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Grow Your Business



eBay Tips, Tricks, and Hacks

- Why Sell on eBay?
- How Do I Start?
- Creating a Listing
- Completing the Sale
- Full-Time eBay Sales



Who am I?

- Matthew Stoecker
- quinntheeskimo on eBay
- on eBay for 19 years
- full-time eCommerce Merchant since 2007
- Gone from occasional sales for pizza money to a \$6 million/year business



Why Should You Sell on eBay?

- 168 million individual buyers
- These buyers are self-directed to a certain extent-they know what they're looking for.
- New lower rates for Guitars and Basses



Why DO you want to sell on eBay?

- Dump stale inventory
- Augment in-store sales
- Full-time eCommerce Strategy



Getting Started – Register your eBay Account

- Personal accounts are subject to a pretty low monthly sales limit at first. This will increase over time.
- Business accounts have a higher initial sales limit, require additional verification



Getting Started – Register Your Paypal Account

- Takes a few days
- Requires a verified bank account
- Your information is safe with Paypal



Creating Your Listing – Format

- Auction
 - Short Time Duration
 - Starting Price Raised Auction Style Until End
 - Great for inventory you just want out of your life
 - Buy It Now Option available for auctions

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Relist your listing | Yamaha Custom E1 Alto | Fees and Features

Secure | <https://www.ebay.com/itm/362192351662>

Apps | Texas Chili - Real Ma... | 7710 - Musical Instru... | Results for Music/Mu... | Welcome to Online F... | Snapper Link | Wind & Woodwind | Brass Instruments | PDF to Excel Convert... | Friend Requests | All Channels - XFINI... | Musical instruments | Received - Google S...

Your item is for sale

- Revise your item
- Sell a similar item
- Create shipping discounts

Listing info

Duration: 3 days
Start time: Dec 20, 2017 14:41:20 PST
Start price: US \$199.00

Yamaha Custom E1 Alto Saxophone Neck- Gold Lacquer

Item condition: **New**
Time left: 2d 23h Saturday, 2:41PM

Starting bid: **US \$199.00** [0 bids]

Place bid

Enter US \$199.00 or more

Located in United States

Shipping: **\$6.00** Standard Shipping | [See details](#)
Item location: Bellevue, Washington, United States
Ships to: Worldwide

Delivery: Estimated on or before **Sat. Dec. 30** to 98008

Payments: **PayPal**, Visa/MasterCard, Amex, Discover | [See details](#)

Returns: 30 days money back or item exchange, buyer pays return shipping | [See details](#)


Guarantee: **ebay MONEY BACK GUARANTEE** | [See details](#)
Get the item you ordered or get your money back.
Covers your purchase price and original shipping

Seller information

qulntheskmo (19968) ★
99.4% Positive feedback

Contact seller
See other items

Make It Merry and Bright
We've got the best gifts of the season.

presented by 

Have one to sell?

Description | Shipping and payments | Report item

Seller assumes all responsibility for this listing.

Item specifics

Condition: New: A brand-new, unused, unopened, undamaged item in its original packaging (where applicable) | MPN: YAC-SN-AE1

Windows taskbar: Type here to search | 2:42 PM 12/20/2017



Creating Your Listing – Format

- Set Price
 - Extended Duration Up to 30 Days, or Good ‘Till Cancelled
 - Sell at a fixed price
 - Accept offers
 - Great for regular inventory to augment sales

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Relist your listing | Selmer Super Balanced | Fees and Features

Secure | https://www.ebay.com/itm/332451667858

Hi Matthew | Daily Deals | Gift Cards | Help & Contact | Up to 10% Off Top Gift Cards

Search for anything | All Categories | Search | Advanced

Back to previous page | Listed in category: Musical Instruments & Gear > Wind & Woodwind > Band & Orchestral > Saxophones

Your item is for sale | Manage Offers

- Revise your item
- Sell a similar item
- Create shipping discounts

Listing info
 Page views: 1143
 Duration: Good 'til cancelled
 Start time: Nov 16, 2017 01:00:41 PST

Selmer Super Balanced Action Tenor Saxophone 43870 FRESH REPAD QuinnTheEskimo

Item condition: Used
 "This instrument is in excellent condition."
 History: 3 offers

Price: **US \$8,499.00** [Buy It Now](#)
[Add to cart](#)

Best Offer: [Make Offer](#)
 30 watching [Add to watch list](#)
[Add to collection](#)

30-day returns | Experienced seller | Best offer available

Shipping: **\$160.00** Standard Shipping | [See details](#)
 Item location: Woodinville, Washington, United States
 Ships to: Worldwide

Delivery: Estimated on or before **Thu, Dec. 28** to 98008 | [See details](#)

Payments: [PayPal](#), Visa/MasterCard, Amex, Discover | [See details](#)

Returns: 30 days money back or item exchange, buyer pays return shipping | [See details](#)

Guarantee: **ebay MONEY BACK GUARANTEE** | [See details](#)
 Get the item you ordered or get your money back.
 Covers your purchase price and original shipping.

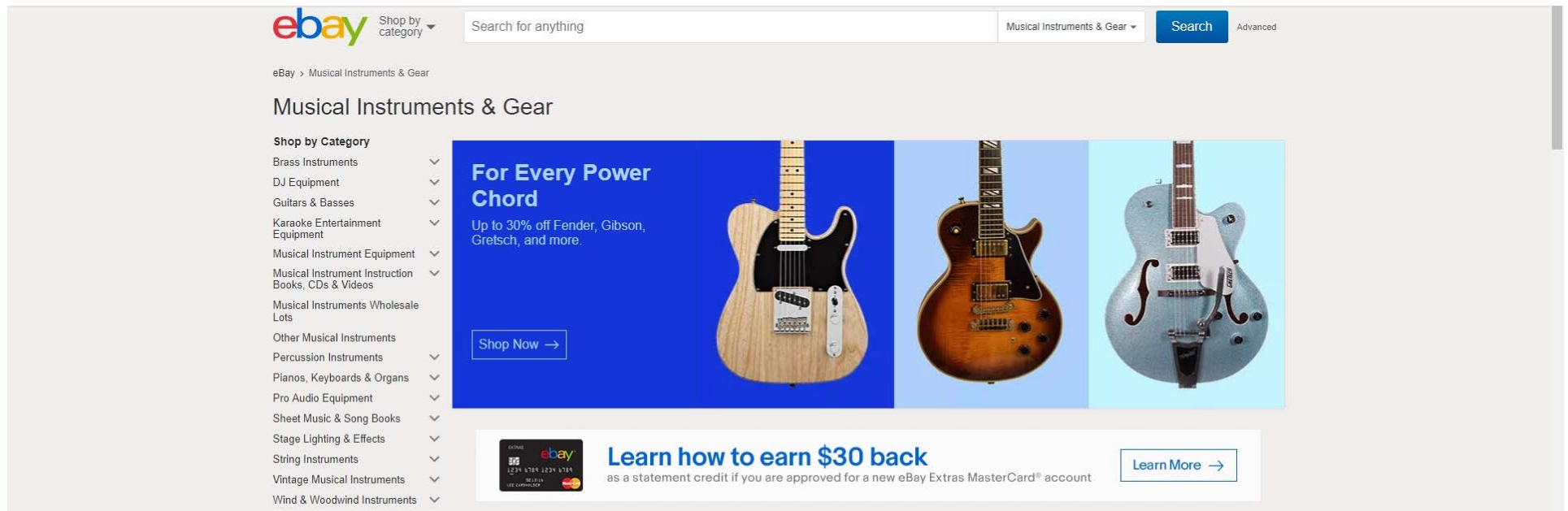
Seller information
 quinntheeskimo (1996) | 99.4% Positive feedback
 Contact seller
 Visit store: Quinn The Eskimo V.
 See other items

PayPal
 Get 1% cash back* on eligible purchases with the PayPal Business Debit Mastercard®
[Learn More](#)

Have one to sell? [Sell now](#)

Type here to search | 2:45 PM 12/20/2017

Creating Your Listing – Category



The screenshot shows the eBay website interface for the 'Musical Instruments & Gear' category. At the top, there is the eBay logo, a search bar with the text 'Search for anything', and a dropdown menu set to 'Musical Instruments & Gear'. Below the search bar, the breadcrumb path 'eBay > Musical Instruments & Gear' is visible. The main heading is 'Musical Instruments & Gear'. On the left side, there is a 'Shop by Category' menu with various sub-categories like 'Brass Instruments', 'DJ Equipment', 'Guitars & Basses', etc. The main content area features a large promotional banner for guitars. The banner has a blue background and contains three images of electric guitars: a Fender Telecaster, a Gibson Les Paul, and a Gretsch electric guitar. The text on the banner reads 'For Every Power Chord' and 'Up to 30% off Fender, Gibson, Gretsch, and more.' There is a 'Shop Now' button with a right-pointing arrow. Below the banner, there is a promotional offer for a new eBay Extras MasterCard account, which includes an image of the card and the text 'Learn how to earn \$30 back as a statement credit if you are approved for a new eBay Extras MasterCard® account'. A 'Learn More' button with a right-pointing arrow is also present.



Creating Your Listing – Condition

- New - A brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).
- New (Other) – Open Box, Display Model, B-Stock
- Manufacturer Refurbished
- Seller Refurbished
- Used – But Working
- For Parts or Not Working – Not Ready to Play
- Condition Note

Creating Your Listing – Item Specifics

Item specifics 

*Brand
Bach

*MPN
42BO

Finish
Silver-Plated

Key
Bb

Skill Level
Professional

 Add your own item specific

Type
Tenor

Model
42BO

Bell Material
Yellow Brass

Bundle Listing 
No

Country/Region of Manufacture
United States

Help





Photographs

- A picture is worth a thousand dollars
- Get a good camera-phone cameras are pretty great these days, DSLR as well.
- Good lighting – natural sun, high intensity white
- Choose your background
- Focus!

Everything Wrong About a Photo for eBay



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Oh, that's a little better





Creating Your Description

- Detail about the condition
 - Damage, repairs, refinished
- Anything notable about this item?
 - Owned by Jerry Garcia
- How does it play?
- Serial Number



Creating Your Description – What NOT to Include

- Your phone number/email address
- Links to your own website/external sites
- “Like Me On Facebook!”
- Video and other active content



List Your Item! – During The Listing

- Manage Customer Communication

- Do not attempt to use eBay to create a sale outside of eBay

- Revise or Close Listings

- You cannot change your description once there is a bid or offer on your item
- You cannot end your item in the last 12 hours



What's this all going to cost me?

- Insertion Fees
- Add-on Fees
- Final Value Fees
- Paypal Fees
- Promoted Listings



Insertion Fees

- 50 per month are free, \$.30 per thereafter
 - Except in Guitars and Bases, no limit on free listing
- 250-10000 per month with an eBay store

Add-On Fees

- Primarily to enhance visibility
- Reserve Price
 - 4% of reserve price
- 1 or 3 Day Duration
 - \$1 for a short auction

Optional advanced listing upgrade fees

Advanced listing upgrade fees for auction-style and fixed price listings.

- Fees are charged per listing or per category, if multiple categories are selected.
- If you set up automatic relisting for your item, we charge insertion fees and advanced listing upgrade fees each time the item is relisted. If you're using Selling Manager automation rules, insertion fees and advanced listing upgrade fees also apply each time the item is relisted.

Upgrade	Starting or Buy It Now price: under \$150		Starting or Buy It Now price: \$150 or more	
	1, 3, 5, 7, and 10-day duration	30-day and Good 'Til Cancelled*	1, 3, 5, 7, and 10-day duration	30-day and Good 'Til Cancelled*
Scheduled Listing	Free		Free	
Listing Designer	\$0.10	\$0.30	\$0.20	\$0.60
Gallery Plus <small>Free for listings in the Collectibles, Art, Pottery & Glass, and Antiques categories</small>	\$0.35	\$1.00	\$0.70	\$2.00
Subtitle	\$0.50	\$1.50	\$1.00	\$3.00
Value Pack	\$0.65	\$2.00	\$1.30	\$4.00
Bold	\$2.00	\$4.00	\$3.00	\$6.00
List in 2 categories	Insertion and advanced listing upgrade fees apply for each category Final value fees are charged once per item, if an item sells			
International site visibility	Auction-style listings (all durations)		Fixed price listings (all durations)	
	Starting price	Fee	\$0.50	
	\$0.01 - \$9.99	\$0.10		
	\$10.00 - \$49.99	\$0.20		
	\$50 or more	\$0.40		



Final Value Fees

- 10% off the top, maximum of \$750
 - Except Guitars and Basses 3.5% Cap at \$350
- With an eBay Store, FVF capped at \$250
 - Guitars and Basses 3.5%
 - Pro Audio and DJ Equipment 6.15%
 - All other Musical Instruments 7.15%

Paypal Fees

- 2.9% + \$.30 per transaction
- Can be lower if you are a high volume seller



Sales Examples

Example 1

You sell a guitar on eBay for \$500-what are your fees?

- $\$500 \times 3.5\% = \17.50 eBay FVF
- $\$500 \times 2.9\% + \$0.30 = \$14.80$ Paypal fees
- Total fees \$32.30 – Your net is \$467.70



Sales Example 2

You sell a vintage trombone for \$1600

- $\$1600 \times 10\% = \160 Final Value Fees
 - \$114.40 with an eBay store
- $\$1600 \times 2.9\% + \$0.30 = \$46.70$ Paypal Fees
- Total Fees \$206.70 – Your net is \$1393.30
 - \$161.10 with eBay store – net is \$1438.90



Sales Example 3

You sell an ultra-rare 9 string Fendson Stratoblazer guitar owned by Jerry Hendrix for \$15000.

- $\$15000 \times 3.5\% = \525 but capped at \$350 Final Value Fee
 - Capped at \$250 if you have an eBay store
- $\$15000 \times 2.9\% + .30 = \453.30 Paypal Fees
- Total Fees \$803.30 – Your net is \$14196.70
 - Fees with eBay Store are \$703.30 – Total Net \$14296.70



After The Sale

- Feedback – Always leave Positive Feedback for your buyers
- Be nice to your customers – their feedback impacts YOUR ability to sell
- Ship promptly with tracking and signature confirmation

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Handling Problems

- Return Policy
- Item 'Not As Described'

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Ready to make eBay a regular part of your business?

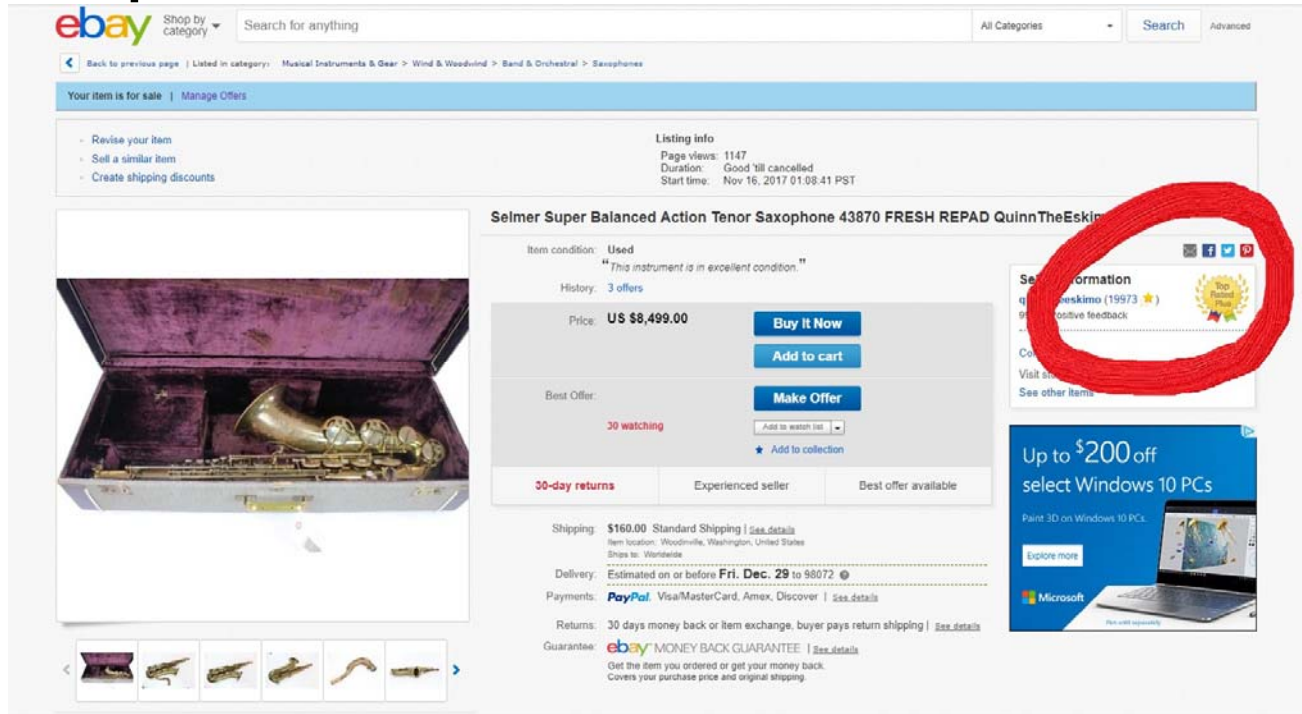
- eBay Store
- eBay Top Rated Plus



eBay Stores

- Final Value Fees capped at \$250 per item
- Lower Per-Item Final Value Fee Rates
- Dedicated Page for your products
- Additional Free Listings
- Cost \$19.95-\$349.95/month depending on type and subscription method

eBay Top Rated Plus Status



Shop by category Search for anything All Categories Search Advanced

Back to previous page | Listed in category: Musical Instruments & Gear > Wind & Woodwind > Band & Orchestral > Saxophones

Your item is for sale | Manage Offers

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Listing info
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Duration: Good 'til cancelled
Start time: Nov 16, 2017 01:08:41 PST

Selmer Super Balanced Action Tenor Saxophone 43870 FRESH REPAD QuinnTheEskimo

Item condition: Used
"This instrument is in excellent condition."

History: 3 offers

Price: **US \$8,499.00**

Buy It Now

Add to cart

Best Offer: **Make Offer**

30 watching

Add to watch list

Add to collection

30-day returns Experienced seller Best offer available


Shipping: **\$160.00** Standard Shipping | [See details](#)
Item location: Woodinville, Washington, United States
Ships to: Worldwide

Delivery: Estimated on or before **Fri, Dec. 29** to 98072

Payments: **PayPal**, Visa/MasterCard, Amex, Discover | [See details](#)

Returns: 30 days money back or item exchange, buyer pays return shipping | [See details](#)

Guarantee: **ebay MONEY BACK GUARANTEE** | [See details](#)
Get the item you ordered or get your money back.
Covers your purchase price and original shipping.

Seller information
QuinnTheEskimo (19973) 
98% positive feedback

Up to \$200 off select Windows 10 PCs

Paint 3D on Windows 10 PCs

Explore more

Microsoft



Top Rated Benefits

- Top Rated Plus badge
- Greater visibility in search results
- 10% discount on Final Value Fees
 - If additional requirements are met – Top Rated Plus



Top Rated Seller Requirements

- At least 100 transactions totaling \$1000 with US buyers in a 12 month period.
- 95% of shipments shipped within advertised handling window and label scanned by carrier.
- Less than 3% late shipments
- Less than 0.5% transactions result in an unresolved case

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Additional Requirements For Top Rated Plus Discount

- 30-Day Return Policy
- Same or one-day handling time



Next steps for a full eCommerce Strategy

- Third-Party Listing Designers
- Third-Party Shipping Software
 - Endicia Dazzle – integrates with eBay and prints USPS postage
 - ShipRush – Integrates with Fedex and UPS
 - Shipstation – broad integrations
- Third-Party Listing and Inventory Software
 - Manages inventory currency over eBay, Amazon, Shopify, etc.
 - No real good solutions that include Reverb yet
 - Examples include ChannelAdvisor, KyoZou, Ecomdash, etc.
 - Many have shipping integration built in

Questions ?