



**Audio Computer Information, Inc.**  
18048 Gap Drive, Spring Grove, MN 55974  
507.498.3279 [www.acpress.com](http://www.acpress.com)

## Useful information for new sellers

There are several things to consider before selling on eBay.

**First, the hardware requirements.** To sell on eBay, a person needs a computer with a connection to the Internet and, preferably, a digital camera.

A high-speed Internet connection is always desirable, but a standard telephone dial-up connection also works well for listing items. (The slower dial-up connection can sometimes be a liability when you are buying things on eBay, especially if you make last minute bids. But listing items is a more leisurely process.)

**Second, a digital camera is definitely preferred.** Using a digital instead of a film camera pays for itself two ways. There is no cost for film and processing, and you can instantly reshoot an image. With film, there is always the tendency to use a picture no matter how it turned out because of the time and expense it takes to reshoot an image. This is a big disadvantage, because great-looking images are very important for successful eBay sales.

But there is a third option for new sellers who do not want to spend the \$150 or more for a digital camera. This is a webcam, which is essentially a less expensive tethered digital camera. These usually sell for less than \$50. They are less convenient than regular digital cameras but produce satisfactory results. For new sellers who decide to take this route, it is important they find one that focuses and has at least a VGA (640 x 480 pixels) resolution.

**The next thing for new sellers to keep in mind is computer skills.** A common mistake, according to *eBay: sell smart from the start* author Jack Socha, is thinking that simply knowing how to check your e-mail or surf the Internet is enough.

**“To use eBay efficiently,” Socha says, “a seller needs to have basic computer skills, such as copying and pasting text. Even more important, sellers need to know where files go on their hard drive. That’s because eBay asks you to upload photos from your computer, and you need to know how to find them.”**

You should also familiarize yourself with an image editor that lets you crop, resize, and adjust the look of your photographs.

**“In my live class,” Socha says, “I suggest a free program called Photofiltre ([www.photofiltre.com](http://www.photofiltre.com)). It does a good job of basic editing and also lets you add text to a photo.”**

Socha adds, **“Basic word processing skills are also important, especially knowing how to spell check! Nothing detracts more from an eBay ad than misspellings. And it is useful to have an understanding of Internet search engines so you can do research on items you wish to sell. The more interesting information you can find out about an item, the better the ad.”**

*eBay: sell smart from the start* explains in detail the things you need to know to come off looking like a trustworthy and competent seller—things many sellers never figure out even after many failures.

This includes good shipping practices, customer service skills and, above all, how to be accurate and knowledgeable in describing your items.

In addition, how you take the picture is very important. Author Jack Socha says it is interesting to note that some of the same sellers who take bad photographs also do a poor job of describing their items. Many sellers seem to lack good presentation skills in general, and this drastically lowers their chances of making decent sales.

But these presentation skills can be learned easily with a little help, and giving that help is the purpose of *eBay: sell smart from the start*. With this tutorial, sellers now have a great resource for immediately achieving consistently good ads—and, therefore, more sales and higher bids.

### **Ten eBay Dos and Don'ts**

Ask yourself if the item is worth selling.

Don't relist an item that does not sell without first revising the ad.

Take a clear and uncluttered photograph to enhance your ad.

Don't include your pet in the photo.

Describe your item completely and accurately.

Don't rely on descriptions from other sellers who may not know what they are talking about.

Keep track of the end dates of your auction sales.

Don't be on vacation when your auction ends.

Make your text easy to read and concise.

Don't use the eBay ad space for your personal soapbox.

Offer reasonable shipping prices.

Don't try to make excessive profits from shipping charges.

Treat customers with complaints as you would like to be treated.

Don't depend on an "as-is policy" to cover all problems with items sold.

Understand the impact of feedback on you and your customers.

Don't leave negative feedback unless all other options have been exhausted.

Leave positive feedback for your customers when deserved.

Don't withhold positive feedback because the customer failed to leave feedback about you.

Check your *My eBay* area for messages and news.

Don't respond to ANY email message (supposedly) from eBay that does not use your full name.

(*eBay: sell smart from the start* PC CD is \$18.95 postpaid at [acpress.com](http://acpress.com) or 1-800-647-8273.)

**Note: A text version of this information is available at [acpress.com](http://acpress.com).**