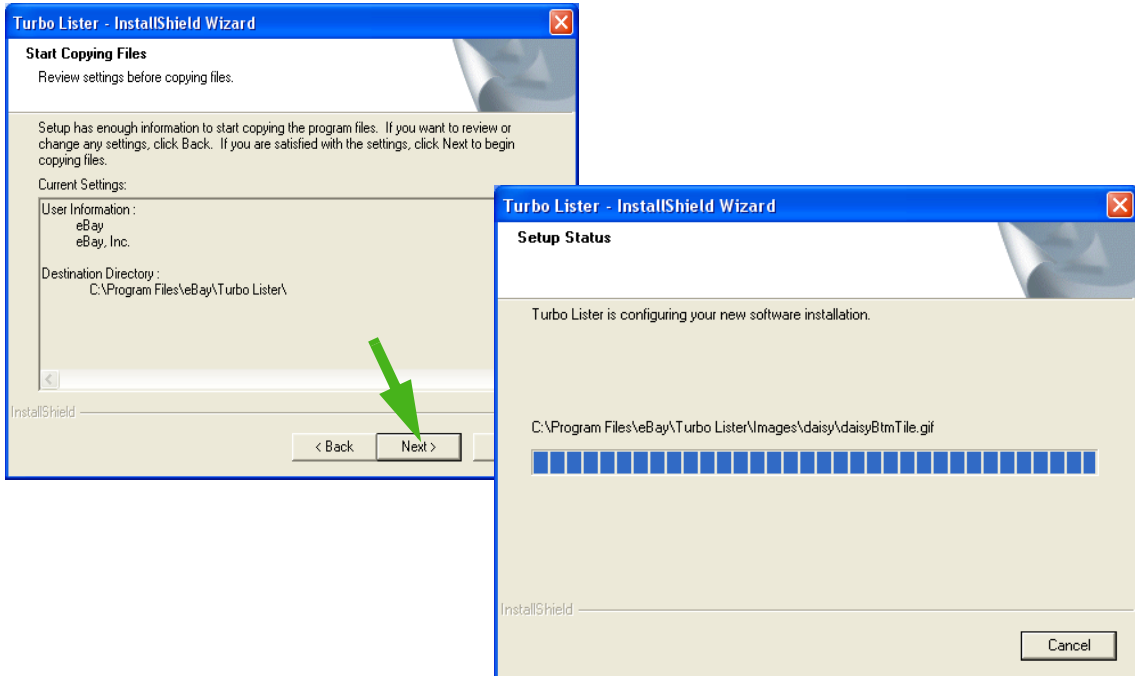
1-5 Installing Turbo Lister (Install Wizard and User Agreement)

7. At the prompts, enter your name and, if applicable, your company name.
8. Indicate whether or not you want to share this installation of Turbo Lister with others who use your computer. Click *Next*.
9. If you want to install Turbo Lister in the default location (indicated on the screen), click *Next*. If you want to install the tool in some other location, use the *Browse* button to choose that location.



1-6 Installing Turbo Lister (Customer Information and Destination)

10. You will see a summary of the information you have entered. If it is correct, click *Next*. If not, click *Back* to make changes.
11. The wizard will begin installing the files. You can cancel at any time using the *Cancel* button; otherwise, you do not need to do anything.



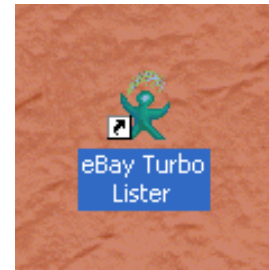
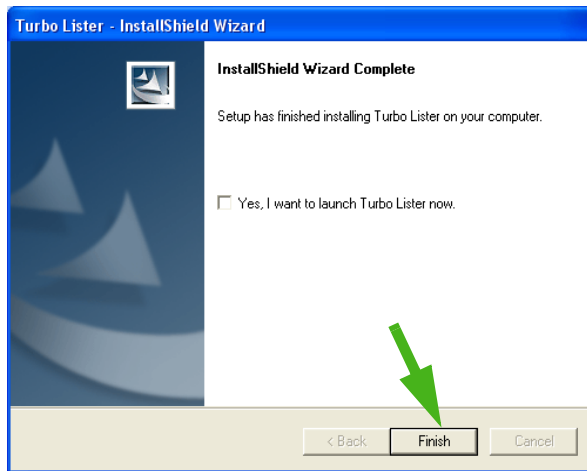
1-7 Installing Turbo Lister (Copying Files and Setup Status)

12. The system will display a message telling you when the installation is complete. From this screen you have the option of opening Turbo Lister immediately. When you have made that choice, click *Finish*.



HELPFUL HINT: The “Finish” message may open up behind another screen. If you have other screens open, you should minimize them.

13. During installation Turbo Lister places a shortcut icon on your desktop as well as placing the program in the program file.



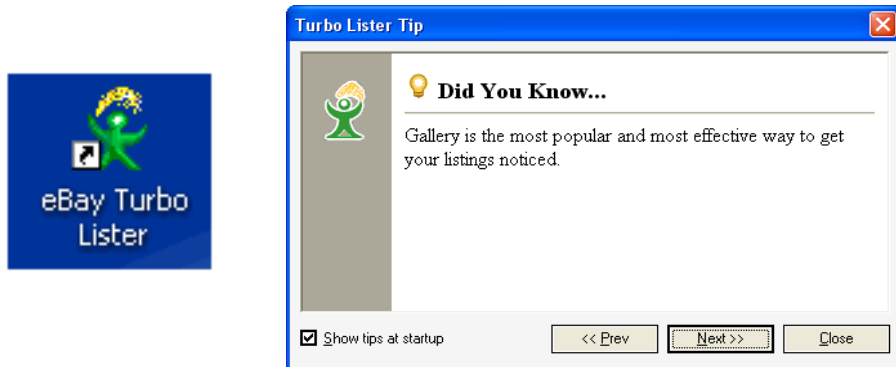
1-8 Installing Turbo Lister (*Finish*) and the Turbo Lister Desktop Icon

Launching Turbo Lister

The installation program automatically places a Turbo Lister icon on your desktop. The fastest way to launch Turbo Lister is to double click this icon. You can also open Turbo Lister through the *Start* menu: *Start > eBay > Turbo Lister*. If you are using Windows 2000 or Windows XP, you will also find the Turbo Lister icon in the Quick Launch area of the *Start* menu.

The *Turbo Lister Tip* Screen

When you open Turbo Lister you see a tip that may be helpful to you as you create, organize, and upload your listings. If you want to see more tips, click *Next*. If you don't want to see a tip the next time you log on, uncheck the box in the lower left.

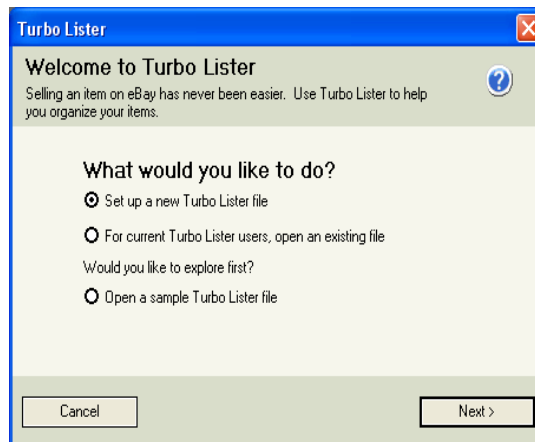


1-9 The Turbo Lister Desktop Icon and the Turbo Lister Tip Screen

The *Welcome* Screen

The Welcome screen, allows you to choose among three options. (You will only see this screen when you install a new copy of Turbo Lister or when you create a new user file.)

- If you are a new user or an existing user who wants to open a new Turbo Lister file, choose the first option. You will need an eBay User ID.
- If you are already a Turbo Lister user, and you want to open a file that you have already created, choose the second option. (Remember, if you are reinstalling Turbo Lister and if you deleted the user database, you no longer have any files.)
- If you would like to explore the Turbo Lister features without logging on, choose the third option. This option allows you to practice with the tool. You can not upload listings, but you can perform most of the other functions. You do not need an eBay User ID for this.




1-10 *The Turbo Lister Welcome Screen*

3) LOGGING ON TO TURBO LISTER

To set up a file in Turbo Lister, you enter your eBay User ID and password. Turbo Lister will automatically connect to eBay to retrieve the information that is stored there. You will be asked to either enter or confirm your contact information.

If you want to list your items on multiple eBay sites, you can also indicate that during this process. (See [“Choosing an eBay Site”](#) in Chapter 6.)



1-11 The Turbo Lister Log-on Screen



SITE NOTE:  Users at eBay China may have both a Chinese and an English ID.

Updating Your User ID and Password

If you change your eBay User ID, you will also need to change your User ID on Turbo Lister. To update your Turbo Lister User ID or password, follow these steps:

1. From the *Tools* menu, select *Options*.
2. Expand the *Personal Information* option, and click on *eBay Account*.
3. Click *Change User ID or Password*, and update your User ID and Password to match the information on the eBay site.
4. Click *Apply*.
5. Now you will need to reset the user file you logged on with. From the *File* menu, click *Change User*.
6. Select your new user file and click *Open*.
7. To finish up, select *Check for Program Updates* from the *Tools* menu. (See [“Updating to the Current Version”](#) in Chapter 5.)

Creating Multiple User Files

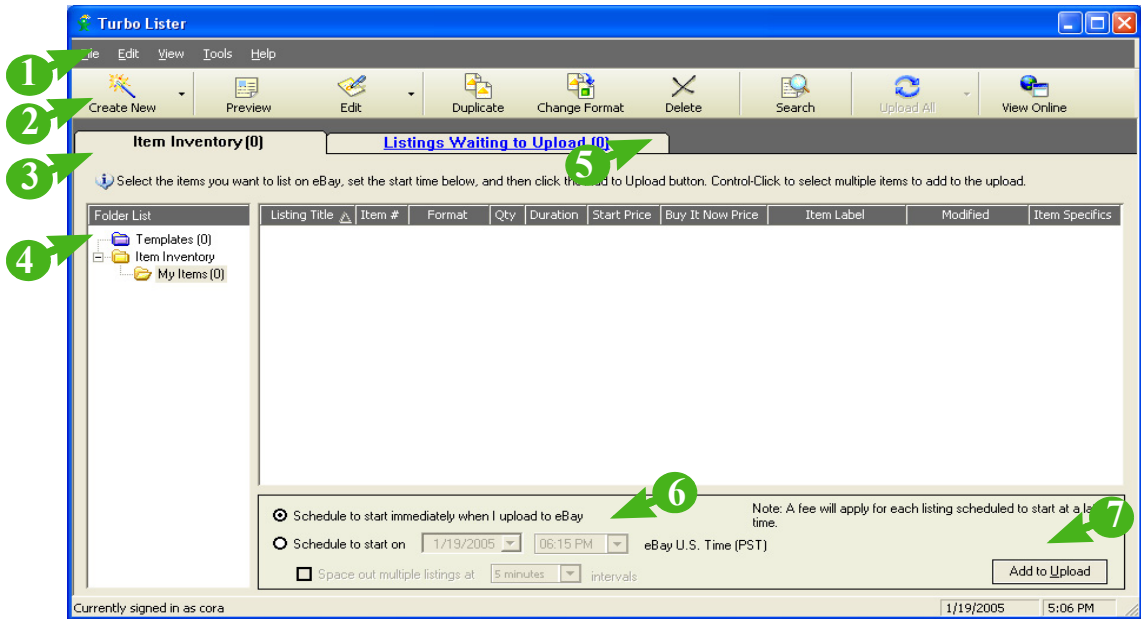
Turbo Lister allows you to have more than one user profile. When you first use the program you are prompted to create a user profile, but you can also create additional profiles and switch between them.

To create a new user profile, follow these steps:

1. From the *File* menu, click *New > User File*.
2. Select the *Set up a new Turbo Lister file* option, and click *Next*.
3. Enter the eBay account information for the new profile, and follow the prompts to complete the process.
4. To switch from one user profile to another, from the *File* menu click *Change User*, and then select the profile that you want to open.

4) VIEWING YOUR ITEM INVENTORY

After you are logged on you will see a screen usually referred to as the “Item Inventory” screen. This will be your home base as you work with your listings. The screen features are described in the table on the following page.



1-12 The Item Inventory Screen Before Any Listings Have Been Entered

Item Inventory Screen Features

The table below summarizes the fields on the Item Inventory screen.

Number	Feature	Purpose
1	Turbo Lister Menus	These menus provide a variety of functions that are familiar to any Windows user. The functions are explained in greater detail later in this section and in other chapters in this manual.
2	Turbo Lister Toolbar	These icons are the gateway to most of the specialized features and functions that you will perform in Turbo Lister. They are explained in greater detail later in this section and in other chapters in this manual.
3	Item Inventory	Once you have entered your listings into Turbo Lister, this is where they will be saved. The headings are explained later in this chapter.
4	Folder List	One of several business features provided by Turbo Lister is the ability to organize your items into logical groupings, i.e., "folders." Folders are explained in Chapter 5.
5	Upload Tab	This tab displays a list of the items that are waiting to be uploaded as soon as you connect to the Internet. Uploading is explained in Chapter 3.
6	Scheduling Options	Normally your listings will appear on the eBay site shortly after you have uploaded them. You can, however, schedule them to appear at a particular time if you feel that this will make your items more likely to sell. Scheduling is discussed in Chapter 3.
7	Upload Button	You use this button to copy selected items from the Item Inventory List to the Upload List. Uploading is discussed in Chapter 3.

Your Item Inventory

Once you have created your listings, they will be displayed on the Item Inventory screen. The headings for this screen are explained in the table below.

Listing Title ▲	Item #	Format	Qty	Duration	Start Price	Buy It Now Price	Item Label	Modified	Item Specifics
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1-13 The Item Inventory Headings

Field	Explanation
Listing Title	You create this title when you first list your item. You can display these titles in alphabetical or reverse alphabetical order by clicking on the triangle in the heading.
Item #	This number is supplied by eBay once you upload your listings.
Format	The Selling Format is the way that you have chosen to sell your item, e.g., <i>Auction</i> .
Quantity	This is the number of identical items that you are selling in the listing. It can be by individual item or a number of lots.
Duration	This is the number of days that your listings will be available. Different eBay sites and different Formats offer different numbers of days.
Start Price	Unless you also specify a Reserve Price, this is the lowest price you are willing to accept for your item.
Buy It Now Price (optional)	Sometimes referred to as the "BIN" price, this is the amount that you will accept for your item without waiting for the highest bid. This price will disappear as soon as the first bid is entered.
Item Label (optional)	This is a descriptive word or phrase that you have entered for your own use. It is not displayed to the buyers.
Modified	The system displays the last date that you made a change to this listing.
Item Specifics	These are the standardized details that buyers expect to see. Depending on the type of item, these details may include size, color, brand, and so forth.

5) USING THE MENUS AND TOOLBAR

To navigate from place to place, and to perform specific tasks, you will use the Turbo Lister menus and the Turbo Lister toolbar.

The Turbo Lister Menu

All of the functions available through the Turbo Lister menus are explained in this *User Guide* and in the Desktop Help. This section contains a brief overview and then provides references to tell you where to find more detailed information.

Keyboard Shortcuts

Turbo Lister provides many keyboard shortcuts for commands that you use frequently. If there is a shortcut, it will be displayed on the menu following the command. Some of these shortcuts are standard Windows keyboard shortcuts while others were created especially for Turbo Lister commands.

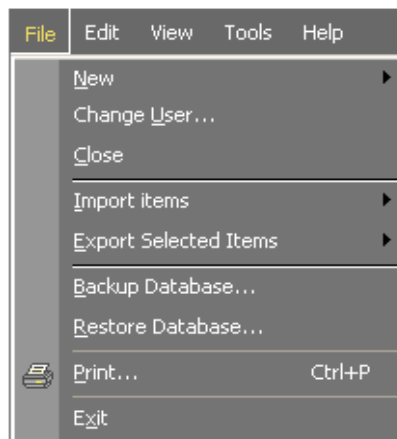


1-14 *Turbo Lister Keyboard Shortcuts*

The *File* Menu

The *File* menu contains the standard Windows commands *Close* and *Exit*. It also contains the selections listed below:

- **New** – Produces a secondary menu that allows you to choose what you want to create.
- **Change User** – Allows you to switch to another User ID (presuming you have created more than one). (See [“Creating Multiple User Files”](#) earlier in this chapter.)
- **Import Items** – Allows you to import items from eBay as well as from other sources. (This option is discussed in detail in Chapter 7.)
- **Export Selected Items** – Allows you to export the items that you have selected to Selling Manager Pro.
- **Backup Database** – Creates a copy of your database so that you can revert to a previous version, if necessary. (Database management is covered in Chapter 5.)
- **Restore Database** – Restores your database from a previously saved version. (Database management is covered in Chapter 5.)
- **Print** – Allows you to print your Item Inventory or the Listings Waiting to Upload. (Printing is discussed in Chapter 3.)



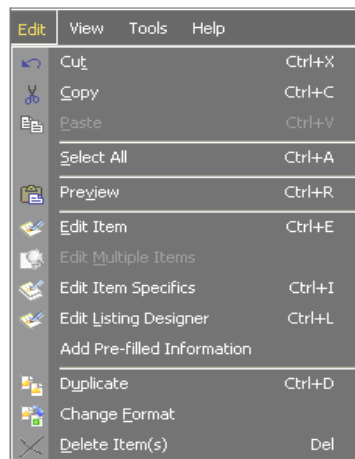
1-15 The Turbo Lister File Menu

The *Edit* Menu

The *Edit* menu contains the standard Windows edit commands *Cut*, *Copy*, *Paste*, *Select All*, and *Delete*. It also contains a *Duplicate* command that you can use to create new listings from existing listings.

These commands (described in detail in Chapter 4) perform various Turbo Lister edit functions:

- **Preview** – Allows you to see the choices that you have made for this item.
- **Edit Item** – Allows you to edit the selected item.
- **Edit Multiple Items** – Allows you to edit more than one item at a time.
- **Edit Item Specifics** – Allows you to edit Item Specifics for one or more items.
- **Edit Listing Designer** – Allows you to make changes to the Listing Designer.
- **Add Pre-Filled Information** – Allows you to use information that is already stored in the system to complete your listings.
- **Change Format** – Allows you to change the format of one or more listings.

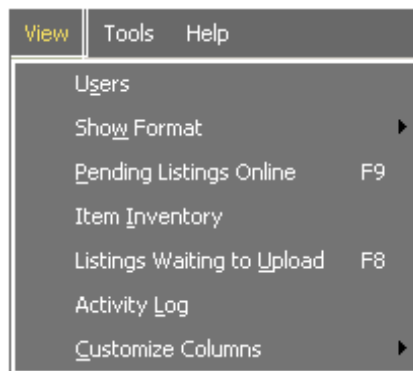


1-16 The Turbo Lister Edit Menu

The *View* Menu

The *View* menu allows you to determine what you see on your screen. It contains these commands:

- **Users** – Displays a list of user profiles attached to the current log-on (see “[Creating Multiple User Files](#)” earlier in this chapter).
- **Show Format** – Provides a secondary menu that allows you to display only listings of a particular selling Format.
- **Pending Listings Online** – Displays listings that have already been uploaded to eBay, but have not yet been posted because they are scheduled for some time in the future.
- **Item Inventory** – Displays all of your current listings whether they have been uploaded or not.
- **Listings Waiting to Upload** – Displays new listings that you have not yet been uploaded to eBay.
- **Activity Log** – Displays a history of your uploading and downloading activities.
- **Customize Columns** – Allows you to decide what columns you want to display and in what order. (This feature is described in Chapter 5.)



1-17 The Turbo Lister View Menu



The *Tools* Menu

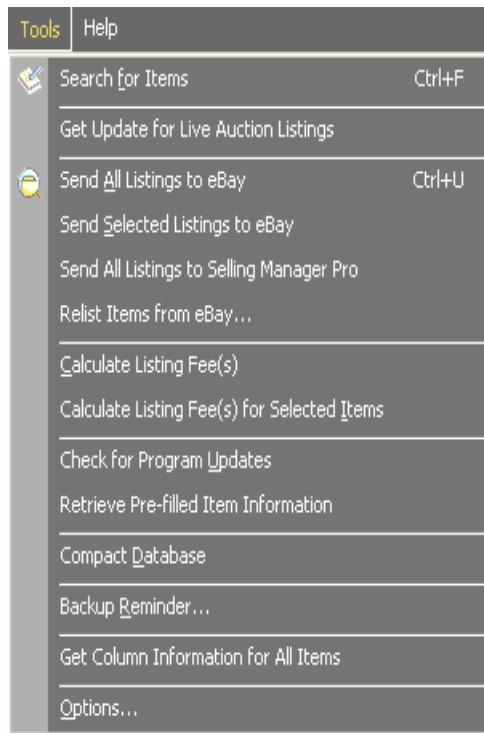
The *Tools* menu contains a variety of functions that are summarized below. These functions are described in more detail elsewhere in this manual:

- **Search for Items** – Allows you to use keywords to search for specific items in your inventory.
- **Get Updates for Live Auction Listings** – This option only appears if you have Live Auction Listings. (There is more information about this topic in Chapter 7.)
- **Send All Listings to eBay** – Sends all of the listings in your *Waiting to Upload* list to eBay. (Uploading is discussed in Chapter 3.)
- **Send Selected Listings to eBay** – Sends the items that you have selected from your *Waiting to Upload* list to eBay. (See Chapter 3 for details.)
- **Send All Listings to Selling Manager Pro** – Sends all of the listings in your *Waiting to Upload* list to Selling Manager Pro (presuming you subscribe to SMP). (Chapter 3 covers this topic in detail.)
- **Relist Items on eBay** – Allows you to relist your items on eBay. (For details, see Chapter 5.)
- **Calculate Listing Fee(s)** – Calculates the listing fees for all of the items on your *Waiting to Upload* list. (For more about Listing Fees, see Chapter 2.)
- **Calculate Listing Fee(s) for Selected Items** – Calculates the listing fees for the items you have selected from your *Waiting to Upload* list. (Listing Fees are discussed in Chapter 2.)
- **Check for Program Updates** – Searches the Turbo Lister website for any updates that have become available since the last time you uploaded your listings. (This feature is described in Chapter 5.)
- **Retrieve Pre-filled Item Information** – Accesses the eBay database to retrieve standard item information for some types of items. For example, books and CDs have pre-filled item information on file. (This feature is described in detail in Chapter 4.)
- **Compact User Database** – Reduces the size of your database by eliminating any unnecessary space. (Database management is covered in Chapter 5.)

- **Backup Reminder** – Periodically reminds you to backup your database before you exit the application. (You will find more about the user database in Chapters 5 and Chapter 8.)
- **Get Column Information** – Retrieves updated information for the columns on your *Item Inventory* screen.
- **Options** – Provides a number of options and preferences for you to choose from. (This topic is discussed in Chapter 6.)



SITE NOTE:   Users who list on eBay Canada or U.S. must subscribe to Selling Manager Pro to Relist Items on eBay.



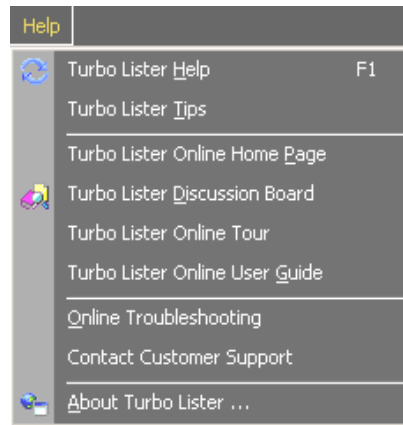
1-18 The Turbo Lister Tools Menu

The *Help* Menu

The Turbo Lister menu on the far right is the *Help* menu. The selections are summarized below:

- **Turbo Lister Help** – Is embedded in the tool and is available whether or not you are connected to the Internet. The information is the same as the information in the *User Guide*. The Desktop Help is more compact, and does not contain the sample screens.
- **Turbo Lister Tips** – Provides a list of tips for using Turbo Lister more efficiently. (These are the same tips that you see at startup.)
- **Turbo Lister Online Homepage** – Links to the Turbo Lister Home Page, which contains many resources for helping you learn more about Turbo Lister. The Homepage is where you will find the link to download Turbo Lister.
- **Turbo Lister Discussion Board** – Connects you to a user forum. If you are new to Turbo Lister, you may find that you can learn useful things by participating in the discussions. If you are an experienced Turbo Lister user, you may be able to help others.
- **Turbo Lister Online Tour** – Provides a preview of the process of creating listings on Turbo Lister. Features are explained step-by-step. Sample screens are included.
- **Turbo Lister Online User Guide** – Presents an overview of Turbo Lister in the form of a slide presentation.
- **Online Troubleshooting** – Provides online troubleshooting tips. This section is similar to the troubleshooting chapter (Chapter 7) in this *User Guide*.

- **Contact Customer Support** – Allows you to contact Turbo Lister support engineers by E-mail. If you decide to do this, please provide a detailed description of your question or problem. It would also be helpful to include the exact wording of any error messages as well as a list of the steps required to reproduce the problem.
- **About Turbo Lister** – Gives you the version number for the Turbo Lister software that you are using.



1-19 The Turbo Lister Help Menu

The Turbo Lister Toolbar

Several of the functions available through the Turbo Lister Menus are also available through the Turbo Lister toolbar. You may find it quicker to click these icons than to open the menus and select the appropriate commands. For example, *Duplicate*, *Change Format*, *Delete*, *Search*, and *Upload All* are available in both places.



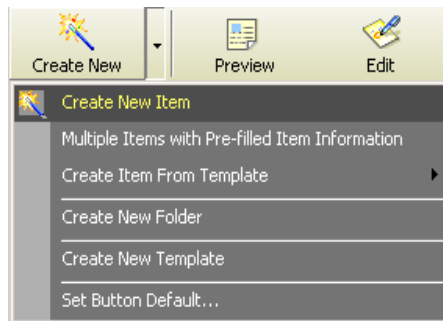
1-20 The Turbo Lister Toolbar

Field	Explanation
Create New	This selection displays a menu of things that you can create. (See “Create New” after this table.)
Preview	This Preview displays a Listing Summary Table showing all the selections that you have made for this listing. (See “Preview Item” after this table.)
Edit	<p>The <i>Edit</i> tool displays a menu of the three most commonly used edit items:</p> <ul style="list-style-type: none"> • Edit Item • Edit Multiple Items • Add Pre-filled Information <p>The various editing choices are explained in detail in Chapter 4.</p>
Duplicate	Many users create new item listings by duplicating existing listings and then making any necessary changes. This process is explained in Chapter 2.
Change Format	You use this tool to change the selling Format of one or more items. If you select more than one item, they must all have the same Format and be posted on the same eBay site(s).
Delete	This command deletes the item or items that you have selected.

Field	Explanation
Search	This feature allows you to search for specific words in your listings. (See “Search” after this table.)
Upload All	When you click this tool you upload everything on your <i>Waiting to Upload</i> list.
View Online	You use this tool to see what your listing looks like online. You must be logged onto the Internet to use this feature. This feature is described in more detail in Chapter 3.

The *Create New* Menu

The *Create New* menu includes the option of creating new templates and new folders as well as new items. Templates and folders are discussed in Chapter 5. Creating new items is described in Chapter 2, while pre-filled item information is covered in Chapter 4. Customizing the *Create New* button is explained in Chapter 5.



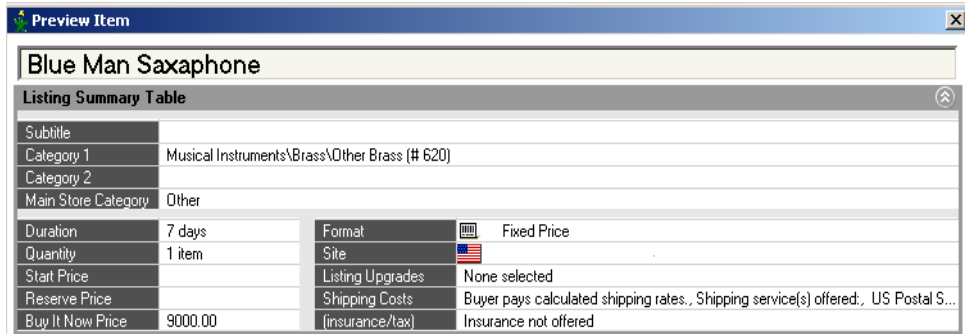
I-21 The *Create New* Menu





HELPFUL HINT: The *Create New* icon displays a menu that offers several of the same selections as the menu you see when you click *New* from the *File* menu. While there is some overlap, these menus are not identical so if you are searching for something, be sure to check both places.

The *Preview Item* Screen

The *Preview Item* screen provides a summary of all of the information that pertains to this item. The selling sites are represented by national flags and the Format is represented by the appropriate Format icon.



Listing Summary Table	
Subtitle	
Category 1	Musical Instruments\Brass\Other Brass (# 620)
Category 2	
Main Store Category	Other
Duration	7 days
Quantity	1 item
Start Price	
Reserve Price	
Buy It Now Price	\$9000.00
Format	 Fixed Price
Site	
Listing Upgrades	None selected
Shipping Costs	Buyer pays calculated shipping rates., Shipping service(s) offered., US Postal S...
(insurance/tax)	Insurance not offered


1-22 *The Preview Item Screen*


The *Search for Items* Screen

The *Search* tool allows you to find one or more of your item listings quickly. You can search Titles only, Descriptions only, or Titles and Descriptions. You can also select which folder to search in. Items that contain your search word or words will be listed in the table below.

Search for Items

Search for 1 items found

Folder 

Listing Title	Item #	Pre-Filled Information	Format	Qty	Duration	Start Price	Buy It Now Price	Item Label
Ruby Rings		Not available	 Auction	5	10	3000.00		

1-23 *The Search for Items Screen*

Search By Proximity

This feature allows buyers to:

- Search for items within a given distance (for example, fifty miles or twenty kilometers).
- Sort search results or listings pages by the distance from the buyer's own location.

When listing an item, sellers enter a location using the appropriate postal code. This information is then indexed in the search database and used to determine the item's location for the *View Item* function. Each site contains a list of popular cities that the buyer can use to select a center point from which to search. Buyers must provide their location, but they are not required to register.



REFERENCE: To learn more about how potential buyers search using this feature, go to the eBay U.S. website at – http://pages.ebay.com/help/find/search_region.html.



SITE NOTES:  The *Search by Proximity* feature is available in eBay Austria, Australia, Canada, Switzerland, Germany, France, Italy, Netherlands, and the U.S.

6) GETTING HELP WHEN YOU NEED IT

There are a variety of ways to get help for Turbo Lister. This guide, the *eBay Turbo Lister User Guide* is the most comprehensive of the documentation sources. It is supplemented by two types of help files, plus several different “contact eBay” options.

When you click on the question mark icon in the upper right-hand corner of your Turbo Lister screen, you will see one of these three types of help:

- The appropriate Turbo Lister Desktop Help (see [“The Help Menu”](#) earlier in this Chapter).
- The appropriate Turbo Lister Website Help
- Pertinent information located on the eBay site itself.

Turbo Lister Website (Online) Help

In Turbo Lister, “Online Help” is the help that you find on the Turbo Lister website. This is different from the “Desktop Help,” which you download when you download the tool. The Online Help includes information about installing and troubleshooting Turbo Lister.

eBay Webform Help

If you use the onsite eBay Webform help (see the URL below), you may want to attach a log file. To locate the log files in the Turbo Lister directory on your hard drive, go to – C:\Program Files\ eBay\Turbo Lister\.

The log files are the ones that have the extension *.log*. For example, Tl.log and Tl.log.bak1.log are log files.



HELPFUL HINT: If you contact Turbo Lister Customer Support through the Turbo Lister *Help* menu (*Help > Contact Customer Support*) you do not need to attach log files; these are sent automatically.



REFERENCE: To go to the onsite eBay Webform help for eBay U.S., use this URL – <http://pages.ebay.com/help/index.html?ssPageName=h:h:help:US>.



CHAPTER 2 – CREATING NEW LISTINGS

This chapter explains how to use Turbo Lister to create a new listing. These sections are included:






- 1) Five Ways to Create Listings
- 2) Selecting a Site and a Format
- 3) Entering an Item Title and Selecting a Category
- 4) Adding a Description and Pictures
- 5) Entering Format Specifics
- 6) Steps for Creating Listings






SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) FIVE WAYS TO CREATE LISTINGS

Turbo Lister provides five basic ways to create listings. These five methods are described briefly in the table below, and explained in more detail in this chapter or in later chapters.

Creating Listings with Turbo Lister	
	<p>Create Item Wizard</p> <p>The Turbo Lister Create Item Wizard takes you step-by-step through the process of creating a listing. To use this method you fill out the information on each screen, and then proceed to the next screen. For a list of steps, see “Using the Create Item Wizard” later in this Chapter.</p>
	<p>Duplicate Feature</p> <p>When you use the <i>Duplicate</i> feature to create new listings you copy one or more listings that you have already created, and either use the copies as they are or make appropriate changes. (For a list of the steps, see “Using the Duplicate Feature” later in this Chapter.)</p>
	<p>Turbo Lister Templates</p> <p>Turbo Lister allows you to save your listings so that you can design similar listings without entering the same information again and again. To use a template, you must first create a template. This process is described in “3) Working with Templates” in Chapter 5.</p>
	<p>Pre-filled Item Information</p> <p>There is pre-defined information available for some types of items, for example, items with SKUs or ISBNs. Books, videos, and CDs are frequently listed this way. To learn how to use this method, see “4) Using Pre-Filled Item Information” in Chapter 4.</p>
	<p>Import from eBay</p> <p>With this method you take items that you have already listed on eBay and import them into Turbo Lister. For more information, see “Importing from eBay” in Chapter 7.</p>



SITE NOTE:    Pre-filled Item Information is not available from eBay China, Italy, or Taiwan.

2) SELECTING A SITE AND A FORMAT

When you use the Turbo Lister Wizard for the first time, you will begin with a screen labeled *Create a New Item*. You will use this screen to select an eBay Site and to choose a selling Format.




HELPFUL HINT: In Turbo Lister there are two screens labeled *Create a New Item*. The first one allows you to choose the Site and the Format. The second one allows you to enter an Item Title and a Category.



2-1 The eBay Site and Selling Format Screen



SITE NOTE:  If you are selling on eBay Canada you will also choose a currency from this screen. You have the choice of requesting either Canadian or U.S. dollars.

The Site and Format Screen

The table below summarizes the fields and features on the first *Create a New Item* screen. This is the screen that allows you to enter the eBay Site and a selling Format.

Number	Feature	Purpose
1	Helpful Tips	The tip that appears here will be something that is useful to you while you are using this screen.
2	eBay Site	<p>If you did not specify any additional sites when you set up Turbo Lister, you will automatically post to the site from which you downloaded the application. If you decide later that you would like to try other sites for this listing, you can go to the <i>Tools</i> menu, and follow this path: <i>Tools > Options > Seller Options > eBay Sites</i>. (You can also choose new sites by creating a new User ID.)</p> <p>Choosing appropriate eBay sites can make a big difference in how many items you sell. To get some ideas about what criteria are important, see "Choosing an eBay Site" in Chapter 6.</p>
3	Selling Format	To help you make your listing as successful as possible, eBay offers several different selling Formats for you to choose from. Not all Sites have all of the formats described here. (See the Site Notes on the next page.) For more information about Formats, see "More About Formats" after this table.
4	Default Site and Format	<p>If you usually sell your items on the same eBay Site(s) with the same selling Format, you can check this box to avoid seeing this screen when you create future listings.</p> <p>If you later find that a different default might be more appropriate, go to the <i>Tools</i> menu, and follow this path: <i>Tools > Options > Seller Options > eBay Sites</i>.</p>

More About Formats


Here is a summary of the eBay selling Formats:

- **Auction** – Lets bidders compete for your item. You may also set a Reserve Price and/or a Buy It Now price.
- **Fixed Price** – You set a single price for your item and allow buyers to purchase it immediately. There is no bidding.
- **eBay Store** – You set a price at your own selling destination on eBay. (If you do not have an eBay Store, you will not see this option.)
- **Real Estate Ad** – Lets you advertise (but not sell) your real estate properties. If you choose this format, you must specify your property's location as well as the eBay sites that your listing will appear on.

For more information about each of these formats, see Section 5, [“5\) Entering Format Specifics”](#) later in this chapter.



SITE NOTES:  If you list on eBay Austria, Australia, Switzerland, Germany, or Netherlands, Reserve Price Auctions are available only in the motor vehicles category.

 Reserve Price Auctions are not available in Taiwan.

 The Real Estate Ad Format is available only in Canada, China, Germany, and the U.S.

3) ENTERING AN ITEM TITLE AND SELECTING A CATEGORY

When you have finished choosing an eBay Site and picking a selling Format, you will see another screen labeled *Create a New Item*. You will use this screen to enter an Item Title and Subtitle (optional), and to select a Category.



HELPFUL HINT: Most categories are further divided into sub-categories called “leaf” categories.

The screenshot shows the 'Create a New Item' window in Turbo Lister. The interface is divided into a left sidebar and a main content area. The sidebar contains a 'Helpful Tips' section (callout 1) with advice on item titles and a 'Learn more' link, and an 'Other Tasks' section (callout 2) with links for 'Search on eBay' and 'Help for this page'. The main content area is titled 'Create a New Item' and includes:

- 'Enter an Item title' section (callout 3) with a text input field for 'Item Title' (callout 4) and a dropdown menu for 'Subtitle (optional)' (callout 5).
- 'Select a category for your item' section (callout 6) with a text input field for 'Category' (callout 7) and a 'Find Category' button (callout 6).
- A second 'Find Category' button (callout 7) for the '2nd Category (optional)' field.
- A note: 'Note: if you choose a second category, your Insertion Fee and some Listing Upgrade Fees will double.'
- 'Item Label' section (callout 8) with a text input field for 'Item Label (optional)'.

 At the bottom right, there are three buttons: '< Previous', 'Cancel', and 'Next >'.

2-2 The Item Title and Category Screen



The Item Title and Category Screen

The table below summarizes the fields and features on the second *Create a New Item* screen. Item Titles, Subtitles, and Categories are described in greater detail later in this section.

Number	Feature	Purpose
1	Helpful Tips	The tip that appears here will be something that is useful to you while you are using this screen.
2	Other Tasks	These are links to the eBay website. The tasks listed here will help you make the decisions that you need to make to complete this screen.
3	Item Title	A good title helps potential buyers find your item. You will want to give some thought to what you enter here. See “Creating a Good Item Title” after this table.
4	Subtitle	The Subtitle is another chance to put keywords in front of potential buyers. Many sellers find that it is well worth the small additional fee. See “Creating a Useful Subtitle” after this table.
5	Spell Check	<p>It is important that you do not make any spelling errors in your Item Title. If you do, it will not be picked up in searches and prospective buyers may not be able to locate your item. You can use this checker for both Item Title and Subtitle.</p> <p>This is a standard Windows spell checker, which allows you to change the spelling to match one or more suggested corrections. You can also ignore the suggestions or add the word to your personal dictionary.</p>
6	Category	The category that you select for your item can make all the difference in whether or not your item sells quickly. Many buyers search by category. See “Selecting the Best Category” after this table.
7	2nd Category	If you want to reach the maximum number of potential buyers, you may want to select a second category. (The first category is free, but there is a small charge for additional categories.)

Number	Feature	Purpose
8	Item Label	You can use this space to type something about the item that isn't relevant for the buyer – a reminder to yourself or information that is meaningful to you, but not to others. For example, your stock number or the location in your warehouse could be entered here. You can type up to 30 characters.



SITE NOTE:   eBay China and Taiwan do not offer Subtitles or a second Category. Nor is Spell Check available for these sites.

Creating a Good Item Title

Make your Item Title as clear, descriptive, accurate, and appealing as possible. Your goal should be to pack a great deal of information into a few well chosen words.



Suggestions for Good Item Titles

Here are some suggestions for creating good Item Titles (and Subtitles):

- State exactly what your item is, even if your title repeats the category name.
- Use descriptive keywords that clearly convey what you are offering.
- Include brand name, artist, designer, or other labels that buyers will recognize.
- Think of words buyers might use to search for your item and include them.
- Make intelligent use of your space. For example, buyers don't search for words like “wow.”
- Browse similar items that have already sold to see which titles have resulted in high bids.



Things to Avoid in Item Titles

Be sure to follow eBay's rules regarding titles. The following types of titles are considered inappropriate:

- Do not use titles that fail to state what the nature of the item is.
- Do not use titles that contain website addresses, email addresses, or phone numbers.
- Do not use titles containing profane or obscene language.
- Do not use titles that use words like “prohibited,” “banned,” “illegal,” “outlawed,” or any other word that may bring into question the legality of an item.

Creating a Useful Subtitle

If you add a Subtitle to your listing, you can provide additional information that will be of interest to potential buyers. Your Subtitle will appear below the main title when buyers search by titles and descriptions.

A Subtitle allows you to mention key selling points that may not have fit in the Item Title space. When you create a Subtitle, you can use the same suggestions that apply to Item Titles.

Turbo Lister remembers the Item Titles and Subtitles that you enter, so that the next time you create a listing you can select a title from the pull-down menu.


Selecting the Best Category

Buyers search by Category. It is important for you to try to think like a buyer when choosing a category for your listings. Here are some suggestions to help you find the best category for your item:

- Search for similar items on eBay and notice which categories they are listed in.
- Try several different keyword searches and see if you find particularly active categories.
- Look at the page-view counters and numbers of bids on similar items in several different categories.
- If you have an eBay Store, specify your custom Store category.

In the beginning you will need to search for an appropriate category using the *Find Category* button. Later, you will be able to re-select categories that you have used in the past from the pull-down menu. Or, if you know the category number, you can type it in.



SITE NOTE:  The *Find Category* button is called the “*Browse*” button at eBay Italy.

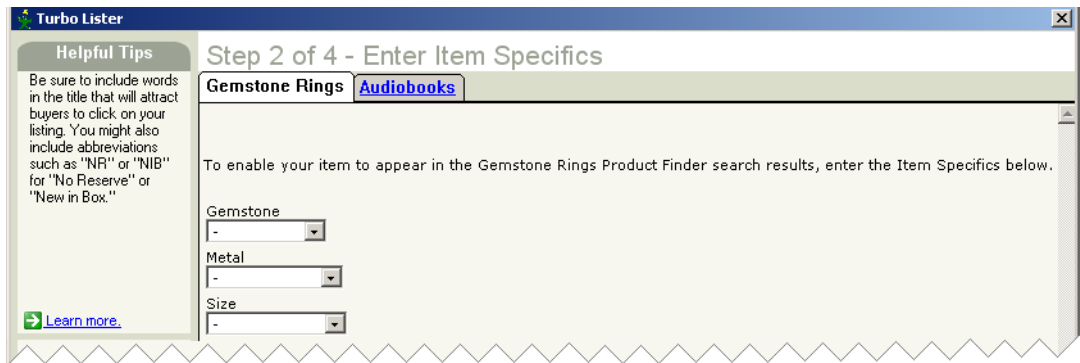


TURBOTIP: If you have a hard time choosing between two categories, your buyers may be about equally split between the categories. This would be a good reason to select a second category even though it will double your listing fee.

Adding Item Specifics

If Item Specifics are available in the category you have selected, when you click *Next*, you will see a screen that allows you to select the appropriate Item Specifics. This type of standardized detail helps make your listing easier to find.

For example, Item Specifics for a computer would include things like the brand, the amount of RAM, and so forth. Specifics for a ring would include the type of stone, the type of metal, and the size.



2-3 The Item Specifics Screen

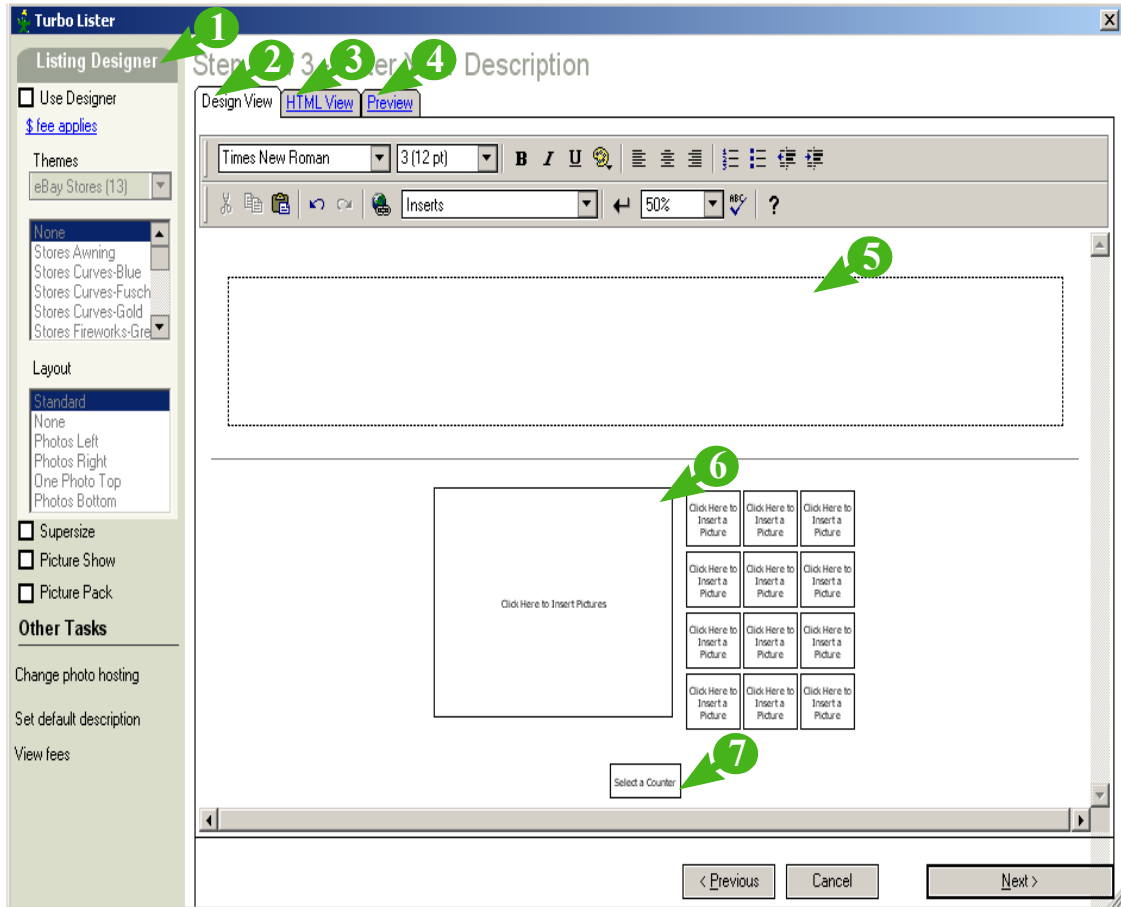
If you have more than one category, you may also have more than one Item Specifics screen. Each will have its own tab.



SITE NOTE: 🇹🇼 *Item Specifics* are not available at eBay Taiwan.

4) ADDING A DESCRIPTION AND PICTURES

Once you have finished with the preliminaries, you will write a Description of your item and (optionally) include one or more Pictures.



2-4 The Description and Pictures Screen



HELPFUL HINT: The step number at the top of the *Description* screen depends on whether or not your category has Item Specifics; it won't always be the same number.

The Description and Pictures Screen

The table below summarizes the fields and features on the Description and Pictures screen when you are using *Design View*.

Number	Feature	Purpose
1	Listing Designer	The Listing Designer helps you make your listings stand out. You can choose from a number of themes and layouts to add color and interest to your listings. To see samples of how sellers have used this feature, see “5) Creating More Attractive Listings” in Chapter 4.
2	Design View	This view contains a space for you to type your description and boxes for you to click to add photos to your listing.
3	HTML View	This view allows you to edit the HTML source code of your description. (See “Designing with HTML” later in this chapter.)
4	Preview	This view allows you to see how the description and pictures will look to the buyer.
5	Description Box	You use this area to type in a description of your item. The better your description, the better your chances of selling your item promptly. (See “Adding a Description” following this table.)
6	Photo Boxes	You click these boxes to add pictures to your listing. You can use pictures located on your own computer or located on a website that is accessible to the public. At most sites, your first picture is free. (See “Adding Pictures” later in this chapter.)
7	Select a Counter	Turbo Lister provides a free tool that counts visits to your listing(s). For further information about this feature, see “7) Adding a Counter” in Chapter 5.

Adding a Description

A well written description gives buyers valuable information and increases your chances of getting a good price for your item. There are things you should be sure to include, things that you should consider including, and things that you will want to avoid.



Description “Musts”

These are the things that you will want to include for most items:

- What is the item made out of?
- When and where was it made?
- What company/artist/designer/author made it?
- What condition is it in?
- What are its dimensions?
- Does it have any notable features or markings?

You may also want to include information about shipping costs, payment, and other details.

Description Suggestions

Many sellers find that adding a creative, human touch to their descriptions boosts bids and sales. You might consider:

- Is there any special background or history?
- What do you especially like about the item?
- Who do you think the item would appeal to and why?
- Is there an interesting story about the item?
- How do you think your item might be used?



Description Mistakes

There are also some things that you should avoid in your description. For example:

- Do not say anything that is not true.
- Do not assume that if buyers want more information they will ask you. More likely, they will just bid with your competitors.
- Do not use keyword spam. This means don't include words that are not related to your item just to trick buyers into viewing your listing.



REFERENCE: If you have any doubts about the propriety of something you plan to say, it's best to check the eBay listing policies at eBay U.S. – <http://pages.ebay.com/help/sell/policies.html>.

Designing with the Design Tools

At the top of the *Design View* panel is a standard Windows formatting toolbar. You can make your description look the way you want it to using these commands. You can:

- Choose a font and font size.
- Use bold, italic, underlined, or colored text.
- Add a bulleted or numbered list.
- Align the text to the left, center, or right.
- Cut, copy, paste, undo and redo as needed.
- Insert a hyperlink.
- Insert breaks in your text.





2-5 The Design Tools

The *Inserts* drop-down menu allows you to create, name, and store text entries so that you can use them again and again. Sellers find this feature useful for “boilerplate” text, such as warranties. To learn more about this feature, see [“4\) Re-Using Text and Graphics”](#) in Chapter 5.

You can also use this toolbar to view your description at 50%, 100%, or 150% and to check your spelling.



SITE NOTES:   The Spell Check feature is not available at eBay China or eBay Taiwan.

Designing with HTML

The *Design View* is the easiest way to format your listing, but if you know HTML you can also customize your description directly in HTML. Click the *HTML View* tab to view and edit the source code. You can also add pictures and a counter from the *HTML View*.

Previewing Your Listing

To see how your description and photo(s) will look to the buyer, click the *Preview* tab. To make changes, click *Design View* or *HTML View*. *Preview* shows how your description and photo will look whether you used the *Design View* or the *HTML View* to create them. If you used a Listing Designer template, you can see how that looks as well.



HELPFUL HINT: The *Preview* tab displays the description section, not the entire listing.

Adding Pictures

eBay Turbo Lister makes it easy to add pictures to your listing. If the photo that you want to use is on your hard drive, you can use the eBay Picture Services. If your photo is located on a publicly available web server, you can use the “Self-Hosting” option.

eBay Picture Services



If you want eBay Picture Services to host your picture(s) follow these steps:

1. Click one of the Add Picture boxes to browse your hard drive.
2. Select one or more picture(s) that you would like to use. (You can add up to twelve pictures.)
3. If you want your picture to appear twice (once in the description and once below the description), choose a layout template.
4. For a small fee, you can add any of these eBay Picture Service enhancements to your listing:
 - **Supersize** – Shows buyers full-sized, detailed pictures with fast downloads. Displays sizes up to 800w x 600h pixels. If you pick Supersize, the default preview standard size is 500w x 375h. (This feature requires an original picture size of at least 440w x 330h pixels.)
 - **Picture Show** – Displays your pictures in a slide show player at the top of the item page. (To use this feature, you must have selected two or more pictures.)
 - **Picture Pack** – Allows you to add up to twelve pictures, include them in a Picture Show, Supersize them, and then display your listing in the eBay Gallery. (You will have the opportunity to select the Gallery option and the Gallery Featured option in the next step.)



HELPFUL HINT: If you do not see the eBay Picture Services option, click on *Change Photo Hosting* under *Other Tasks* to select it.



SITE NOTES:   eBay China offers the first two pictures free. This site does not offer Picture Show or Picture Pack. eBay Taiwan offers the first three pictures for free.

Self-Hosted Photos

If the picture that you want to use is not on your hard drive, but is on a publicly accessible web server you can do what eBay calls “Self-Hosting.” To switch to this option, click on *Change Photo Hosting* under *Other Tasks* and then select *Your Own Web Hosting*.

eBay recommends using a picture that is approximately 400w x 300h pixels. If you are using a layout template, keep the *Set Optimal Size Using HTML* option checked.




HELPFUL HINT: To make sure that your picture looks the way that you want it to, click the *Preview* button before completing your listing.



TRAINING OPPORTUNITY: To learn about the equipment you will need, picture-editing techniques, and more, take the step-by-step photo tutorial at eBay U.S. – http://pages.ebay.com/help/sell/photo_tutorial.html.



SITE NOTE:  Self-Hosted Photos are not available for eBay China. The *Change Photo Hosting* option does not appear on the screen at that site.

Picture Manager

The eBay Picture Manager allows you to upload and manage multiple pictures quickly and easily. For more information, see “[6\) Managing Your Pictures](#)” in Chapter 4.

5) ENTERING FORMAT SPECIFICS

Your final step in creating a new listing is to enter format specifics. This screen will vary depending on factors such as the type of item(s) you are listing and the format you have chosen. Several of these fields will be filled in automatically, some are mandatory, and some are optional.

All of these fields can be changed from this screen except the *Payment Address*. Because there are so many types of information on this screen, the screen is discussed in sections.

Turbo Lister Step 3 of 3 - Format Specifics

Helpful Tips (A)
 You'll be able to preview the listing fees prior to uploading items to eBay.
 Click on Learn More to find out how eBay fees are calculated.
[Learn more.](#)

Starting Price \$ **Reserve** \$
Buy It Now \$
Duration Private Auction

Quantity
 1 item.
 Select Change to sell multi-item listings or lots.

Buyer Requirements
 Disabled

Buyer Financing Options
 Special offer! "\$10 off your first purchase" will be displayed for items over \$50 (FREE for sellers)

Shipping Costs
 Not specified!
 Click the Change button to set up automatically calculated shipping and insurance rates based on your buyer's location.

Payment Instructions
 Payment Instructions:
 Return Policy Details:

Payment Methods (C)
 Other - See Payment Instructions

Ship-To Locations
 United States Only

Payment Address
 Guest
 Payment Address
 San Jose CA 95125
 United States

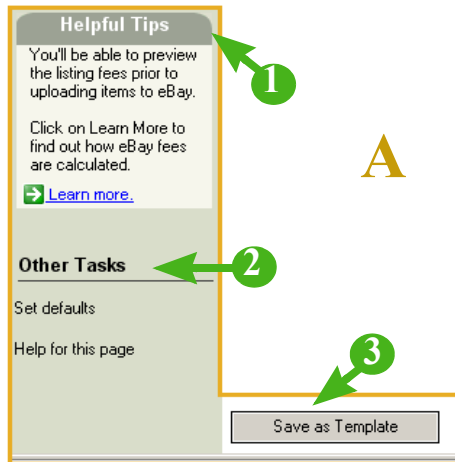
Item Location
 Campbell, CA
 United States
 Do not list regionally.

Listing Upgrades (D)
 Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more...

2-6 The Format Specifics Screen (Auction)

Standard Screen Features

The *Format Specifics* screen has several of the standard Turbo Lister screen features. These are described in the table below.



2-7 Standard Features on the Format Specifics Screen (Auction)

Number	Feature	Purpose
1	Helpful Tips	The tip that appears here will be something that is useful to you while you are entering your Format Specifics.
2	Other Tasks	These are links to the eBay website. The tasks listed here will help you find the information that you need to complete this screen.
3	Save as Template	You click this button to save the choices that you have made on this screen so that you can apply them to listings that you create in the future. (See “3) Working with Templates” in Chapter 5.)

Price, Duration, Quantity, and Buyer Information

Most listings on eBay use the standard Auction format in which the highest bidder wins the item. The table below summarizes Price, Duration, Quantity, and Buyer information on the *Format Specifics* screen when the seller has selected the Auction format. Although this screen will vary slightly depending on the type of item(s) you are selling and the site you are selling on, most of these fields apply to all listings.

B

The screenshot shows the 'Step 3 of 3 - Format Specifics' screen. It contains several sections:


- 1** points to the 'Starting Price' field.
- 2** points to the 'Buy It Now' field.
- 3** points to the 'Duration' dropdown menu (set to '7 days') and the 'Private Auction' checkbox.
- 4** points to the 'Quantity' section, which shows '1 item' and a 'Change' button.
- 5** points to the 'Buyer Requirements' section (showing 'Disabled') and the 'Buyer Financing Options' section (showing a special offer).

2-8 Price, Duration, Quantity, and Buyer Information on the Format Specifics Screen (Auction)

Number	Feature	Purpose
1	Pricing Information	<p>The Starting Price is the lowest price at which you are willing to sell your item (unless you also specify a Reserve Price).</p> <p>If you include a Buy It Now (BIN) price, buyers can buy your item without waiting for the auction to end. If a bid comes in first, the Buy It Now option disappears, and your auction proceeds normally. (In Reserve Price Auctions, Buy It Now disappears after the first bid that meets the reserve.) This option is not available for Real Estate Auctions.</p> <p>A Reserve Price is the lowest price at which you will sell your item. If none of the bidders meet that price, you are not obligated to sell. The reserve price is not disclosed to bidders, but they will be told that your auction has a reserve price and whether or not the reserve has been met.</p> <p>All Reserve Price Auctions are subject to a Reserve Price Auction Fee that is refunded when you successfully complete your auction. If your item doesn't sell, this fee is not refunded.</p> <p>When re-listing items, you will not be able to proceed if the Reserve Price exceeds the minimum value.</p>
2	Duration	<p>This is the number of days that your auction will last. Different eBay sites offer different options here.</p>
3	Private Auction	<p>If you check this box, the User IDs of the bidders won't be displayed in the item listing or bidding history screens. When the auction is over, only you will know who bought the item.</p> <p>eBay asks sellers not to make their auctions private unless they have a specific reason to do so, such as potential embarrassment for bidders.</p>

Number	Feature	Purpose
4	Quantity	<p>This is the number of identical items you are selling in the listing. It can be by individual item or, at some sites, by lot. If you are selling by individual item, you enter the number of items. If you are selling by lot, you enter how many lots and how many items per lot.</p> <p>For Multiple Item Auctions (also known as Dutch Auctions), all winning bidders pay the same price – the lowest successful bid. If there are more buyers than items, the bidders with the earliest successful bids get the items.</p>
5	Buyer Information	<p>The Buyer Requirements option allows you to specify that only buyers with PayPal accounts are eligible to buy your items.</p> <p>The Buyer Financing Options allow you to offer special financial incentives to your buyers. Several of these options are either free to sellers or free for a limited time</p>



SITE NOTES:  eBay Italy does not offer selling by lots. Buyer Requirements and Buyer Financing Options are not available for this site.

  eBay China and eBay Taiwan do not have Private Auctions, Buyer Requirements, or Buyer Financing Options.

Additional Features

Sellers at some eBay sites can select the “Now and New” option for any item that meets these four criteria:

- Has a condition of *New* in *Item Specifics*.
- Can be purchased immediately (Buy it Now).
- Can be returned.
- Has a shipping cost specified.

These items will be displayed to buyers with a special icon.



SITE NOTE:  The *Now and New* option is not available to sellers who list on eBay Canada, Spain, India, U.K., or U.S.

Shipping, Payment, and Location Information

Information about shipping, payments and locations is also included on the *Format Specifics* screen. This information is explained in the table on the following page.


C

<p>Shipping Costs Not specified! Click the Change button to set up automatically calculated shipping and insurance rates based on your buyer's location.</p> <p style="text-align: right;">1 <input type="button" value="Change"/></p>	<p>Payment Methods Other - See Payment Instructions</p> <p style="text-align: right;">3 <input type="button" value="Change"/></p>	<p>Ship-To Locations United States Only</p> <p style="text-align: right;">4 <input type="button" value="Change"/></p>
<p>Payment Instructions Payment Instructions: Return Policy Details:</p> <p style="text-align: right;">2 <input type="button" value="Change"/></p>	<p>Payment Address Guest Payment Address San Jose CA, 95125 United States</p> <p style="text-align: right;">5 <input type="button" value="View"/></p>	<p>Item Location Campbell, CA United States Do not list regionally.</p> <p style="text-align: right;">6 <input type="button" value="Change"/></p>

2-9 Shipping, Payment, and Location Information on the Format Specifics Screen

Number	Feature	Purpose
1	Shipping Costs	Shipping costs include rates for shipping both domestically and internationally plus costs for shipping insurance and sales tax. (See “More About Shipping Costs” later in this chapter.)
2	Payment Instructions	Payment instructions are your specific directions to buyers about how and when you expect payment. If you allow returns you can also indicate particulars about your return policy.
3	Payment Methods	The Payment Methods vary based on your selling Format and which eBay site(s) you are posting to. For more information on this topic, see “More About Payment Methods” after this table.
4	Ship-To Location	The options presented from the Ship-To Locations screen will vary depending on which eBay site you are posting to. Most sites offer a choice of domestic only, a selection of international, locations, or <i>Local Pickups Only</i> .
5	Payment Address	This is the address that you entered when you registered with eBay. You can change the address from this screen, but you will need to connect to the eBay website.
6	Item Location	If you have a postal code of some type, it is important to include that when you indicate where your item is located. This way buyers who search for items by location will be sure to find your listing.

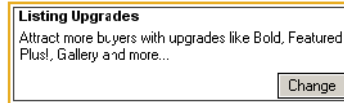


SITE NOTE:  Sales tax information is applicable only at eBay U.S.

Listing Upgrades

For a small fee you can add things like highlighting, icons, and picture treatments to your listings to help attract buyer attention. Listing Upgrades vary by site. The options for upgrading your listings are explained in detail in [“5\) Creating More Attractive Listings”](#) in Chapter 4.

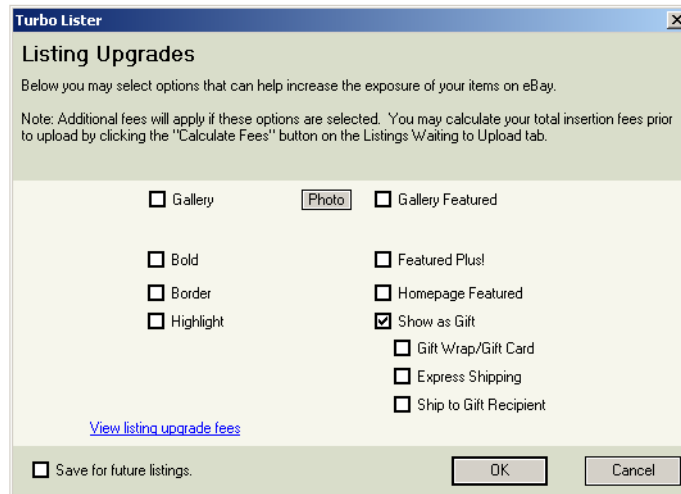
D



2-10 Listing Upgrades from the Format Specifics Screen



HELPFUL HINT: Listing Upgrades are not the same as the Listing Designer feature. For details about the Listing Designer see [“Adding Interest with the Listing Designer”](#) in Chapter 4.



2-11 Listing Upgrades Dialog Box

Format Specifics for Other Format Options

The table shown earlier in this chapter lists the Format Specifics for a seller using the Auction format. Other Formats and their Format Specifics are described here.

The eBay Store Format

There are several important differences between eBay Store listings and Auction listings. For example, the duration of an eBay Store listing may be considerably longer, the fee schedule is different, and eBay Store listings do not appear in regular eBay search results.

The eBay Store Item Specifics regarding Quantity, Shipping, and Payment are the same as for Auction items. Differences include:

- The only price on an eBay Store item is the Buy It Now price.
- In addition to a number of days, sellers with an eBay Store can choose GTC (Good Until Cancelled).



REFERENCE: You can learn more about eBay Stores on the eBay website. Visit eBay U.S. – <http://pages.ebay.com/storefronts/seller-landing.html>. To learn more about eBay fees, visit eBay U.S. – <http://pages.ebay.com/help/sell/fees.html>.

The Fixed Price Format

The Fixed Price format allows you to sell items immediately at a set price. It is similar to the Buy It Now option available with Auction format listings, except with the Fixed Price format, there is no bidding at all.

When you list an item with the Fixed Price format:

- Buyers must purchase your item immediately at the price you set.
- You can sell more than one item in the same listing.
- The Buy It Now price will not disappear until all of the items are sold or until the listing ends.

Unlike eBay Store listings, Fixed Price listings show up in regular eBay listing pages and search results.

The Real Estate Ad Format

If you create a Real Estate Ad listing, you advertise the property's availability without running an auction. The bids that you receive will only indicate interest from potential buyers. In addition to the usual Format Specifics (for example, Duration and Price), Real Estate Ads must include the location of the property.



SITE NOTE:  The Real Estate Ad Format is available only in Canada, China, Germany, and the U.S.

The Best Offer Option

If you have chosen Fixed Price or eBay Store as your Format option, you may want to take advantage of the Best Offer feature. This feature gives buyers an opportunity to make binding offers for your items. As the seller, you can accept the offer or decline the offer. When you accept the offer, the item closes and the Best Offer price and terms are displayed. If you do not respond within 48 hours, the offer expires.

To use this feature for one item you must have a feedback rating of 10 or more. To create a Best Offer listing for two or more items, you must have a feedback rating of 30 or higher and have been a registered user for at least 14 days. (If you are ID verified these qualifications are waived.)



REFERENCE: To learn more about this feature, see the online help on the eBay U.S. website – <http://pages.ebay.com/help/sell/best-offer.html>.

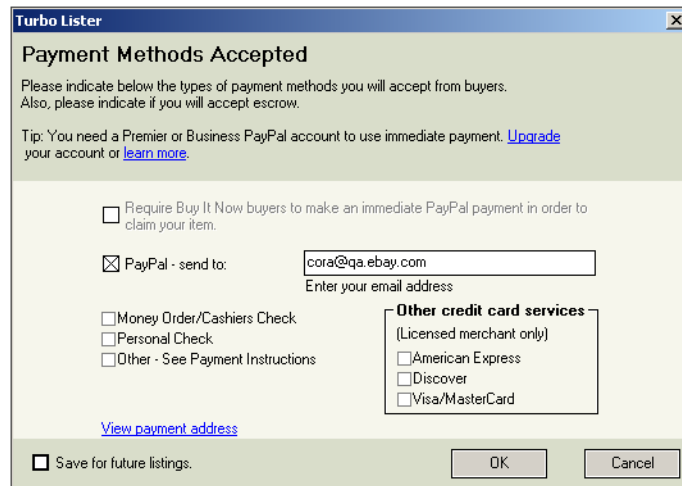


SITE NOTE:  The Best Offer feature is available in Australia, Canada, France, India, Taiwan, U.K., and U.S. On some sites (for example, Australia) Best Offer is offered only in certain categories, such as Motors.

More About Payment Methods

Payment methods vary depending on which eBay site(s) you are posting on. These are some of the possible choices:

- Immediate Payment
- PayPal
- Money Order/Cashier's Check (Cheque)
- Personal Check (Cheque)
- Other - See Payment Instructions



The screenshot shows a dialog box titled "Turbo Lister" with the subtitle "Payment Methods Accepted". The text inside reads: "Please indicate below the types of payment methods you will accept from buyers. Also, please indicate if you will accept escrow." Below this is a tip: "Tip: You need a Premier or Business PayPal account to use immediate payment. [Upgrade your account](#) or [learn more](#)." The dialog contains several checkboxes: "Require Buy It Now buyers to make an immediate PayPal payment in order to claim your item." (unchecked), "PayPal - send to:" (checked) with a text input field containing "cora@qa.ebay.com" and the label "Enter your email address", "Money Order/Cashiers Check" (unchecked), "Personal Check" (unchecked), "Other - See Payment Instructions" (unchecked), and a sub-section "Other credit card services (Licensed merchant only)" containing "American Express" (unchecked), "Discover" (unchecked), and "Visa/MasterCard" (unchecked). At the bottom, there is a checkbox for "Save for future listings." (unchecked), and "OK" and "Cancel" buttons. A link "View payment address" is also present.



2-12 The Payment Methods Screen


Credit Card Payments

At some sites, if you are a licensed merchant, you can also select:

- American Express
- Discover Card
- Visa/MasterCard




SITE NOTES:   None of the credit card options are available from eBay Germany. eBay Italy does not offer the *Discover* option.

 The credit card options listed here are not available from eBay China. Instead, this site offers China Escrow. Escrow protects both buyer and seller by acting as a trusted third-party during the transaction and managing the payment process from start to finish. It is ideal for high-priced transactions because it provides added protection.

These are the other options available from eBay China:

- China Escrow
- Bank Transfer
- Cash on Delivery
- Cash on Pickup
- Other/See Item Description
- Pay First, Delivery Afterwards
- Postal Transfer
- Merchant Credit Cards




Note: For deliveries within the same city, use Cash on Delivery; for intra-city deliveries, use Pay First , Delivery After.

 The most popular payment method in eBay Spain is Bank Transfer (also known as “Wire Transfer”).

CIP and CIP+ Payments

Users who list on the eBay sites in Australia, Europe, and Taiwan frequently use the Customer Initiated Payment (CIP) method of payment. With this method the buyer transfers the payment directly to the seller's bank account. The seller provides his or her bank account details to the buyer through email after the transaction (CIP) or automatically during checkout (CIP+). This service is free to the buyer.



SITE NOTE:    CIP is available from the eBay sites in Germany and Taiwan. In Australia this service is called “Bank Deposit” and “Bank Deposit Express.”

The Immediate Payment Option

If you are listing using the Buy It Now option of the Auction or Stores Format, you may be eligible to require that the buyer pay immediately. The buyer must pay before the listing ends except under special circumstances.

To require immediate payment from your buyer, you must:

- Specify a PayPal Premier or Business account when you list your item.
- Specify a Buy It Now price no greater than the equivalent of \$2,000 U.S.
- Specify shipping costs.
- Ship to a buyer's confirmed PayPal shipping address (unless you change your PayPal profile so that you will also ship to unconfirmed addresses).
- Be a seller in good standing.

When a buyer clicks the *Buy It Now* button in your listing, he or she will be directed to pay immediately using PayPal. When the purchase is completed, the listing will end, and you will be directed to ship the item to the buyer.

This option is not available in all eBay categories. The option will remain grayed-out (not selectable) in Turbo Lister if your listing does not meet all of the criteria.



REFERENCE: For more information about the Immediate Payment option, visit eBay U.S. – <http://pages.ebay.com/help/sell/immediatepayment.html>.

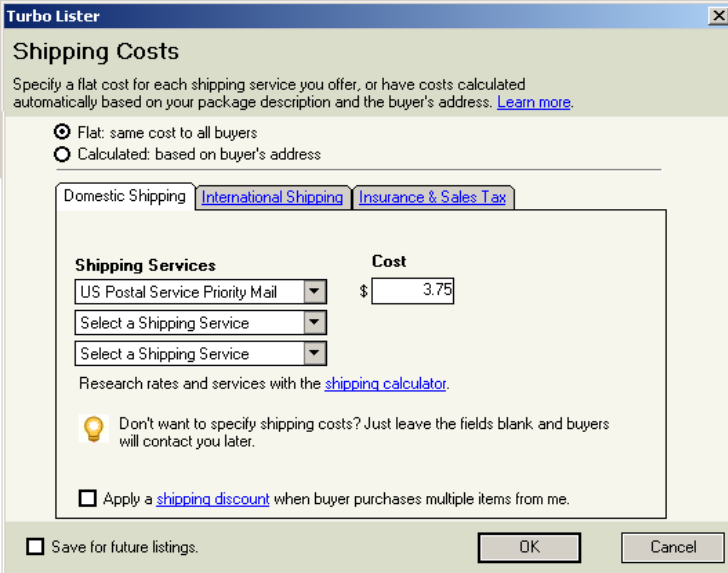


SITE NOTE:  The Immediate Payment option is available in Australia, Canada, Spain, France, Italy, Netherlands, the U.K., and the U.S.

More About Shipping Costs

You do not have to specify a shipping cost before listing your items. If you prefer, you can work out the details with the buyer after your item has been sold.

If you do want to make shipping arrangements in advance, the Shipping Costs screens allow you to enter information for domestic shipping and international shipping. At some sites these screens help you with shipping insurance and the sales tax that you may need to include with the shipping cost. Each eBay site has its own set of shipping services and rates.



The screenshot shows the 'Shipping Costs' window in Turbo Lister. It has a title bar 'Turbo Lister' and a close button. The main heading is 'Shipping Costs'. Below it, a note says: 'Specify a flat cost for each shipping service you offer, or have costs calculated automatically based on your package description and the buyer's address. [Learn more.](#)'

There are two radio buttons for selection:

- Flat: same cost to all buyers
- Calculated: based on buyer's address

Below this are three tabs: 'Domestic Shipping' (selected), 'International Shipping', and 'Insurance & Sales Tax'.

The 'Domestic Shipping' section contains:

Shipping Services	Cost
US Postal Service Priority Mail	\$ 3.75
Select a Shipping Service	
Select a Shipping Service	

Below the table, it says: 'Research rates and services with the [shipping calculator.](#)'

There is a lightbulb icon and text: 'Don't want to specify shipping costs? Just leave the fields blank and buyers will contact you later.'

At the bottom, there is a checkbox: Apply a [shipping discount](#) when buyer purchases multiple items from me.

At the very bottom, there is a checkbox: Save for future listings. and two buttons: 'OK' and 'Cancel'.

2-13 The Shipping Costs Screen (Domestic Flat Rate)



REFERENCE: For more information about shipping costs, visit eBay U.S. – <http://pages.ebay.com/help/sell/contextual/actual-rate-example.html>.

Flat Rate vs. Calculated Rate

If you are located in the U.S. or Germany, the first choice that you will need to make is whether you want to charge a Flat Rate or a Calculated Rate.

- Flat Rate – The cost is the same to all buyers.
- Calculated Rate – The cost is based on the buyer's location.

The Shipping Calculator allows you to enter shipping information such as weight, package size, shipping service, and any handling fees. eBay can then calculate shipping rates based on the buyer's zip code (or postal code or postcode) and the service selected. Insurance rates can be calculated based on the final price of the item. Rates will be displayed in a calculator on the listing page and in the payment process.

For more information about the shipping calculator, visit the eBay website Shipping Calculator FAQ at eBay U.S. –

<http://pages.ebay.com/help/sell/shipping-faqs.html>.




SITE NOTE:   The Shipping Calculator is available at eBay Germany and eBay U.S.

Multiple Shipping Services

Sellers at most sites can offer multiple shipping options to domestic buyers. Buyers can select their favorite service at Checkout. Sellers who offer multiple shipping services can specify the shipping costs for each service, which allows maximum flexibility for the buyer.



SITE NOTE:  At eBay India sellers are required to either ship the product or provide local pick-up. Sellers offering to ship their items must specify at least one domestic shipping service and its cost.

6) STEPS FOR CREATING LISTINGS

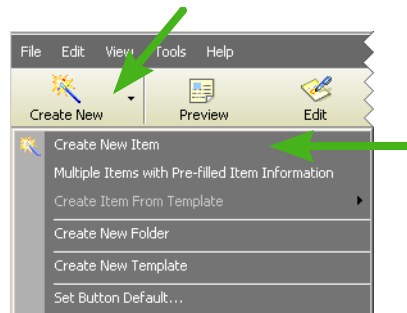
Earlier in this chapter, you learned that there are five basic ways to create listings in Turbo Lister. This section provides the steps for two of the most basic methods.

These steps summarize the process of creating a listing. They assume that you have a basic understanding of the types of information that you will be asked to enter. If you do not, you can either read the preceding sections of this manual, or, if you are reading this manual online, you can click the cross-references as needed.

Using the *Create Item Wizard*

To create a new listing using the Create Item Wizard, follow these steps:

1. On the Turbo Lister Toolbar, click *Create New* and then click *Create New Item*. (You can also use the *File* menu by following this path: *File > New > Item*.)



2-14 *Creating a Listing with the Create Item Wizard*

2. Select one or more eBay Sites that you want to list on. (Turbo Lister supports international selling. See [“Choosing an eBay Site”](#) in Chapter 6.)



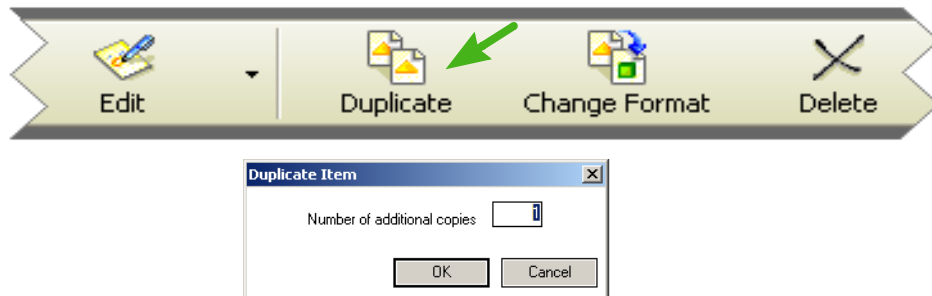
SITE NOTE:  At eBay Canada sellers also select a currency at this point.

3. Select the selling Format that you want to use. Click *Next*. (See [“2\) Selecting a Site and a Format”](#) this chapter.)
4. Enter an Item Title (mandatory) and Subtitle (optional).
5. Choose at least one Category for your listing. Click *Next*. (See [“Selecting the Best Category”](#) in this chapter.)
6. If your item has Item Specifics, fill in the appropriate information. (See [“Adding Item Specifics”](#) in Section 3 of this chapter.)
7. Enter a Description of your item.
8. Add one or more Pictures of your item. (See [“Adding Pictures”](#) in this chapter.)
9. If you want to use the Listing Designer, make your selections now. Click *Next*. (See [“Adding Interest with the Listing Designer”](#) in Chapter 4.)
10. Enter the appropriate Format Specifics. Click *Save*. (See [“5\) Entering Format Specifics”](#) in this chapter.)
11. Your listing is complete and will now be displayed on the Item Inventory screen. To make any further changes, you will need to use the edit features. (See [“1\) Editing Your Listings”](#) in Chapter 4.)

Using the *Duplicate* Feature

The *Duplicate* feature allows you to duplicate one or more items one or more times. For example, you can duplicate one item five times, five items one time, or any other combination. To create a new listing using this feature, follow these steps:

1. On the Item Inventory list, click once on the item or items that you want to duplicate.
2. Click *Duplicate* on the Toolbar.



2-15 Creating a Listing Using the Duplicate Feature.

3. Indicate how many copies you want of each of the items that you have selected.
4. One or more copies of each selected item will appear below the original item. If you want to edit any of these items, click twice on that item.
5. Turbo Lister will display an edit screen for you to make appropriate changes to this listing. (Most of the fields on this screen are described in [“5\) Entering Format Specifics”](#) earlier in this chapter.)
6. When you have finished, click *Save*.



HELPFUL HINT: Regardless of how many identical items you have created, each item will receive a unique Item # once it is uploaded to eBay.



CHAPTER 3 – SENDING AND PRINTING YOUR LISTINGS

This chapter explains how to send your Turbo Lister listings to eBay and how to print out your listings. These sections are included:

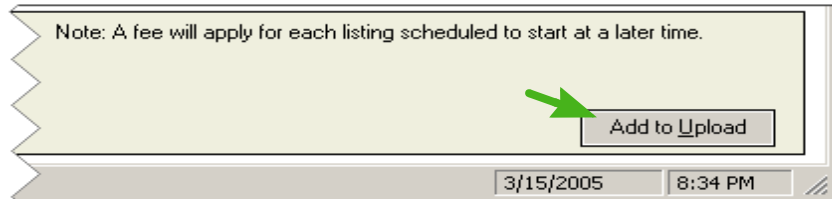
- 1) Viewing Listings Waiting to be Uploaded
- 2) Scheduling Your Listings
- 3) Sending Your Listings to eBay
- 4) Managing Pending Listings
- 5) Viewing the Activity Log
- 6) Printing Your Listings



SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) VIEWING LISTINGS WAITING TO BE UPLOADED

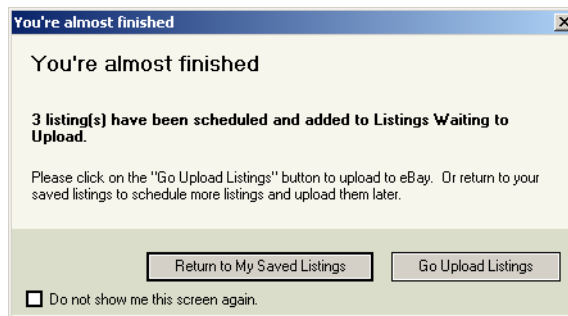
On the *Item Inventory* screen, when you select one or more items and then click the *Add to Upload* button, Turbo Lister copies the item(s) you have selected to the *Listings Waiting to Upload* screen. (This screen is located behind the *Item Inventory* screen when you are viewing your item inventory.)



3-1 The Add to Upload Button

The Upload Dialog Box

You will see a dialog box that allows you to indicate whether you want to return to the *Item Inventory* screen (*Return to My Saved Listings*) or to go to the *Listings Waiting to Upload* screen (*Go Upload Listings*).



3-2 The Upload Dialog Box

The *Listings Waiting to Upload* Screen

Before you actually send your listings to eBay, you will probably want to check them from the *Listings Waiting to Upload* screen. Most of the headings on this screen are the same as the ones on the *Item Inventory* screen (see “4 Viewing Your Item Inventory” in Chapter 1). The headings that are different are defined in the table below.

Below are your scheduled listings waiting to be uploaded. Click the Upload to eBay button to connect to eBay now. [Import eBay items to P...](#)

Listing Title	Pre-Filled Information	Start Date & Time	Item to be Relisted	Format	Item Label	Qty	Duration	Start Price	Fees	Modified
Ruby Rings	Not available	ASAP	Not Applicable	Auction	Pink boxes.	5	10	3000.00		3/14/2005 7:00 PM
Emerald Rings	Not available	ASAP	Not Applicable	Auction	Green boxes.	5	10	3000.00		3/14/2005 7:01 PM
Opal Rings	Not available	ASAP	Not Applicable	Auction	White boxes.	5	10	3000.00		3/14/2005 7:01 PM

Click 'up' and 'down' arrows to change the upload order of selected listings.

Calculate Listing Fee(s) Change Start Time Upload All to eBay

Currently signed in as cora 3/14/2005 7:27 PM

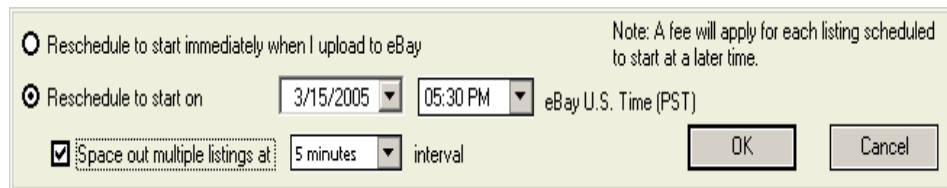
3-3 Listings Waiting to Upload (with Customized Columns)

Number	Feature	Purpose
1	Listings Waiting to Upload	Click this tab to display a list of the items that are waiting to be uploaded to eBay. To copy items from the <i>Item Inventory</i> list to this list, click the <i>Add to Upload</i> button in the lower right of the <i>Item Inventory</i> screen.
2	Start Date and Time	This is the calendar date and the time that your listings are scheduled to appear on eBay. If you have not scheduled your items, they will appear as ASAP (As Soon As Possible).
3	Item to be Relisted	This column indicates whether or not this item has been relisted from a previous listing. Relisting items is discussed in Chapter 5.
4	Fees	This is the eBay fee that is charged for this listing. To calculate the listing fee for one or more items, you click the <i>Calculate Listing Fees</i> button at the bottom of the screen.
5	Up and Down Arrows	You can use these arrows to move items up or down on the list. By default the items will be in alphabetical or reverse alphabetical order depending on what you have selected for the <i>Item Inventory</i> screen. Unlike that screen, here you can put the items in any order that you choose.
6	Calculate Listing Fees	If you are connected to the Internet you can click this button to calculate the listing fees for the selected item(s). The amount will then be displayed in the <i>Fees</i> column.
7	Change Start Time	Use this button to change the scheduled start time for your listing(s). You can use this feature whether the listings were originally scheduled for a particular time or were ASAP.
8	Upload All to eBay	Click this button to upload all of the listings shown on the <i>Listings Waiting to Upload</i> screen.

2) SCHEDULING YOUR LISTINGS (OPTIONAL)

Sometimes it will be to your advantage as a seller to schedule your listings to appear at particular times or at spaced intervals using the *Interval* menu. For example, you can schedule all of your items to start on May 18th at 2:00 or you can schedule your first item to start on May 18th at 2:00 and subsequent items to start every few minutes (3 to 60) after that.

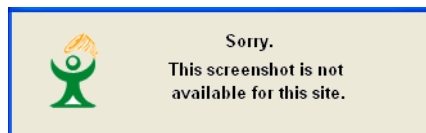
You can schedule your listings either by using the scheduling feature at the bottom of the *Item Inventory* screen, or by clicking the *Change Start Time* button on the *Listings Waiting to Upload* screen. There is a fee for using the scheduling feature.



3-4 Scheduling Your Listings



SITE NOTE:  Sellers who list on eBay Austria, Switzerland, Germany, France, and U.K. can use the Turbo Lister scheduling feature for free if they also subscribe to Selling Manager Pro.



3-5 Selling Manager Pro Users Schedule Turbo Lister for Free

About Scheduling

Here are some of the things you should know as you decide whether or not to schedule your listings:

- There is no fee if you leave the default, which is to have your listings start when you upload them. (This is shown as ASAP on the listing screens.)
- An additional fee will be charged if you schedule your listings to start at a later time.
- Fees are applicable at the actual start time, not when the listings are uploaded.
- You can schedule up to three weeks in advance.
- All listings must start one hour or more from the time of scheduling. For example, if you are doing your scheduling at 5:00 PM, you cannot schedule any of your listings for earlier than 6:00 PM.

Steps for Scheduling Your Listings

To schedule one or more listings, follow these steps:

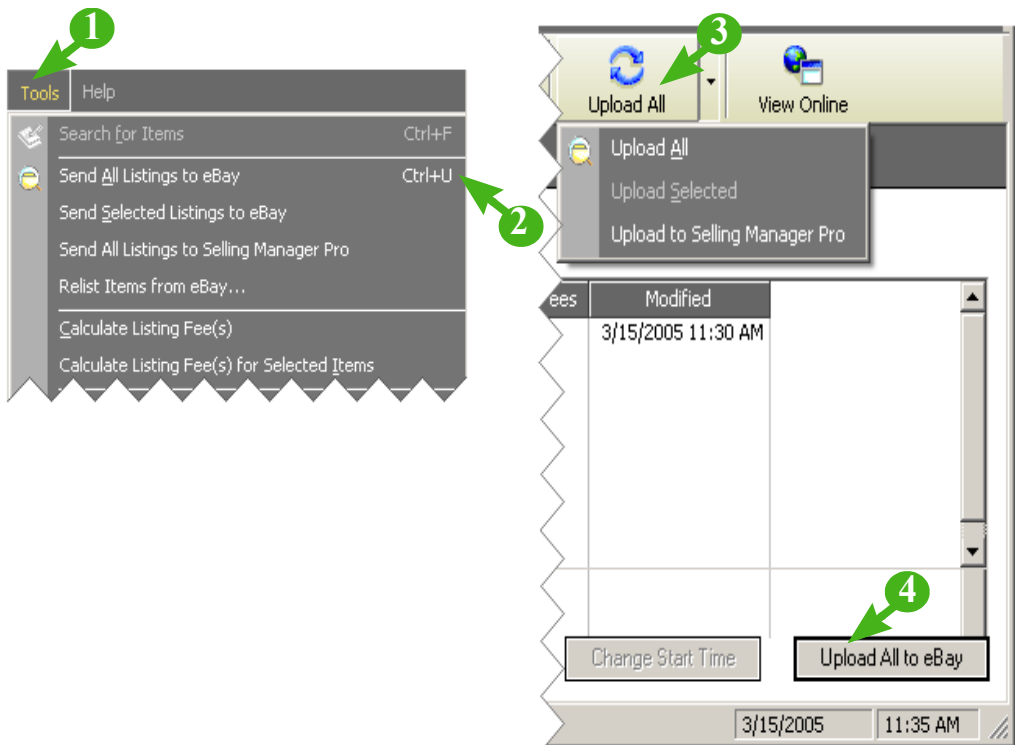
1. On the *Item Inventory* screen (or on the *Listings Waiting to Upload* screen), select the item or items you want to schedule. (To select multiple items, hold down the Control key as you select the items.)
2. If you want your listing(s) to start as soon as you upload them, select the first option.
If you want your listings to start at some other time, select the second option, and then choose a date and time from the drop-down menus.
If you want your listing(s) to appear at intervals, select an increment from the drop-down menu.
3. When you have finished, click *Add to Upload* (or *OK*).

3) SENDING YOUR LISTINGS TO EBAY

There are a number of ways for you to send your listings to eBay. The method you choose is a matter of personal preference. This section explains the possible methods and then provides a list of suggested steps for uploading listings.

Ways to Upload Your Listings

The four ways to send your listings to eBay are described in the table below.



3-6 Send Options from the Tools Menu and the Upload All Command

Number	Feature	Purpose
1	Tools Menu Send Selections	<p>The <i>Tools</i> menu offers three ways to send your listings to eBay. You can send all of the listings on the <i>Listings Waiting to Upload</i> screen to eBay or you can send only selected items to eBay.</p> <p>Notice that the <i>Tools</i> menu also offers two choices for calculating listing fees. You can calculate listing fees for all of your items or only for selected items.</p> <p>(The <i>Send All Listings to Selling Manager Pro</i> selection is discussed in Chapter 7.)</p>
2	Keyboard Shortcut	<p>The keyboard shortcut for sending your listings to eBay is *Ctrl+U. Note that this shortcut can only be used to send all of your listings, not for selected listings.</p>
3	Upload All (on Toolbar)	<p>The Turbo Lister Toolbar includes an icon that displays a menu for uploading your listings to eBay. You can upload all of the listings on your <i>Listings Waiting to Upload</i> screen or you can upload only selected items.</p> <p>(The <i>Upload to Selling Manager Pro</i> selection is discussed in Chapter 7.)</p>
4	Upload All to eBay (button)	<p>In the lower right of the <i>Listings Waiting to Upload</i> screen is an action button that allows you to submit everything on the screen to eBay.</p>



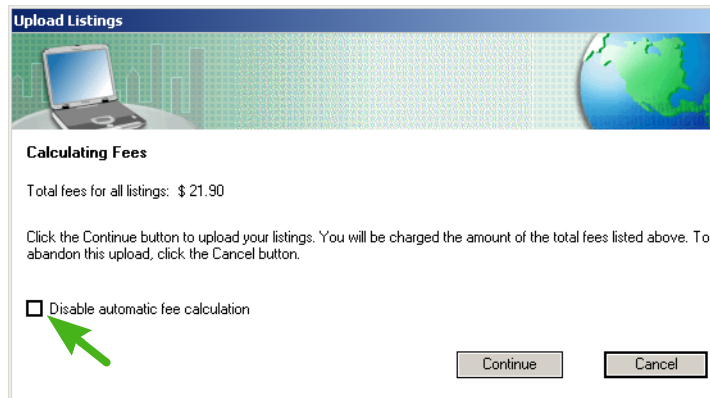
SITE NOTE:  If you list on one or more of the English-language sites, please note that for practical purposes, the terms “sending” and “uploading” to eBay are synonymous.

Calculating Fees

Before Turbo Lister uploads your listings to eBay, it will calculate the fees that apply to these listings. (Unless you have turned off this feature using the *Disable Automatic Fee Calculation* checkbox on the *Calculating Fees* screen.)

Total Fees

If the fees are higher than you expected, you can click on the *Cancel* button. The upload process will be cancelled, and you can adjust your listings to reduce the fees.



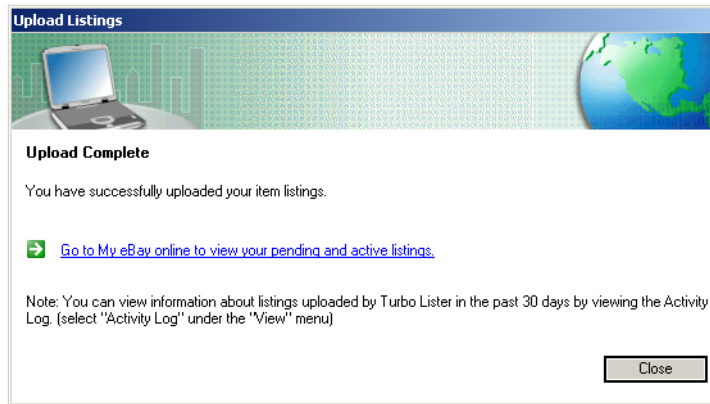
3-7 The Calculating Fees Screen



HELPFUL HINT: If you want to skip the fee calculation step in the future, you can check the *Disable Automatic Fee Calculation* option on the *Calculating Fees* screen.

Upload Complete

If you accept the fees and want to proceed, you can click the *Continue* button. Turbo Lister will upload your listings. You will see a confirmation screen when the upload is complete.



3-8 Upload Complete Screen

Steps for Uploading Your Listings

To upload your listings to eBay, follow these steps:

1. Click the *Listings Waiting to Upload* tab to display a list of the listings that are waiting to be uploaded. (See "[1\) Viewing Listings Waiting to Be Uploaded](#)" earlier in this chapter.)
2. Double-check to make sure that you are uploading the correct items, that your prices are set correctly, and so forth.
3. If you are connected to the Internet, you can preview the listing fees for each item by clicking the *Calculate Fees* button.
4. If you want to change the start time of a listing, select it, and then click the *Change Start Time* button. To select multiple items, hold down the Control key and select the items.

5. If you want to change the order in which your listings appear, select the item you want to move and click on the Up or Down arrow at the bottom left of the screen. You can also select multiple items to move more than one item at the same time.
6. If you want to send all of your listings, click *Upload All to eBay*. If you want to send only selected items, use the *Tools* menu (*Tools > Send Selected Items to eBay*) or the *Update All* command from the Turbo Lister toolbar (*Update All > Upload Selected*).
7. If you have not turned off the automatic fee calculation, you will see the total amount of the eBay fees for these listings. Click *Continue* or *Cancel*.
8. You will be notified when the transmission is complete. Click *Close*. Your listings will start automatically at the time you specified or ASAP.



TURBO TIP: Each time you connect to send items to eBay, eBay Turbo Lister automatically checks for system updates and displays a message with the update status. You can use this opportunity to update your desktop tool with the latest features. (See [“1\) Keeping Current”](#) in Chapter 5.)

4) MANAGING PENDING LISTINGS

After you have uploaded your listings to eBay, you can still make changes to them if they haven't started already. To do this you must be connected to the Internet. Click on the *View Online* icon in the Turbo Lister toolbar, and enter your eBay User ID and password at the prompts.



3-9 The View Online Toolbar Button

Viewing Pending Listings on eBay

When you click the *View Online* toolbar icon and enter your eBay logon, you will be taken to the *My eBay* page where your listings are stored. From this page you can view how your listings will look to potential buyers, and you can make a number of different types of changes to the listings that are scheduled for the future.



HELPFUL HINT: Sellers who subscribe to Selling Manager Pro can also view their online listings through that tool.

Customizing What You See

You can customize the information that you see by using the *Customize* command in the upper right corner. This allows you to change the columns and the order of the columns. You can also print this page using the *Print* command in the upper right corner.



<input type="checkbox"/>	Format ▲	Start Price	Duration	Start Time	Action
<input type="checkbox"/>	Emerald Rings 🔑	\$3,000.00	10 days	Mar-16 13:30:00	Edit ▼
My Note: Returned from previous shipment.					Edit
<input type="checkbox"/>	Ruby Rings 🔑	\$3,000.00	10 days	Mar-16 14:30:00	Edit ▼

Reschedule Delete Add Note

Legend: 🔑 Auction Format 🏪 Store Inventory Format 🏷️ Fixed Price Format 📄 Ad Format

3-10 Scheduled Listings on eBay

Changing the Listing Order

Your listings can be sorted by any of the column titles. For example, you can display your listings by *Format*, *Start Price*, *Duration*, or *Start Time*. To choose a sorting criteria, click on the column head that you want to use.

Once you have selected a sorting criteria, you can also select the order within that criteria. You can choose alphabetical, reverse alphabetical, numerical, or reverse numerical order depending on the type of data. If you click on the column head that is already selected, you will change the item order.

Modifying Your Scheduled Listings

This section provides instructions for making changes to your listings from the *Scheduled Items* section of the *My eBay* page.



CAUTION: It is not possible to edit, re-schedule, or delete a listing through Turbo Lister one hour or less before the scheduled start time.

Preview a Scheduled Listing

To see how your listing will look to potential buyers, and to make changes if necessary, follow these steps:

1. Click on the underlined item title.
2. Follow the prompts to make any desired content or cosmetic changes.
3. When you have finished, scroll to the bottom and click *Save Changes*.
4. On the preview screen, scroll to the bottom and click either *Submit* or *Submit and Save*.

Change Start Time

If a listing has been scheduled to start at some point in the future, you can alter that schedule up to an hour before the item is scheduled to start. To change the start time of a pending listing, follow these steps:

1. Select one or more listings using the check box on the left.
2. Click the *Reschedule* button at the bottom left.
3. Enter the new start time information.
4. Click the *Reschedule* button on this screen.
5. Note that the new time now appears for your listing(s).

Add Notes to Scheduled Listings

You can add a note that can not be seen by anyone but you. This is similar to the “label” feature in Turbo Lister. To add a note to a scheduled listing, follow these steps:

1. Select one or more listings using the check box on the left.
2. Click the *Add Note* button in the lower left.
3. Type your note in the text entry window.
4. Click *Save*.
5. Note that the note now appears above your listing(s).

Delete a Scheduled Listing

If you delete a listing before it is scheduled, eBay fees will not be charged. To delete a scheduled listing:

1. Select the listing or listings using the check box on the right.
2. Click the *Delete* button.
3. On the next screen, again click the *Delete* button.
4. Note that your item is no longer listed.



CAUTION: Once you have deleted the listing, you cannot later retrieve it. To recover it, you would need to reload it from Turbo Lister again.

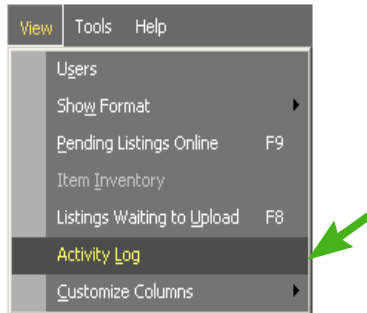
Edit or Copy Scheduled Listings

You can use the *Edit* feature to either make changes to an existing item or to copy that item to use it as a basis for making another, similar item. To edit or copy a scheduled listing, follow these steps:

1. Select one or more listings using the check box on the left.
2. Click the *Edit* button on the far right.
3. If you only want to edit the existing item, select *Edit*. If you want to copy this item, click *Sell Similar*.
4. Follow the prompts to make changes either to the original item or to the copy.
5. When you have finished, scroll to the bottom and click *Save Changes*.
6. On the preview screen, scroll to the bottom and click either *Submit* or *Submit and Save*.

5) VIEWING THE ACTIVITY LOG

To see a record of the activity between Turbo Lister and the eBay website you can view the Turbo Lister Activity Log. To see this log click the *View* menu, and select *Activity Log*.



3-11 The Activity Log Command

Retaining and Deleting Log Records

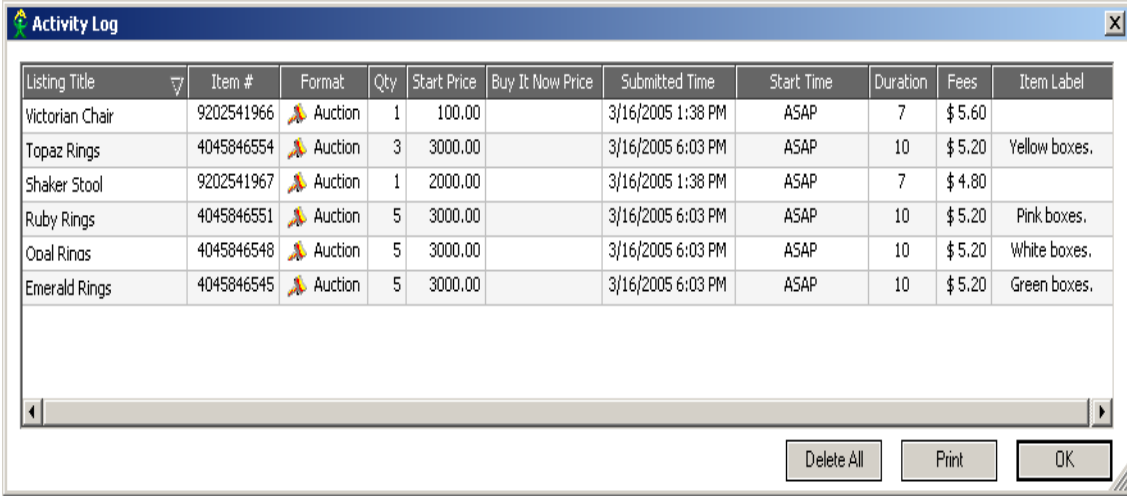
The Activity Log reflects all of your downloading and uploading activities. To keep this list manageable, you might want to routinely delete outdated listings. You can delete everything on the list using the *Delete All* button at the bottom of the screen, or you can delete selected items by clicking the right mouse button.



HELPFUL HINT: If you want to keep copies of older records, you may want to print out this log using the *Print* button at the bottom of the screen, and then delete the records themselves.

Activity Log Headings

The *Activity Log* uses many of the same column headings that you see on the *Item Inventory* screen (see [“4\) Viewing Your Item Inventory”](#) in Chapter 1) and the *Listings Waiting to Upload* screen (see [“1\) Viewing Listings Waiting to Be Uploaded”](#) earlier in this chapter). With this screen the *Item #* column will always be filled in and the *Fees* column will always have a calculated fee for each item.



Listing Title	Item #	Format	Qty	Start Price	Buy It Now Price	Submitted Time	Start Time	Duration	Fees	Item Label
Victorian Chair	9202541966	Auction	1	100.00		3/16/2005 1:38 PM	ASAP	7	\$ 5.60	
Topaz Rings	4045846554	Auction	3	3000.00		3/16/2005 6:03 PM	ASAP	10	\$ 5.20	Yellow boxes.
Shaker Stool	9202541967	Auction	1	2000.00		3/16/2005 1:38 PM	ASAP	7	\$ 4.80	
Ruby Rings	4045846551	Auction	5	3000.00		3/16/2005 6:03 PM	ASAP	10	\$ 5.20	Pink boxes.
Oval Rings	4045846548	Auction	5	3000.00		3/16/2005 6:03 PM	ASAP	10	\$ 5.20	White boxes.
Emerald Rings	4045846545	Auction	5	3000.00		3/16/2005 6:03 PM	ASAP	10	\$ 5.20	Green boxes.

Buttons: Delete All, Print, OK

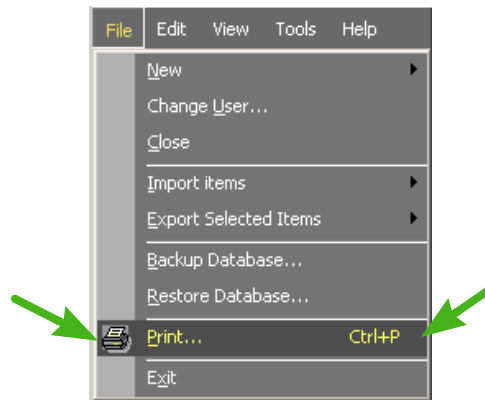
3-12 The Activity Log

6) PRINTING YOUR LISTINGS

If you would like a hard copy record of your listings, you can print out either your *Item Inventory* screen or your *Listings Waiting to Upload* screen. (You can also print out the Activity Log, but it has it's own *Print* button.)

The *Print* Command

To print your screen use the *Print* command from the *File* menu. You can also use the standard Windows Ctrl+P keyboard shortcut.



3-13 The Print Command

Sample Printout

When you print either your *Item Inventory* screen or your *Listings Waiting to Upload* screen, the column headings will be the ones that you have on your screen.

The printout includes:

- Your eBay User ID (upper right corner).
- A page number (lower left corner).
- A date and time stamp (lower right corner).

Item Inventory								Cora@qa.ebay.com
Listing Title	Item #	Format	Qty	Duration	Start Price	Item Label	Modified	Item Specifics
Emerald Rings		Auction	5	10	3000.00	Green boxes.	2/9/2005 8:25 PM	Filled
Opal Rings		Auction	5	10	3000.00	White boxes.	2/9/2005 8:27 PM	Filled
Ruby Rings		Auction	5	10	3000.00	Pink boxes.	2/9/2005 8:26 PM	Filled
Topaz Rings		Auction	5	10	3000.00	Yellow boxes.	2/9/2005 8:26 PM	Filled
Turquoise Rings		Auction	15	10	3000.00	Blue boxes.	2/9/2005 6:11 PM	Filled

Page 1 of 19 02/10/05 16:44:58

3-14 Printout of Item Inventory (with Customized Columns)



CHAPTER 4 – WORKING WITH YOUR LISTINGS

In this chapter you will discover many ways to work with existing listings either to create new listings or to improve the ones that you have already created. The chapter includes these topics:

- 1) Editing Your Listings
- 2) Editing Multiple Items
- 3) Editing Item Specifics
- 4) Using Pre-Filled Item Information
- 5) Creating More Attractive Listings
- 6) Managing Your Pictures



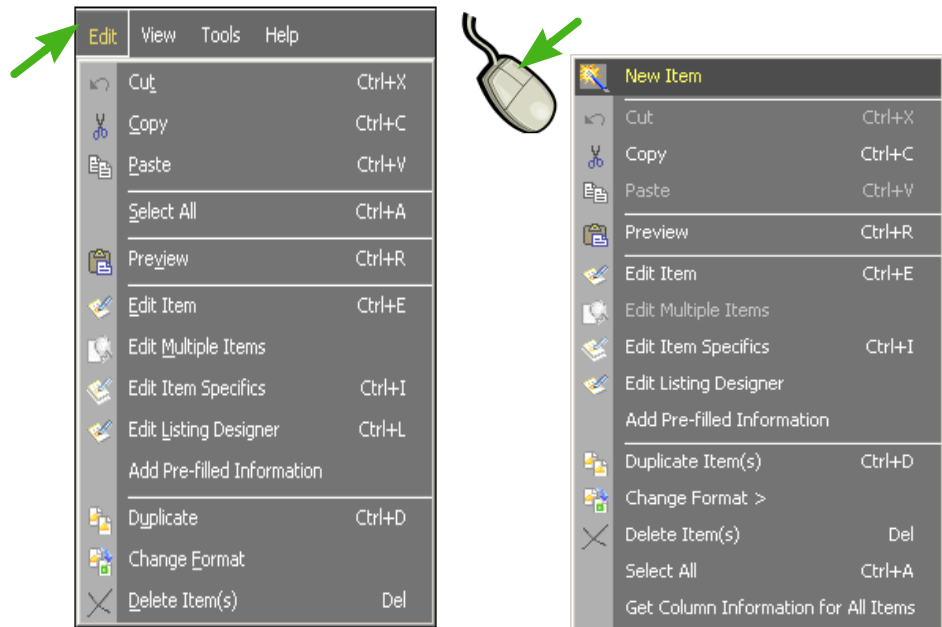
SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) EDITING YOUR LISTINGS

Once you have saved your listings, if you want to make further changes you can use the Turbo Lister edit commands. You can use the *Edit* menu from the Turbo Lister menu bar, the right-click menu, the commands on the Turbo Lister Toolbar, and, in many cases, keyboard shortcuts. You can also double-click anywhere on the item listing in the *Item Inventory* view.

Edit Menus

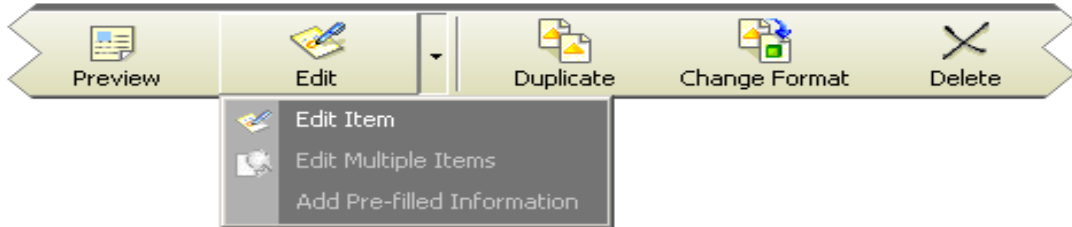
You can display an *Edit* menu by clicking *Edit* on the menu bar. You can also place your mouse on any listing in your Item Inventory and click the right mouse button. Both of these menus contain the standard word processing commands that you already know. For example, *Cut*, *Copy*, *Paste*, and *Select All* perform the expected functions. The other commands on these menus are explained more fully later in this chapter.



4-1 The Edit Menu and the Right-Click Menu

Editing Tools

In addition to the all-inclusive *Edit* menus described earlier, Turbo Lister also provides a series of editing tools in the toolbar. These tools include another *Edit* menu that contains only the most frequently used edit commands.



4-2 Edit Tools on the Turbo Lister Toolbar

The *Preview* Command

There are four ways to preview the choices you have made for your listings. You can use the *Preview* command from the *Edit* menu, you can click on the *Preview* tool in the toolbar, you can click *Preview* on the right-click menu, or you can use the keyboard shortcut – Ctrl+R. (For more information about how the preview looks, see [“The Preview Item Screen”](#) in Chapter 1.)



HELPFUL HINT: This *Preview* command gives you a summary of the information that you have entered; it does not show you what your listing looks like online.

The *Edit Item* Command

To edit individual items you can use the *Edit Item* selection from either the *Edit* menu or the right-click menu or you can use the *Edit Item* selection from the *Edit* menu in the toolbar. You can also use the keyboard shortcut – Ctrl+E.

Editing Individual Items

When you use the *Edit Item* command, Turbo Lister displays a screen keyed to the type of selling Format you have chosen. For example, if you are using the Auction format, the screen will be titled “Edit Item – Auction Details” and will have a place to enter (or change) “Auction Specifics.”

Edit Item - Auction Details

Topaz Rings [Help](#)

Auction Listing Basics

Item Title: Topaz Rings

Subtitle:

Category: 67727 -> Jewelry & Watches\Rings\G

2nd Category:

Store Categories: Other None

Item Specifics: Gemstone Rings: Gold, Yellow; 5.25;...

Description:

Photos: 0

Item Label (optional): Yellow boxes.

Auction Specifics

Starting Price: \$ 3000.00 Reserve: \$

Buy It Now: \$

Duration: 10 days Private Auction

Quantity:

Buyer requirements: Enabled

Buyer financing: Special offer! "\$10 off y..."

Shipping Costs

Payment Instructions Payment Instructions: PayPal only. Return Policy Details:

Payment Methods PayPal Other - See Payment Instructions

Locations Worldwide

Listing Upgrades Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more...


4-3 The Edit Item Screen

The *Edit Item* Screen

The fields in this screen are all defined in detail either in Chapter 2 or later in this chapter. If you need more information, see the table below for appropriate references.

Number	Feature	Purpose
1	Listing Basics	For information about Titles, Subtitles, and Categories see “3) Entering an Item Title and Selecting a Category” Chapter 2. For information about Item Specifics see “Adding Item Specifics” Chapter 2.
2	Description and Photos	For information about your item Description and Photos, see “4) Adding a Description and Pictures” in Chapter 2.
3	Label	Labels are explained in “The Item Title and Category Screen” in Chapter 2.
4	Auction Specifics	For details about Prices, Duration, Quantity, and Buyer Information see “Price, Duration, Quantity, and Buyer Information” in Chapter 2.
5	Shipping, Payment, and Location	For information about Shipping, Payments, and Location see “Shipping, Payment, and Location Information” in Chapter 2.
6	Listing Upgrades	For information about Listing Upgrades, see “Choosing the Right Listing Upgrades” later in this chapter.



SITE NOTES:  At eBay Canada users can also edit the required currency (US\$ or CA\$) from this screen.



At eBay China and Taiwan there are no Subtitles or Item Specifics.

The *Duplicate* Command

The *Duplicate* command is available from either the *Edit* menu, the right-click menu, or from the toolbar. You can also use the keyboard shortcut: Ctrl+D.

Because it is primarily a way to create a new listing from an old listing, rather than a way to edit, this command is discussed in the chapter about creating listings. See [“Using the Duplicate Feature”](#) in Chapter 2.

The *Delete* Command

The *Delete* command is available from either the *Edit* menu, the right-click menu, or from the toolbar. This command also has a keyboard shortcut – the *Delete* key. To help you avoid making a mistake, you will be asked to verify that you want to delete the item or items that you have selected.



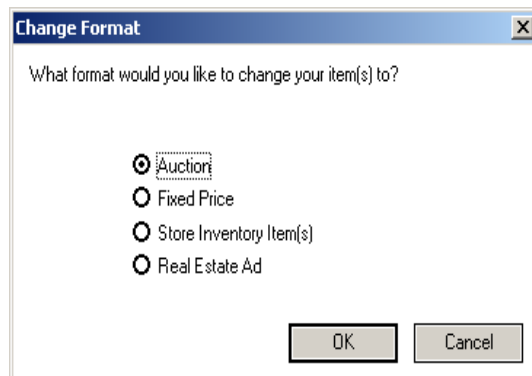
CAUTION: Before you delete an item, make certain that you have no more use for it. There is no “Undo” command.

Change Item Format

If you want to change the selling Format for one or more items, you can use the *Change Format* command, which is available from either the *Edit* menu, the right-click menu, or the toolbar.

Turbo Lister will display a dialog box that allows you to select a different selling Format for the item(s) you have selected. Once you have selected a new Format, you will see the appropriate *Edit Item* screen for the new Format. You can then change whatever fields you want to change, and click *Save* when you are finished.

If you want to change more than one item at a time, see [“2\) Editing Multiple Items”](#) later in this chapter.



4-4 The Change Item Format Dialog

2) EDITING MULTIPLE ITEMS

If you want to save time by editing more than one item at a time you can use the *Edit Multiple Items* command from either the *Edit* menu, the right-click menu, or the toolbar. This command has no keyboard shortcut.

The *Edit Multiple Items* Screen

The screen that you use to edit multiple items is the same as the one for editing individual items. To see a table that provides references for the fields, see [“The Edit Item Screen”](#) earlier in this chapter.

Edit Multiple Items - Auction Details

[Help](#)

Auction Listing Basics
 The information shown below will apply to **all** items you have selected. You can edit any information displayed.
 Tip: If you want a text box to have no value for all edited items, enter a "0."
 Click the Save button to apply the information on this page to all edited listings.
 Click the Reset Values button to restore the original listing's information.

Category: 67727 --> Jewelry & Watches\Rings\G [Find]

2nd Category: [Find]

Store Categories: Other [None]

Item Specifics: Gemstone Rings [Change]

Add to Description: [Edit Listing Designer]

Item Label (optional): (multiple values)

Auction Specifics
 Starting Price: \$ 3000.00 Reserve: \$ []
 Buy It Now: \$ []
 Duration: 10 days [] Private Auction []
 Quantity: (multiple va) [Change]
 Buyer requirements: Enabled [Change]
 Buyer financing: Special offer! "\$10 off y... [Change]

Shipping Costs (multiple values) [Change]

Policies (multiple values) [Change]

Payment Methods (multiple values) [Change]

Locations (multiple values) [Change]

Listing Upgrades
 Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more... [Change]

[Reset Values] [Save] [Cancel]

4-5 The *Edit Multiple Items* Screen



HELPFUL HINT: When you edit more than one item at a time, only the fields that all of the selected items have in common will display an actual value. The other fields will display “(multiple values).”

About Editing Multiple Items

When you edit multiple items, you can change either values that all of the items have in common or values that they do not at present have in common. If you select a new value, it will change all of the existing values to the newly entered value.

To edit multiple items at the same time, all of the items must:

- Be on the same site (e.g., eBay US, eBay UK).
- Have the same format (e.g., Auction, Fixed Price).
- Use the same currency.
- Either have or do not have Pre-filled Item Information.



HELPFUL HINTS: If you want to change only the Item Specifics for your items, you can use the *Editing Item Specifics* command (see [“3\) Editing Item Specifics”](#) later in this chapter).

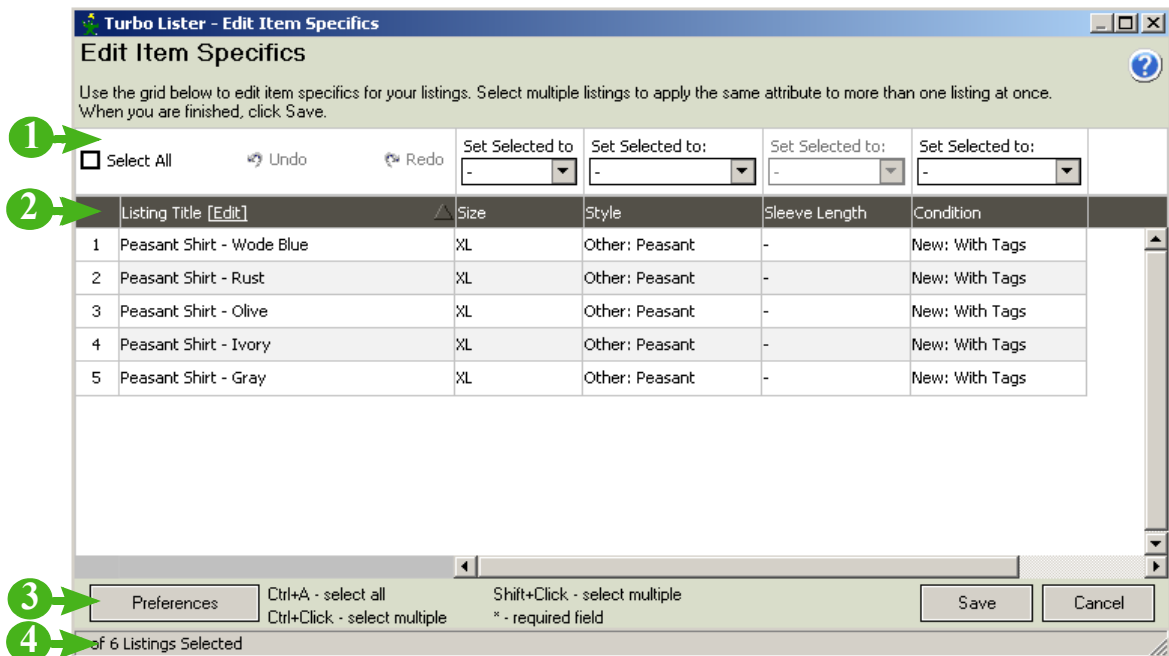
If you want to change the Format, you must first use the *Change Format* command (see [“Change Item Format”](#) earlier in this chapter).

3) EDITING ITEM SPECIFICS

The *Edit Item Specifics* feature allows you to update one or more Item Specifics for hundreds of existing items at the same time. (For a discussion of Item Specifics, see [“Adding Item Specifics”](#) in Chapter 2.)

You can use the Item Specifics edit grid in many ways. For example:

- You can change all of the Item Specifics for all of the items or only for selected items.
- You can change only some of the Item Specifics for all of the items or only for selected items.
- You can change only one Item Specific for all or some of the items.



4-6 The Edit Item Specifics Screen

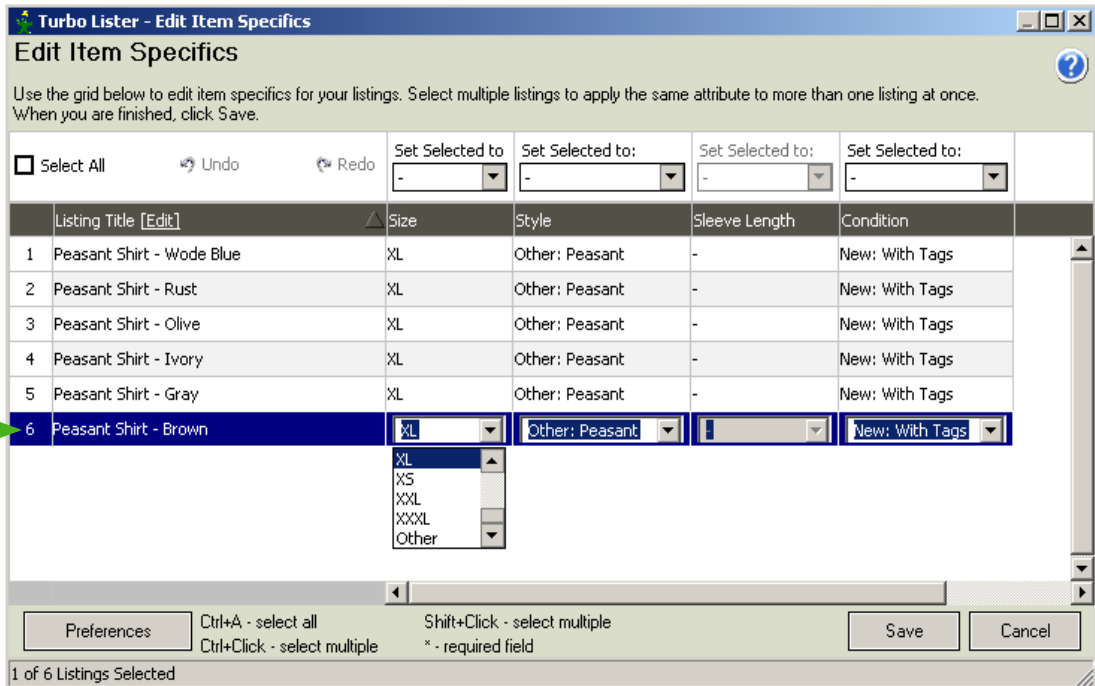
The *Edit Item Specifics* Screen

The table below defines the fields and features for the *Edit Item Specifics* screen.

Number	Feature	Purpose
1	Controls and Boxes	<p>You can use the <i>Select All</i> checkbox to select all of the items on the screen.</p> <p>The <i>Undo</i> and <i>Redo</i> triggers allow you to undo the most recent change that you have made, and to redo it, if necessary.</p> <p>You can use the <i>Set Selected to</i> boxes to change the values of the Item Specifics listed below. The way that the values are listed (check boxes, drop-down menus, text fields) depends on which types of item specifics are applicable to your items.</p>
2	Title Bar	<p>The title bar (shown in dark gray) will vary depending on what type of items you have selected.</p> <p>The <i>Edit</i> button allows you to edit the listing title(s) that you have selected. After you have made your changes, to return to the default mode for listing titles (not editable), click on any item specifics field. Your change will automatically be saved.</p> <p>You can sort any of the columns by clicking on the column header. The sorting will be in alphabetical or numerical order. Any items that are selected prior to sorting will remain selected after the sort. Click the triangle to reverse the sorting order. (The number column, designed to be a reference point, does not change when columns are sorted.)</p>
3	Preferences	<p>This feature alerts you when changing a particular Item Specific might involve complications. It allows you to highlight 1) attributes that depend on another attributes, and 2) required attributes.</p>
4	Status Bar	<p>This bar displays the number of items being edited and the number of items currently selected.</p>

Changing Individual Item Specifics

To change the Item Specifics for individual items, you use the boxes shown to the right of each item. The way that the values are listed (check boxes, drop-down menus, text fields) depends on which types of item specifics are applicable to your items.



4-7 Editing Item Specifics for a Single Item

About Editing Item Specifics

Here is some information that you will find useful as you use this feature:

- You can use the *Edit Item Specifics* command from the *Edit* menu or the right-click menu or you can use the keyboard shortcut: Ctrl+I.
- The primary part of this screen is an interactive grid that lists the items you have selected and their pertinent item specifics.
- If the items that you have selected do not have the same item specifics, the system will prompt you to select a set of items that do have the same item specifics.

Steps for Editing Item Specifics

The procedure for making changes varies slightly depending on how many items and how many specifics you want to change. The difference is in Step 4. To change Item Specifics, follow these steps:

1. On the *Item Inventory* screen, select the items that you want to edit.
2. Click the *Edit Item Specifics* command either on the *Edit* menu or on the right-click menu, or press Ctrl+I.
3. On the *Edit Item Specifics* screen, select the items that you want to edit by using the Ctrl key as you click (to select more than one item) or by using the Ctrl and Shift keys as you click (to select a range of items).

(To select all of the items listed, click the *Select All* box at the top left of the screen or press Ctrl+A.)



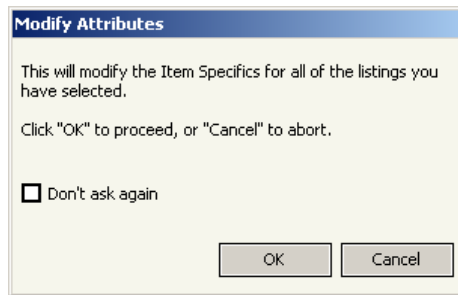
HELPFUL HINT: To help you see what you are doing, you can resize any column in the grid except the number on the far left.

4. If you want to make the same change(s) to the selected items, click the *Set Selected to:* drop-down dialog box at the top of the column. If you want to make different changes to one or more Item Specifics, click any active drop-down or text field in the grid.
5. Select the value(s) that you want to use.



HELPFUL HINT: Press the Tab key to move to the next field on the right. Press Shift and Tab to move to the next field on the left.

6. Repeat Steps 4 and 5 until you have changed all of the values that you want to change.
7. When you have finished, click the *Save* button.
8. Unless you have turned it off, you will see a confirmation message. Click *OK*.



4-8 The Modify Attributes Dialog Box



HELPFUL HINT: If you have selected more than two hundred items, you may need to wait several seconds for your changes to be saved.



SITE NOTE:  eBay Taiwan does not have the Attributes feature.

4) USING PRE-FILLED ITEM INFORMATION

If the site that you list on and the category that you use support Pre-filled Item Information you can save time by creating many items at once. You can use this feature if there is licensed content available for your product type.

This feature can automatically fill in Item Specifics information when you enter a unique product identifier. It can provide basic facts (for example, movie descriptions) about your item and it can even provide a stock picture. This makes the listing process faster for you, and also gives buyers an easy way to search for your item.

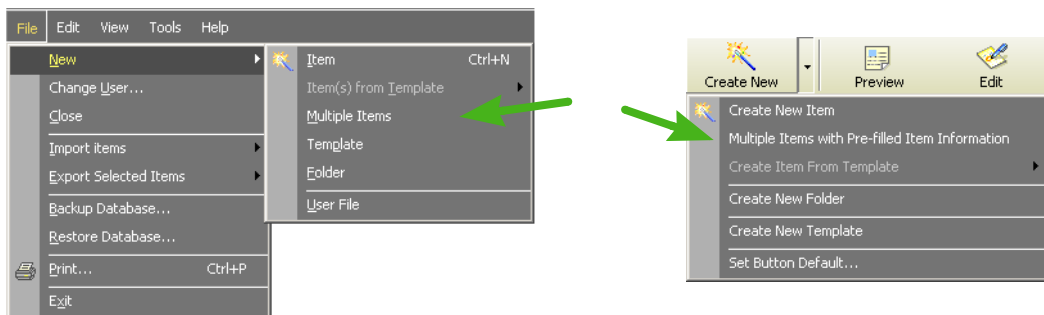
With Pre-filled Item Information you get a head start in creating listings that are clear and appealing to buyers, and then you add your own descriptions to make your listing unique.



SITE NOTE:  Pre-filled Item Information is not available at eBay Australia, China, Spain, Italy, or Taiwan.

Creating Items with Pre-Filled Item Information

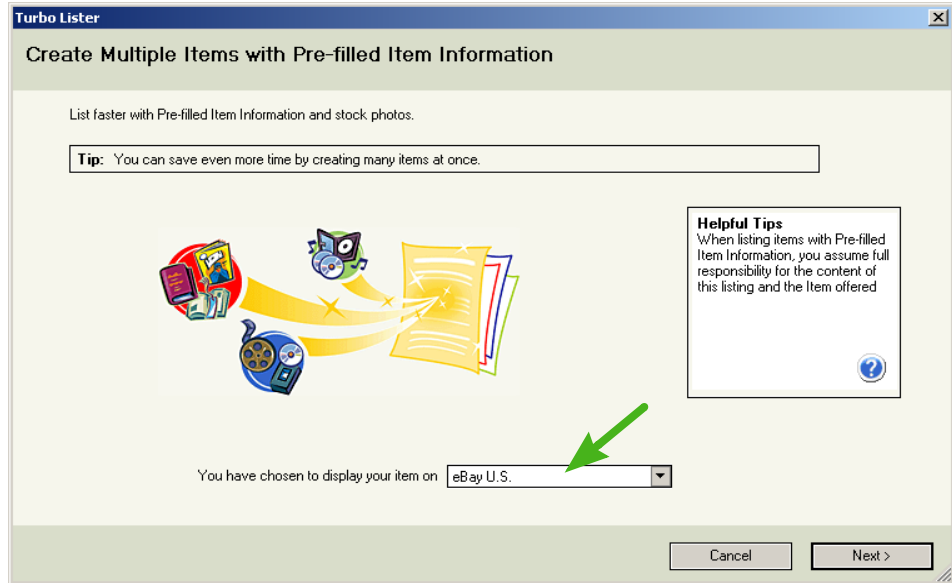
To create new items with Pre-filled Item Information follow this path from the *File* menu: *File > New > Multiple Items*. Or use the *Multiple Items with Pre-filled Item Information* selection for the *Create New* toolbar menu.



4-9 The Multiple Items Commands

Selecting Listing Sites

After you select the *Multiple Items* command, you will see the *Pre-filled Item Information* screen. This is where you choose which sites you want to list on.



4-10 Create Multiple Items with Pre-Filled Item Information

Entering Multiple Items

After you have selected a site, you will see the *Enter Multiple Items* screen. Here you select an appropriate product type, an identifier or keywords, and a selling Format.

The screenshot shows the 'Turbo Lister' application window titled 'Enter Multiple Items'. The window contains the following elements:

- 1**: Points to the 'Group 1: Audiobooks' and 'Group 2: Fiction Books' tabs.
- 2**: Points to the 'Select product type:' dropdown menu, which is currently set to 'Audiobooks'.
- 3**: Points to the 'Item 1' search row, where the search type is 'Author' and the search term is 'Dickens'.
- 4**: Points to the 'Select selling format:' dropdown menu, which is currently set to 'Auction'.
- 5**: Points to the 'Save Items' button.
- 6**: Points to the 'Add More Items' button.
- 7**: Points to the 'Clear keywords' link.

Additional text on the screen includes: 'If you want to sell different types of items [books, movies, etc.], just click the **Add More Items** button and then select your next product type.' and a tip: 'Tip: When entering a UPC code or ISBN number, please enter the numbers only without any dashes or spaces.'

4-11 The Enter Multiple Items Screen

Features for Entering Multiple Items

The table below lists and describes the fields and features on the *Enter Multiple Items* screen.

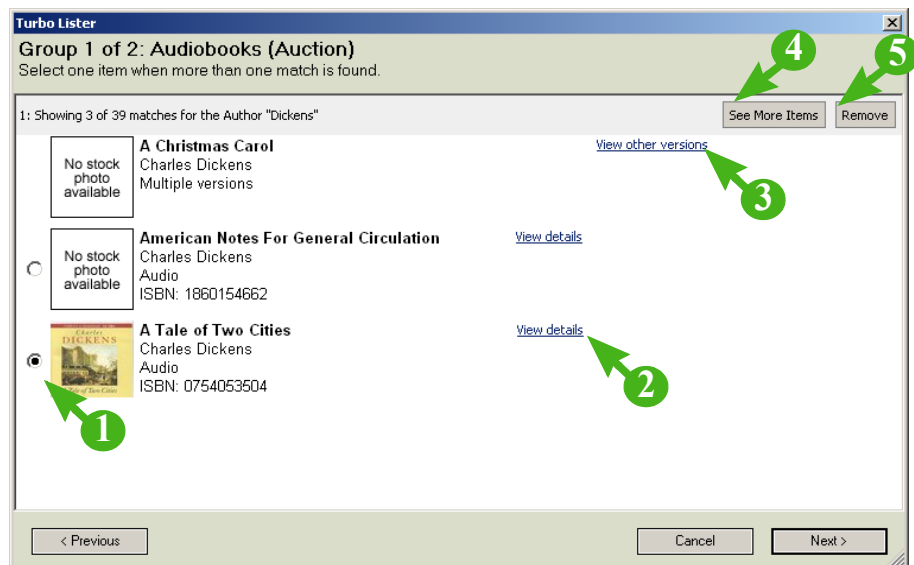
Number	Feature	Purpose
1	Tabs	If your items will fit on one screen, and if all of your items are of the same type, then you will only have one group tab. If you have more items than you can fit in the boxes provided, you can click <i>Add More Items</i> to add a second tabbed screen. If you have more than one product type, you can use the tabbed screens to separate the two types.
2	Product Type	Use this drop-down menu to select the product type for the item(s) that you want to list. (If the product type is not listed, it means that there is no pre-filled information for your product.)
3	Search Terms	This is the criteria you are going to use to search for matching items. The first box is a drop-down menu. It allows you to pick among several search criteria. The second box is a type-in field for you to enter the specific name, number, or what have you.
4	Selling Format	The selling Formats for this type of listing are the same as the Formats for other types of listings, except that the Real Estate Ad format is not available.
5	Buttons	If you click the <i>Save Items</i> button, your item(s) will be saved, but you will remain on this screen. If you click the <i>Load Items</i> button, the system will load whatever item(s) you have most recently saved, and you will remain on this screen.
6	Add More Items	Click this button to open additional screens with tabs at the top. You can do this if you have too many items for one screen, or if you want to change the product type for the remainder of your items.
7	Clear Keywords	Click this selection to erase any keywords that you have entered since your last <i>Save</i> .

Downloading Possible Matches

Once you click *Next* from the *Enter Multiple Items* screen, Turbo Lister will go to the eBay website to retrieve matches. (You must be logged on to the Internet to perform this step.)

Turbo Lister will locate and display Pre-filled Item Information that describes your items. You will see a maximum of three matches for each of the searches that you entered. You must select the correct match for each of your entries.

The information displayed depends on the type of item information you are retrieving. Not all of the commands and links will be available for all types of products.



4-12 The Product Matching Screen

Product Matching Features

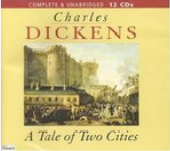
The table below describes the features on the screen that displays matches for the pre-filled items that you entered.

Number	Feature	Purpose
1	(Select match)	Click the radio button for the option that matches your item most closely. If none of them match, click the <i>See More Items</i> button.
2	View Details	Click this link to see all of the details of the match you have selected. (See " Viewing Product Details " later in this section.)
3	View Other Versions	If there are a number of very similar matches for your search (e.g., different editions of the same book), you can click this link to see other versions.
4	See More Items	This link will display a screen with all the matches for your search. These can be sorted by various criteria (depending on the product type) to help you find the best match for your item.
5	Remove	This button removes the item that you are searching for. For example, if you are searching for two things (Items A and B) and both have multiple matches, you will see both sets of searches on this screen. If you decide that you no longer want to create a new item for Item A (because you can't find the right match), then you can click <i>Remove</i> to remove the Item A search from the list.

Viewing Product Details

If you click the *View Details* link from the matching screen, you will see the details of the particular product that you have selected. These details will vary according to the type of product that you are listing.

A Tale of Two Cities Length: **Unabridged**

 Author: **Charles Dickens**
Publisher: **Chivers Audio Books**
ISBN: **0754053504**
Format: **Audio**
Category: **Fiction**

Stock Photo
Portions of this page Copyright 1995 - 2005 Muze Inc. **muze** All rights reserved.

Additional Information about A Tale of Two Cities
Portions of this page Copyright 1995 - 2005 Muze Inc. **muze** All rights reserved.

Synopsis
Dickens's only serious, uncomic novel, A TALE OF TWO CITIES, is set during the French Revolution and tells a story of unselfish devotion.

Details
Narrated by: Martin Jarvis
Edition Description: Unabridged

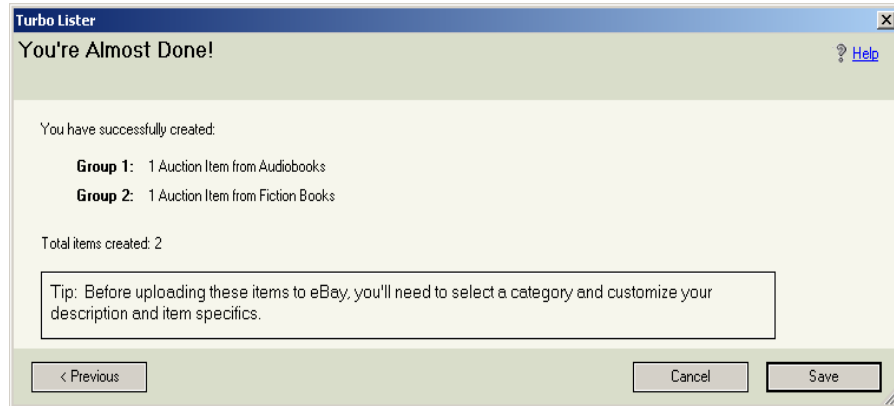
Size
Height: 7.8 in.
Width: 7.8 in.
Thickness: 1.8 in.
Weight: 18.4 oz.

Close Window

4-13 The Product Detail Screen

Successful Matching

When you finish matching, Turbo Lister once again downloads information from eBay. Once your download is complete, you will see a confirmation message telling you that the matching has been successful and reminding you that you must edit the items you have just created.



4-14 Matching Successfully Completed Screen

When you click *Save*, you will see your new item(s) on the *Item Inventory* screen. Before uploading your listings, you must make each one unique. To do this, click the *Edit* button next to the item.



4-15 Pre-Filled Must-Edit Message

Editing Pre-Filled Items

The *Edit Item* screen for pre-filled items is similar to the *Edit Item* screen for other new items. (See “[The Edit Item Screen](#)” earlier in this chapter.) However, much of the information is already filled in.

Most of these fields are described “[5\) Entering Format Specifics](#)” in Chapter 2. The others are described in the following table.

Edit Item - Auction Details

A Tale of Two Cities by Charles Dickens (2000) [? Help](#)

Auction Listing Basics

Item Title:

Subtitle:

Category:

2nd Category:

Store Categories: **1**

Using Pre-Filled Item Information

Include stock photo

Include additional information

Item Specifics: Audiobooks: -: Fiction: -

Description: **2**

3

Photos:

Item Label (optional):

Auction Specifics **4**

Starting Price: \$ Reserve: \$

Buy It Now: \$

Duration: Private Auction

Quantity:

Buyer requirements: Disabled

Buyer financing: Special offer! "\$10 off y..."

Shipping Costs

Not specified! Click the Change button to set up automatically calculated ...

Payment Instructions

Payment Instructions: Return Policy Details:

Payment Methods

Other - See Payment Instructions

Locations

United States Only

Listing Upgrades

Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more...

4-16 The Edit Pre-Filled Item Screen

Edit Features for Pre-Filled Items

Fields that are particularly significant for pre-filled items are described in the table below. (For explanations for fields that are not described here, see [“The Edit Item Screen”](#) earlier in this chapter.)

Number	Feature	Purpose
1	Using Pre-filled Item Information	<p>The Pre-filled Item Information that you have selected is listed in this area. This will vary depending on what type of item you are listing.</p> <p>This area may contain one or more check boxes so that you can decide, for example, whether or not to use the stock photo and the text that you have downloaded.</p>
2	Description	<p>This is a mandatory field. You must add a description of your particular item.</p> <p>If your item had an online description, the general information is probably adequately covered. You will want to describe those things that are special about your particular book, CD, or whatever.</p>
3	Photos	If the match that you found had a stock photo, it will appear here. You can, however, change the photo itself, or enhance the photo treatment.
4	Price	You must add a price of some sort. Depending on what Format you selected, and what site you list on, this may be a Starting Price, a Buy It Now price, or a Fixed Price.

Adding Pre-Filled Item Information

To add Pre-filled Item Information to an existing listing, you first select a listing from your Item Inventory. You can then select *Add Pre-filled Information* from the *Edit* menu, the right-click menu, or from the toolbar *Edit* menu.

Entering Search Criteria

If the item that you have selected has Pre-filled Item Information, it will be listed in the *Add Pre-filled Item Information to Items* screen. If it does not have Pre-filled Item Information, the screen will still be displayed, but it will be blank. You use this screen to select the criteria that you want to use for your product search.

Turbo Lister

Add Pre-Filled Item Information to Items

Step 1 of 2: Enter Search criteria to retrieve pre-filled item information

To retrieve Pre-filled Item Information for your items, either enter the unique product identifying numbers -- such as the UPC or ISBN numbers -- or select "Product Finder" to add information about your item.

Listing Title	Product Type	Identifier Type	Identifier
Nancy Drew Mysteries	Children's Books	ISBN	Keene

4-17 Add Pre-Filled Item Information – Step 1



HELPFUL HINT: The “Product Finder” mentioned on the screen comes up when you select a category that has a Product Finder (cell phones, for example). This feature is not available for all categories.

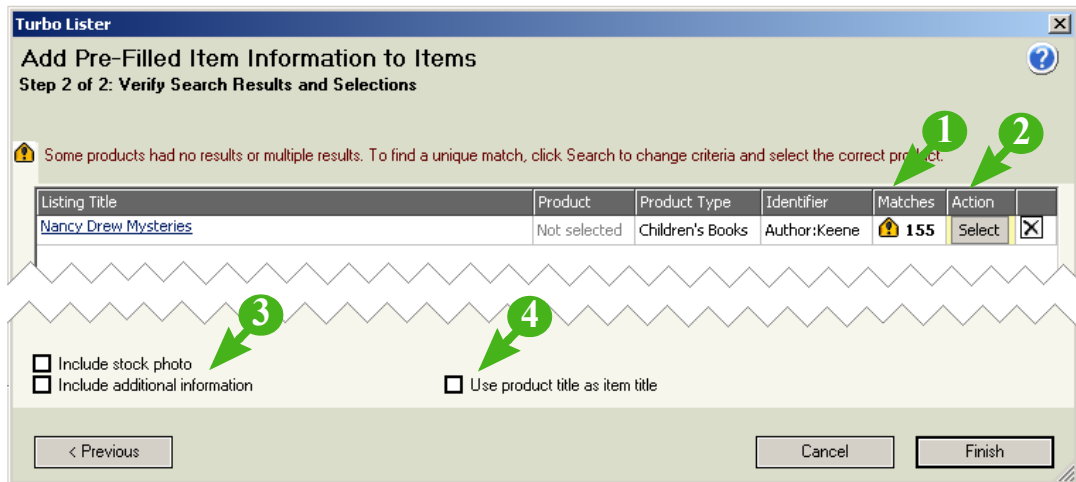
Add Pre-Filled Item Information – Step 1

The fields and features of the *Add Pre-filled Item Information* screen for Step 1 are defined in the table below.

Number	Feature	Purpose
1	Listing Title	This is the title from the Item Inventory screen. You will have a chance to change this title to match the product name later in the process.
2	Product Type	<p>If your item does not have a recognized product type, you cannot use this feature. Examples of accepted types include:</p> <ul style="list-style-type: none"> • Books • Cell Phones • Digital Cameras • Camcorders • Music CDs • Gold Clubs • Video Games <p>To see a complete list, click the <i>Create New</i> selection on the toolbar and select <i>Multiple Items with Pre-filled Item Information</i>. On the screen labeled <i>Create Multiple Items with Pre-filled Item Information</i>, click <i>Next</i>. Look in the <i>Select Product Type</i> drop-down menu.</p>
3	Identifier Type	This drop-down menu lists appropriate types of search criteria. These will vary by product type.
4	Identifier	This is a type-in field for you to enter the unique word or number that you want to use in your search.

Retrieving Pre-Filled Item Information

When you click *Next*, Turbo Lister will search the eBay website for matches. If more than one match is found, the number will be displayed in the *Matches* column.



4-18 Add Pre-Filled Item Information – Step 2

Add Pre-Filled Item Information – Step 2

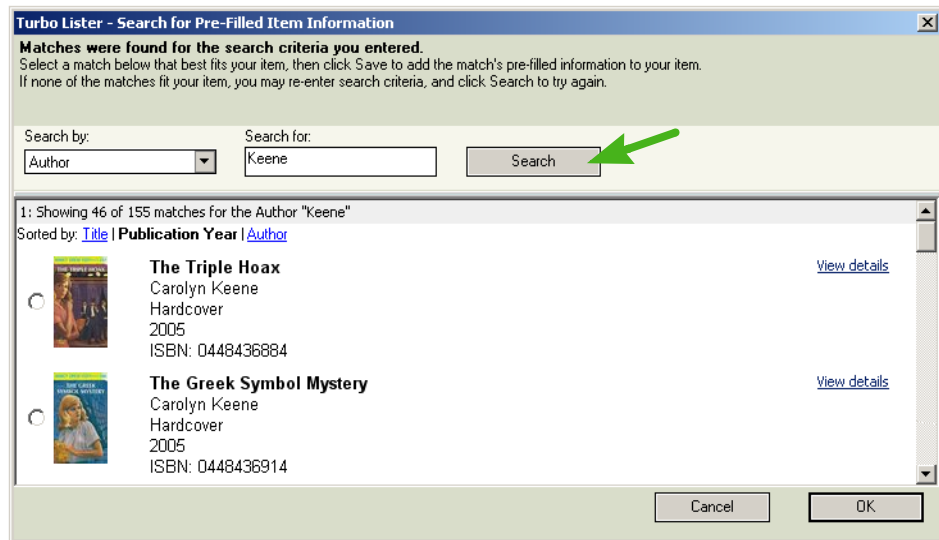
The additional columns and checkboxes for Step 2 are defined in the table below. (For the columns that also appeared in Step 1, see [“Add Pre-Filled Item Information – Step 1”](#) earlier in this section.)

Number	Feature	Purpose
1	Matches	If Turbo Lister found more than one match, the number of matches are listed in this column.
2	Action	This column contains the action that you can perform. If <i>Select</i> is displayed, you can click it to see all of your matches.

Number	Feature	Purpose
3	Include...	These two checkboxes allow you to indicate whether or not you want to use the stock photo and the “canned” text for your item.
4	Use Product Title...	If you check this box, Turbo Lister will use the name of the product as your Listing Title in the future.

Displaying Matches

Once you see the matches, the procedure becomes similar to the process of creating a new listing. (See “[Product Matching Features](#)” earlier in this section.) One difference is that you can initiate a new search with different criteria from this screen.



4-19 Search for Pre-Filled Item Information

Using Special Item Codes

There are several types of codes that you can use to give more information about the item that you are listing. UPC codes and ISBN and EAN numbers are especially useful for listing books, CDs, DVDs, or other media.

About UPC Numbers

Universal Product Codes (UPCs) are 12-digit numbers used to identify products. The UPC should be on your product's packaging or back cover. When entering a UPC, be sure to enter the entire number at the bottom of the bar code, including the smaller numbers on the left and right sides.

About ISBN Codes

International Standard Book Numbers (ISBNs) are 10-digit numbers used to identify books and book-like products (such as audio books). The ISBN should be on your product's back cover. It is usually preceded by the letters “ISBN” and is divided into four parts. When entering the ISBN, be sure to include all the numbers in each part.

About ISBN-EAN Codes

ISBN-EAN (International Standard Book Number - European Article Numbering) is a 13-digit number used to identify books internationally. This number is also used for book-like products such as audio books. The ISBN-EAN should be on your product's back cover. When entering an ISBN-EAN, be sure to enter the number at the bottom of the bar code and include the number on the left side.



HELPFUL HINT: In many cases, eBay has access only to the information for the latest version of the product. Older editions may have different codes, which means that you may not be able to find your product by code. As always, you can list any item the ordinary way, without using Pre-filled Item Information.

Interpreting Title Codes

The table below will help you interpret some of the abbreviations used in title codes.

Term	Definition
Blister Pack	This is a plastic box-sized packaging that encases a product.
CD 3	This is a CD that is three inches in diameter.
CD+G	This is a CD plus graphics disc that contains audio tracks and corresponding video. This form is most often used for karaoke discs.
DTS	This type of CD features DTS 5.1 Surround Sound technology playable on a DTS 5.1 sound system.
ECD	An Enhanced CD contains audio tracks and multimedia computer files.
EP	Extended Play is a title that is longer than an average single but shorter than an average album. It is usually six songs with no remixes.
HDCD	A High Definition CD is encoded with twenty bits of musical information instead of the usual sixteen bits. This improves sound quality. An HDCD can be played on a standard CD player, but the sound quality is better with an HDCD player.
Hyper CDA	A Hyper CD contains regular audio tracks and also provides a link to the artist's website with the help of a web browser.
PA	Parental Advisory means that this product might contain material that is not suitable for minors.
SACD Stereo	A Super Audio Stereo CD is encoded with Direct Stream Digital (DSD) technology for improved sound quality. It can be played only on a Super Audio CD player.
SACD Multi	A Super Audio Multi CD has up to six audio tracks encoded using Direct Stream Digital (DSD) technology for improved sound quality. It can be played only on a Super Audio CD player.
SACD Hybrid	A Super Audio Hybrid CD has two audio tracks using standard CD encoding and up to six audio tracks encoded using Direct Stream Digital (DSD) technology for improved sound quality. It can be played on both regular and Super Audio CD players.

Steps for Creating Items with Pre-Filled Information

In this section you have learned about listing items using pre-filled item information. The steps below summarize that process. They assume that you understand the types of information that you will be asked to enter. If you do not, you can either read the preceding pages of this manual, or, if you are reading this manual online, you can click the cross-references as needed.

To create a new item using pre-filled item information, follow these steps:

1. Click *File > New > Multiple Items*. Or click *Create New > Multiple Items with Pre-filled Item Information*.
2. You see the *Pre-filled Item Information* screen. Select the eBay site that you want to post your listings on. Click *Next*.
3. You see the *Enter Multiple Items* screen. Select an appropriate product type from the drop-down menu.
If you have more than one product type, click *Add More Items* to add a new tab with another set of items.
4. Select criteria and type in keywords or product codes.



TURBO TIP: Unique identifiers like UPC Codes and ISBN numbers usually result in the best searches, but you can also search using descriptive keywords (e.g., book titles or musical artists).

5. Select a selling Format. Click *Next*.
Turbo Lister will go to the eBay website to retrieve matches. (You must be logged on to the Internet to perform this step.)
6. Select the correct match for each item that you have listed.
If none of the items listed are a good match, click the *See More Items* button.
To see all the details of a match, often including a stock photo, click *View Details*.
7. When you finish matching, click *Next*.
Turbo Lister once again downloads information from eBay.

8. When you see a confirmation message telling you that the matching has been successful, click *Save*.
9. You see your new item(s) on the Item Inventory screen. Before uploading your listings, you must personalize them to make each one unique. To do this, click the *Edit* button next to an item.
10. Enter a price and a description, and any other information that you want to add.



TURBO TIP: If your item has a stock photo available, you can use it as your Gallery Image by selecting the option from the *Listing Upgrades* screen.

11. When you have finished, click *Save*.
12. You can now upload your new items to eBay using the same procedure that you would use for any other listing.



CAUTION: Pre-filled Item Information and stock photos are provided by a third party, not eBay. You should confirm the accuracy of the information before you include it in your listing.

5) CREATING MORE ATTRACTIVE LISTINGS

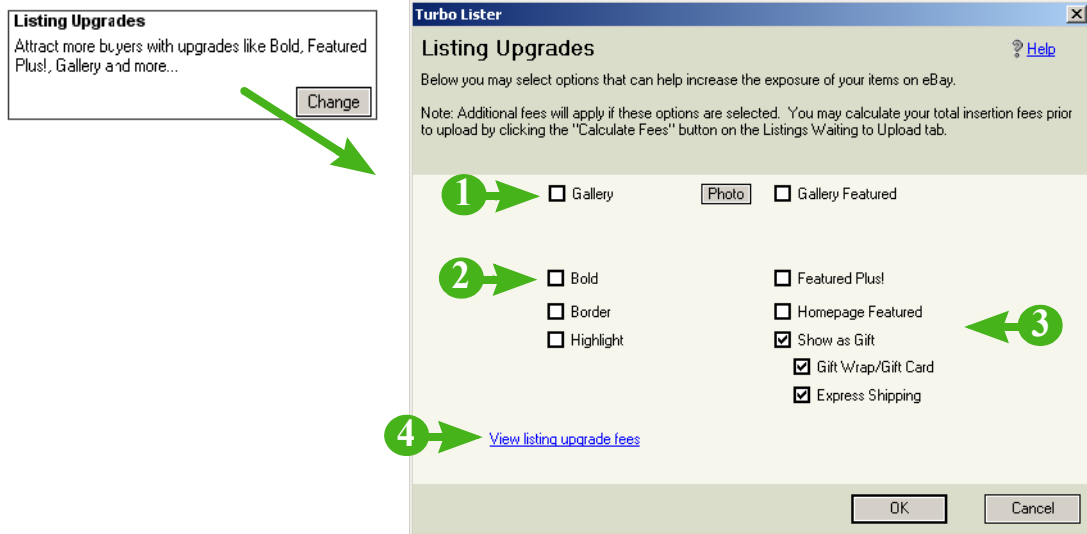
Turbo Lister offers two ways for you to create more attractive listings. The first is to choose appropriate *Listing Upgrades* (for example, highlighting) for a small fee. The other is to use the *Listing Designer*, which allows you to select eye-catching themes for your listings.

Choosing the Right Listing Upgrades

The listing upgrades that you select will depend on what is available for your selling format on the site(s) that you use. You will also want to consider what is right for the types of items that you sell and the type of buyer that you want to attract.

Selecting Listing Upgrades

To select listing upgrades click the *Change* button in the *Listing Upgrades* box on the *Format Specifics* screen. See “[5\) Entering Format Specifics](#)” in Chapter 2.




4-20 Listing Upgrades


Description of Listing Upgrades


The table below describes the listing upgrades available for most sites.


Number	Feature	Purpose
1	Photo Features	<p>When you select the <i>Gallery</i> option buyers see your listings in the result lists when they browse categories or search with keywords. They do not have to select your item to see your photo.</p> <p>If you choose the <i>Gallery Featured</i> option, your listing will appear in the special <i>Featured</i> section above the general <i>Picture Gallery</i>.</p>
2	Text Options	<p>The <i>Bold</i> option makes your listing stand out from the others by using darker lettering. If you select the <i>Border</i> option your listing is surrounded by a band of bright color to call attention to it. If you select the <i>Highlight</i> option your listing gets an eye-catching colored background.</p>
3	Other Options	<p>If you choose <i>Featured Plus!</i>, your item will not only be listed in the usual lists by category, it will also be displayed prominently in the <i>Featured Items</i> section of its category.</p> <p>If you select <i>Homepage Featured</i>, your listing will have a chance to rotate into a special display on eBay's Home page. This is the highest level of visibility that eBay offers</p> <p>When you feature your item as a gift, buyers see a gift icon next to your listing. You can also offer:</p> <ul style="list-style-type: none"> • Gift Wrap/Gift Card • Express Shipping • Ship to Gift Recipient
4	View Listing Upgrade Fees	To see the fee associated with each of the listing upgrades, click this link.



SITE NOTES:  eBay China does not offer highlighting, icons, borders, or the gift feature.

 eBay Taiwan does not offer icons.

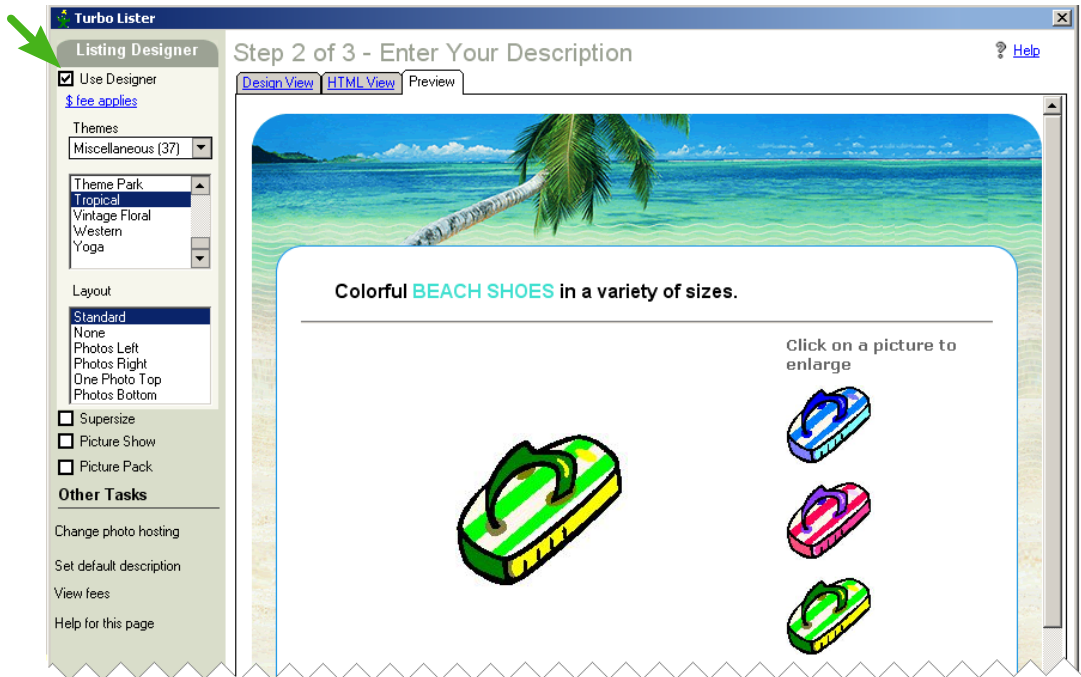
 eBay Australia, Austria, Switzerland, Germany, and Spain do not have the gift feature.

 eBay Germany allows sellers to display their items on the *mobile.de* search results page.

Adding Interest with the Listing Designer

eBay Turbo Lister lets you choose from a number of attractive themes and layouts to improve the appeal and effectiveness of your listings. To use the Listing Designer you check the *Listing Designer* checkbox on the *Enter Your Description* screen. Examples and steps are provided later in this section.

When you submit your listing using Listing Designer, you will be charged a fee. The amount of the fee will vary depending on what other options you have selected. The total will be displayed before you upload to eBay.



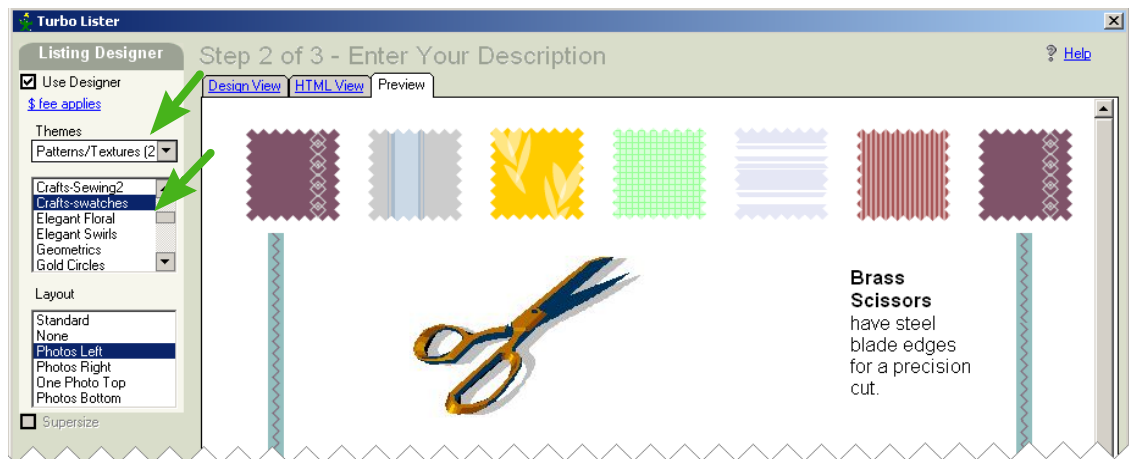
4-21 Listing Designer – Example #1

Choosing a Theme

A theme is a coordinated set of colors, borders, and images that not only make your listings more attractive, but help you create the mood that is appropriate for the types of items you are selling.

Here are some examples:

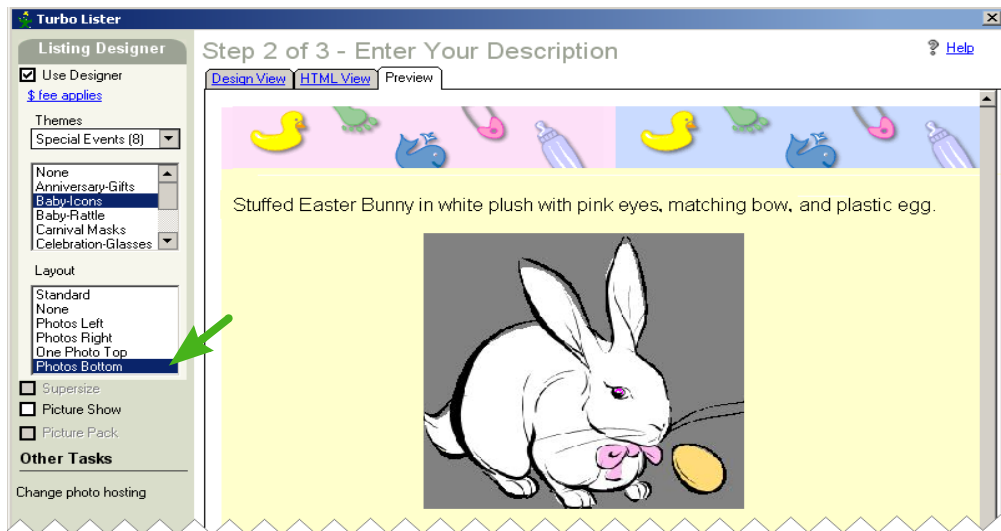
- The *Tropical* selection (from *Miscellaneous*) is perfect for beach wear.
- *Crafts-Swatches* (from *Patterns/Textures*) appeals to buyers who are interested in crafts supplies.
- The *Antique Scroll* theme (from *Miscellaneous*) is appropriate if you are selling a Victorian brooch.
- *Baby Icons* (from *Special Events*) will call attention to products for infants.



4-22 Listing Designer – Example #2

Choosing a Layout

Layouts specify where your description will appear in relation to your pictures. The layout you choose will depend on how many photos you are planning to use and how prominent you want those photos to be.

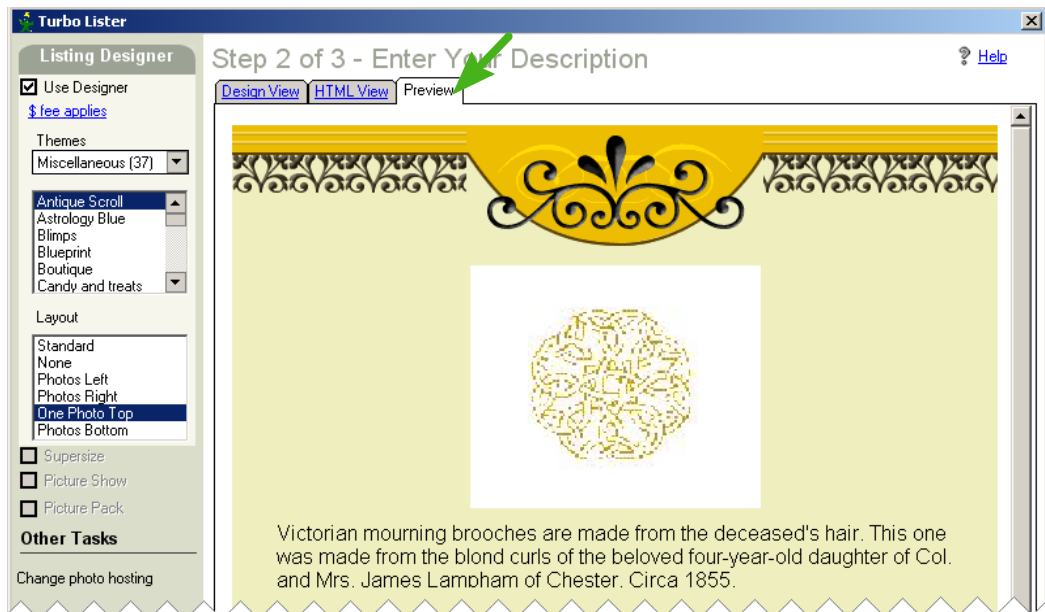


4-23 Listing Designer – Example #3

Previewing Your Listing

To see how your theme and layout look with your description and photos, click the *Preview* tab located behind the *Design View* and the *HTML* tabs.

Apply different themes and layouts until you find the combination that works best. You may want to work on your description (colors, bold text) to make it fit well with the design.



4-24 Listing Designer – Example #4

Steps for Using Listing Designer

To use the Listing Designer to create a custom listing, follow these steps:

1. Click the *Use Designer* checkbox at the left of the *Description and Photos* screen. (See [“Adding Interest with the Listing Designer”](#) earlier in this section.)
2. Select an overall theme from the drop-down menu. (The number after the name is how many specific themes this overall theme offers.)
3. Select a specific theme from the scroll menu. (See [“Choosing a Theme”](#) earlier in this section.)

A preview of the theme will appear on the right. Continue to experiment with themes until you find the one that works best for this listing. If you decide not to use a theme, select *None*.

4. Choose a layout by clicking in the *Layout* dialog box.

A preview of the layout will appear on the right. (See [“Choosing a Layout”](#) earlier in this section.)

If you would prefer not to use a special layout and are using eBay Picture Services, select *Standard*.

If you'd prefer not to use a special layout and are using your own photo-hosting, select *None*.

5. Preview your theme and layout by clicking the *Preview* tab.

Apply different themes and layouts until you find the combination that works best.



HELPFUL HINT: If you prefer to use HTML in your listing descriptions, you can continue to do this and still use the Listing Designer.

6) MANAGING YOUR PICTURES

eBay Picture Manager is a picture hosting solution that allows you to:

- Upload photographs quickly and easily.
- Save money on eBay picture fees.
- Increase security by watermarking your pictures with your User ID.

Because eBay Picture Manager is a subscription service, you can add as many photos as you like at no additional charge.

Using eBay Picture Manager

To use the eBay Picture Manager to add your pictures to your Turbo Lister listings, follow these steps:

1. From the *Description and Photos* screen, click one of the *Add Picture* boxes.
2. Click the *eBay Picture Manager* button at the top of the left-hand navigation pane.
If you are connected to the Internet, your first Picture Manager folder will be displayed in the *Look in* drop-down menu.
3. Select the picture(s) that you want to use.
4. Click *Insert*.

Uploading New Pictures to eBay Picture Manager

To add a new photo to one of your eBay Picture Manager folders follow these steps:

1. From the *Description and Photos* screen, click one of the *Add Picture* boxes.
2. Select a picture from your computer to add to your listing.
3. Select the appropriate folder in the *Upload to Folder* menu.
4. If you are adding a picture to your item description, you can also choose the display size using the *Picture size* menu.
5. Click *Insert*.



HELPFUL HINT: You can also choose not to upload your new pictures to Picture Manager by selecting the *Don't Upload to Picture Manager* option from the *Upload to Folder* menu. If you choose this option, you will pay regular eBay Picture Services fees when you upload.



REFERENCE: To learn more about what eBay Picture Manager can do to help you manage your pictures, go to the Picture Manager site at eBay U.S. – http://pages.ebay.com/picture_manager/.



CHAPTER 5 – GETTING THE MOST FROM TURBO LISTER

In the previous chapter you learned about ways to work with and improve your listings. This chapter covers features that help you organize and manage the listings that you create through Turbo Lister. This chapter includes these topics:

- 1) Keeping Current
- 2) Managing Your Database
- 3) Working with Templates
- 4) Re-Using Text and Graphics
- 5) Working with Folders
- 6) Customizing Columns
- 7) Adding a Counter



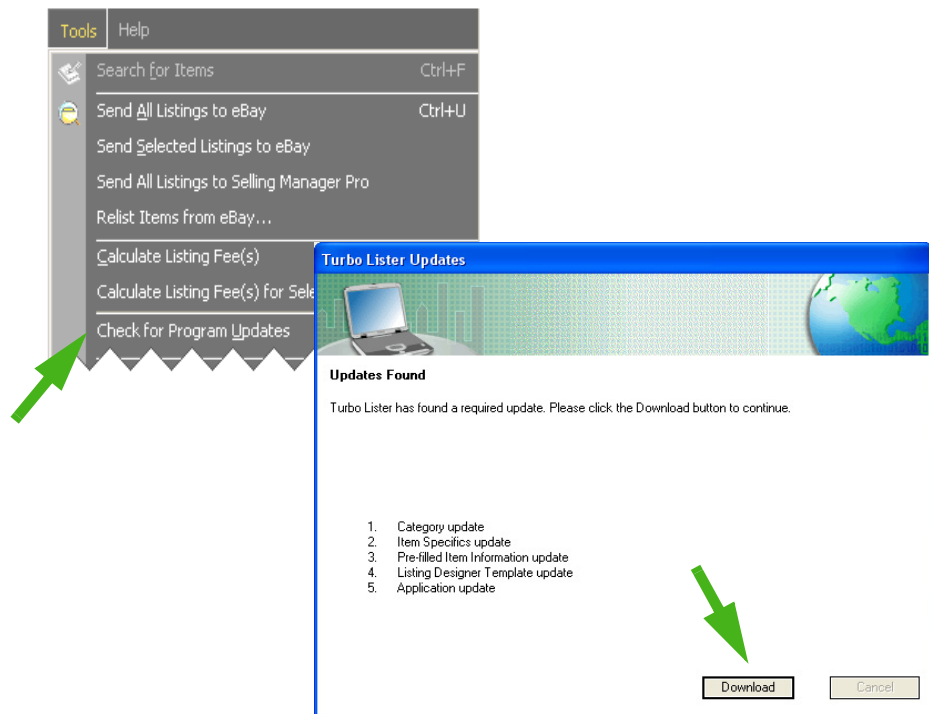
SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) KEEPING CURRENT

To make sure that you are getting the most from Turbo Lister, you will want to make certain that you are using the latest version of the tool. Turbo Lister is updated by eBay every six weeks.

Updating to the Current Version

Turbo Lister automatically checks for updates each time you send listings to eBay. You can also update your tool any time you are connected to the Internet by clicking the *Tools* menu and then selecting *Check for Program Updates*. Turbo Lister lists the features that have changed. To add these to your current system, you click *Download*.



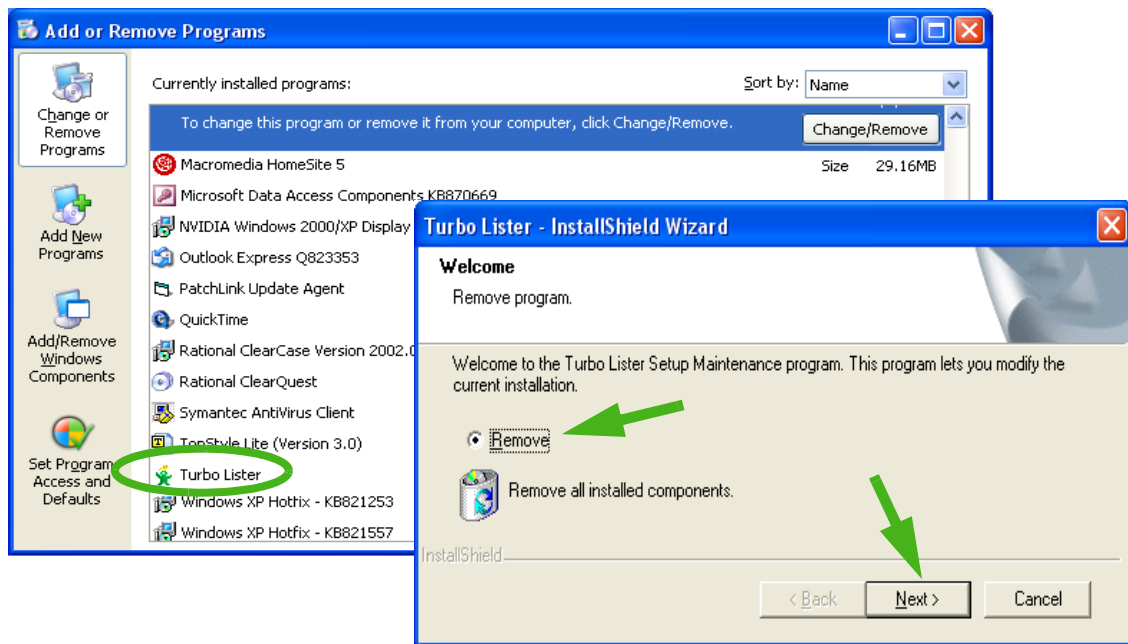
5-1 Check for Turbo Lister Updates

Uninstalling Turbo Lister

Some users feel that their systems run more smoothly if they occasionally uninstall and then re-install Turbo Lister. What you see on your screen will vary depending on which operating system you are using, but the steps listed below will work for most users.

To uninstall Turbo Lister, follow these steps:

1. On the Windows *Start* menu, select *Control Panel* (you may have to click *Settings* before you see *Control Panel*).
2. In the Control Panel, double-click *Add or Remove Programs*.
3. In the list of installed programs, click *Turbo Lister*.
4. Click the *Change/Remove* button.
5. You will see the Turbo Lister Install Wizard. The *Remove* option will be selected. Click *Next*.



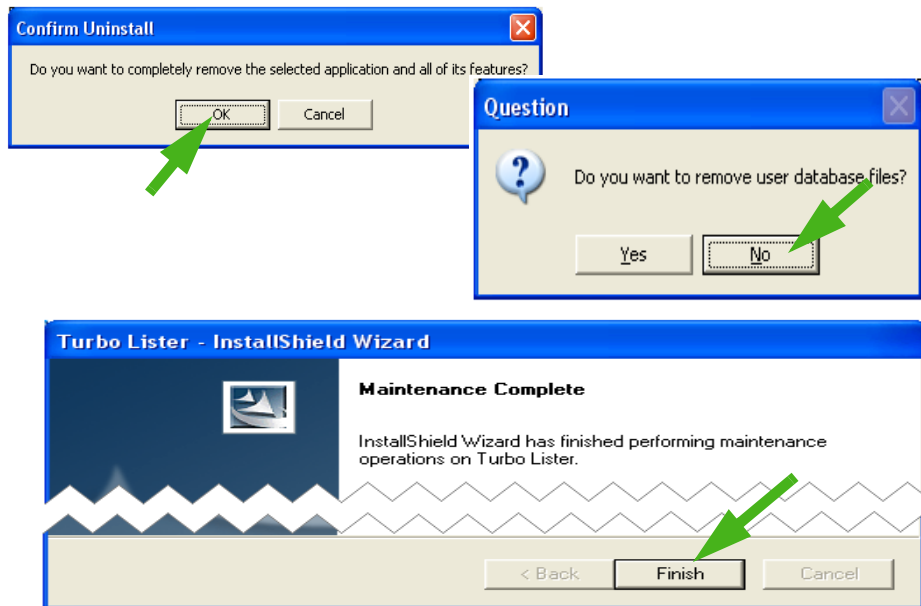
5-2 Uninstalling Turbo Lister (Windows XP)

- When asked if you want to remove the application and all of its features, click *OK*.
- When prompted to remove the database, click *No* if you want to keep your database (the listings and other information that you have entered into the tool) and *Yes* if you want to discard it.



CAUTION: If you click *Yes*, when you reinstall Turbo Lister you will have no listings and you will need to re-enter your account information. Anything that you have entered, created, or built with the tool will be gone.

- You will receive a message when your software has been completely removed. Click *Finish*.
- To install Turbo Lister again, see [“Installing Turbo Lister”](#) in Chapter 1.



5-3 Turbo Lister Uninstall Wizard

2) MANAGING YOUR DATABASE

In Turbo Lister the user database is all the information that you yourself enter. This includes the user profile information as well as the listings you create.

User information is stored separately from other Turbo Lister software. This makes it possible for you to retain your database even if you uninstall and then re-install Turbo Lister (see [“Uninstalling Turbo Lister”](#) earlier in this chapter). It also makes it possible for you to back up your database (make a copy) and then, if necessary, restore your information from the backup file.

Backing Up Your Database

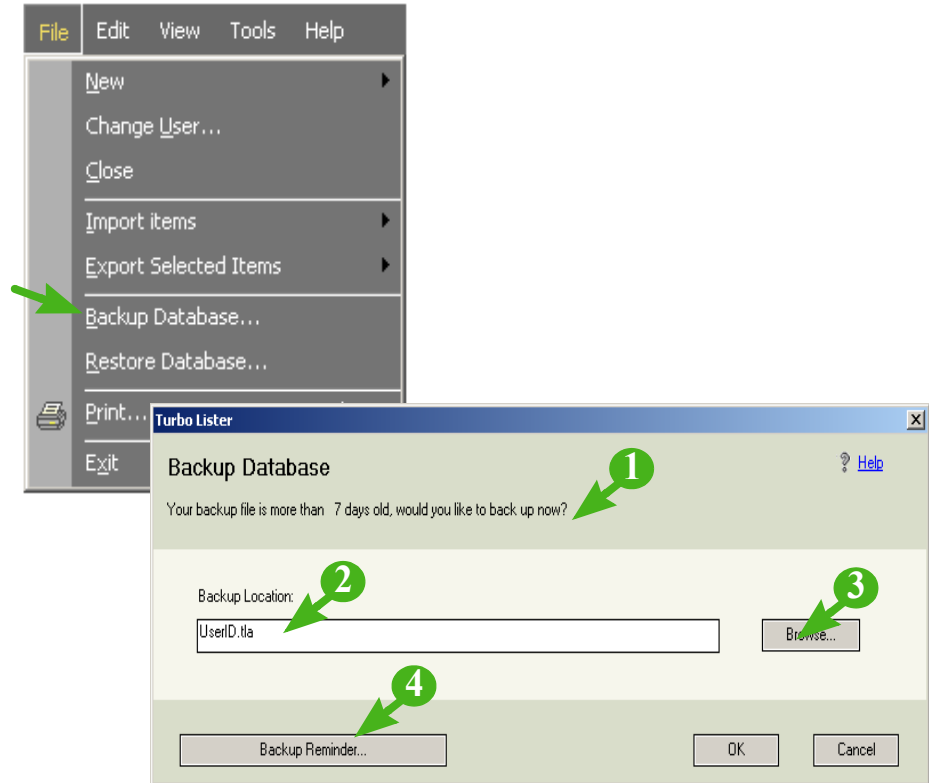
The backup feature creates a copy of your listings (including pictures), Item Specifics, and Pre-filled Item Information. The backup also stores your preferences, folders, and default values.



HELPFUL HINT: Files are backed up based on your User ID. To back up information for more than one user, you will need to log in as user number one, backup the database associated with that user, log in as user number two, back up that database, and so forth.

The *Backup* Command and Dialog Box

When you click *Backup Database* from the *File* menu, you see the *Backup Database* dialog box. The default file name is your User ID. The file extension is “.tla” (Turbo Lister Archive).



5-4 The Backup Database Command and Dialog Box

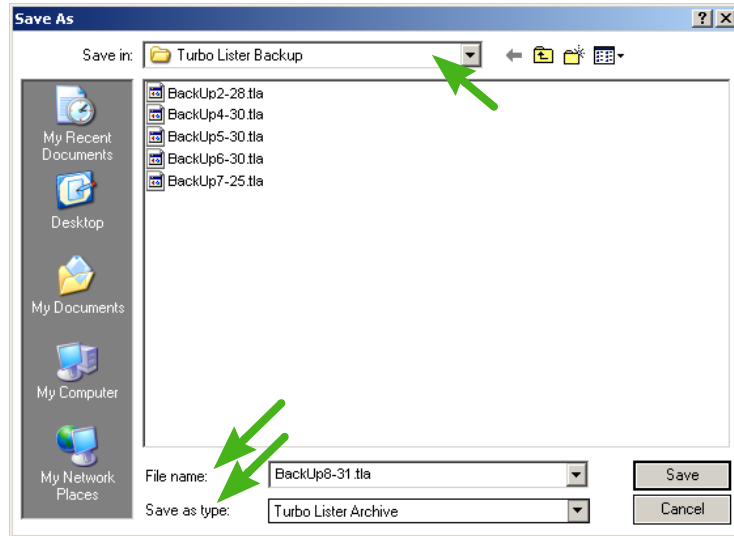
Features for Backing Up Your Database

The table below describes the fields and features on the *Backup Database* dialog box.

Number	Feature	Purpose
1	(Backup Message)	If you have turned on the <i>Backup Reminder</i> feature, you will see a message telling you how long it has been since you last backed up your database. Otherwise, you will see a generic message explaining the importance of backing up your database.
2	(Backup Filename)	Unless you type over it, the filename will be the User ID you have logged on with.
3	Browse Button	You can click this button to see where you are putting your backup file, or to change the name of the directory, or to look at the other backup files you have stored.
4	Backup Reminder Button	This button links to the Backup Reminder feature see “The Backup Reminder” later in this section.

More About Backup Location

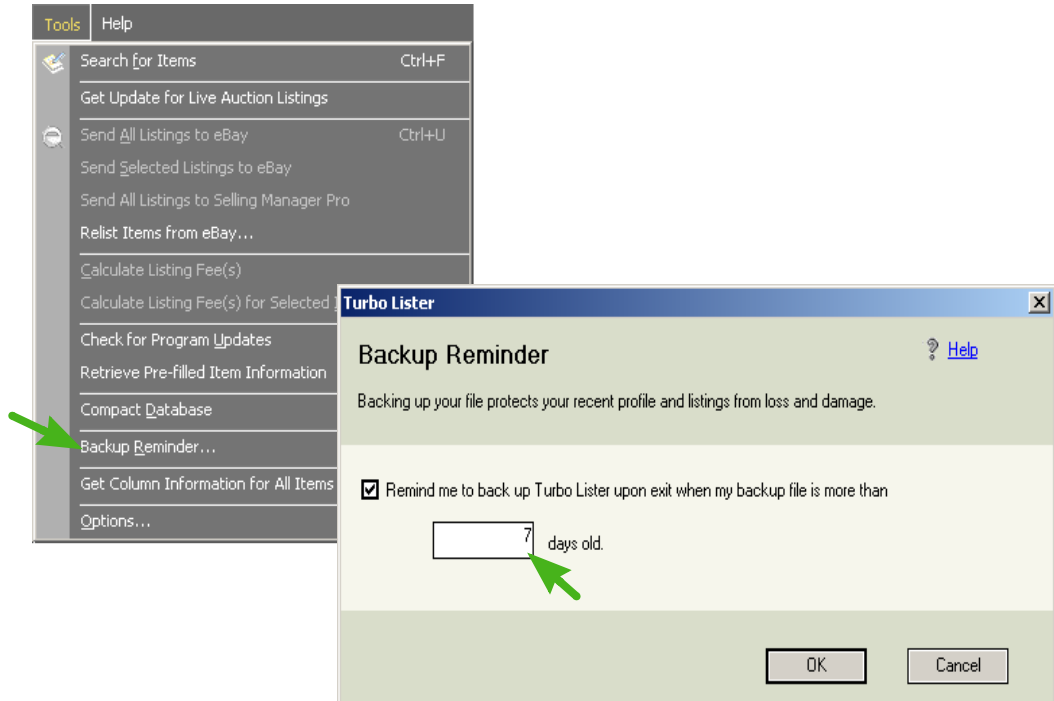
If you click the *Browse* button from the *Backup Database* dialog box you will see a list of all of the backup files that you have saved. You can use the *Save In* drop-down menu to select a new file directory for your backup files. You can also change the file name or the file type for your backup file.



5-5 Backup File Location

The Backup Reminder

If you would like to be reminded to back up your database, you can set the *Backup Reminder* either through the *Backup Database* dialog box or through the *Backup Reminder* selection on the *Tools* menu. You can type in whatever value (number of days) you think is appropriate.



5-6 The Backup Reminder Command and Dialog Box

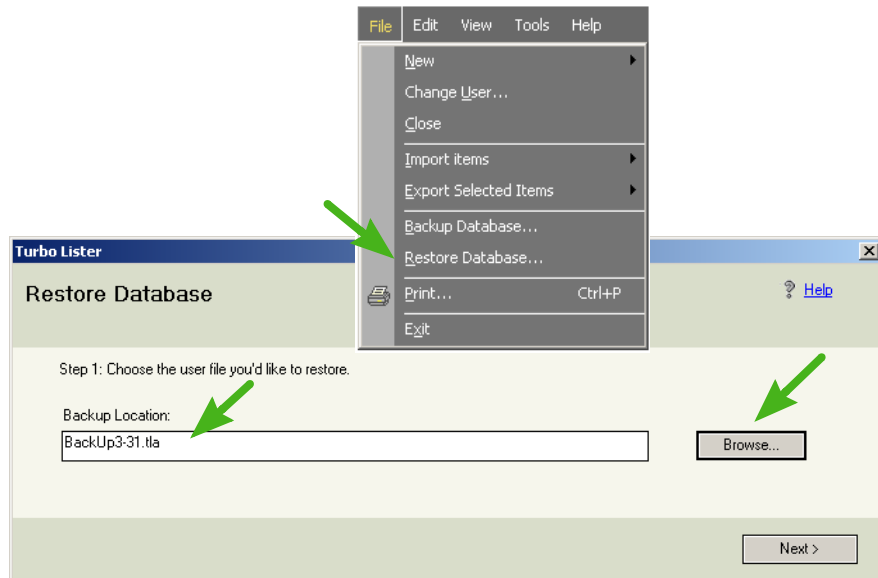
Restoring Your Database

There are a number of reasons that you might want to replace your existing database file with one of your backup files. For example if you have a system crash or if your data gets corrupted in some way, you will want to recover your listings, preferences, and so forth.

Some users archive past databases as a way of keeping records. If you regularly backup your database before you delete old items, you have a record of past transactions.

Locating Stored Databases

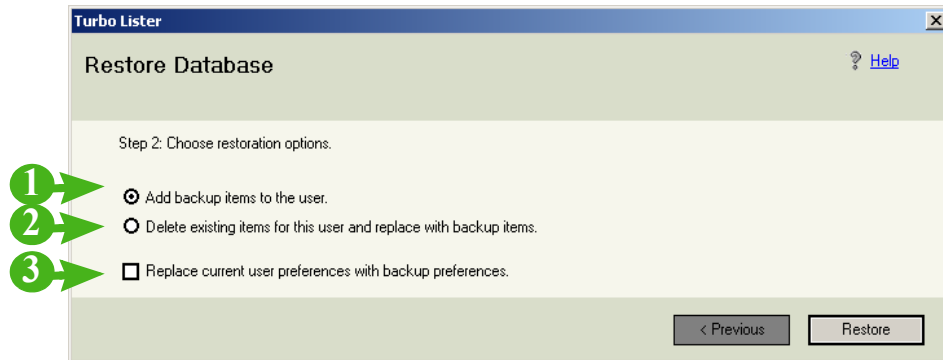
To access one of your saved databases, click the *Restore Database* command from the *File* menu. The default backup file will be the last file that you saved, but you can choose an earlier one using the *Browse* button.



5-7 Locating Stored Databases

The *Restore Database* Dialog Box

There are several ways you can access the data from a backup file. The option that you choose will depend on whether you want to completely replace your current database or just add to it.



5-8 *The Restore Database Dialog Box*

Options for Restoring Your Database

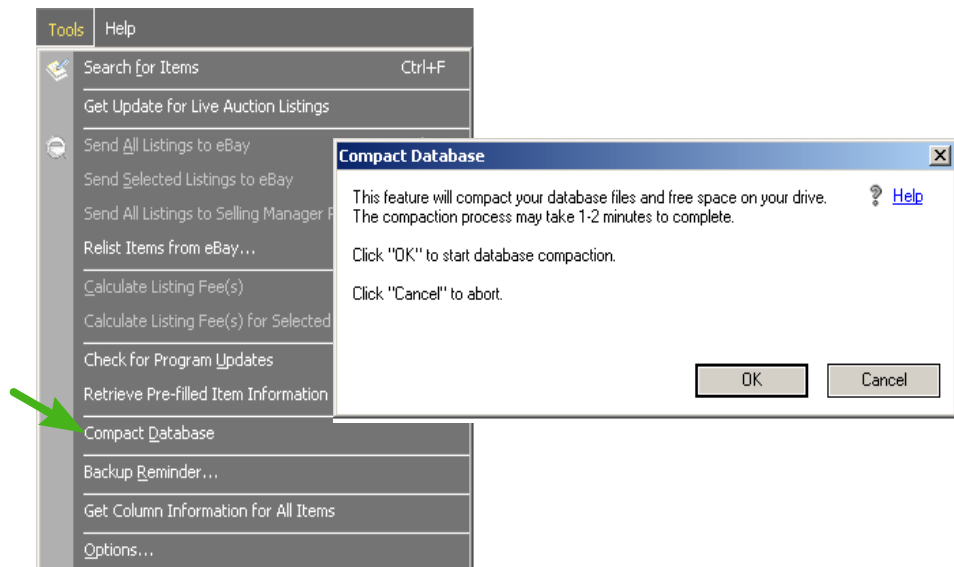
The options for restoring your database are explained in the table below.

Number	Feature	Purpose
1	Add backup items...	This option adds all listings (including pictures and item specifics), as well as the folder structure from the backup file to the current user's database.
2	Delete existing items...	This option replaces your existing listings with the ones from the backup file.
3	Replace current preferences...	This option allows you to restore user preferences from a backup file. This option is only available if the current user matches the user who created the backup file.

Compacting Your Database

Database files grow larger as you add and delete things from your listings. When you “compact” your database, you decrease the size of your database by getting rid of any unnecessary space. If you compact your database regularly, you may find that your system operates more efficiently.

To use this feature, select *Compact Database* from the *Tools* menu. Depending on how fast your computer is and how large your database is, this process may take several minutes.



5-9 Compact Database

3) WORKING WITH TEMPLATES

Creating and using Turbo Lister templates can potentially save you a great deal of time. There are several ways to create templates and several ways to create new items using templates. These methods are described in this chapter.

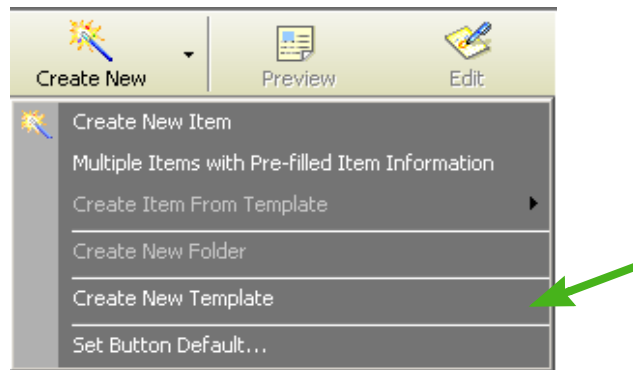
Creating Templates

There are two primary ways to create templates. One method allows you to create your template from scratch. The other method allows you to make use of information you have entered for previous listings.

Creating a New Template

If you want to create a template that is different in many respects from the listings that you have already created, or if you have not yet created any listings, you can use the *Create Item From Template* selection from the *Create New* menu.

This method takes you through the entire *Create New Item* process, screen by screen allowing you to make every selection without reference to any choices you may have made in the past.



5-10 *Create New Template*

Saving as a Template

Many of the screens in the *Create New* and *Edit* pathways contain buttons labeled “Save as Template.” For example, the *Edit Item* screen and the *Format Specifics* screen provide a *Save as Template* button.

You can click this button to save a copy of the listing that you are working with as a template for you to use as a basis for future listings. This can save you the time and effort of listing the same information over and over again.

Once you have saved your listing as a template, you see a saved confirmation message. Your new template will then be listed with the templates in the *Item Inventory* view.

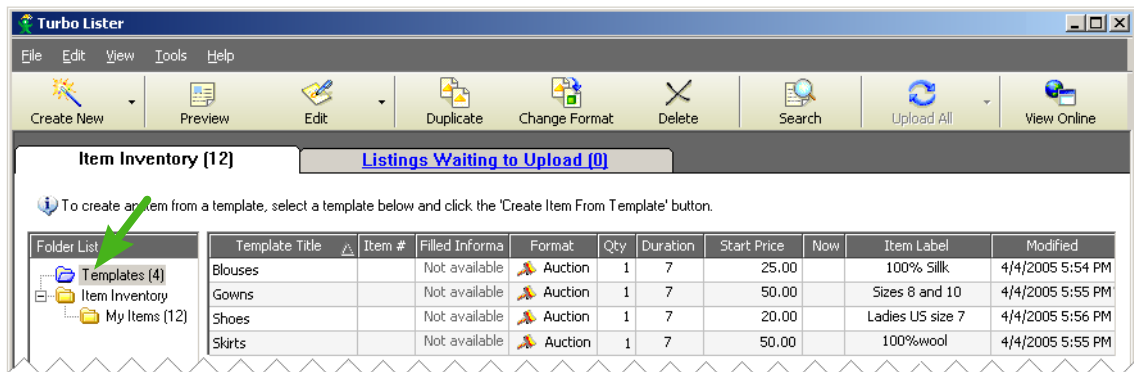
The screenshot displays the 'Step 5 of 5 - Format Specifics' screen. On the left, a 'Helpful Tips' box contains text about previewing listing fees and a 'Learn more' link. The main form area includes fields for 'Starting Price' (set to \$20.00), 'Buy It Now' price, 'Duration' (set to 7 days), and 'Reserve' price. Below these are sections for 'Quantity' (1 item) and 'Buyer Requirements' (Disabled). On the right, a 'Payment Methods' section is visible. A modal dialog box titled 'Confirm Save as Template' is overlaid on the form, displaying the message 'The template you've chosen has been saved successfully.' and 'OK' and 'Change' buttons. A green arrow points to the 'OK' button.

5-11 Save As Template

List of Templates

No matter which method you choose for creating a listing template, the template will be stored and displayed in the template list on the *Item Inventory* screen. To see a list of your templates, click the blue *Templates* folder in the list of folders on the left side of your screen.

Notice that the number of templates that you have created is shown next to the folder. The columns for your template screen are initially the same as the columns for your *Item Inventory* list.



5-12 List of Templates

Creating Items from Templates

Once you have created one or more templates you can begin using these templates to create new listings. To create a new item from a template, you can select a template from the template list, and then click the *Create Item From Template* button.

You can also select *Create Item From Template* from the *Create New* menu. When you do this Turbo Lister displays a list of the templates that you have created.

Item Inventory [12] Listings Waiting to Upload [0]

To create an item from a template, select a template below and click the 'Create Item From Template' button.

Folder List	Template Title	Item #	Filled Informa	Format	Qty	Duration	Start Price	Now	Item Label	Modified
Templates (4)	Blouses		Not available	Auction	1	7	25.00		100% Silk	4/4/2005 5:54 PM
Item Inventory	Gowns		Not available	Auction	1	7	50.00		Sizes 8 and 10	4/4/2005 5:55 PM
My Items (12)	Shoes		Not available	Auction	1	7	20.00		Ladies US size 7	4/4/2005 5:56 PM
	Skirts		Not available	Auction	1	7	30.00		100%wool.	4/4/2005 5:58 PM

Create Item From Template

Create New Preview Edit Duplicate

- Create New Item
 - Multiple Items with Pre-filled Item Information
 - Create Item From Template**
 - 1 Blouses
 - 2 Gowns
 - 3 Shoes
 - 4 Skirts
 - Create New Folder
 - Create New Template
 - Set Button Default...

Listings Waiting

5-13 Creating an Item from a Template

Editing Templates to Create Items

Once you have selected the template that you want to use to create an item, you see the *Edit Template* screen. The fields on this screen will vary depending on the format you have selected for your template.

If your template is a generic one for a particular type of item, but not a particular item, you will probably want to change the *Item Title*, the *Description*, and perhaps the *Photo*. The other fields may or may not be the same as all of the listings that you create in this category.

Edit Template - Auction Details

Skirts [? Help](#)

Auction Listing Basics

Item Title: Skirts REC

Subtitle:

Category: 63889 --> Clothing, Shoes & Accessorie

2nd Category:

Store Categories: Other None

Description: REC

<P>Tartan skirts. All wool.</P>

Photos:

Item Label (optional): |100%wool

Auction Specifics

Starting Price: \$ 20.00 Reserve: \$

Buy It Now: \$

Duration: 7 days Private Auction

Quantity:

Buyer requirements: Disabled

Buyer financing: Special offer! "\$10 off y..."

Shipping Costs

Not specified!
Click the Change button to set up automatically calculated ...

Payment Instructions

Payment Instructions:
Return Policy Details:

Payment Methods

Other - See Payment Instructions

Locations

United States Only

Listing Upgrades

Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more...

5-14 The Edit Template Screen (Auction)

New Item Created From Template

Once you have changed the *Item Title*, the *Description*, and whatever else is different about this particular item, you click the *Save as Item* button at the bottom of the screen.

Edit Template - Auction Details

Royal Stewart Tartan Kilt Skirt [? Help](#)

Auction Listing Basics

Item Title: Royal Stewart Tartan Kilt Skirt

Subtitle:

Category: 63889 -> Clothing, Shoes & Accessories

2nd Category:

Store Categories: Other None

Description:

Photos: 0

Item Label (optional): 100%wool

Auction Specifics

Starting Price: \$ 30.00 Reserve: \$

Buy It Now: \$

Duration: 7 days Private Auction

Quantity:

Buyer requirements: Disabled

Buyer financing: Special offer! "\$10 off y..."

Shipping Costs

Not specified!
Click the Change button to set up automatically calculated ...

Payment Instructions

Payment Instructions:

Return Policy Details:

Payment Methods

Other - See Payment Instructions

Locations

United States Only

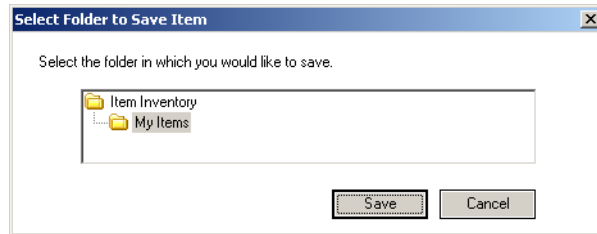
Listing Upgrades

Attract more buyers with upgrades like Bold, Featured Plus!, Gallery and more...

5-15 New Item Created From Template

Selecting a Folder for the New Item

When you create a new item from a template, Turbo Lister asks you which folder you would like to store your new item in. (For more information about folders, see [“5\) Working with Folders”](#) later in this chapter.)



5-16 Select Folder for New Item

New Item Displays in Item Inventory

Once you have made a selection, your new item appears on your *Item Inventory* list. The template that you have used remains on your list of templates ready to be used again.

Item Inventory [12] Listings Waiting to Upload [0]

Select the items you want to list on eBay, set the start time below, and then click the Add to Upload button. Control-Click to select multiple items

Folder List	Listing Title	Item #	Filled Informa	Format	Qty	Duration	Start Price
Templates (4)	Topaz Rings		Not available	Auction	3	10	3000.00
Item Inventory	Ruby Rings		Not available	Auction	5	10	3000.00
My Items (12)	Royal Stewart Tartan Kilt Skirt		Not available	Auction	1	7	30.00
	Peasant Shirt - Wode Blue		Not available	Fixed Price	1	7	

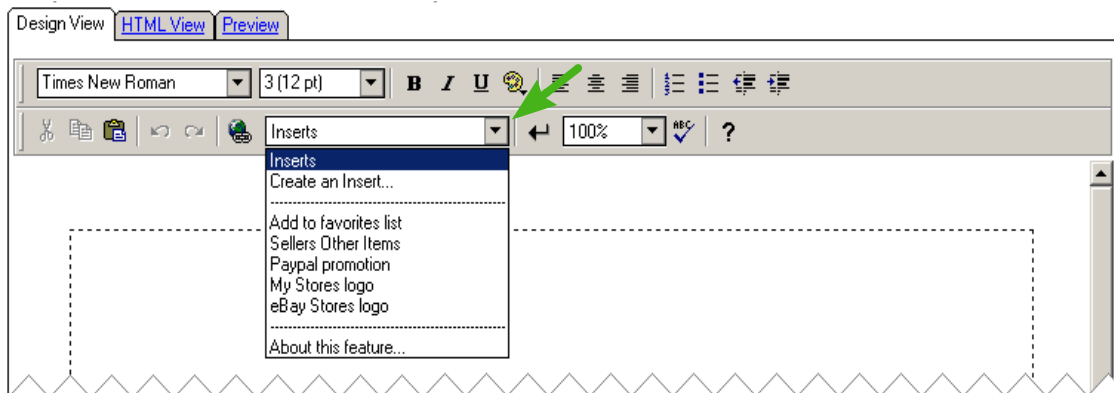
5-17 New Item Displays in Item Inventory

4) RE-USING TEXT AND GRAPHICS

The *Inserts* feature allows you to create and store entries for re-use. You can use this feature for logos, HTML tags, or text that you want to routinely add to your listings. Experienced Turbo Lister sellers often use the *Inserts* feature to add favorite tag lines, merchandising messages, and feedback and warranty information.

The *Inserts* Menu

When you create a new listing, you see a screen that allows you to enter a description and add a photograph (see “[4\) Adding a Description and Pictures](#)” in Chapter 2). That screen contains the drop-down *Inserts* menu.



5-18 The *Inserts* Menu



HELPFUL HINT: The final selection on the *Inserts* menu is a link to the Turbo Lister Embedded Help, which contains the same information as this *User Guide*.

Creating and Using Inserts

You can create up to five of your own custom Inserts. Each Insert can contain up to 1000 characters.

The *Create an Insert* Dialog Box

To create an Insert, you click the *Create an Insert* selection on the *Inserts* menu. You then enter an *Insert Name* and whatever you want to insert using the *Create an Insert* dialog box.

Turbo Lister - Create an Insert

Create an Insert

Create and store for future listings up to five personalized Inserts. Entries will appear in the Inserts drop-down list.

Insert Name
Copyright Reminder
20 characters maximum

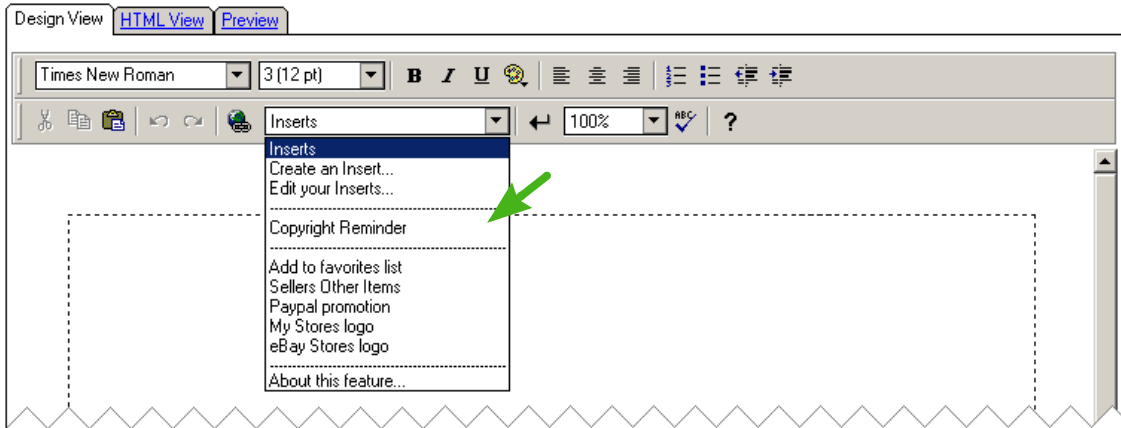
Enter your text or HTML
Please remember that this book is copyrighted property.
1000 characters maximum

Cancel Save

5-19 The *Create an Insert* Dialog Box

Adding Inserts to Your Description

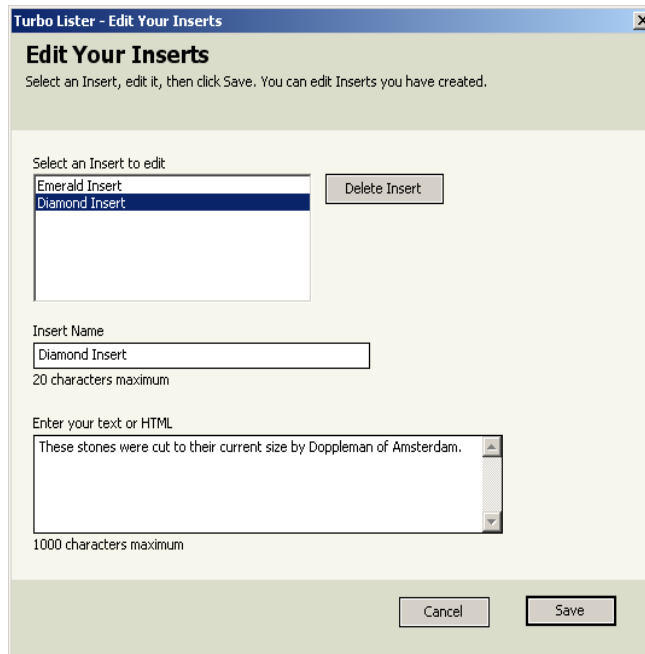
The name that you gave your Insert will appear in the *Inserts* drop-down menu. To add an Insert to your description, you click the title from the *Inserts* menu. The Insert will appear in the Description area of your screen. You can add as many Inserts as you like.



5-20 *The Inserts Menu with a Custom Insert*

Editing or Deleting an Insert

To edit or delete an Insert, you click the *Edit Your Inserts* selection from the *Inserts* menu. You will see the *Edit Your Inserts* dialog box. First select the Insert that you want to edit or delete. You can then make whatever changes that you want to make or you can click the *Delete* button.



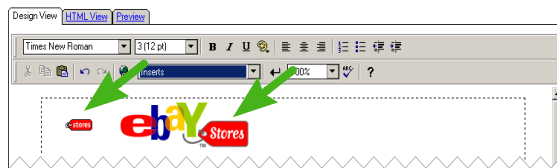
5-21 *Editing or Deleting an Insert*

Using Prepared Inserts

In addition to any custom Inserts you may create, Turbo Lister provides several prepared Inserts for you to choose from.

eBay Store Logos

If you have an eBay store, you can select either the small, red price tag Stores icon or the larger icon that includes the eBay logo as well.



5-22 The eBay Store Logos

Add To Your Favorites List

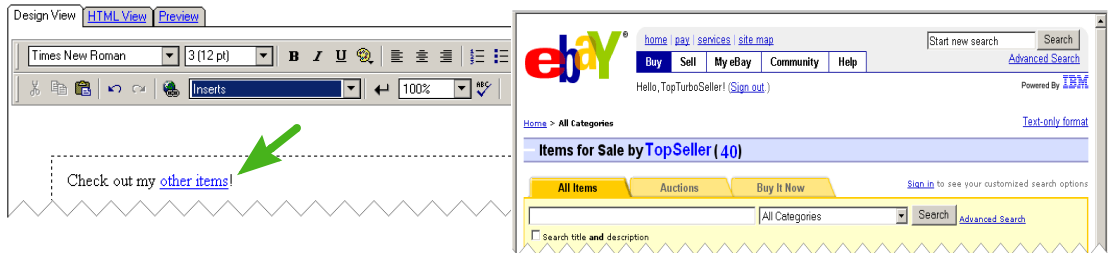
If you select *Add to Favorites List*, Turbo Lister inserts a message suggesting that the buyer add your User ID to his or her list of favorites. The message includes a URL link to the appropriate site.



5-23 The Add To Favorites Insert

Sellers Other Items

If you select *Sellers Other Items*, Turbo Lister inserts a message suggesting that the buyer check out the other items that you are selling. The message includes a URL link to the appropriate site.



5-24 The Sellers Other Items Insert

PayPal Promotion

If you select *Paypal Promotion*, Turbo Lister inserts a message suggesting that the buyer sign up for PayPal. The message includes a URL to the appropriate site.



5-25 The PayPal Promotion Insert



SITE NOTE: 🇨🇳 eBay China does not have the PayPal promotion insert.

5) WORKING WITH FOLDERS

To help you organize your listings, Turbo Lister allows you to create, name, rename, and delete folders and subfolders. You can create a listing within a specific folder or you can move your listings from one folder to another.

Listing Title	Item #	Filled Informa	Format	Qty	Duration	Start Price
Anne of Green Gables by Paul Mc...		Filled	Auction	1	7	10.00
Little House Friends		Filled	Auction	1	7	5.00

5-26 List of Folders

List of Folders

A list of your folders appears in the left margin of the *Item Inventory* screen. Your primary folder is always the *Item Inventory* folder. All of your listings appear in this folder regardless of which other folders they are included in.

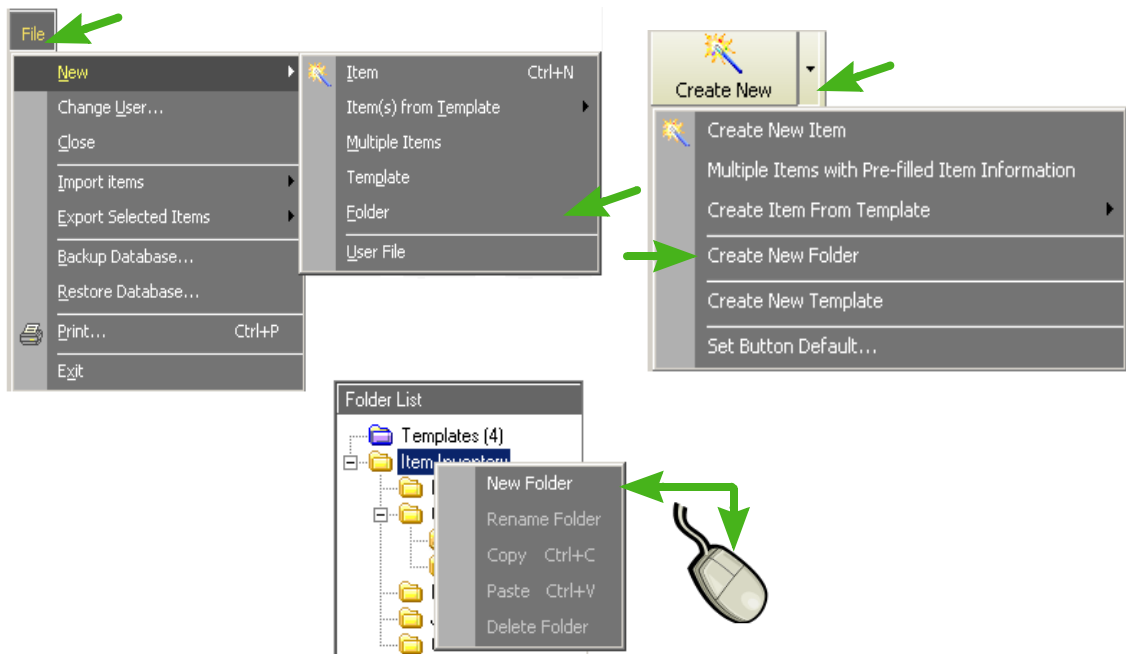
The listings shown on the *Item Inventory* screen will be the ones contained in the folder that you have selected on the left. This folder will be highlighted.

To further organize your listings, you can create folders within folders, or subfolders.

Creating New Folders

These are the three ways to create a new folder:

- You can use the *File* menu – *File > New > Folder*.
- You can use the *Create New* toolbar menu – *Create New > Create New Folder*.
- You can right-click on an existing folder, and then select *New Folder*.



5-27 Three Choices for Creating a New Folder

Moving Items into Folders

You can either create new listings already in the folders that you want to use, or you can move your items into the folders later. To move an existing item into a folder, select the item from the *Item Inventory* list, and then drag and drop it into the folder of your choice.

Renaming Folders

To rename a folder, right-click the folder, and select the *Rename Folder* command. (You cannot rename the *Item Inventory* folder.)

Deleting Folders

To delete a folder, select the folder and click the delete button in the toolbar. You can also use the *Delete Folder* selection from the right-click folder menu.



HELPFUL HINT: When you are using the *Search* command to find items, you can copy an item into another folder by dragging it from the search results list to the selected folder.

6) CUSTOMIZING COLUMNS

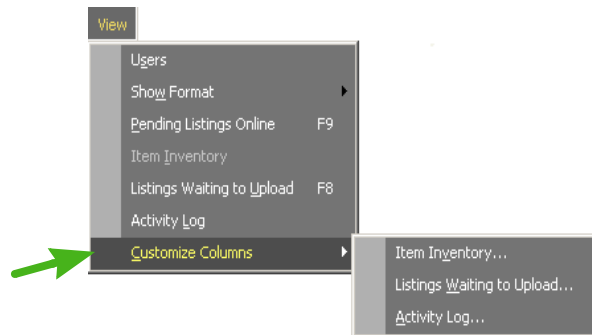
When you create listings, Turbo Lister presents the information that you enter in the form of a list of items with columns for each type of data. Turbo Lister allows you to display whichever columns you find the most useful in whatever order you choose.

The *Customize Columns* Command

To customize the columns that you display, you click the *Customize Columns* command from the *View* menu. You will see a list of the three screens that present information in a column format:

- Item Inventory
- Listings Waiting to Upload
- Activity Log

You choose the screen that you want to change. You can make different choices for each of the screens.



5-28 *The Customize Columns Command*

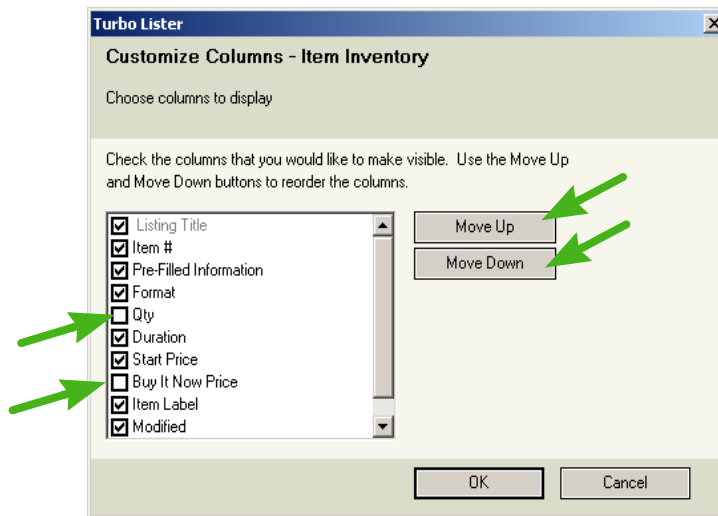


HELPFUL HINT: You can select *Item Inventory* only when you are viewing the *Item Inventory* screen. You can select *Listings Waiting to Upload* only when you are on the *Listings Waiting to Upload* screen. You can select *Activity Log* from either screen.

The *Customize Columns* Dialog Box

Once you have selected the screen that you want to change, you see the *Customize Columns* dialog box for that particular screen. The columns that are available for that screen are listed in the order that they appear on the screen.

To suppress a column, uncheck the checkbox. To move a column to the left on the *Item Inventory* screen, select the column, and click the *Move Up* button. To move a column to the right, select the column, and click the *Move Down* button.



5-29 The *Customize Columns* Dialog for *Item Inventory*



HELPFUL HINT: The *Listing Title* column cannot be eliminated or moved.

Customized Lists

The columns that you choose to display will depend on the type of business that you do. Since each of the screens offers choices that the others do not, you will probably want to customize all of the screens.

A Customized Item Inventory List

If you use all of the available columns for the *Item Inventory* screen, you will probably have to use the horizontal scroll bar to see all of your information. If there are columns that you seldom use, why not eliminate them?

For example, if you don't customarily sell things that have *Pre-filled Item Information*, you may want to stop displaying that column. If you never offer a *Buy It Now* price, why waste the space?


Item Inventory (13)

Select the items you want to list on eBay, set the start time below, and then click the Add to Upload button. Control-Click to select multiple items to add to the upload.

Folder List	Listing Title ▲	Item #	Format	Qty	Duration	Start Price	Item Label	Modified	Item Specifics
Templates (4)	Opal Rings		Auction	5	10	3000.00	White boxes.	4/7/2005 7:30 PM	Filled
Item Inventory	Ruby Rings		Auction	5	10	3000.00	Pink boxes.	4/7/2005 7:30 PM	Filled
Furniture (1)	Topaz Rings		Auction	3	10	3000.00	Yellow boxes.	4/7/2005 7:30 PM	Filled
Jewelry (4)	Victorian Mourning Bro...		Auction	1	7	300.00		4/7/2005 7:31 PM	Not Available

5-30 A Customized Item Inventory Screen



SITE NOTE:  If your site does not have a particular feature, then you may want to eliminate that column. For example, eBay Australia, China, Spain, Italy, and Taiwan do not have Pre-filled Item Information, so there is no point in displaying that column at those sites.

A Customized “Upload” List

The *Listings Waiting to Upload* list offers some columns that are not pertinent for the *Item Inventory* screen, but are useful here. For example, *Start Date and Time* and *Fees* columns are available for this screen.

Listings Waiting to Upload (4)

Below are your scheduled listings waiting to be uploaded. Click the Upload All to eBay button to connect to eBay now. [Import eBay items to Relist](#)

Listing Title	Start Date & Time	Format	Item Label	Qty	Duration	Start Price	Modified
Opal Rings	ASAP	Auction	White boxes.	5	10	3000.00	4/11/2005 6:57 PM
Ruby Rings	ASAP	Auction	Pink boxes.	5	10	3000.00	4/11/2005 6:57 PM
Topaz Rings	ASAP	Auction	Yellow boxes.	3	10	3000.00	4/11/2005 6:57 PM
Victorian Mourning Brooch	ASAP	Auction		1	7	300.00	4/11/2005 6:57 PM

5-31 A Customized “Upload” Screen

A Customized Activity Log

For your *Activity Log*, you may choose to display only the information that you want to include in your permanent records. You may want to display only fields that have significant data. For example, if you never schedule your listings, then *Start Time* isn’t useful to you.

Activity Log

Listing Title	Item #	Start Price	Start Time	Fees
Topaz Rings	4045846554	3000.00	ASAP	\$ 5.20
Ruby Rings	4045846554	3000.00	ASAP	\$ 5.20
Opal Rings	4045846551	3000.00	ASAP	\$ 5.20

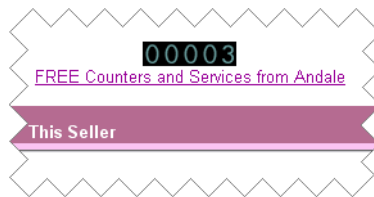
5-32 A Customized Activity Log

7) ADDING A COUNTER

If you would like to know how many people have looked at your items, you can add a counter when you design your listing. This counter can provide useful information about your marketing strategy.

For example, if you have many visitors, but few bidders, maybe your prices are on the high side. Or, if you don't have many visitors, perhaps you should consider using some of the eye-catching extras provided by Turbo Lister. (See [“5\) Creating More Attractive Listings”](#) in Chapter 4.)

The counters are provided free of charge by a company called “Andale” for promotional considerations. The counters appear at the bottom of your listing with the Andale name and a URL link to the Andale website.



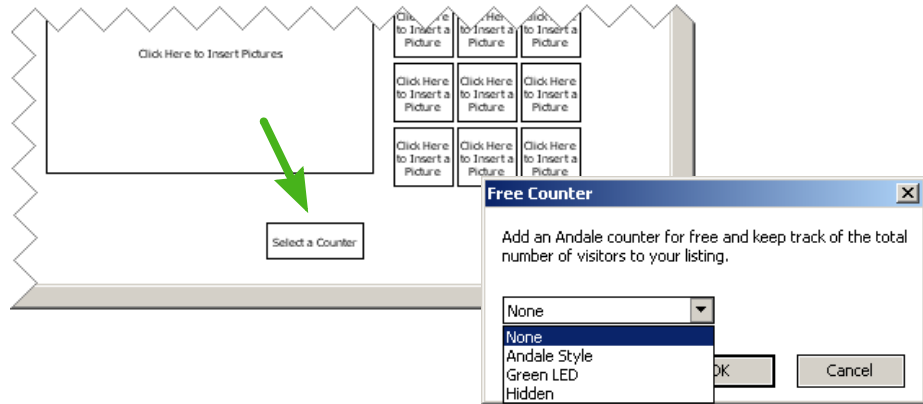
5-33 An Andale Counter on an eBay Listing

Locating the Counters

When you are creating your listing, you can add a counter either from the *Design View* or from the *HTML View* of the screen that you use to add your Description and Photos. If you are editing a listing, you can click the Add/Manage Photos button to go back to the Description and Photos screen.

Selecting a Counter from the Design View

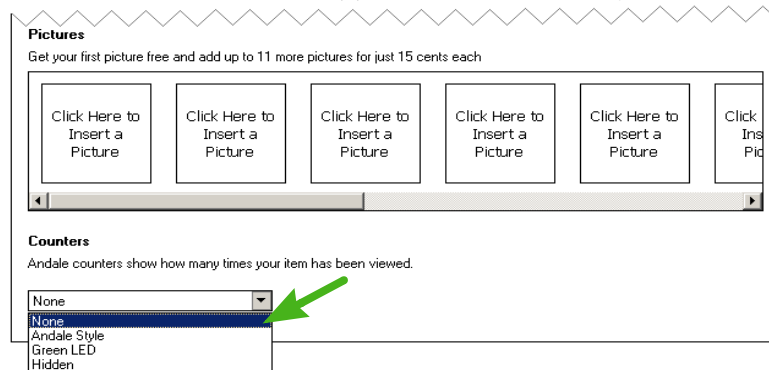
If you click *Select a Counter* on the *Design View* screen, you will see a dialog that allows you to choose the type of counter that you want to install.



5-34 Adding a Counter from the Design View

Selecting a Counter from the HTML View

If you select a counter from the *HTML View*, your choices are already visible.



5-35 Adding a Counter from the HTML View

Types of Counters

There are three types of counters for you to choose from. Two are visible to the buyers, but the third is visible only to you.

The Andale Style Counter

The Andale style counter uses a modern design, which has a black background and slender blue numbers.



5-36 An Andale Style Counter

The Green LED Counter

The Green LED counter also has a black background, but the numbers are wide, green, and squared off, like the numbers on a digital clock.



5-37 A Green LED Counter

The Hidden Counter


If you choose the Hidden counter, buyers will not see your counter. Instead they will see a message that says, “Thanks for looking!”



5-38 The Hidden Counter

If you choose the Hidden counter, you can look at the results by clicking on *Manage/Edit Andale Counters* on the left side of your eBay listings page. (You must acquire an Andale ID and password to use this feature.)



SITE NOTE:  The Hidden counter is not available at eBay China, Germany, or Taiwan.



CHAPTER 6 – SELECTING OPTIONS AND PREFERENCES

For your convenience, Turbo Lister provides a centralized place for you to update and maintain your personal information and preferences. This chapter describes the user options and preferences available through Turbo Lister. The chapter includes these topics:

- 1) Viewing Your Options
- 2) Providing Personal Information
- 3) Selecting Seller Options
- 4) Setting Format Defaults
- 5) Selecting Advanced Options



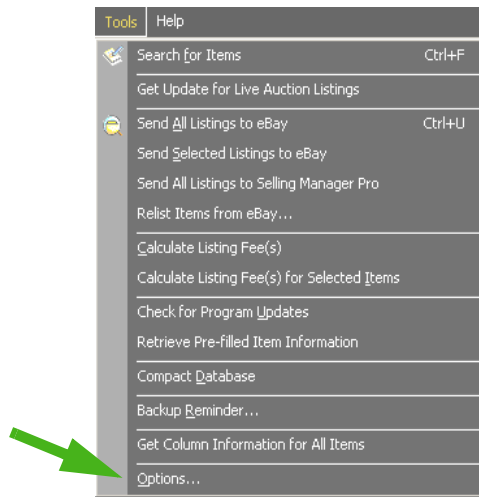
SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) VIEWING YOUR OPTIONS

Once you have decided how you like to use Turbo Lister, you will want to save time by setting up some defaults. You can keep your account information current, select your seller preferences, set up defaults for the various selling Formats, and more.

The *Options* Command

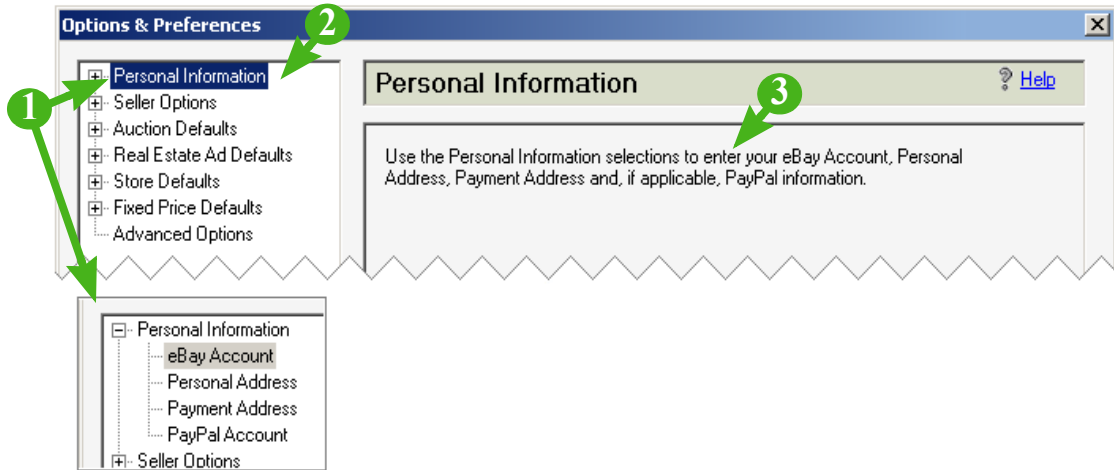
To go to the *Options and Preferences* screen, click *Options* from the Turbo Lister *Tools* menu. (Although alternative routes are available for a few of the options, this is the only way to access most of these features.)



6-1 The *Options* Command from the *Tools* Menu

The Options and Preferences Screen

The *Options and Preferences* screen provides a menu of options on the far left side. The table below explains how to use the features on this screen.



6-2 The Options and Preferences Screen

Number	Feature	Purpose
1	(Plus Sign)	Click on the plus sign in the box to see the subtopics for any of the major topics.
2	(Topic Title)	Click on the topic title to see a summary of that topic in the text area to the right of the menu.
3	(Topic Summary)	This is a summary of the topic selected on the left.

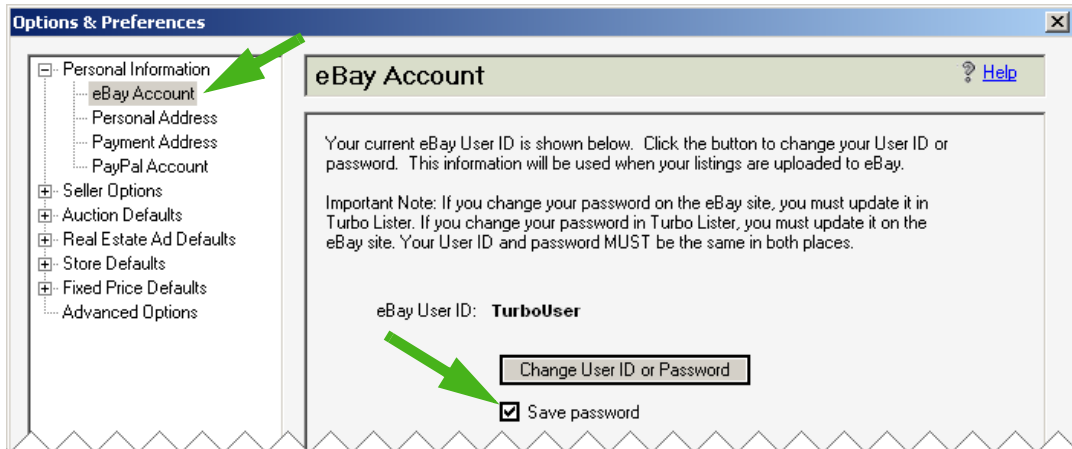
2) PROVIDING PERSONAL INFORMATION

The information that identifies you to eBay and to potential buyers is stored in the *Personal Information* area. It is important to keep this information up-to-date.

Your eBay Account

You can use this screen to change your Turbo Lister User ID and Password. The important thing to remember is that your Turbo Lister User ID and Password must always be the same as your eBay User ID and Password. If you change one, you must change the other.

If you want eBay to sign you in automatically when you upload listings, you can check the *Save Password* box. This saves you the step of entering your User ID and Password each time you communicate with the eBay website to upload your listings or to download software updates.



6-3 Personal Information – eBay Account

Your Personal Address

You enter your *Personal Address* on this screen. This is not necessarily the same as your *Payment Address*, which is described on the next page. Notice that there is a place for your email address here. This may or may not be the email address that you have listed on the eBay site.

The screenshot shows the 'Options & Preferences' window. The left sidebar contains a tree view under 'Personal Information' with the following items: eBay Account, Personal Address (selected), Payment Address, and PayPal Account. Below this are Seller Options, Auction Defaults, Real Estate Ad Defaults, Store Defaults, Fixed Price Defaults, and Advanced Options. The main content area is titled 'Personal Address' and contains the following fields:

Email:	<input type="text" value="TurboUser@isp.com"/>
Name:	<input type="text" value="Turbo Lister User"/>
Street:	<input type="text" value="22233 Latimer Ave."/>
City:	<input type="text" value="Campbell"/>
State / County:	<input type="text" value="CA"/>
Postal / ZIP Code:	<input type="text" value="95125"/>
Country:	<input type="text" value="United States"/>

6-4 Personal Information – Personal Address

Your Payment Address

Here Turbo Lister displays the *Payment Address* that you have stored on eBay. This is the address that buyers will use to mail payments to you.

To change the *Payment Address*, you update your *Payment and Shipping Preferences* in *My eBay*. This screen contains a link to the site.

Options & Preferences

- Personal Information
 - eBay Account
 - Personal Address
 - Payment Address**
 - PayPal Account
- Seller Options
- Auction Defaults
- Real Estate Ad Defaults
- Store Defaults
- Fixed Price Defaults
- Advanced Options

Payment Address [Help](#)

Your Payment Address may be edited online in My eBay (Preferences). If you have recently changed your payment address online it may not update until you connect to eBay next time. This Payment Address will be displayed for buyers at Checkout only if they are mailing payment.

Name:

Street:

City:

State / County: Postal / ZIP Code:

Country:

To edit your Payment Address, please [click here](#).

6-5 Personal Information – Payment Address

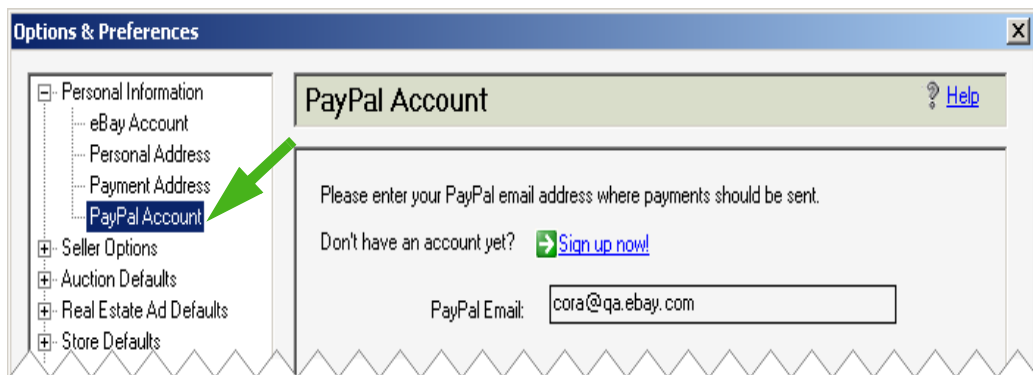
Your PayPal Account

You can keep your PayPal account information current using this screen. The screen provides a link to the eBay PayPal site.

If you do not enter an email address here, the email address where payment should be sent defaults to your eBay email address. You can, however, change the address here so that the two are not the same.



HELPFUL HINT: If there are current bids or if there are less than 12 hours left in the auction, you cannot remove PayPal as a payment option and you cannot change the email address.




6-6 Personal Information – PayPal Account



REFERENCE: To learn more about PayPal you can go to this URL on eBay U.S. – https://www.paypal.com/cgi-bin/webscr?cmd=_registration-run.



SITE NOTES:  Although PayPal is not yet available in eBay Taiwan, there is PayPal information available at that site. For more information, click the URL shown above.

3) SELECTING SELLER OPTIONS

When you expand the *Seller Options* list, you will find:


- eBay Sites
- eBay Store
- Default *Create New Button*
- Default *Site* and *Format*









All of these topics are discussed in this section.

Choosing an eBay Site

Choosing the most appropriate eBay site can make an important difference in how quickly your item sells. While you cannot offer the same item on more than one site, you can list on as many eBay sites as you like.

When you list on more than one site, your *Item Inventory*, *Listings Waiting to Upload*, and *Activity Log* screens offer a *Site* column, which displays the flag of the listing site for that item.



Listing Title	Site	Item #	Pre-Filled	Format	Qty	Duration	Start Price
David Copperfield by Charles Dickens (1995)			Filled	 Auction	1	7	12.00
Beatles - Interview Disc (CD 2003)			Filled	 Auction	1	7	25.00
Little House Friends			Filled	 Auction	1	7	5.00
Anne of Green Gables by Paul McCusker (2004)			Filled	 Auction	1	7	10.00

6-7 *Item Inventory Showing Multiple Sites*

Two Ways to Select eBay Sites

There are two ways to select an eBay selling site through Turbo Lister. The first way is through the *Add Site* command on the *Create New* screen.

When you first create a new item, you are asked to select a selling site from the drop-down menu. Initially, your only choice is the eBay site that you downloaded Turbo Lister from. However, the same menu contains an *Add Site* command. If you click that command, you will see a list of eBay sites.



6-8 The Add Site Command

The second way to select more eBay sites is through *Tools > Options > Seller Options > eBay Sites*. (See [“The eBay Sites List”](#) on the following page.)

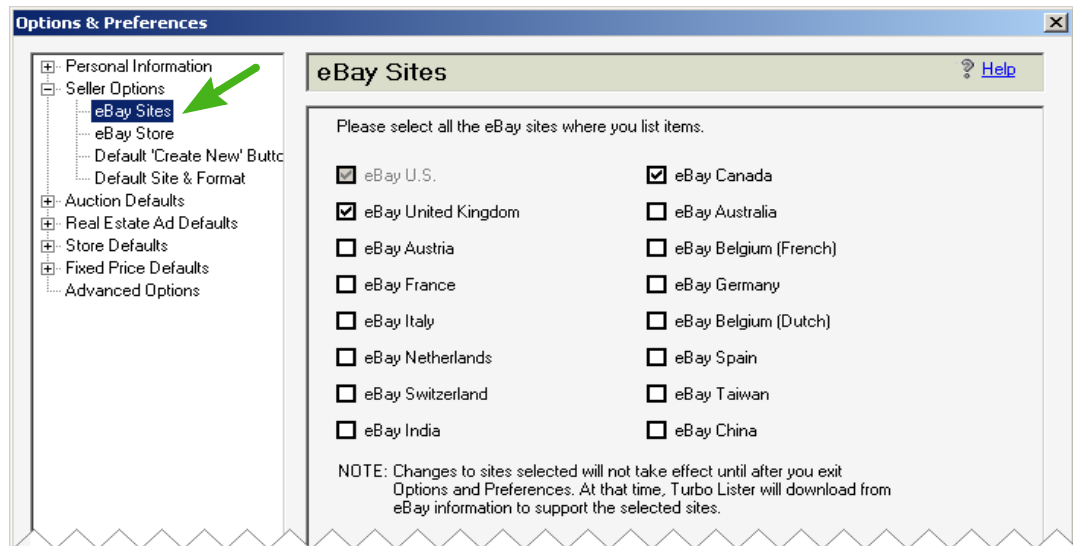
The eBay Sites List

Different sites have different Categories, different Pre-filled Item information, and so forth. After you select the sites that you want to list on, Turbo Lister will download the appropriate properties to enable you to post to the sites that you have chosen.



HELPFUL HINT: You can select as many sites as you like for future use, but you will still only be able to pick one site for the particular listing you are creating now.

The sites that you select will be displayed in the drop-down menu for this listing and for future listings. The site marked by a gray box is the one that you used to download your current version of Turbo Lister. You cannot de-select this site.





6-9 Seller Options – eBay Sites


How to Choose Appropriate Sites


Many Turbo Lister users routinely list on multiple sites. This is particularly true of sellers who have a large inventory of similar items. Other Turbo Lister sellers pick sites based on the types of items they are listing.



SITE NOTES:  In the Netherlands most people speak English, German, and a bit of French in addition to Dutch. These sellers report that coffee from Holland sells well in Germany, whereas postcards sell well in Belgium.

 Sellers in eBay Canada and eBay U.S. frequently sell on both sides of the border. In North America you can list from Canada or from the U.S. and your item will show up in default searches on both sites, providing that you indicate that you will ship to either country. eBay Canada allows sellers to price items in either Canadian or U.S. dollars.

 Sellers in the U.K. also frequently list in Canada and the USA.

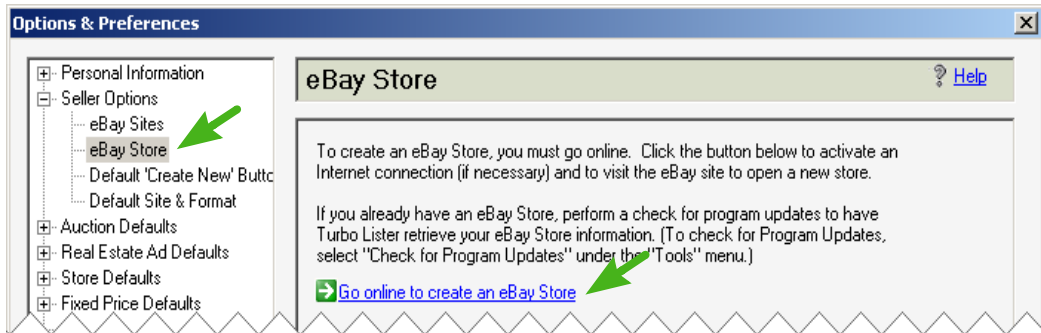
 Sellers in Taiwan who read and write English well might want to consider listing their items on eBay U.S. According to an eBay TW Global Trading data report, the ending price of items listed on eBay U.S. is usually 30% higher than the ending price of items listed on eBay Taiwan. Also, the total number of sold items for a single seller on eBay U.S. is usually double the number of sold items for a single seller on eBay Taiwan.



CAUTION: Choose your selling site carefully. You cannot list the same item on more than one site, nor can you change the site once your item has been listed. If your item does not sell, you can relist it on another site, but this is considered a new transaction.

Opening an eBay Store

Many sellers find that an eBay Store is the most cost-effective way to build an online business. Click the *eBay Store* selection from the *Seller Options* list to see a link that takes you to the eBay site to learn more about eBay Stores.



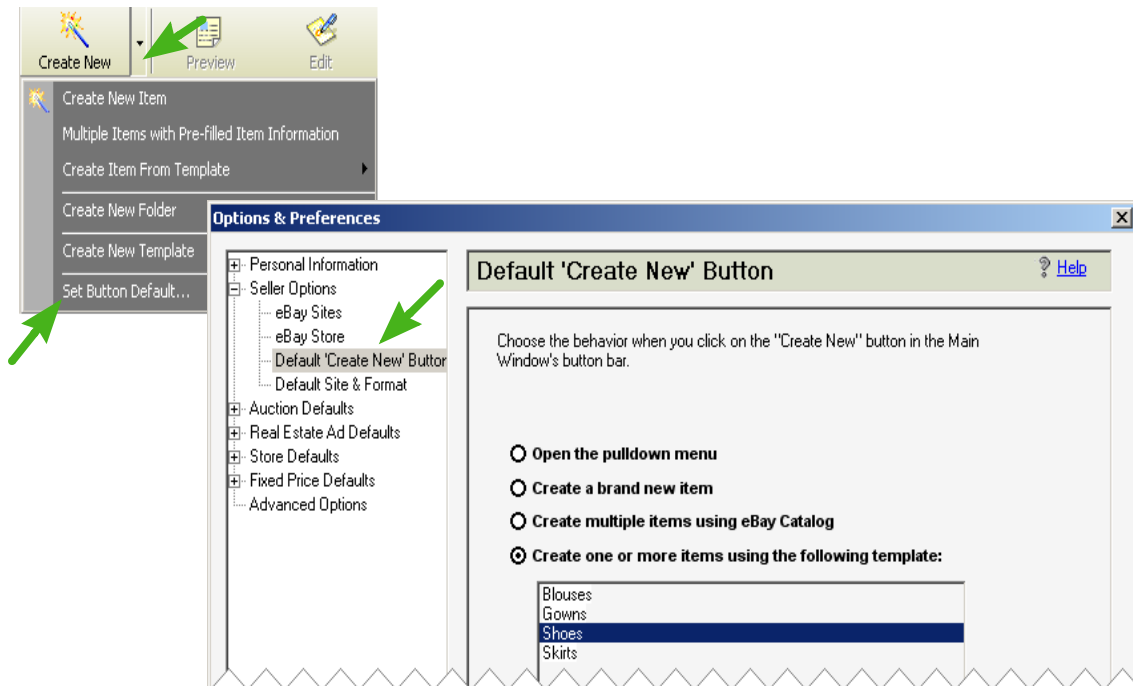
6-10 Seller Options – eBay Store

If you have your own eBay store you can use select one of the attractive storefront designs from the Listing Designer (see [“Adding Interest with the Listing Designer”](#) in Chapter 4). You can also add one of the eBay Store logos to your listings (see [“Creating and Using Inserts”](#) in Chapter 5).

Programming Your *Create New* Button

By default the *Create New* button on the Turbo Lister toolbar opens the *Create New* menu. If you use one of these functions much more frequently than the others, you may want to program the button to bypass the menu, and go directly to that function. (The triangle to the right of the button will always open the menu.)

You can access the *Default Create New Button* dialog box through the *Options and Preferences* screen or directly from the final menu item on the *Create New* menu.



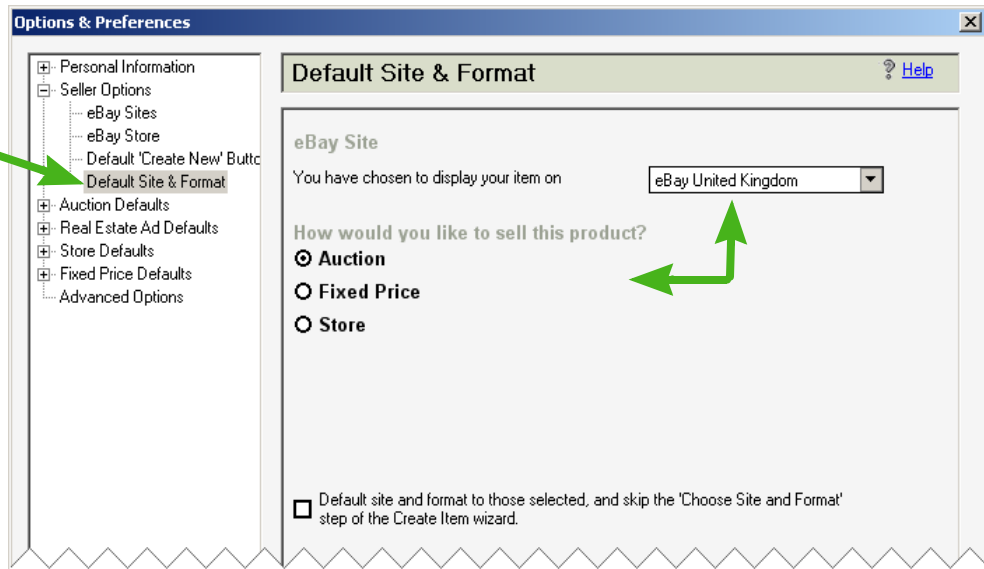
6-11 The *Create New* Menu and the *Default Create New Button* Dialog Box

Setting a Site and Format

The *Default Site and Format* dialog box allows you to select the eBay Site and the selling Format that you usually use. If you make a selection here, when you use the *Create Item Wizard*, you will bypass the *Site and Format* screen (see [“The Site and Format Screen”](#) in Chapter 2).



HELPFUL HINT: The Formats listed are suitable for the site that you have selected regardless of where you are located. For example, if you are creating a listing from the U.S. or Canada (which have the Real Estate Ad Format), but you are choosing to list in the U.K. or in Taiwan, you will not see the Real Estate Ad format, which is not available at these sites.



6-12 Seller Options – Default Site and Format

4) SETTING FORMAT DEFAULTS

You can set defaults for any of the Formats offered on your usual selling sites. Most sites offer Auction, Store, and Fixed Price formats. Others also offer Real Estate Ad format. Because all sites do not offer the same Formats, you will need to set your defaults separately for each of the sites that you customarily list on.



TURBO TIP: Save time by using these defaults for information that you provide in most of your listings. You can always change any of this information for a particular new listing without affecting your default selections.

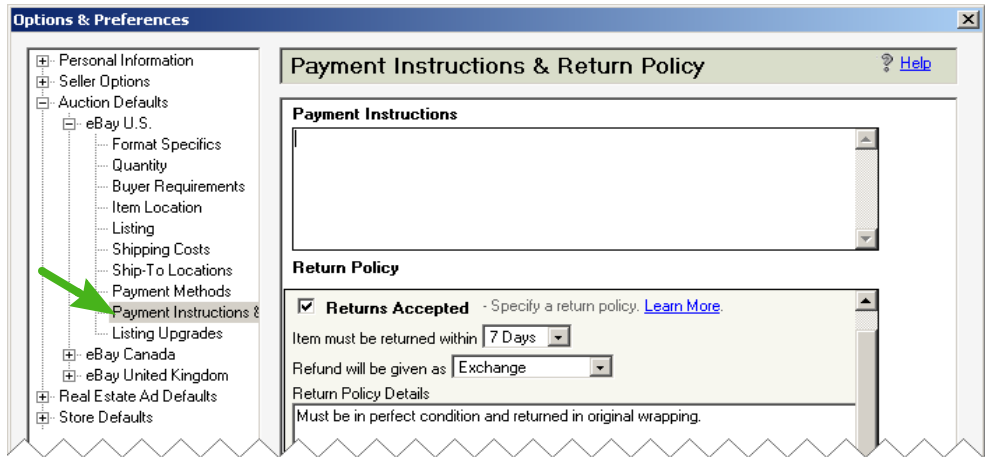
Auction Defaults

Auction defaults include Format Specifics, such as Duration and Price, as well as Quantity and Buyer Requirements. For details see [“Price, Duration, Quantity, and Buyer Information”](#) in Chapter 2.

The defaults also include information about Shipping, Payments, and Locations. For details see [“Shipping, Payment, and Location Information”](#) Chapter 2.


You can use the *Default Listing Text* option to enter information you typically include at the bottom of your listings, such as warranty information, seller guarantees, etc. It will automatically appear in all of your item descriptions (unless you choose to change it).

The *Listing Upgrades* screen allows you to select the listing upgrades that you want to routinely add to your listings. (You can change this for individual items.) For details about Listing Upgrades, see [“Listing Upgrades”](#) in Chapter 2.



6-13 Auction Defaults – Payment Instructions and Return Policy




SITE NOTES:  eBay China and eBay Taiwan do not have a return policy.

Real Estate Ad Defaults

Real Estate Ad Defaults include Price, Duration, Location, and Listing Upgrades. For more information about this format, see [“The Real Estate Ad Format”](#) in Chapter 2.



SITE NOTES:  The Real Estate Ad Format is available in Canada, China, Germany, and the U.S.

Store and Fixed Price Defaults

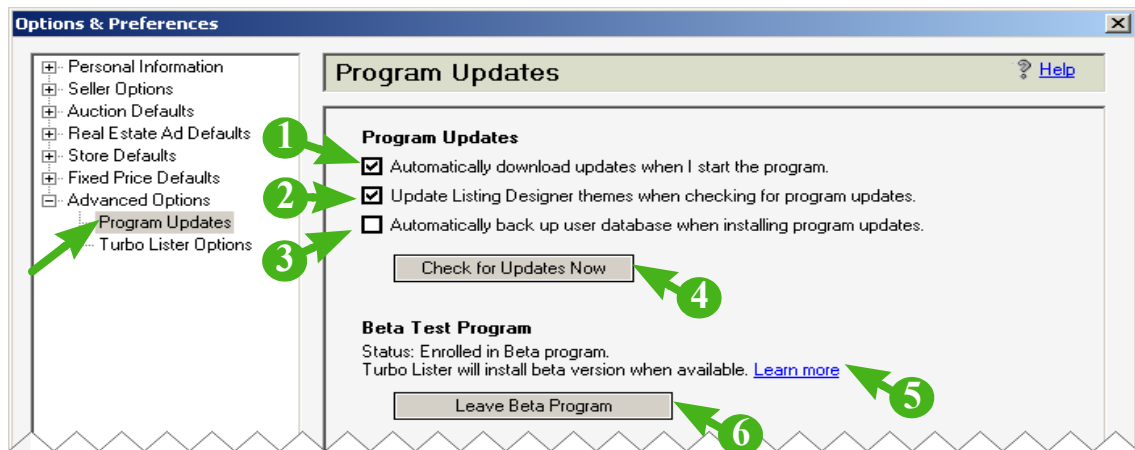
Many of the defaults for these two Formats are the same as for the Auction format. For information about Stores, see [“The eBay Store Format”](#) in Chapter 2. For information about the Fixed Price format, see [“The Fixed Price Format”](#) in Chapter 2.

5) SELECTING ADVANCED OPTIONS

Advanced Options are divided into two types. The first choice, *Program Updates*, allows you to control when Turbo Lister downloads new software. The second choice, *Turbo Lister Options*, allows you to select or de-select specialized features.

Controlling Program Updates


To make the best use of Turbo Lister you will want to make certain that you have the most recent version of Turbo Lister and that you have all of the latest features and updates. However, sometimes you may not want to spend the time that it takes to download new software. Turbo Lister allows you to download at your convenience.



6-14 Advanced Options – Program Updates

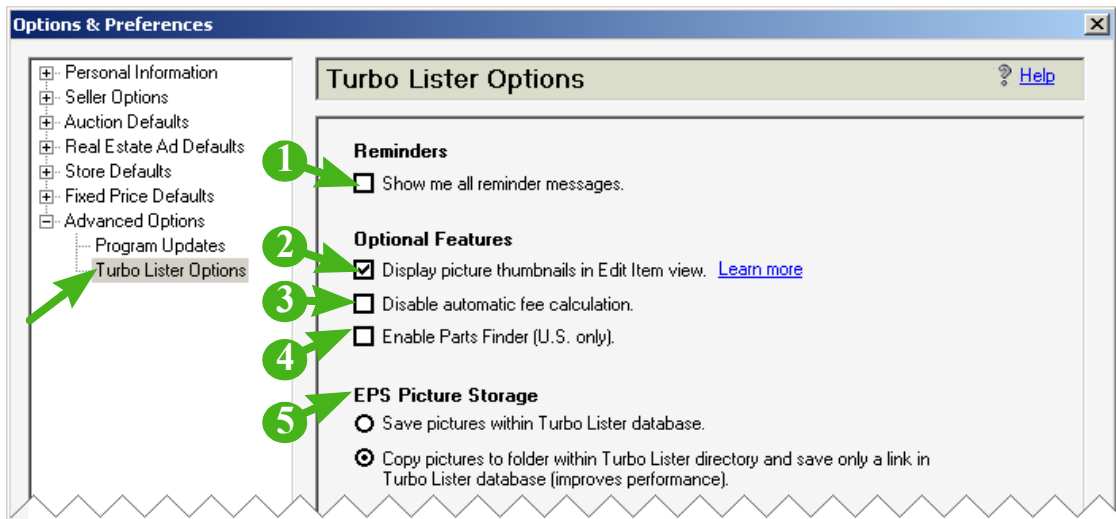
Number	Feature	Purpose
1	Download Updates	Turbo Lister automatically downloads software updates when you start the program. If you would prefer not to spend the time to download every time, you can disable this feature by unchecking the box.
2	Update Listing Designer	Listing Designer downloads contain image files, often several megabytes in size, which Turbo Lister uses to preview the Listing Designer themes. If you do not use the Listing Designer, you may want to disable this feature so that your downloads are more efficient.
3	Automatic Backup	Some users like to backup the user database before each download. This selection allows you to perform this backup automatically.
4	Check for Updates Now	You can check for updates whenever it is convenient by clicking on the <i>Check for Updates Now</i> button. You can also select <i>Check for Program Updates</i> from the <i>Tools</i> menu at any time.
5	Learn More	This link takes you to an onsite explanation of the Turbo Lister Beta Program. You can find more information in this guide. See ??? in Chapter 9.
6	Leave Beta Program	If you click this button you will be added to or removed from the Turbo Lister Beta Program. For more information, see “1) The Turbo Lister Beta Program” in Chapter 9.



SITE NOTE:  eBay Taiwan does not have a Beta Program.

Selecting Turbo Lister Options

The second selection from the Advanced Options list allows you to pick and choose from among several optional features. Not all of the features are available at all sites.




6-15 Advanced Options – Turbo Lister Options

Number	Feature	Purpose
1	Reminders	eBay Turbo Lister periodically displays messages with tips and information. If you are a new user, you may find these reminders useful. If you are an experienced user, you may want to suppress these messages by unchecking the checkbox.
2	Display Thumbnails	Turbo Lister can display picture thumbnails in <i>Edit Item</i> view. However, in certain circumstances (for example, self-hosted photos), Turbo Lister must connect to the Internet to retrieve your picture. If you would prefer not to do this, you can disable this feature by unchecking the checkbox.

Number	Feature	Purpose
3	Disable Fee Calculation	When you send your listings to eBay, Turbo Lister automatically calculates your listing fees. If you would prefer to skip this step, you can disable this feature by clicking on the checkbox.
4	Enable Parts Finder	If you enable this feature, when you list on eBay Motors U.S., Turbo Lister will display a list of parts that you can select from.
5	EPS Picture Storage	The EPS (eBay Picture Services) Picture Storage feature allows you to store your pictures somewhere other than the Turbo Lister database file. This reduces the size of your database and can help your system run more efficiently.



SITE NOTE:  Although eBay Canada also has an eBay Motors site, the Parts Finder is not applicable; it only works for eBay Motors U.S.



CHAPTER 7 – IMPORTING AND EXPORTING LISTINGS

In this chapter you will learn how to import existing listings into Turbo Lister so that you do not need to recreate listings that you have created on the eBay website or using another selling tool. You will also learn how to export several different types of files. The chapter includes these topics:

- 1) Importing Listings
- 2) Relisting from eBay
- 3) Exporting to Selling Manager Pro
- 4) Importing and Exporting CSV Files



SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

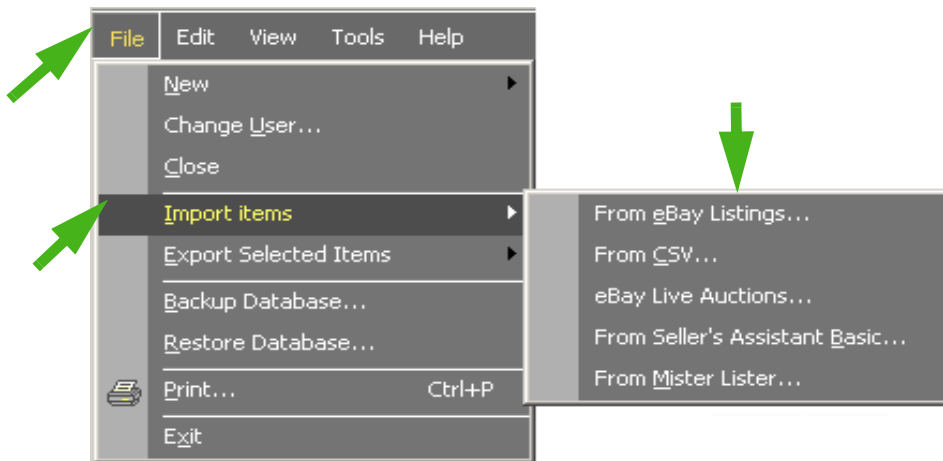
1) IMPORTING LISTINGS

For your convenience, Turbo Lister makes it possible for you to import listings from a variety of different sources. You can import from the eBay website, as well as from several eBay selling tools.

The *Import Items* Menu

To see the *Import Items* menu, click *File > Import Items*. You will see a secondary menu listing the sources you can use to import listings.

Listings from eBay, Live Auctions, Seller's Assistant, and Mister Lister are discussed in this section. For information about importing CSV files, see [“Importing CSV Files”](#) later in this chapter.



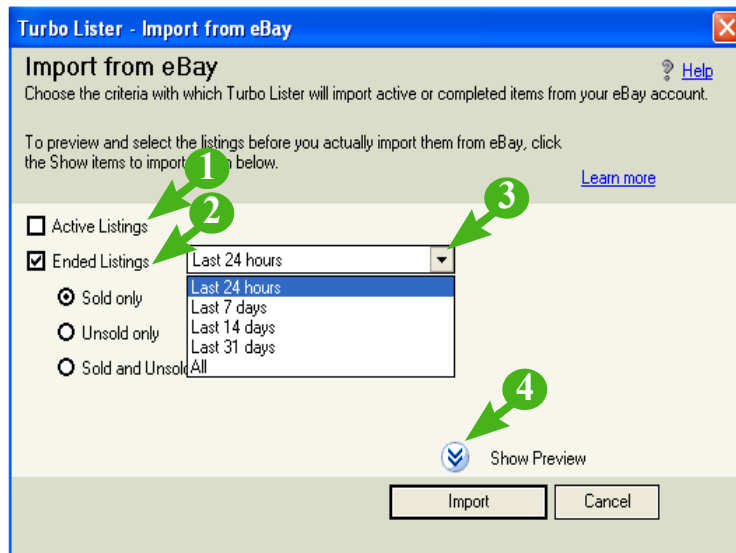
7-1 The *Import Items* Menu

Importing from eBay

Turbo Lister allows you to import listings that already exist on the eBay website. These listings can include active listings or listings that have already ended either because the items have sold or because the time has expired.

Entering Your Parameters

To import eBay listings, click *File > Import Items > eBay Listings*. You will see a dialog box that allows you to define the parameters for the listings that you want to import.



7-2 Import from eBay – Parameters

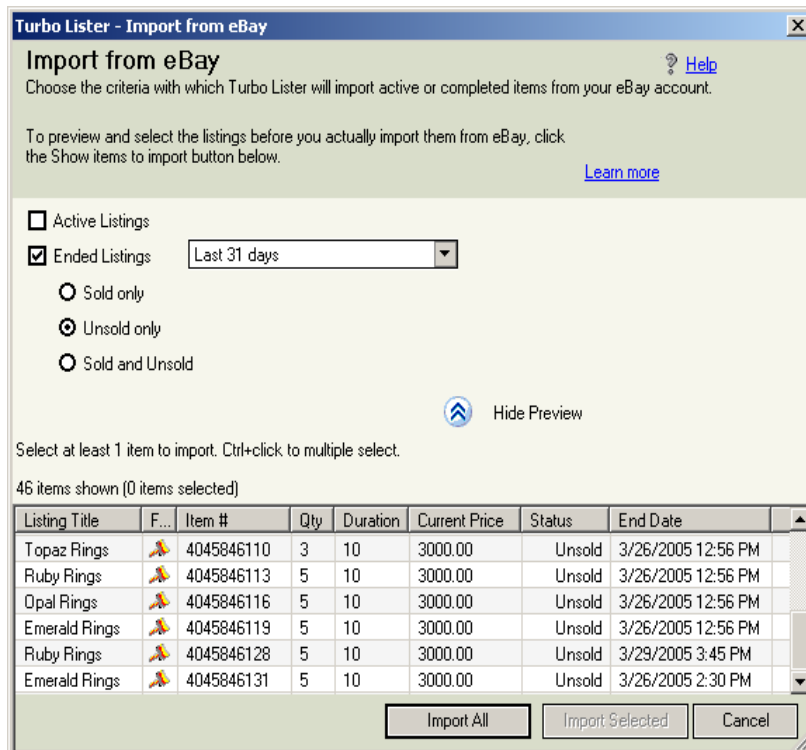
Import Parameters

The table below explains the parameters available from the *Import from eBay* screen (see [“Entering Your Parameters”](#) on the previous page).

Number	Feature	Purpose
1	Active Listings	Check this box to retrieve listings that are still active, that is, they have not been sold, nor has the time expired.
2	Ended Listings	Check this box to retrieve listings that have sold, that have not sold, or both.
3	(Time Constraints)	Select the number of hours or days that you want to include.
4	Show Preview/ Hide Items to Import	Click this button to display or hide the listings that qualify according to the parameters that you have entered.

Previewing Your Listings

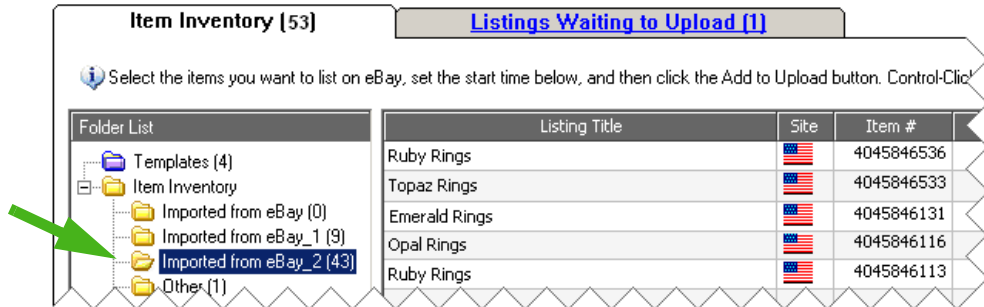
If you would like to preview your eBay listings or select a subset of these listings before you import them into Turbo Lister, click the *Show Preview* button. Listings that qualify according to the parameters you have entered will be displayed in a table below the dialog box. You can use this table to select specific items to import.



7-3 Import from eBay – Parameters with Listings Preview

Folders for Listings imported from eBay

Once you have imported items from eBay, they will be stored in a new folder called “Imported from eBay.” If you import more listings from eBay, another folder will be created with the same name, but followed by a number.



The screenshot displays the eBay Turbo Lister interface. At the top, there are two tabs: "Item Inventory [53]" and "Listings Waiting to Upload [1]". Below the tabs, there is a instruction: "Select the items you want to list on eBay, set the start time below, and then click the Add to Upload button. Control-Click".

The "Item Inventory" section is divided into two parts: a "Folder List" on the left and a "Listings" table on the right. A green arrow points to the "Imported from eBay_2 [43]" folder in the Folder List.

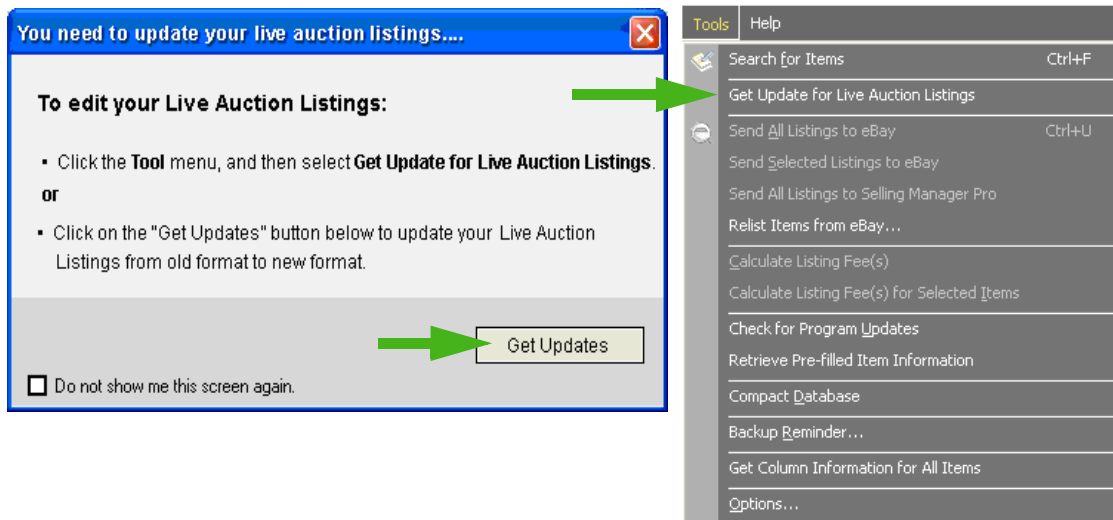
Folder List	Listing Title	Site	Item #
Templates (4)	Ruby Rings	USA	4045846536
Item Inventory	Topaz Rings	USA	4045846533
Imported from eBay (0)	Emerald Rings	USA	4045846131
Imported from eBay_1 (9)	Opal Rings	USA	4045846116
Imported from eBay_2 (43)	Ruby Rings	USA	4045846113
Other (1)			

7-4 Item Inventory Showing Imported from eBay Folders

Importing from eBay Live Auctions

Some eBay Sellers on the U.S. site use a Format called “Live Auction.” While you cannot create a new listing with this Format through Turbo Lister, you can import listings of this type by clicking *Tools > Import Items > eBay Live Auctions*.

Live Auction listings have their own set of Item Specifics and Attributes. To keep these current, you can select *Get Updates for Live Auction Listings* from the *Tools* menu, or you can click the *Get Updates* button on the *Edit Live Auction Listings* pop-up dialog box.



7-5 Import from eBay Live Auctions



SITE NOTE: 🇺🇸 The eBay Live Auction format is only available through eBay U.S.

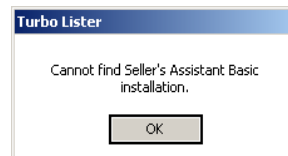
Importing from Seller's Assistant Basic

Seller's Assistant Basic and Seller's Assistant Pro are desktop listing and sales management tools developed by eBay. These tools help medium to high volume sellers sell on eBay without a constant Internet connection.

To import listings from Seller's Assistant Basic click *File > Import Items > From Seller's Assistant Basic*. If you have Seller's Assistant Basic on your system, you will see a message asking if you want to import items from your SAB database file. Click *Yes* to import your items and all the related listing information. Your items will be placed in a new folder called "Imported from SA Basic."



HELPFUL HINT: If you have not downloaded Seller's Assistant Basic, you will see message stating that the program cannot be found.




7-6 Seller's Assistant Logo and Seller's Assistant Error Message



REFERENCE: For more information about Seller's Assistant, see this URL on eBay U.S. – http://pages.ebay.com/sellers_assistant/.



SITE NOTE:  Seller's Assistant is not available at eBay China, Germany, Spain, or Taiwan.

Importing from Mister Lister

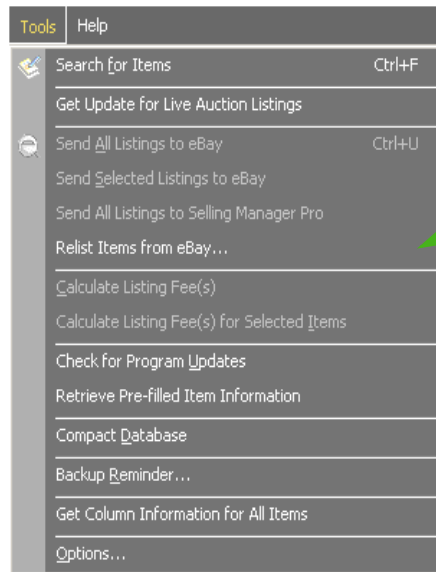
Turbo Lister replaced an eBay selling tool called "Mister Lister." The *File > Import Items > From Mister Lister* selection is for the convenience of those sellers who are converting from Mister Lister to Turbo Lister.

2) RELISTING ITEMS FROM EBAY

If you want to relist items that are already listed on eBay, you can use the *Relist from eBay* feature.



TURBO TIP: Normally, Insertion Fees are non-refundable. However, if your listing ends without a winning buyer or results in an Unpaid Item (UPI), you may qualify for a credit by relisting the item. If the item sells the second time, eBay will refund the Insertion Fee for the relisting. Please note that Turbo Lister cannot check whether your listing qualifies or not. You must relist through eBay directly.



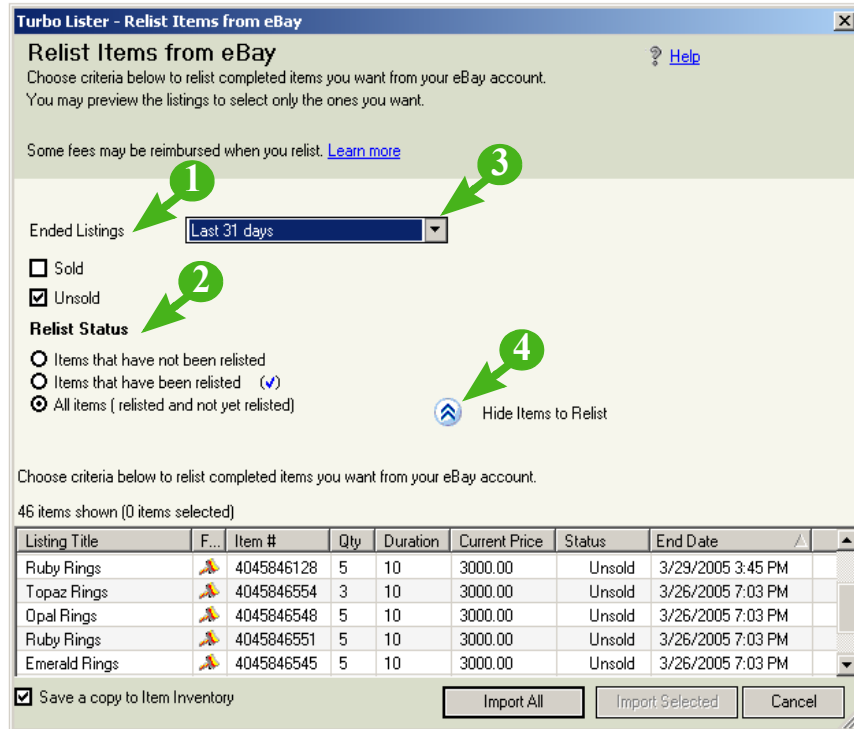
7-7 Relisting Items from eBay (Tools Menu)



SITE NOTE: 🇨🇦 🇺🇸 Sellers who list on eBay Canada and U.S. must subscribe to Selling Manager Pro in order to use the *Relist from eBay* feature.

Entering Your Relisting Parameters

To relist items from eBay, click *File > Import Items > Relist Items from eBay*. You will see a dialog box that allows you to define the parameters for the listings that you want to relist.



7-8 The Relisting Items from eBay Dialog Box

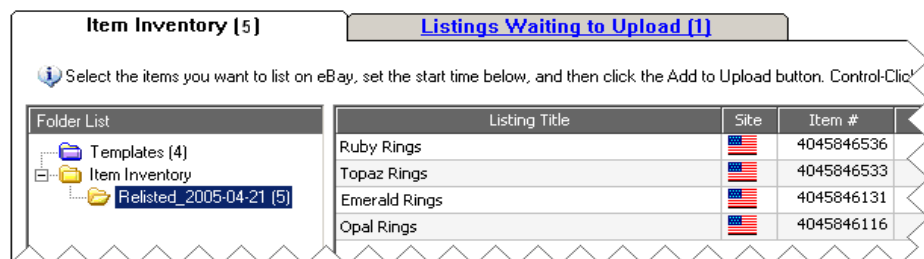
Relist Parameters

The table below explains the parameters available from the *Relist from eBay* screen.

Number	Feature	Purpose
1	Ended Listings	Check these boxes retrieve listings that have sold, that have not sold, or both.
2	Relist Status	Select whether you want to relist items that have not already been relisted, items that have already been relisted, or both.
3	(Time Constraints)	Select the number of hours or days that you want to include.
4	Show Preview/ Hide Items to Relist	Click this button to display or hide the listings that qualify according to the parameters that you have entered.

Folders for Items Relisted from eBay

Once you have relisted items from eBay, if you choose *Save a copy to inventory*, they will be stored in a new folder called “Relisted” plus the date that you did the relisting.



7-9 Item Inventory Screen Showing Relisted Folder

3) UPLOADING LISTINGS TO SELLING MANAGER PRO

Selling Manager Pro is an online selling tool that combines multiple item listing and smart sales management in My eBay. If you subscribe to Selling Manager Pro, you can upload items from Turbo Lister to your Selling Manager Pro account.

Exporting Listings to Selling Manager Pro

To send your listings to Selling Manager Pro, you use the *Send All Listings to Selling Manager Pro* selection from the *Tools* menu or the *Upload to Selling Manager* selection from the *Upload All* toolbar button.



HELPFUL HINT: For practical purposes, “Upload,” “Send,” and “Export” all mean the same thing.



7-10 Sending Listings to Selling Manager Pro

Steps for Sending Listings to Selling Manager Pro

To upload items to Selling Manager Pro, follow these steps:

1. On the *Item Inventory* screen, select the items you want to upload.
2. Click *Upload* to move the items to the *Listings Waiting to Upload* screen.
3. Click *Tools > Send All Listings to Selling Manager Pro*. Or, Click the *Upload to Selling Manager* selection from the *Upload All* toolbar button.
4. When prompted, enter a product name. The items will be uploaded as individual templates within that product.

Once the templates have been uploaded to Selling Manager Pro, you can view and manage these templates within Selling Manager Pro.



HELPFUL HINT: You can upload a maximum of 20 templates (items) per product.



REFERENCE: For more information about Selling Manager Pro, see this URL on eBay U.S. – http://www.ebay.com/selling_manager_pro.

4) IMPORTING AND EXPORTING CSV FILES

You can use this feature to convert your spreadsheet and database listing files into Turbo Lister listing files. You can move your files around without having to re-enter or cut-and-paste your data.



TURBO TIP: You can use this feature to transfer listings between different installations of Turbo Lister. For example, if you want to transfer your listings from your Turbo Lister program on your PC to your Turbo Lister program on your laptop, you can export the listings to a CSV file, email the file to your other computer, and then import the file into the other Turbo Lister program.

Understanding CSV Files

CSV (Comma Separated Values) is a text format used to store data from spreadsheets and other database software. In CSV files data fields are separated by commas. Certain types of software programs can re-create the original file structure in a different format by using the commas as separators for each new field.

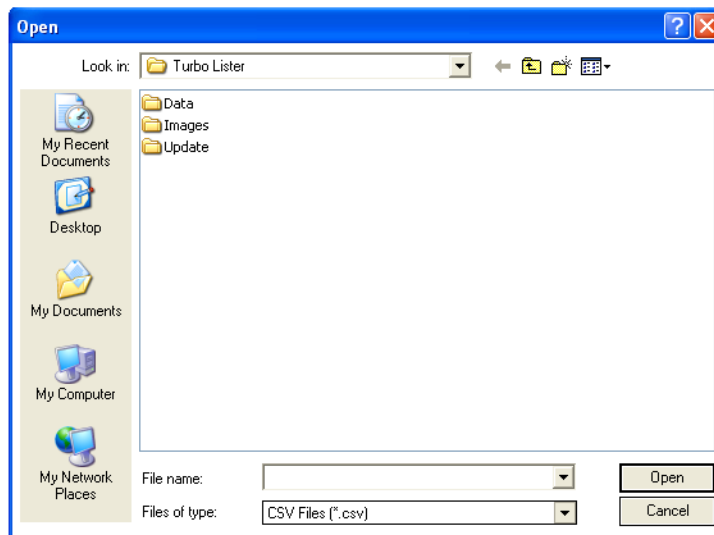
Importing and exporting CSV files is a form of file conversion. When you “import” a CSV file, the program that you are importing to reads the CSV file and enters the data into its own storage format. When you “export” a CSV file, the program you are exporting from transfers its stored data into a new data file with the CSV format.

Creating CSV Files to Import

To create a CSV file to import, your listings must be stored in a program that supports CSV. For example, Microsoft Excel supports CSV. In your spreadsheet or database application, use the *Save As* command (or equivalent) to save your file with a .csv file extension. (If your application supports this format, the extension will be available in the drop-down menu.)

Importing CSV Files

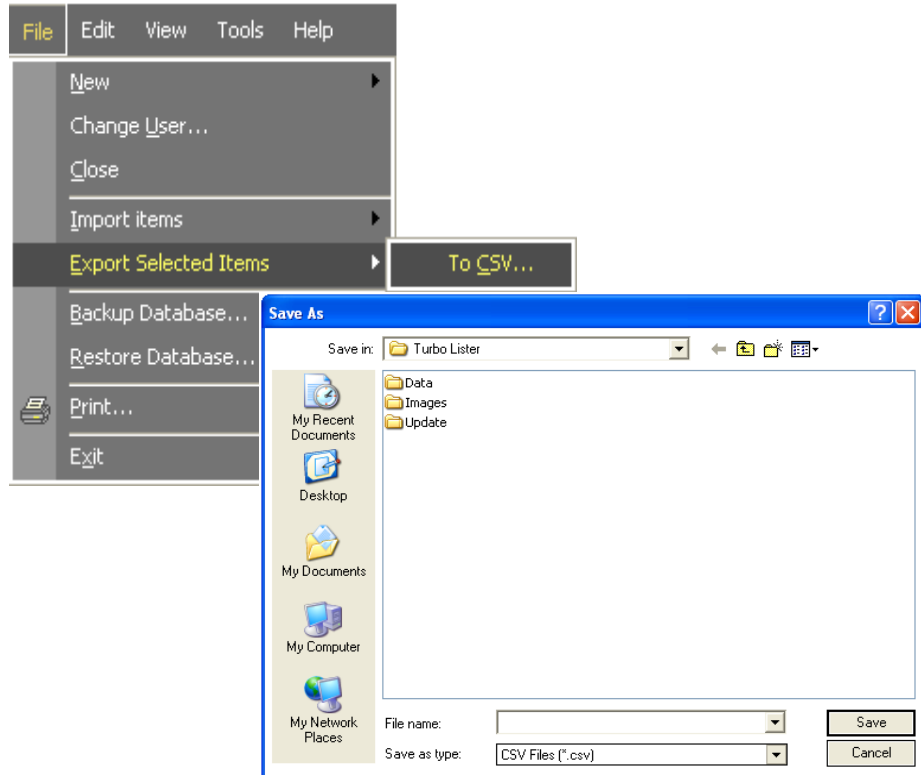
To import a CSV file into Turbo Lister, click *File > Import Items > From CSV*. You will see a screen that allows you to locate and select the file that you want to import.



7-11 Importing CSV Files

Exporting to CSV Files

To create a CSV file from one or more of your Turbo Lister listings, go to the *Item Inventory* screen and select the items that you want to export. Click *File > Export Selected Items > To CSV*. You will see a screen that allows you to name and save your new CSV file.



7-12 Exporting CSV Files



REFERENCE: For more information about CSV Files, see this URL on eBay U.S. – http://pages.ebay.com/turbo_lister/csv.html.



CHAPTER 8 – TROUBLESHOOTING

This chapter was written with the help of the Turbo Lister Customer Support Engineers. The CS staff provided a list of the most common Turbo Lister problems, with suggested solutions. The chapter includes these topics:

- 1) Problems with Your User Database
- 2) Outdated OLE Database Versions
- 3) Possible API Network Errors
- 4) Trouble Caused by Security Software
- 5) Incorrect Item Information



SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) PROBLEMS WITH YOUR USER DATABASE

Turbo Lister provides several features for maintaining your user database. These include procedures for backing up your database, for restoring a saved database, and for compacting your database. There is even a reminder feature to encourage you to backup your database regularly. For details about these features, see [“2\) Managing Your Database”](#) in Chapter 5.

Suggestions for Resolving a Database Problem

If it appears that the problem you are having is from a corrupted database, try the suggestions listed below.

Suggestion #1 – Compact Your Database

First, try compacting your database. Click *Compact Database* from the *Tools* menu to run the database utility. This will make repairs to your database that may correct the problem that you are seeing. (For details, see [“Compacting Your Database”](#) in Chapter 5.)

Suggestion #2 – Restore an Older Database

If you have backed up your database regularly, you can try restoring an older database. This may mean re-entering your most recent listings. For detailed information on this process, see [“Restoring Your Database”](#) in Chapter 5.

Suggestion #3 – Transfer to a New User File

If you continue to get errors, you may want to consider creating a new User File and transferring your listings to the new file. This procedure is described on the following page.

Moving Your Listings to a New User File

First you will need to create a new User File. Next you will use the CSV Export/Import feature to transfer items from your old file to the new one.

Creating a New User File

A brief recap of the steps for creating a new User File is provided below. For more complete instructions, see [“Creating Multiple User Files”](#) in Chapter 1. Follow these steps:

1. Open the Turbo Lister program and click *File > New > User File*.
2. Enter the eBay account information for the new profile.
3. Follow the prompts to complete.

Transferring Files Through CSV

Now you will transfer items from your old User File to the one that you have just created. (If you are not familiar with CSV files, you may want to read [“Understanding CSV Files”](#) in Chapter 7.) To transfer listings from one User File to another, follow these steps:

1. To access the User File that you want to export from, click *File > Change User* and then select the old User File.
2. Select all the items that you want to transfer.
3. Click *File > Export Selected Items > To CSV*.
4. Save the CSV file to your desktop.
5. Click *File > Change User* and then select the new User File.
6. Click *File > Import Items > From CSV*.
7. Select the CSV file that you saved on your desktop.

Transferring Images Through CSV

When transferring data through the CSV feature, the eBay Picture Services (EPS) Image and Item Specific details may be dropped. You may need to re-enter these after importing the CSV file.

However, if your installation allows you to save your EPS images in a folder in the Turbo Lister directory, then you can “hold” these images when you transfer data through Export CSV to Import CSV.

Follow this path *Tools > Options > Advanced Options > Turbo Lister Options* and select *Copy pictures to folder within Turbo Lister directory and save only a link in Turbo Lister database (improves performance)*.

To use this feature, the Export CSV and Import CSV must be performed on the same computer. If you import the CSV on another computer, then the images will not be restored.

2) OUTDATED OLE DATABASE VERSIONS

If your computer is several years old, you may have an outdated OLE (Object Linking and Embedding) database. You can download a new version from the Microsoft website.



CAUTION: This information is provided as a service to Turbo Lister users. These are not eBay products, nor does eBay take any responsibility for the accuracy of this information.

Steps for Downloading a New OLE Database

To download and install a new MDAC 2.8 file from Microsoft, follow these steps:

1. Go to this website –
<http://msdn.microsoft.com/data/downloads/updates/default.aspx>
2. Click on the link that says MDAC 2.8.
3. Click on the download link on the right side of the page.
4. Follow the system prompts.



SITE NOTE: If you use the link shown above, the instructions will be in English. You will need to select your preferred language at the last page before the download.



This is the direct link for eBay Germany –
<http://www.microsoft.com/downloads/details.aspx?FamilyID=6c050fe3-c795-4b7d-b037-185d0506396c&DisplayLang=de>.

Steps for Downloading a New Service Pack

Once you have downloaded the MDAC 2.8 file, you will need to download the appropriate MS JET service pack.

1. Return to the MS website –
<http://msdn.microsoft.com/data/downloads/updates/default.aspx>
2. Select Jet Downloads.
3. Click on the link to download the latest MS Jet Service Pack that is appropriate for your operating system.
4. Once you have downloaded the file, open it to install.
5. When your installation is complete, reboot your computer.



SITE NOTE: If you use the link shown above, the instructions will be in English. You will need to select your preferred language at the last page before the download.



This is the direct link for eBay Germany –
<http://www.microsoft.com/downloads/details.aspx?FamilyID=6c050fe3-c795-4b7d-b037-185d0506396c&DisplayLang=de>.

3) POSSIBLE API NETWORK ERRORS

An API network error is the result of a problem with the connection between your computer and the eBay servers. Several possible reasons for this type of error are described below.

Turbo Lister and eBay IDs Must Match

Sometimes when you run into a problem, it is easy to overlook the obvious. Remember, if you change your User ID or Password for eBay, you must also change it for Turbo Lister and vice-versa.

To update your account information in Turbo Lister, see [“Updating Your User ID and Password”](#) in Chapter 1 and [“Your eBay Account”](#) in Chapter 6. This is a brief recap of the required steps:

1. Click *Tools > Options*.
2. Expand the *Personal Information* option.
3. Click on *eBay Account*.
4. Click on *Change User ID or Password* button.
5. Enter the eBay User ID for your eBay account.

Email Address Instead of User ID



Errors are sometimes caused by users who have entered an email address where the User ID is supposed to go. Restrictions on the eBay site require that members enter their User IDs and not their Email Addresses. To make sure that this isn't your problem, see the steps listed above.

Incorrect System Date

If the date on your computer has been set incorrectly, it can cause an API network error. For example, if you do not have the current year set on your system, you should change it.

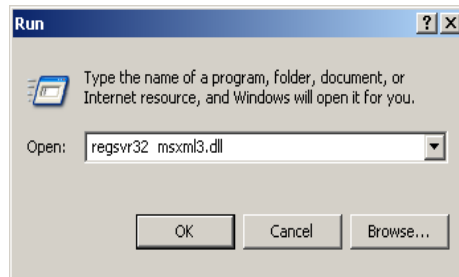
Make certain that you are using the correct date format for your site. You can access these controls through the Windows Control Panel. (Although different sites use different external formats, the Windows internal format always uses the U.S. format of mm/dd/yy).



SITE NOTE:   The external date format for eBay Canada, Germany, and other sites is dd/mm/yy.

Problems with the DLL File

Network errors may also be caused by a problem with the `msxml3.dll` file on your computer. To register this file on your computer, click *Start > Run*, and then enter: `regsvr32 msxml3.dll`



8-13 Fixing the DLL File

Need Internet Explorer Components

Turbo Lister uses components of Internet Explorer to communicate between your computer and the eBay API. This means that even if you do not use Internet Explorer as your web browser, you must have version 5.01 or newer installed on your computer (version 5.5 is recommended).

To install the latest version of Internet Explorer, go to this website – <http://www.microsoft.com/windows/ie/downloads/default.msp>.

Incorrect Cipher Strength Setting

The Cipher Strength setting in your version of Internet Explorer may be causing errors. To find out, follow these steps:

1. Open Internet Explorer.
2. Click *Help*.
3. Select *About Internet Explorer*.
The Cipher Strength should be 128-bit.
4. If it is not 128-bit, go to this Microsoft website to see how to resolve this issue .

4) TROUBLE CAUSED BY SECURITY SOFTWARE

These types of software can cause Turbo Lister to experience problems when sending and receiving information:

- Pop-up Blocking Software
- Anti-Virus Software
- Firewalls
- Internet Security Software

This section offers some suggestions for handling problems caused by this type of software.

What to do about Popups

For pop-up blocking programs, try temporarily disabling them, and then check to see if you continue to experience problems with Turbo Lister. If you are unsure how to disable your specific pop-up blocking program, refer to the product's user manual or contact their technical support.

What to do about Anti-Virus Programs

If you have an anti-virus program, it is important for you to have the latest updates for your specific application. Within the anti-virus program there is usually a way for you to check for and download any updates that may be available. If you do not know how to perform the update, refer to the product's user manual or contact their technical support.

What to do About Firewall and Security Software

When you have firewall and security software running on your computer, Turbo Lister needs to be granted access to successfully communicate with the eBay site. By manually configuring access for Turbo Lister, you will prevent it from being blocked when it tries to connect through the Internet.

For your convenience, this section provides basic instructions for configuring some of the most common brands of firewall and security software. If your software is not included, refer to your product's user manual or contact their technical support team.



CAUTION: This information is provided as a service to Turbo Lister users. These are not eBay products, nor does eBay take any responsibility for the accuracy of this information.

Norton Internet Security

To configure your Norton Internet Security software to accept Turbo Lister, follow these steps:

1. Open Norton Internet Security while logged in as *Supervisor*.
2. Select the *Personal Firewall* section on the main page, and then click the *Configure* button to open the *Program Control* page.
3. Select the *Program Control* tab to access *Manual Program Control* options.
4. Scroll and locate Turbo Lister (Tl.exe) (or click *Add* to add Turbo Lister).
5. Set Turbo Lister (Tl.exe) to *Permit*.
6. Click *OK* to close *Program Control*.



REFERENCE: For more information about Norton Internet Security, see their website – <http://www.symantec.com/techsupp/>.

McAfee Firewall

To configure your McAfee Firewall software to accept Turbo Lister, follow these steps:

1. Open McAfee Firewall.
2. Under the *Tasks* heading, click *Configuration Assistant*.
3. Click *Next* in the *Configuration Assistant* screen until you see *Control Internet Programs*.
4. Scroll and locate Turbo Lister (Tl.exe) (or click *Browse* to add Turbo Lister).
5. Select the *Allow this program to have full unfiltered access to the Internet* option.
6. Click *Apply* to save the setting.



REFERENCE: For more information about McAfee Firewall, see their website – <http://www.nai.com/us/support/>.

Windows XP Service Pack 2

To configure your Win XP Service Pack 2 software to accept Turbo Lister, follow these steps:

1. From your Desktop, click *Start* and then click *Control Panel*.
2. In the control panel, click *Security Center*, and then click *Windows Firewall*.
3. In the *Windows Firewall* dialog box, click the *Exceptions* tab, and then click *Add Program*.
4. In the *Add a Program* dialog box, scroll and locate eBay Turbo Lister or click *Browse* to find Turbo Lister at C:\Program Files\ eBay\ Turbo Lister\ Tl.exe.
5. After you select Turbo Lister, click *OK*.
6. On the *Exceptions* tab, make sure that the check box next to eBay Turbo Lister is selected, and then click *OK*.



REFERENCE: For more information, see –

http://www.microsoft.com/windowsxp/using/security/internet/sp2_wfexceptions.msp.

Zone Alarm

To configure your Zone Alarm software to accept Turbo Lister, follow these steps:

1. Open Zone Alarm, and in the column on the left, click *Program Control*.
2. Select the *Programs* tab.
3. Locate Turbo Lister (Tl.exe) and be sure that it has a green check beside it. If not, click each blue ? or red X in the *Access* column and select *Allow* from the menu. (Do this only for Turbo Lister question marks and X's.)



REFERENCE: For more information about McAfee Firewall, see their website – <http://www.zonelabs.com/>.

5) INCORRECT ITEM INFORMATION

If you are receiving errors with categories, attributes, or pre-filled item information, you may be using an outdated version of Turbo Lister. These things are updated frequently.

Resetting Your Turbo Lister Version

Normally, when you check for program updates, Turbo Lister downloads only those things that have changed since your last download. (See [“Updating to the Current Version”](#) in Chapter 5.) With the procedure described below, Turbo Lister completely resets your version from 0.



8-1 Resetting Turbo Lister Version

To reset the version on your copy of Turbo Lister, follow these steps:

1. While you are on the *Item Inventory* screen, press *CTRL + ALT + SHIFT + R on your keyboard all at the same time
2. In the dialog box, click *OK*.
3. Click *Tools > Check for Program Updates*.
This will download the latest category, attribute, and pre-filled item information.
4. Once this update is complete, review your items to insure that the correct information has been entered.

Transitioning to New Categories and Item Specifics

If new Categories and Item Specifics are released on the site, Turbo Lister automatically downloads these whenever you connect to eBay. (If you are not running automatic updates, you can manually check for program updates by clicking *Tools > Check for Program Updates.*)

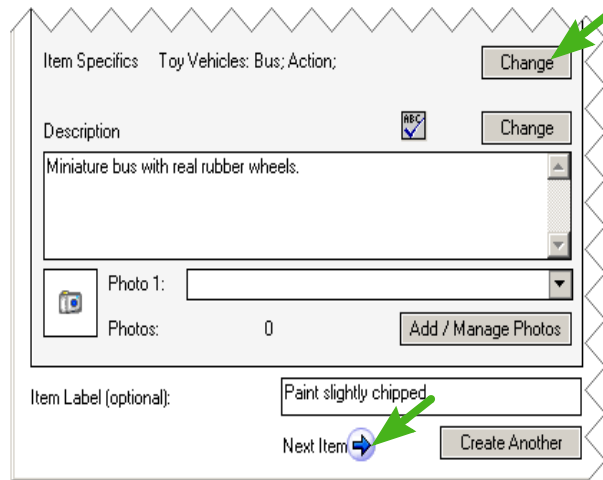
Steps for Changing to New Categories and Item Specifics

Once the new Categories and Item Specifics are downloaded, you will need to change these for your listings. Follow these steps:

1. Select the item or items you want to change.
(If you have a number of listings using the same category, you can select multiple items from the *Item Inventory* screen by holding down the *Ctrl* key.)
2. Click on the drop-down menu next to the *Edit* button, and select *Edit Multiple Items*.
3. Select the new category that applies to all of your selected listings.
4. Once the records have the new categories, select the items that say *Available* under the *Item Specifics* column head.
5. Click on the *Edit* button.
6. Click the *Change* button for Item Specifics and add the item specifics to the listing.

Changing Item Specifics on the Edit Item Screen

While you can change Categories for multiple items at one time, you must change Item Specifics for each listing. If you have multiple listings that need Item Specifics added, click on the *Next Item* arrow at the bottom of the screen to save your changes and to advance to the next record.



The screenshot shows the 'Edit Item' screen for a listing. At the top, it displays 'Item Specifics Toy Vehicles: Bus; Action;' with a 'Change' button. Below this is the 'Description' section, which includes a 'Change' button and a text area containing 'Miniature bus with real rubber wheels.' The 'Photo 1:' field is empty, and the 'Photos:' count is 0, with an 'Add / Manage Photos' button. The 'Item Label (optional):' field contains 'Paint slightly chipped.' At the bottom, there is a 'Next Item' button with a right-pointing arrow and a 'Create Another' button. Two green arrows point to the 'Change' button for Item Specifics and the 'Next Item' button.

8-2 Item Specifics on the Edit Item Screen



CHAPTER 9 – LOCATING ADDITIONAL RESOURCES

This chapter provides additional resources that Turbo Lister sellers will find useful. Here you will find an explanation of the Turbo Lister Beta Program, instructions for making suggestions regarding the Turbo Lister application, and the Release Notes for the last three Turbo Lister releases. For the most recent release, Known Issues are also provided. This chapter includes these topics:

- 1) The Turbo Lister Beta Program
- 2) Making Suggestions
- 3) Release Notes for TL Version 3.1.0.0 (T-405, Released 4/05)
- 4) Release Notes for TL Version 3.0.0.2 (T-399, Released 3/05)
- 5) Release Notes for TL Version 2.9.1.1 (T-393, Released 2/05)



SITE NOTE: The major functions described in this chapter are global and apply to all eBay sites. However, not all eBay sites provide all of the features described here. These differences are noted where applicable.

1) THE TURBO LISTER BETA PROGRAM

The Turbo Lister Beta program encourages experienced eBay users to try new features, to make comments, and to report problems with pre-release (“beta”) software. Users can contribute their ideas and experiences during the final stages of each release. Once the user feedback indicates that the new software is stable, eBay will release official versions.

Software that is Responsive to User Needs

“Real” users often find bugs that are difficult or impossible to locate in a development environment. Beta testing creates a way for the community to contribute directly to Turbo Lister improvements, and thus help eBay develop software that is responsive to user needs.

“Beta” Software is Still Being Tested

A software product is in its “Beta” stage of development when it is ready to be released to the public for further testing, but is not yet ready for commercial release. After the Beta period, eBay distributes the finished product to all users.

Many of you have told us that you enjoy trying out the latest features as soon as they are available. We welcome your participation.



CAUTION: When deciding whether or not to be a Beta user, please keep in mind that the beta versions aren't free of bugs, nor are they fully supported. Everyone is welcome to join the Beta Program, but experienced users will benefit most from using Turbo Lister beta software.

Joining the Beta Program

You can join the Turbo Lister Beta Program from within the Turbo Lister application. Follow this path: *Tools > Options > Advanced Options > Program Updates*. Click the button marked *Join Beta Program*.

When necessary, eBay publishes Beta software updates that resolve bugs reported by Beta Program users. Once you've joined the Beta Program, when Turbo Lister automatically looks for updates it will tell you if new Beta versions are available. If you are using a beta version it will say “Turbo Lister (beta version)” in the application title bar.

Providing Feedback about Beta Versions

To communicate with eBay about Turbo Lister Beta versions, you can use this Webform link –

http://pages.ebay.com/help/contact_us/_base/index.html.



HELPFUL HINT: When you send your comments or submit problems to eBay, be sure to make it clear at the top of your submission that you are using Beta software.



REFERENCE: The Turbo Lister Beta Program is discussed in the FAQ section of the Turbo Lister webpage at eBay U.S. –

http://pages.ebay.com/turbo_lister/turbolisterfaq.html#beta.

2) MAKING SUGGESTIONS FOR IMPROVEMENTS

Many of the feature upgrades made to Turbo Lister over the years are the result of suggestions from the user community. We welcome your suggestions for new features and functionality. While eBay is not able to implement every idea, we do review all of the suggestions we receive.

If you have any suggestions or comments about Turbo Lister, please submit them through this URL –

<http://pages.ebay.com/help/welcome/suggest.html>.

3) RELEASE NOTES FOR TL VERSION 3.1.0.0

This section contains the Release Notes for Turbo Lister Version 3.1.0.0 (T-405), released in April of 2005. This release contains three Universal features:

- Opt Out of Listing Designer Updates
- Add up to 24 Pictures to a Motors Listing
- Turbo Lister Supports eBay India

And one Regional feature:

- United States – Multi-State Sales Tax Support

Universal Features

The features described in this section have been implemented either at all eBay sites or at most eBay sites.

Opt Out of Listing Designer Updates


You can now opt out of the automatic download of the Listing Designer themes. The downloads contain image files, often several megabytes in size, which Turbo Lister uses to preview the Listing Designer themes. You should only disable this option if you do not use Listing Designer themes in your listings.

To change your setting, click *Tools > Options > Advanced Options*, and uncheck *Update Listing Designer themes when checking for program updates*.

Add up to 24 Pictures to a Motors Listing

With this release you can add up to 24 pictures to any Motors category listing. When you are using the *Create New Item* process, you add the image files on the *Description* screen. When you are using the *Edit Item* process, you click the *Add/Manage Photos* button to add your picture files.



SITE NOTE:  This feature does not apply to eBay China.

Turbo Lister Supports eBay India


Any Turbo Lister user can now sell on the eBay India site. When you are creating a new item, select *Add Site* to open a window listing the eBay sites, and check the eBay India box. You can also click *Tools > Options > Seller Options > eBay Sites*. Check the eBay India box from the list of sites.

Regional Feature

The feature described in this section has been implemented at only one eBay site.

Multi-State Sales Tax Support



SITE NOTE:  You can now set up a Sales Tax table that specifies unique sales tax rates for each of the 50 United States and the District of Columbia. After you configure this table on the eBay site, you can use it from Turbo Lister. To set up the table, go to *My eBay > eBay Preferences > Use Sales Tax Table*.

The table also allows you to specify, on a state-by-state basis, whether or not shipping and handling fees are to be taxed. To use this feature in either the *Create New Item* or *Edit Item* process, click the *Change* button in the *Shipping and Sales Tax* area. Click the *Insurance and Sales Tax* tab, and then select *Charge Sales Tax According to the Sales Tax Table*.

Known Issues

There are no known issues with this release.

4) RELEASE NOTES FOR TL VERSION 3.0.0.2

This section contains the Release Notes for Turbo Lister version 3.0.0.2 (T-e399) released in March of 2005. This release contains three Universal features:

- Adjustable Listing Duration
- Multiple eBay Stores
- Best Offer

And three Regional features:

- India – Listings Outside India
- Australia, Belgium, China, France, Italy, Motors, Netherlands, Spain, and Taiwan – Now and New
- Germany, Austria, Switzerland, United Kingdom, and France – International Free Scheduling


Universal Features

The features described in this section have been implemented either at all eBay sites or at most eBay sites.

Adjustable Listing Duration

On the *Create New Item* or *Edit Item* screens, you can now list your items for longer than 10 days (for example, 14, 30 or 60 days). The listing duration selections vary according to the category. Additional fees apply.



SITE NOTE:  At eBay Taiwan, the maximum number of days is 14.


Multiple eBay Stores

On the *Create New Item* or *Edit Item* screens, you can now list your items in two different Store categories. In the past, you were only able to list in one Store category at a time.

Best Offer

This feature gives buyers an opportunity to make binding offers for your items, which you can then accept, decline, or allow to expire after 48 hours. When you accept, the item closes and the Best Offer price and terms are displayed. You can select this new feature through the *Format Specifics* or the *Edit Item* screens.




SITE NOTE:  This feature is not available at eBay Italy.

Regional Features

The features described in this section have been implemented at selected eBay sites.

Listings Outside India



SITE NOTE:  Features continue to be added to the eBay India site in preparation for the public launching in Spring of 2005. There is no insertion fee for items sold within India. However, if you want to make the item available outside of India, you will be charged a fee for the listing.

Now and New



SITE NOTE:  A new seller feature, “Now and New,” is available at eBay Australia, China, Spain, France, Italy, Motors, and the Netherlands.

This selection on the *Create New Item* screens allows you to add a special icon to your listings, making them more noticeable to potential buyers. You can use the feature for any item that meets these criteria: 1) has a condition of “New” in “Item Specifics,” 2) can be purchased immediately (“Buy it Now”), 3) can be returned, and 4) has a shipping cost specified.

5) RELEASE NOTES FOR TL VERSION 2.9.1.1

This section contains the Release Notes for Turbo Lister version 2.9.1.1 (T-e393), released in February of 2005. This release contains one Universal feature:

- Edit Item Specifics

And six Regional features:

- Australia, Canada, and Europe – PayPal Immediate Payment
- Europe – Search by Proximity
- Australia and Italy – PayPal Integration
- Europe and Britain – Free Scheduling for SM Pro Users
- India – Shipping Service Must Be Selected
- China – Simplified Selling

Universal Feature

The feature described here has been implemented either at all eBay sites or at most eBay sites.

Edit Item Specifics

The Edit Item Specifics feature allows you to update one or more Item Specifics for hundreds of items at the same time. The feature uses an interactive grid to list the items you have selected and their pertinent Item Specifics. The way that the values are listed (check boxes, drop-down menus, text fields) depends on which types of Item Specifics are applicable to your items.


Regional Features

The features described in this section have been implemented at selected eBay sites.

PayPal Immediate Payment



SITE NOTE:  With this release, PayPal Immediate Payment is available in Austria, Australia, Canada, Switzerland, Germany, France, Italy, the Netherlands, and the U.S.

SITE NOTE:  To use this feature on the eBay site in Germany, sellers must turn off the *No Credit Card Preference* in the PayPal setting.

If you have a Premier or Business PayPal account, you can choose to sell your Auction BIN, Fixed Price, or Stores BIN item(s) using the PayPal Immediate Payment option. This means that the buyer must pay for the item before the bidding on the item is considered closed.

You can choose whether or not to use this option on an item-by-item basis so that you can, for example, select this option for your perishable goods (e.g., tickets to events, travel packages) while continuing to use more traditional payment methods for your other merchandise. This option cannot be used for items over a certain price (about \$2000 U.S.)

To learn more about this feature, replace the XX in this URL with your country code and go to the eBay Website *Help: Requiring Immediate Payment* at <http://pages.ebay.XX/help/sell/immediatepayment.html>.

Search By Proximity



SITE NOTE:  The *Search by Proximity* feature, formerly available only in the U.S., Canada, and Australia, is now available throughout Europe.

This feature allows buyers to:

1. Search for items within a given distance (for example, 50 miles or 20 kilometers).
2. Sort search results or listings pages by the distance from the buyer's own location. (Buyers must provide their location, but they are not required to register.)



When listing an item, sellers enter a location using the appropriate postal code. This information is then indexed in the search database and used to determine the item's location for the *View Item* function. Each site contains a list of popular cities that the buyer can use to select a center point from which to search.

The *Search by Proximity* feature replaces the *Items Near Me* feature. To learn more about how to use this feature, go to the eBay Website Help: *Adding a ZIP Code and Location to Your Listing*.

To learn more about how potential buyers search using this feature, go to the eBay Website Help: *Searching by ZIP Code* at eBay U.S. – http://pages.ebay.com/help/find/search_region.html.

PayPal Integration








SITE NOTE:   With this release Australia and Italy have been added to the list of sites that have an integrated eBay and PayPal. eBay is in the process of integrating localized PayPal products into eBay international sites. The purpose is to deliver a payment process that provides:

- Seamless integration with the purchase experience.
- Customization to accommodate local business practices and preferences.
- Presentation in the user's local language.

This is expected to provide an increased volume for international sellers and general improvement in eBay value for international users.


Free Turbo Lister Scheduling for SM Pro Users



SITE NOTE:      Beginning with this release, Turbo Lister is providing a special offer for Turbo Lister users in Austria, Switzerland, Germany, France, and the U.K. Turbo Lister users who sell on these sites will be offered Turbo Lister scheduling free of charge if they are also subscribers to Selling Manager Pro.


Shipping Service Must be Selected



SITE NOTE:  eBay India is gearing up for an opening in early 2005. At this site sellers will be required to either ship the product or provide local pick-up. Sellers offering to ship their items must specify at least one domestic shipping service and its cost.

Simplified Selling



SITE NOTE:  Features that are not often used by Turbo Lister sellers in China are being removed from the site. This simplifies the listing process by offering fewer, but more popular, choices. Examples of features that are being removed are Slide Show, Picture Pack, and Subtitle.



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