



Learn eBay in a Day

Module 1 – Research

- Introduction to eBay
- Statistics (inc what sells)
- Online safety
- Setting up an eBay account
- eBay fees
- Will your items sell on eBay – researching completed listings
- Simple listing

Module 2 – Preparing

- Digital photographs – taking and optimising for eBay
- Pricing strategies
- Buy It Now (BIN) pricing and the bidding process
- Dutch auctions
- Paypal – set-up and overview

Module 3 – Listing

- Writing the best title and description
- Photographs
- Packaging and weighing (Royal Mail and couriers)
- List item form
- Categories and sub categories

Module 4 – My eBay

- Monitoring listings on My eBay
- Answering questions on My Messages
- Sold Items – after sales process
- Feedback
- Posting
- Collecting payment – PayPal setup and overview
- Problems and solutions – unpaid items, lost items, disputes
- eBay community and help