

# A Beginners Guide to Selling on eBay

If you're new to eBay and want to start making yourself some extra cash, or set up your own small business, Money Nerd are here to help with our guide on how to sell on eBay.

## Before you sell

### Check the rules

There are rules designed to discourage so-called 'cowboy sellers' from promising the world online before — quite literally — failing to deliver. Ensure you check all the latest rules on the site, including the prohibited items list before selling.

### Selling Fees

A lot of people want to know how to sell on eBay without paying any fees, the answer in short is that you can't. The amount you pay depends on a few factors, such as whether you are a private or business seller, the number of items you list per month and how much your item(s) sell for.

### Setting Up Your Account

You'll need an account if you want to sell anything on eBay. Thankfully, it's fairly easy to do. Just follow the steps online.

Once all that's done, you're ready to list your first item!

### Listing an item

There are a few things you should know about how to optimise your listing for the current market, ensuring the people who want what you're selling actually see your listing and have all the information they need to make a purchase.

### Market Research

Here's what you need to look out for: The going price; availability; unique selling point (USP) and find out what questions people are asking about your product and answer them in your product description.



### Creating Your Listing

Simply click the "Sell" button in the top left-hand corner of the eBay homepage. Next, you'll be asked to enter the title of the product you're selling. Be as specific as possible here. Include things like brand name, item colour, production year, and the item's condition in the title. By being specific, eBay can better categorise your item so more relevant buyers can see it when it's listed.

You'll then need to fill in such as: title; condition; photos; item specifics; details; payment and postage.

Finally, you'll need to choose a listing format. Note that auctions are often better for rare items, but if you're selling multiple items that don't have a strong enough USP for auctioning, you can list them as "Fixed Price". This is the go-to choice for businesses, as it lends better to projecting revenue.

Then you play the waiting game...

### After Making the Sale

Not all sales on eBay go as smoothly as you'd like. Every now and again there may be a hiccup, whether that's a payment not going through or a buyer backing out of the purchase at the last minute.

### Communicating with your buyer

To contact your buyer in the first instance, click the 'Advanced' link at the top of the eBay home page. On the left side of the page, click 'Find contact information' and follow the on-screen instructions.

### Delivering your item

Before you send your item, ensure that the buyer has actually paid for it. Check that the full amount has been credited to your account. You'll get an email notifying you if the buyer completes the checkout page on your item.

Package your item to suit its contents. Fragile items will need to be packed slightly differently to hardy items; the same goes for bulky versus small items.

Arrange postage through Royal Mail or courier and ensure you keep the tracking details.

Whether you just want to declutter, raise money for a holiday or start your own ecommerce business, learning how to sell on eBay is the first step in making some extra cash online.