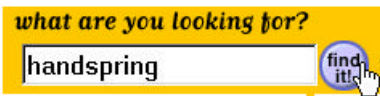


Buying and Selling with



Finding what you want in Ebay's stock of over 1,000,000 items



The most efficient way to search for the item you are looking for is through the Ebay search engine. You can find it on the home page or almost any other page you are visiting on the site.

Type only a keyword or two and then click on the “find it” button.

The results page will look like this:

All items		All items including Gallery preview	Gallery items only		
Item#	Featured Items	Price	Bids	Ends PST	
1219163798	The MOST ABSURD HANDSPRING *SOFTWARE* PACKAGE	\$5.95	28	Mar-13 13:33	
To find out how to be listed in this section and seen by thousands, please visit this link Featured Auctions					
Item#	Current Items	Price	Bids	Ends PST	
1220458688	Handspring Visor COLOR Prism	\$385.00	32	in 1 mins	
1220943762	Color Software Programs 4 Handspring Prism	\$5.99	-	in 27 mins	
1220469353	Handspring Visor Deluxe Graphite No Reserve	\$163.60	5	in 50 mins	
1220950582	Palm, Handspring Software (24000 Apps)\$1 ship	\$4.99	-	in 59 mins	
1220959499	8800 Programs 4 Handspring Visor Deluxe Prism	\$3.33	-	Mar-13 10:45	
1220960728	Handspring Visor Graphite 2 MB	\$81.00	11	Mar-13 10:52	
1220960963	Handspring Visor DLX...Never Used	\$176.00	-	Mar-13 10:53	
1220483167	HANDSPRING VISOR DELUXE Blue USB	\$152.50	14	Mar-13 10:54	
1220967779	HANDSPRING VISOR PLATINUM WITH CRADLE + MORE	\$275.00	39	Mar-13 11:23	
1220968866	HANDSPRING VISOR KEYBOARD	\$81.00	21	Mar-13 11:27	
1220971536	17500 Palm & Handspring Visor Software Program	\$4.99	-	Mar-13 11:40	
1219137595	Handspring Visor Deluxe Blue w/Extras! No Res	\$172.50	4	Mar-13 11:43	

Take some time to learn how to read this page.

- Look at the last column (Ends PST) first. This column tells you how much time is remaining in a particular auction.

- ▶ If you are in a hurry to purchase a product, look for the “Buy it Now” graphic next to the title
- ▶ Read the titles and current bids carefully. You will see a mixture of items from accessories to the full blown item listed, and if you are looking for the item itself, don’t waste time bargain hunting because you see a low price.
- ▶ When you find an item you want to investigate further, click on its title in the “Current Items” column



If you really want a particular item, monitor this page and make your bid in the last moments of the auction!

Once you click on an item, you are transported to its own page complete with description (and photos, if provided):

HANDSPRING VISOR PLATINUM WITH CRADLE + MORE	
Item #1220967779	
& Electronics:PDAs:Handspring	
Currently	\$275.00
Quantity	1
Time left	1 hour, 56 mins +
Started	Mar-10-01 11:23:02 PST
Ends	Mar-13-01 11:23:02 PST
Seller (Rating)	drmpm (170) ★
view comments in seller's Feedback Profile view seller's other auctions ask seller a questi	
First bid	\$49.00
# of bids	39 bid history
Location	Los Angeles
Country/Region	USA/Los Angeles
	mail this auction to a friend
	watch this item

The most important items on this page are circled in the above graphic:

- ▶ Current price, how many of the item does the seller have for sell, time left in the auction (all of these except for quantity, are visible on the search results page)
- ▶ Seller Rating – Use this information to discern the quality of the seller based on previous sales (see chart below)
- ▶ Number of bids – use this to see what your competition is...a few people bidding against each other or a number of people scrambling for the top bid.

- A "Yellow Star" (★) represents a Feedback Profile of 10 to 99.
- A "Turquoise Star" (★) represents a Feedback Profile of 100 to 499.
- A "Purple Star" (★) represents a Feedback Profile of 500 to 999.
- A "Red Star" (★) represents a Feedback Profile of 1,000 to 9,999.
- A "Shooting Star" (★) represents a Feedback Profile of 10,000 or higher.

Making a Bid

1. Scroll to the bottom of the item page to the “Bidding” section.
2. Enter your bid in dollars and cents
3. Click on the Review Bid button
4. You can then review your bid before officially submitting it in case you made a mistake
5. A confirmation email will be sent to you within moments
6. Sit back and relax (or pace...depending on you handle this kind of shopping stress)
7. Check back on the item to see if you are still high bidder (the link for the auction is included in your email confirmation)

HANDSPRING VISOR PLATINUM WITH CRADLE + MORE
Item #1220967779
Current bid: \$275.00
Bid increment: \$5.00
Your maximum bid:
(Minimum bid: \$280.00)

Paying for your Item

- ▶ **PayPal** – Very fast, convenient and SAFE
- ▶ **Credit Card** – Do you trust the vendor??
- ▶ **Money Order or Cashiers Check** – Works well, but requires extra time for processing
- ▶ **Escrow** – Great for high price items, foreign transactions, or just healthy skepticism

Selling your goods on Ebay

R u l e s o f T h u m b

- ❖ You need to register with Ebay as a seller (requires credit card for billing purposes)
- ❖ You are now in “business” for yourself, so represent yourself and products accordingly
- ❖ Pictures for your items are almost a requirement to insure that you get good traffic and response to your items (a scanner will do, but a digital camera expedites the process much more quickly...in fact, even the \$100-150 cameras are more than sufficient for selling online). Learn how to properly format the pictures for the web. See our user group page from September 2000 for more information at:

<http://www.yourpcpartner.com/0900.htm>

- ❖ Market your items well...write good ‘ad copy’ that makes a ‘window shopper’ turn into a ‘buyer’
- ❖ Be organized...keep a notebook (or computer database) of the items you are selling and when they expire
- ❖ Be prepared...have your item(s) ready to be shipped (manuals, cords, packing materials, etc.)
- ❖ You may get extra questions from potential bidders, so be ready to answer these via email...and respond quickly (within 12 hours or less).
- ❖ I recommend signing up with PayPal to expedite your ability to accept payments.

An average listing (insertion fee) for E-bay is \$3-6. Then E-bay takes a percentage of your selling price based on this chart:

If the final sale price is:	Your Final Value Fee equals:
\$25.00 or less	5.0% of final sale price
\$25.01 to \$1,000.00	\$1.25, plus 2.5% of final sale price over \$25.00
\$1,000.01 or more	\$25.63, plus 1.25% of final sale price over \$1,000.00

Listing your item

1. First decide what category to list your item under. Do this by searching (as above) for a similar item...this will also give you an idea of your "competition" in terms of quality and pricing
2. Before moving to the next step, you must have already edited and uploaded your photos to the Web. Anyone with Internet access has web space included in your monthly fee. Find out from your provider how to utilize it. If you are new to this whole uploading business, I recommend signing up for a free service at: www.clubphoto.com or www.idrive.com.
3. Click on the Sell button at the top of almost any E-bay screen.
4. Scroll down to the categories section and click on a category that you want to be listed under (or enter a category number at the bottom of the page)
5. Now you are presented with all your options and descriptions for the item... Type in your Username (or email address) and password
6. Click on the category you need (and sub-categories if required)
7. Type a title in the next section--***THIS IS VERY IMPORTANT!*** You only have 45 characters (includes spaces) to amply describe your item yet make it enticing for your shoppers. This title is what shows up on the search results page
8. Next, you need to provide a description...this is the second most important part of your listing. You can choose to add just a plain text description or you can copy and paste the following information and edit it to spruce up your listing and include more pictures.

```
<!--Begin selecting your text at the start of this line-->
<body>
&nbsp;
<center><table COLS=1 WIDTH="600" >
<tr>
<td>
<center><b><font color="#0000FF"><font size=+3>TYPE YOUR ITEM TITLE
HERE</font></font></b>
<p><img SRC="FILE:///C:/WINDOWS/DESKTOP/EBAY/TOSHCOMPLETE.JPG" >
</center>
```

```
<hr WIDTH="75%">
<br>&nbsp;
<br>&nbsp;
<table COLS=2 WIDTH="100%" >
<tr VALIGN=TOP>
<td>
<ul>
<li>
<font size=+1>POINT ONE</font></li>

<li>
<font size=+1>POINT TWO</font></li>

<li>
<font size=+1>POINT THREE</font></li>

<li>
<font size=+1>FOUR</font></li>

<li>
<font size=+1>FIVE</font></li>

<li>
<font size=+1>SIX</font></li>
</ul>
</td>

<td>
<ul>
<li>
<font size=+1>SEVEN</font></li>

<li>
<font size=+1>EIGHT</font></li>

<li>
<font size=+1>NINE</font></li>

<li>
<font size=+1>TEN</font></li>

<li>
<font size=+1>ELEVEN</font></li>
```

```
<li>
<font size=+1>TWELVE</font></li>
</ul>
</td>
</tr>
</table>
```

```
<hr WIDTH="75%">
<br><font size=+1>YOU CAN RIGHT A LONGER DESCRIPTION OF YOUR ITEM
HERE. TYPE AS MUCH AS YOU WANT.</font>
```

```
<p>
<hr WIDTH="75%">
<table COLS=1 WIDTH="100%" >
<tr>
<td>
<center><img SRC="FILE:///C:/WINDOWS/DESKTOP/EBAY/TOSHSCREEN.JPG">
</center>
</td>
</tr>
```

```
<tr>
<td>
<hr WIDTH="75%"></td>
</tr>
```

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<tr>
<td>
<center><img SRC="FILE:///C:/WINDOWS/DESKTOP/EBAY/TOSHKEYB.JPG"
</center>
</td>
</tr>
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<tr>
<td>
<hr WIDTH="75%"></td>
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<tr>
<td>
<center><img SRC="FILE:///C:/WINDOWS/DESKTOP/EBAY/TOSHBACK.JPG" >
</center>
</td>
```


16. Skip down to the optional features area. You have the opportunity to gain a little extra exposure with these options. I recommend the Gallery picture for sure (25 cents) and if you have a higher price item, try adding bold and highlight (\$7).
17. Skip down to the Payment methods and choose your acceptable methods (make sure that you check the “See Item Description” box if you have listed extra information in your description).
18. Next, choose where you are willing to ship to and who is paying the shipping.
19. Review all your entries, then click on the Continue button at the bottom of the form
20. The next screen summarizes your listing (including listing price). Press the Back button if you need to make changes. Once you are satisfied, then Submit button at the bottom of the screen.

Now sit back and monitor your item until the auction ends.



You will receive a confirmation email from Ebay. Don't delete it because it has a link back to your listing so that you can keep tabs on it. One interesting point to keep in mind is that the average Ebay item's bid is only 20% of the actual selling cost until the last fourteen or so hours. So, don't panic if you see the price not moving much.

This should get you started on your way to buying and selling on Ebay. There are more links provided to help pages on the Users Group page at: www.HelpMeRick.com

Have fun!!