

eBay LISTING CHECKLIST

USE THIS FREE EBAY LISTING CHECKLIST TO ENSURE YOUR PRODUCTS ARE SET UP FOR SUCCESS. YOU CAN DOWNLOAD, PRINT AND SHARE THIS GUIDE FREELY. I HOPE IT HELPS!

PREP & RESEARCH

- CHECK SOLD LISTINGS FOR AVERAGE SALE PRICE
- LOOK AT CURRENT COMPETITION FOR TITLE INSPIRATION
- DECIDE ON PRICE STRATEGY (AUCTION / FIXED / OFFERS)
- NOTE ITEM SPECIFICS (MODEL NUMBER, YEAR, BRAND, ETC.)
- WEIGH AND MEASURE ITEM (WITH PACKAGING)

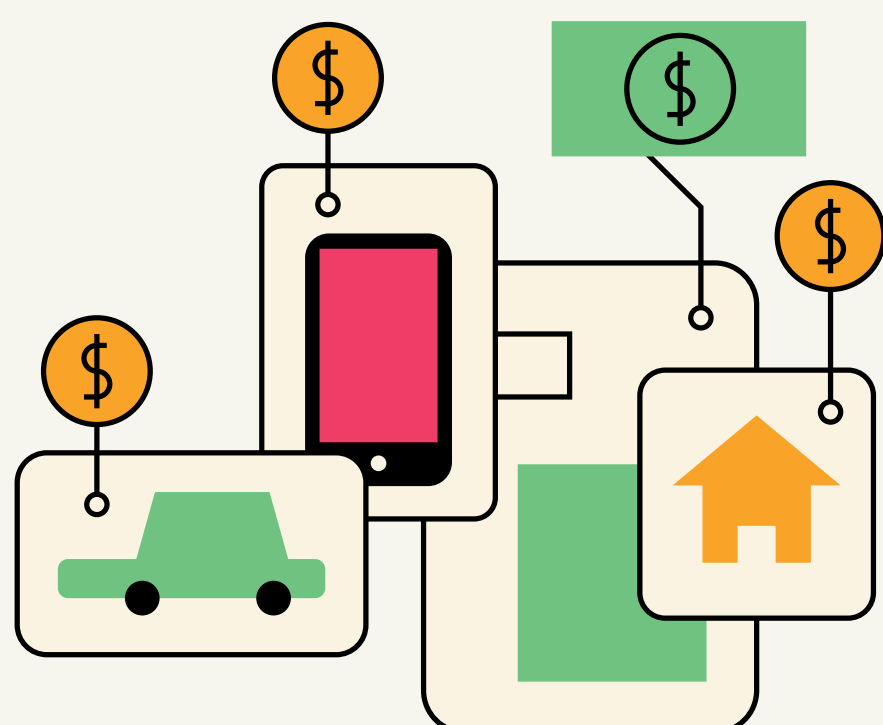


PHOTOS

- TAKE 6–12 CLEAR PHOTOS (FRONT, BACK, SIDES, LABELS)
- SHOW ANY DAMAGE OR WEAR HONESTLY
- USE A NEUTRAL BACKGROUND OR BRANDED THEME
- INCLUDE CLOSE-UPS OF RARE MARKINGS/DETAILS
- REMOVE CLUTTER AND UNRELATED ITEMS FROM FRAME

LISTING

- WRITE A CLEAR, KEYWORD-RICH TITLE
- SELECT THE CORRECT CATEGORY
- FILL IN ITEM SPECIFICS (BRAND, SIZE, MATERIAL, ETC.)
- WRITE A DETAILED DESCRIPTION:
 - CONDITION
 - WHAT'S INCLUDED
 - ANY FLAWS OR QUIRKS
- ADD TAGS OR IDENTIFIERS IF HELPFUL (E.G. FANDOMS, COLLECTORS)



PRICING & SHIPPING

- SET COMPETITIVE PRICE (DON'T UNDERCUT YOURSELF!)
- CHOOSE OFFER SETTINGS (ACCEPT, DECLINE BELOW £X)
- CALCULATE AND SET POSTAGE COSTS ACCURATELY
- CHOOSE COURIER (ROYAL MAIL, EVRI, ETC.)
- SELECT DISPATCH TIME & PACKAGING TYPE
- APPLY BUSINESS POLICIES (IF USING THEM)