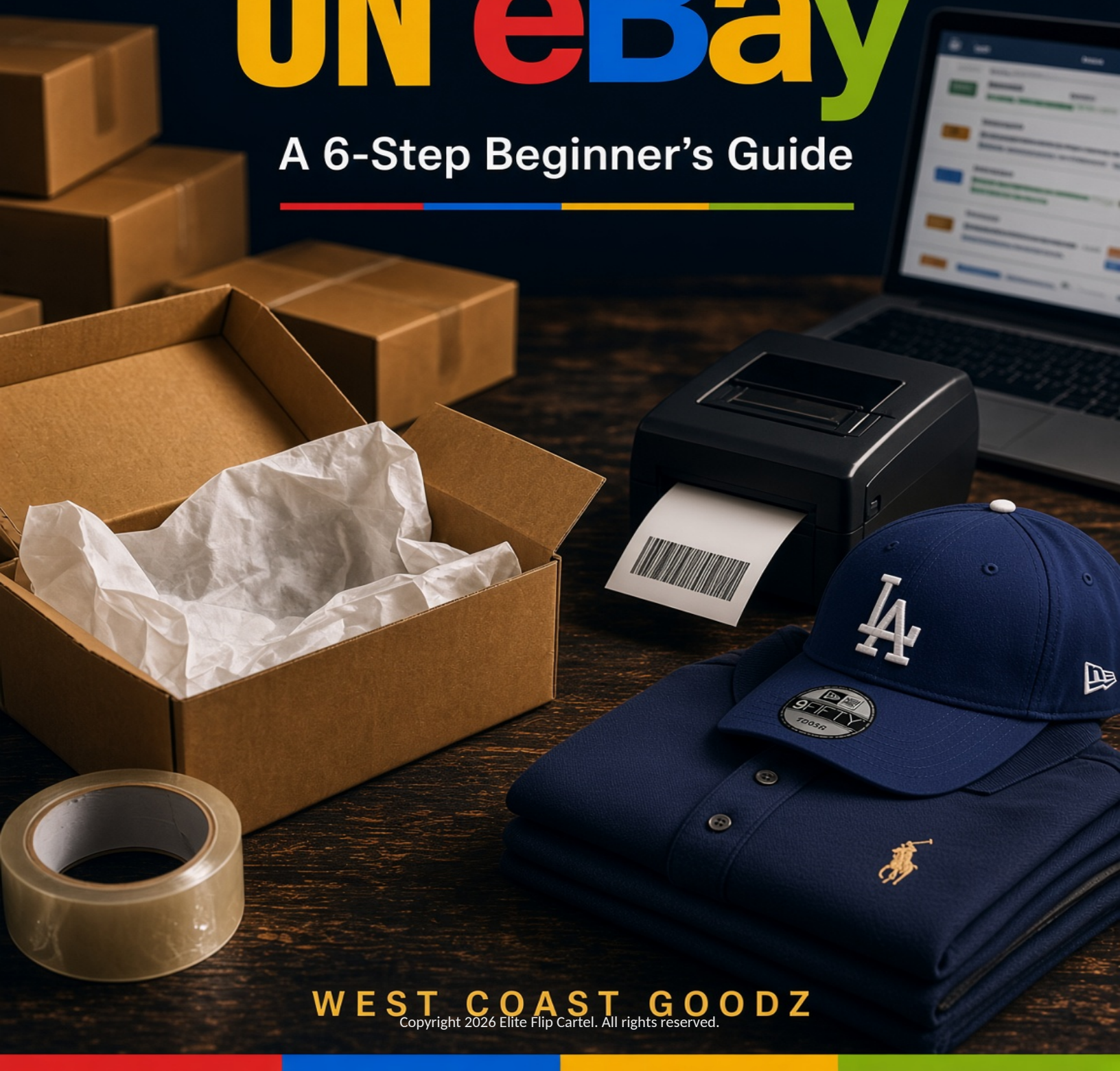
A BEGINNER'S PLAYBOOK

HOW TO SELL ON eBay

A 6-Step Beginner's Guide



WEST COAST GOODZ

Copyright 2026 Elite Flip Cartel. All rights reserved.

FREE BEGINNER GUIDE

How to Sell on eBay

6-Step Beginner's Guide

Learn how to sell on eBay, step by step. Set up your seller account, create listings, price so you still profit, and handle shipping and fees without guessing.

Written for people who want a real side hustle, not a 40-page lecture.

What this guide is

eBay is still one of the easiest places to turn stuff into money if you treat it like a shop, not a garage sale. Millions of buyers already shop there every week. You do not need a warehouse, a logo, or 500 SKUs on day one.

You need four things working at the same time: an account that can get paid, a listing a stranger can trust, a price that survives fees and shipping, and a habit of shipping when you said you would.

This is the short path.

What you need before you list

- An email you actually check
- A bank account or debit card for payouts
- A government ID: eBay will verify you
- A phone that takes sharp photos
- A cheap scale, printer and packing supplies

  Starter supplies that cover most first sales:

  - Poly mailers for clothes and soft goods
  - Small boxes for shoes and hard goods
  - Packing tape, bubble wrap or tissue, and a tape measure
  - A label printer if you have one, a regular printer works to start

  Do not buy boxes to start. Reuse clean Amazon boxes, and ask friends and family to save boxes for you. Just remove old labels, and make sure the box is sturdy and clean.

  Do not buy a thermal printer, a lightbox, or paid inventory software to start. Your phone, daylight, a regular printer, and a cheap scale are enough for your first sales. Buy the better tools after the sales pay for them.
- Inventory you already have in your hands

Your first listings should come from stuff you already own. Do not spend money on inventory until you have made your first few sales and learned photos, titles, pricing, and shipping.

New accounts start with listing limits. That is normal. Limits rise when you ship on time and keep cases off your record. You must be 18 to sell.

The 6 steps

1. Choose the right account type
2. Set up the seller account all the way
3. Build a listing that can actually sell
4. Price from sold comps, not hope
5. Set shipping and returns you can keep
6. Understand payouts, fees, taxes, and your seller score

Step 1: Choose your account type

Personal is for testing and low volume. You get a batch of free listings each month, then a small insertion fee after that. Branding is limited. Fine for a first side hustle.

Business / eBay Store is for when you list every week and want more free listings, a store name, and extra tools. Stores cost money. Do not buy a high-tier store because a video said “pros do it.” Earn the volume first.

If you are just starting, pick personal, list clean, and upgrade when the free listing cap is actually in your way.

Quick comparison. Fees and free-listing counts change: confirm in Seller Hub before you budget.

	Personal acount	Business account
Best for	Casual or one-time sellers	Experienced sellers, brands, and Shopify merchants
Cost	Free	From $4.95/month
Setup requirements	Personal tax details	Business tax ID and documentation
Selling limits and fees	250 free listings per month, then 35¢ per listing. Every order has a final value fee (%) plus a per-order fee.	Up to 100,000 listings per month for enterprise sellers with a 5¢ insertion fee for additional listings.

Personal vs business account: snapshot of how the two paths differ.

Step 2: Set up the seller account

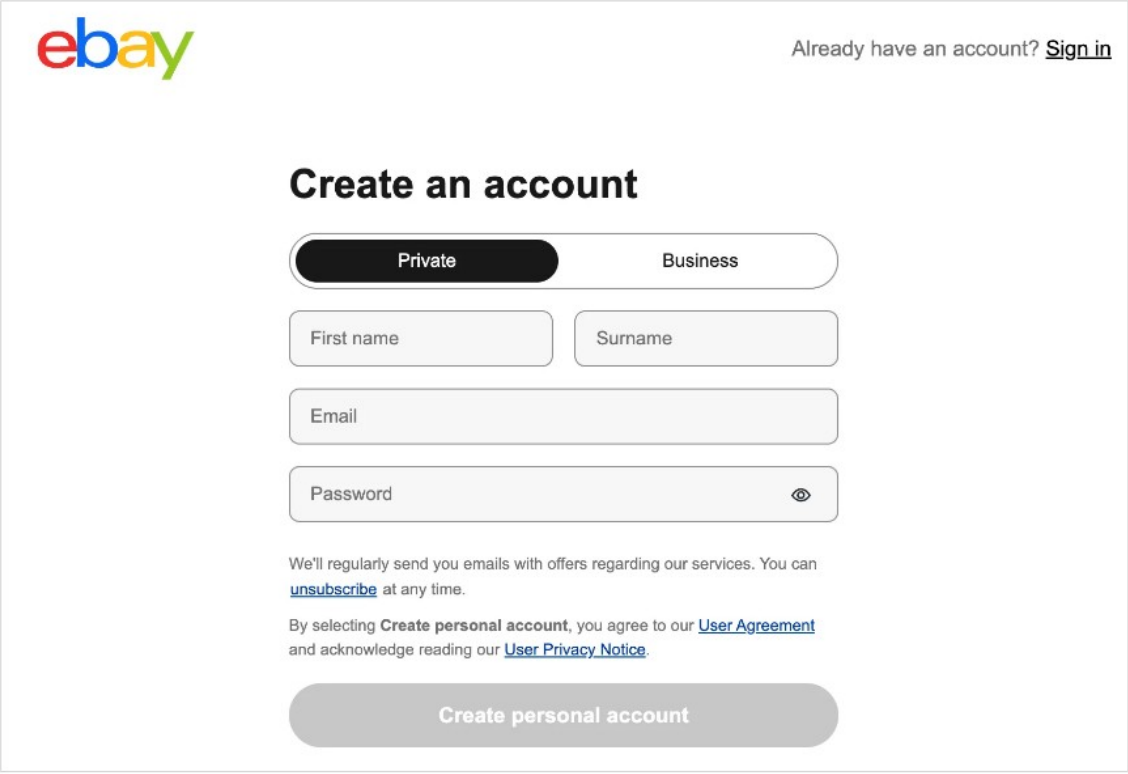
Register, switch the account to selling, and verify the email the same day. Unverified accounts get stuck.

eBay will ask for your legal name, address, how you operate (individual is fine), bank details, and tax info. Finish identity verification before you dump a pile of inventory live. Payout holds hit sellers who list first and ignore the yellow banners.

Add the bank for direct deposit. eBay collects from the buyer, takes fees, and sends the rest to you. No bank on file means no real business.

Use a separate bank account for eBay payouts, and a separate card for inventory and supplies, if you can. Do not mix store money with personal money. When the money is separate, your profit sheet and your taxes are clean, and you can see at a glance if the store is actually making money.

Registration looks like this. Private is the personal path. Business is the store / company path.



eBay create-account screen. Pick Private or Business before you type your name.

Set up business policies in Seller Hub for shipping, returns, and payment, once. Then pick those policies on each new listing, instead of setting them fresh every time. When you update a policy, the compatible listings using that policy update too.

Turn on 2-step verification on your eBay account, and use a strong password you do not use anywhere else. Do not share your login with anyone. A hacked account can cost you your store, not just a password reset.

Set buyer requirements in your eBay preferences. Block buyers with unpaid item strikes, so you do not waste time on buyers who do not pay. It is a 2-minute setting that saves you cases later.

Do not buy an eBay Store subscription to start. Sell without it first, and upgrade only when your listing count and sales actually justify the monthly fee. A subscription does not make a small store sell faster, it just adds a bill.

Turn on eBay app notifications for sales and messages, and check the app twice a day. A sale you do not see is a shipment you are already late on.

Step 3: Create your first listing

Take your photos on your phone, but list on a desktop when you can. It is easier to fill every specific, check sold comps, and get the title and price right, without thumb-typing the whole thing.

Before you list it, inspect it. Look it over in daylight, check for flaws, and test it if it is supposed to work. List what you actually have in your hands, not what you remember it being.

Batch your work. Photo 5 to 10 items in one session, then list them in the next session. Do not photo one, list one, repeat.

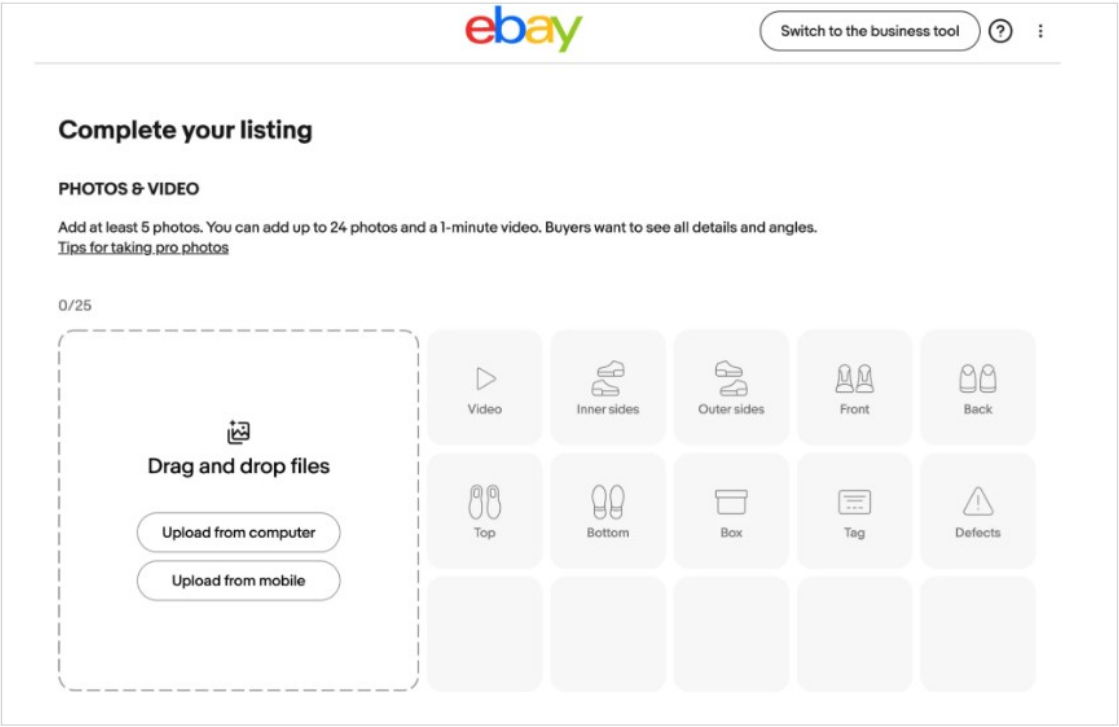
In Seller Hub choose List an item. A listing that sells has five parts: photos, title, specifics, description, and condition.

Photos

- Daylight. Clean background. No blur.
- Front, back, tags, size label, and every flaw
- Use the photo slots. The first photo is what shows in search.
- Shoot the item you have. Stock photos get you in trouble if the piece in hand does not match.
- No filters on the item itself. Whitening the background is fine, as long as the item’s color stays true. A filter changes the color, the buyer gets a different color than the photo showed, and that is a return.
- Before you post, check the background for personal info: no mail with your address, no ID, no reflection showing your face or address.

- No AI-generated images. Use real photos of the exact item in your hands. AI can change the color, texture, and details, and the buyer will get a different item than the photo showed.
- Do not use the brand's official product photos. Use your own photos of the item in your hands. Brand owners can have a listing removed through eBay's VERO program for using their photos, even if your item is authentic.
- Before you photograph it, clean it. Lint roll clothes, wipe shoes and hard goods, and dust electronics. Do not photograph a dirty item and expect a buyer to see past it. Remember, your photos do the selling. A buyer can't hold it, try it on, or inspect it in person, so your photos have to answer every question they would ask in a store.

eBay wants multiple angles. Use them: front, back, tags, box, and defects.



Listing photo uploader. Add real photos of the item in your hands.

Title

Write what people type, in order: Brand + item + key detail + size/color + condition.

Example: Polo Ralph Lauren Classic Fit Oxford Shirt Mens Large Blue New

No ALL CAPS titles, and no emojis. Write it in normal case, like a person would search for it. Caps do not help search, they just make it harder to read.

Spell the brand exactly as it is on the tag, do not guess it from memory. A misspelled brand will not show up when a buyer filters by that brand or types the brand in the search.

Skip “L@@K,” “wow,” and extra punctuation. Search bars do not care that you are excited.

Do not put unrelated brand names in your title to catch their searches. That is keyword spamming, eBay does not allow it, and eBay can take action on the listing. Only use the brand that actually made the item you are selling. Example: if you are selling a plain, unbranded t-shirt, do not title it “Nike Adidas Polo t-shirt” just to show up in those brand searches.

Use plain words a buyer would type, not reseller slang. A buyer searches for “vintage Nike shirt size large,” not “grail heat.” If a buyer would not type it in search, do not put it in your title. Take advantage of every word you can to help with search, do not leave it short, and most importantly do not use unrelated words just to fill it.

Check the category eBay suggests before you publish. If it is the wrong category, change it. Buyers filter by category, and a good item in the wrong category is invisible.

Specifics and description

Fill every field that applies: brand, size, color, style, department, material. Blank specifics hide you from filters. That is how good items get zero views.

Fill every relevant specific that you know. The more you input, the better it is for your item to be found in eBay search. Do not fill in N/A on what you do not know. There is no need.

Set item location to where the item actually ships from. Do not leave it blank or on a wrong city. Buyers use location for delivery estimates, and a wrong location is a trust problem before the item even ships.

Description stays short: what it is, measurements for apparel, flaws, what is included. Tell them to message if they have any other questions or for more info.

- **For shirts and jackets:** pit to pit, length from shoulder to hem, sleeve length.
- **For pants:** waist, inseam, rise if you know it.
- **For shoes:** insole length, or the size on the tag plus the brand's fit if it runs small or large.

Condition means what it means. New is new. Used shows the wear. Inflated condition is how you collect returns and defects.

Writing “as is” does not protect you if the item is not as described. You still have to describe flaws accurately, and eBay will side with the buyer if the item they got does not match the listing, even if you wrote “as is.” Make sure to be as detailed as possible when listing as-is items.

If the tags are cut or removed, do not list it as new with tags, even if it was never worn. List it as new without tags. If tags are missing, make sure to write it in your description.

For a used item, list and photo every sign of wear you can find:

- Stains, holes, fading, and pilling
- Scuffs, scratches, and missing buttons or parts
- Any odor, if it is noticeable
- What still works well, and what does not

Do not hide a flaw in the last photo or in fine print. If a buyer finds it first, that is a return.

Do not call it rare, vintage, mint, or deadstock unless it actually is. Buyers, especially collectors, know the difference, and an inflated word is a return waiting to happen.

Most beginners should use Buy It Now, not auctions. Auctions fit rare pieces. Everyday apparel and basics need a fair BIN price. Best Offer is optional.

If you use Best Offer, set an auto decline below your minimum profit, and an auto accept at your target price. That way you do not negotiate every lowball by hand, and you do not accept a bad offer just to make a sale.

Only turn Best Offer on if you actually want to negotiate. If your price is your price, leave it off. Best Offer on a firm price just invites lowballs you did not want to deal with in the first place.

Keep your photo style consistent across listings. Same clean background, same daylight, same angles. A consistent store looks like a real shop, and a buyer trusts a real shop more than a random set of photos.

Before you publish, save it as a draft, take a short break, and review it with fresh eyes. Check the title, price, photos, and specifics one more time, then publish. That short pause catches more mistakes than any other habit in this guide.

After you list it

After you list it, put it in a set spot and keep it there. A bin, a shelf, a box with a label, it does not matter, as long as you can find it in 2 minutes when it sells. Do not put it back in the closet with everything else.

eBay has a Custom SKU field buyers cannot see. Use it to hold everything you need when it sells, in one code.

Example:

$14-NOV26-AMAZON-12OZ-B12

- **$14** is what you paid for it
- **NOV26** is when you bought it, November 2026
- **AMAZON** is where you bought it
- **12OZ** is the weight, so you can print your shipping label
- B12 is where it lives, Bin 12, so you know exactly where it is

When it sells, you do not have to look up the cost, guess the weight, or hunt through a closet. You open the listing, read the SKU, pull Bin 12, print the label, and ship it.

Do not list the same item twice. If you have more than one of the exact same item, same size and same condition, use the quantity field on one listing, not 3 separate listings. If the size or color is different, that is a separate listing, that is fine.

Use eBay's scheduled start when you have a batch ready. List 5 today, but schedule them to go live 1 each day, starting today. That way your store stays active every day, even on a day you cannot list. That is a tip to trick the algorithm, your store looks active daily, even though you batched the work.

When you list a similar item again, use Sell Similar on your own previous listing. It copies the specifics and category, then change the title, photos, price, condition, and SKU for the new item. Do not just publish the copy, check every field first.

Use Good Till Cancelled for your listings, not a short 7 or 30 day duration. A good item needs time to be found, and expiring and relisting resets the views and watchers you already built.

For eligible high-value items, like sneakers, watches, and handbags, eBay's Authenticity Guarantee applies automatically. The item goes to an authenticator before it goes to the buyer, which builds buyer trust and cuts down on authenticity disputes. Do not try to skip it, it protects you too.

For multi-quantity listings, turn on the Out of Stock option. When the last one sells, the listing stays live but hidden, instead of ending. When you get more in stock, you just add quantity, and you keep the views and watchers you already built.

For Buy It Now listings, turn on Immediate Payment Required. The buyer pays at checkout, you do not chase payment, and you do not waste days on an unpaid item case.

Before your next listing session, pick the next 10 items you will list and put them in a pile. Do not start a session by deciding what to list, start it by photographing what is already in the pile.

Before you hit list

☐ **Photos done:** front, back, tags, size label, every flaw, first photo clean
☐ **Title done:** brand, item, key detail, size and color, condition, no hype punctuation
☐ **Specifics filled:** brand, size, color, style, department, material
☐ **Price checked:** sold comps only, profit math done, not a hope price
☐ **Shipping known:** item weighed and measured packed, not on the table
☐ **Promise set:** handling time you can actually hit, return policy picked
☐ **Account ready:** bank and ID verified before you list

Step 4: Price competitively

Look at sold listings, not just active. Active prices are wishes. Sold prices are what people paid.

- Search the exact item
- Filter Sold / Completed
- Use sold comps from the last 90 days. Prices change with season, demand, and supply, and a year-old sale is not today's price.
- Check sell-through too, not just price. Count how many sold versus how many are listed. A high price with low sell-through means low demand or a price that is too high, even if a few sold at that price.
- Ignore the one crazy high sale and the $4 wreck
- Use the range for the same condition and similar shipping

Do not price from retail or Amazon prices. Price from eBay sold comps for the same condition. Retail is what a new item costs in a store, resale is what a buyer actually paid for that item on eBay, and those are not the same number.

Then do the only math that matters:

Sale price − eBay fees − shipping you ate − your cost = profit.

If you are going to use Promoted Listings, start at 5%. Never rely on eBay's suggested promoted percentage, it will be higher than you need to start, and it eats your profit fast.

Do not underprice just to get your first sale. A sale at a loss is not momentum, it is a loss. Price from sold comps, keep your profit floor, and let the first real sale be a profitable one. Unless it is a personal item you just want to sell, then price it to move, that is clearing space, not a business loss.

Example:

Sell it for $30
Fees, about 13%, $3.90
Shipping you paid, $8
Your cost, $10
Profit, $8.10

If the profit is under $5 after fees and shipping, think twice before you list it. The time to photo, list, pack, and ship it costs more than that, unless you are just clearing space. And if it gets returned, you're at a loss.

If that number is ugly, raise the price, find a cheaper source, or do not buy it.

eBay's suggested price is a hint, not an order. Suggested price plus free shipping on a heavy item is how people donate product to the carrier.

Start with Buy It Now, not auction. Buy It Now gives you control of the price, auction gives the market control, and a new seller does not need that risk. Save auctions for rare or high-demand items later, when you know what you are doing.

If a listing has no real views or sales after 30 days, it is usually the price or the photos. Reprice it, or fix the first photo, and do not babysit a dead listing out of pride.

When an item sits, try a markdown sale or a watcher offer first, before you permanently drop the price. A sale creates urgency and ends, a price drop is forever.

	Auction	Buy It Now
How it works	Buyers bid; the highest bidder wins when the time expires	Seller sets a fixed price; buyer purchases instantly
Listing duration	1, 3, 5, 7, or 10 days	Auto-renews monthly unless you sell or unlist the item or cancel your account
Price potential	Can exceed expectations via bidding wars	Capped at the price you set
Speed	Fixed: You must wait for the auction to end	Can be fast: Potential for immediate sales
Risk of underselling	Yes, if you don't set a **reserve price**	No

Auction vs Buy It Now. Most beginners should start with Buy It Now.

Check for watchers daily, and send offers to new watchers as they appear. A small discount to people already watching is often what turns a watcher into a buyer, and you do not have to lower the public price for everyone. Once you send a watcher an offer, you cannot send them another one while that offer is still pending.

Step 5: Shipping and returns

Weigh and measure the packed item, not the item on the table. Dimensional weight will surprise you on bulky clothes and shoes.

Keep your packing supplies in one spot, ready to go: scale, tape, mailers, and boxes. When a sale comes in, you should be able to pack it in minutes, not hunt for supplies.

Before you list, and before you buy a label, always compare eBay to PirateShip for that packed weight and size. Do not guess the shipping number, or your profit math is a guess too. Remember, every dollar you save on shipping is more profit in your pocket.

Best default: check eBay and PirateShip, buy the cheaper one. Both upload tracking to eBay. Charge calculated shipping if weights vary. Charge a fixed shipping amount only after you have shipped that exact box size enough times to know the number. Local pickup only if you will deal with no-shows.

Free shipping is not free. You still pay the label, you just build it into the price. If the label costs $8, price the item $8 higher than you would with charged shipping. The buyer sees one clean number, and you still cover the label. Remember, $20 with $5 shipping and $25 with free shipping is still $25 to the buyer.

If the same buyer buys multiple items from you, combine them into 1 package if you can, and use a combined invoice before you ship. That saves the buyer shipping money, saves you a label, and makes the buyer more likely to buy from you again.

Handling time is a promise. “1 business day” means you pack tomorrow, not when you feel like it. Slow handling hurts your account standing, especially when just getting started.

Start with 3 business days handling time, unless you are sure you can ship within 24 hours. Lower it to 1 only when shipping same day is boring and you hit it every time. Just because you set your handling time to 3 days doesn't mean you wait the full 3 days. Ship as soon as you can.

Each morning, check Seller Hub for orders Awaiting shipment, and ship from that list, not from email alone. Email can get lost in spam, your Awaiting shipment list cannot.

If you are going to be out of town, turn on eBay Time Away before you leave. It hides your listings or extends your handling time, so you do not collect late shipments while you are gone. Do not just disappear and hope buyers wait.

Stay domestic until the domestic flow is boring. eBay has an international program that can take the overseas handoff after you ship to their hub. Use it later, not when you're just getting started.

Pick a return policy before you list: no returns where the category allows it, or 30-day with the buyer paying return shipping, or free returns if you are chasing Top Rated later. Write it in the listing.

Choose who pays return shipping on purpose, do not leave it on a default. Free returns can help your Top Rated status, but you pay the return label. Buyer-paid returns save you that cost, but fewer buyers will buy. Pick based on the item's value, not by accident.

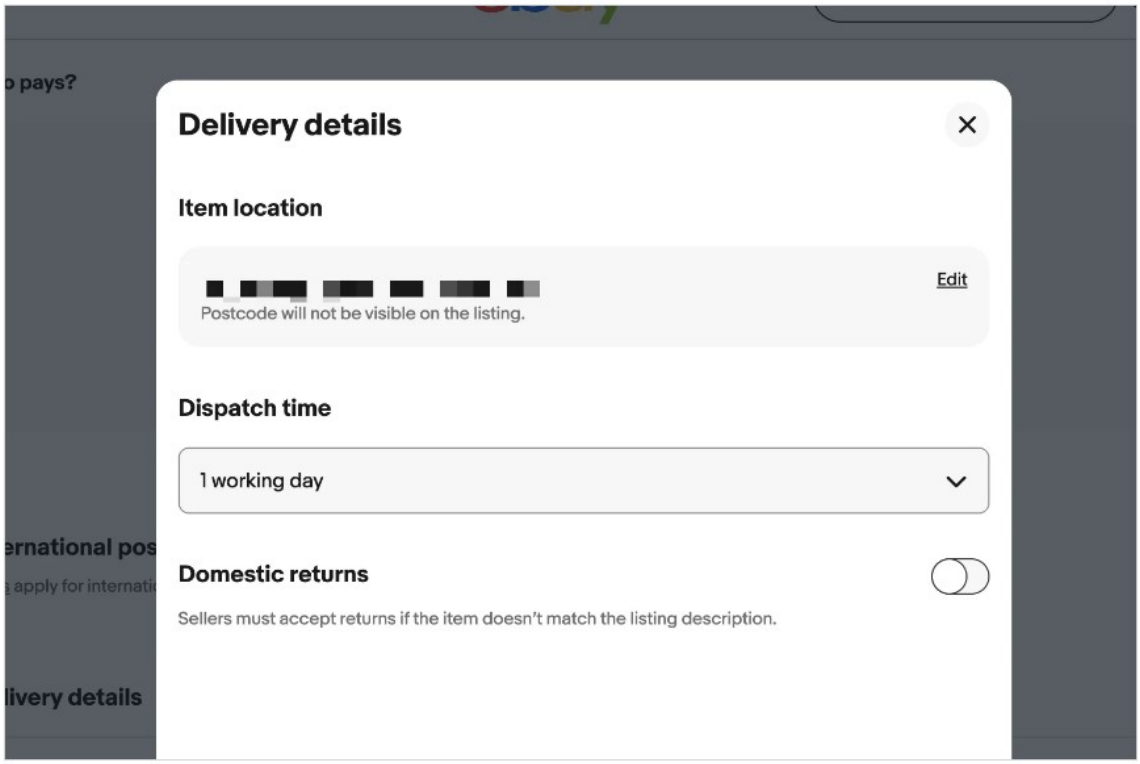
When a return comes back:

- Inspect it against your photos and description
- If it matches what you sold, refund promptly
- If it is still good, relist it
- Do not argue with the buyer in messages, that is how a return turns into a negative feedback

Dropshipping only works if the item is actually available and you can hit the handling time. Selling something you do not have is how new accounts get suspended. DO NOT DROP SHIP WHEN FIRST GETTING STARTED!

Print the label when it sells.

Include a packing slip in the box with the item, order number, and what is inside. It is not necessary, but it helps the buyer match the package to their order, especially if they bought multiple items, and it makes a return easier to sort out.



Delivery details. Set a handling time you can actually hit.

When it sells

- Do not ship until eBay shows the order as paid. A message or screenshot from a buyer is not payment.
- Pull the item from its bin, read the SKU, and find it.
- Before you pack it, check it against the listing: right item, right size, right color, same condition, and everything that was supposed to be included.
- Print the label on eBay or PirateShip. Both automatically upload tracking to eBay.
- Ship only to the address used during checkout. You are not protected by eBay buyer and seller protection if you do not ship to that address. Do not ship to a different address a buyer sends you in a message. The buyer is not able to update shipping after checkout, you must cancel the order and have them re-buy it using the correct address.
- Pack the exact item you photographed.
- Ship it within the handling time you promised, not when you feel like it.
- Do not cancel because you got a better offer somewhere else.
- Save your receipt.

Step 6: Payouts, fees, taxes, and your reputation

When do you get paid

After a sale, eBay takes fees and deposits the rest to your bank. You can set daily, weekly, or monthly payouts.

New accounts can have holds, sometimes for weeks, until you have a proven account history. Payout holds are normal for a new account, do not worry about them, that does not mean something is wrong. Keep shipping and listing, and the money will come through. Fix verification banners instead of listing more.

Note: Pick your payout schedule in Seller Hub, Payments, Summary, Your Preferences, and check it again to make sure it stuck. Weekly, biweekly, and monthly keep automatic payouts and on-demand withdrawals. Daily gives you automatic payouts, but you lose on-demand withdrawals.

Fees

You usually pay an insertion fee after you use up the monthly free listings, plus a final value fee when it sells. Final value is a percent of what the buyer paid (often item + shipping) plus a small per-order fee. The percent changes by category.

Store tiers change how many free listings you get. Run the numbers on your volume. Do not memorize a fee table from a blog: open eBay's current fee page for your category and paper-trade one sale before you scale.

Store tier	Monthly fee	Free fixed price listings/month	Price per additional fixed-price listing
Starter	From $4.95	250	30¢
Basic	From $21.95	1,000	25¢
Premium	From $59.95	10,000	10¢
Anchor	From $299.95	25,000	5¢
Enterprise	From $2,999.95	100,000	5¢

Example store-tier snapshot. These prices move: verify before you subscribe.

Taxes

Track income. eBay may send a tax form when you cross their reporting thresholds. Those numbers change, so check the current eBay / IRS page for your country, not a screenshot from 2024.

You do not need to add sales tax to your listings, or file sales tax yourself for most states. eBay collects it from the buyer and remits it to the state for you. Your job is income tax records, not sales tax collection.

Save cost of goods, fees, shipping you paid, and supplies. If this is a business, those records matter. An Excel spreadsheet works fine for this, you don't need paid software to start. Talk to a tax person if you are unsure. This guide is not tax advice.

Keep one simple sheet, one row per item: what you paid, what it sold for, fees, shipping you paid, and profit. Update it when it sells, or weekly or monthly. Whichever you choose, make sure you do it.

Keep the purchase receipt for every item you buy. Save the order confirmation email, do not delete it. Put all receipts in one folder, a paper folder or a scanned folder on your computer, so you can find them at tax time. If your sheet says $14, the receipt is what proves $14.

Seller tiers

eBay grades late shipments, cases that close without you fixing them, defects, and cancellations.

- Below Standard: limits and worse fees. Avoid this.
- Above Standard: the floor you want.
- Top Rated: after consistent speed, low defects, and usually extra service like fast handling and free returns.

If eBay removes a listing or sends a policy warning, read it and fix it right away. Do not ignore it and keep listing the same way. Repeated warnings turn into restrictions, and restrictions turn into lost sales. And as a new seller, eBay can permanently suspend or ban you, so a warning is not something to brush off.

Check your Seller Hub metrics once a week: late shipments, cases, and defects. Fix a small problem early, before it turns into a Below Standard warning.

When you need to change something across many listings, like handling time or price, use bulk edit in Seller Hub. Do not edit listings one by one, that is how a 10-minute change turns into a whole day.

Do not cancel an order just because you changed your mind or got a better offer. A seller-cancelled order counts as a transaction defect and hurts your seller level. Cancel only if the buyer asks, or you truly cannot ship it, like the wrong address case in the When it sells box. If the buyer asks you to cancel an order, make sure to select buyer requested as the reason.

Stay clean: ship when you promised, describe the item you have, answer messages.

Answer buyer messages within 24 hours, even if it is just “checking on that, I will update you tomorrow.” But don’t wait too long. Every minute you don’t respond, you’re giving the buyer an opportunity to buy from someone else. The sooner you answer, the sooner you close the deal. Remember, you have someone interested in your item and ready to buy, so make the sale.

Keep all buyer communication on eBay. Do not give out your phone number or personal email, and do not move a deal to text or WhatsApp. If it is not on eBay, eBay cannot see it, and you lose protection if something goes wrong.

Do not delete buyer messages. Keep them in eBay, even after the sale is done, so you can go back and look at your conversation with the buyer, and check what was promised, shipped, and agreed.

Once a month, review your whole store, not just one item at a time. Add up total sales, fees, shipping you paid, returns, and supplies, to see how the store did that month.

What actually sells

Almost every category has buyers. The winners are items you can photo well, explain in one sentence, and still profit after fees.

Clothing, shoes, hats, sneakers, auto parts with a part number, electronics with a model, home goods, and collectibles all move when the comps are there. Restricted categories (some health, beauty, food, weapons, alcohol, tobacco, hazmat) have extra rules. Read eBay’s prohibited list before you get cute.

Do not list counterfeits. One brand complaint can bury a new account.

Mistakes that kill new accounts

- Night photos on a bedspread
- Titles no buyer would ever search for
- Blank item specifics
- Handling time you can't actually hit
- Calling a worn item new
- Ignoring messages
- Listing 80 items before payouts and ID are done
- Taking payment outside eBay. If a buyer asks to pay on Venmo, Cash App, or any app outside eBay, say no. You lose eBay protection, and it is usually a scam.
- Before you list something unusual, check eBay's prohibited and restricted items policy. Some items cannot be listed at all, and others have restrictions, and listing one can get the listing removed and put a strike on your account, even if you did nothing else wrong. Examples: firearms and ammunition, alcohol and tobacco, drugs and drug paraphernalia, and recalled items.
- Do not put your phone number, email, or social handle in a listing description. eBay sees that as trying to move the deal off eBay, and it can get the listing removed and put your account at risk, even if no sale happened off eBay yet.

After your first listings, keep listing every day, even if it is just 1 item. 1 a day beats 20 at once and then nothing for a month.

Your first week:

- Day 1: Set up and verify your account, bank, and ID
- Day 2: Pick 5 items from your house, photo them in one batch
- Day 3: List those 5, with sold comp pricing and a SKU for each
- Day 4: Check messages and watchers, send offers to new watchers
- Day 5 to 7: Ship anything that sells on time, and list 1 more item a day

Do not compare your first week to someone else's year 10. Your goal this week is not their volume, it is your first sale. Do not beat yourself up over not getting sales at first. Sellers who get sales daily usually have 100+ items listed, so if you have 5 listings and no sale yet, that is normal, not failure. Keep listing, and the sales will follow the listings.

Your first return or negative feedback is normal, it is not the end of your store. Never hesitate to reach out to your buyer and apologize and ask how you can make this right, and let them know that it was an honest mistake. You will be surprised how often you can turn a negative feedback into a positive one. Learn what went wrong, fix the photos or description that caused it, and keep listing. Treat it as a paid lesson, not a failure. One bad buyer does not cancel all the good ones coming.

After you resolve the issue, send a feedback revision request through eBay. That lets the buyer change their feedback if they want to, and it is the official way to turn that negative into a positive, not just a message asking them to.

Check eBay twice a day, not all day. Morning for sales and messages, evening for shipping and listing. Use the rest of the day to list, source, or pack, not to refresh a sales page that has not changed. Tip: have notifications on in the eBay app, so when you get a message or a sale you can respond quicker, without checking all day.

If you're looking for a way to make a few extra hundred dollars a month, eBay is a great place to start. But just know, like any other business out there, you get what you put in. Reselling isn't easy, but if it's something you take seriously and put in the time and effort, the sky's the limit.

I'm living proof. I'm a high school dropout, and I've been reselling full time on eBay for 19 years.

When you are ready for more

This guide gets you selling. What speeds you up after that is knowing what to buy and where to buy it.

After your first 20 to 30 sales, look at your own sold history. What sold fastest, what sat, what brands and categories actually moved for you? Buy and list more of the winners, and less of the losers. Your own sales are better data, because they are your buyers.

Once you have the basics down and you're ready for the next level, check out my reselling group Elite Flip Cartel. I send daily eBay leads on items to buy in-store and online: exactly what to buy, the current price, and what to resell it for + so much more. You also get full access to me in the group. If you need help or have questions, I'm here for you.

We offer a free 3-day trial. No commitment. Use the three days, look around, and see if it's for you. After 3 days it is $59.99 a month, cancel before day 3 if it is not for you.

Start the free 3-day trial here:

https://EliteFlipCartel.com

Learn the six steps first so you know what you're doing. Then jump in when you're ready.

You don't need a perfect brand. You need honest listings, a price that leaves meat on the bone, and packages that leave the house on time.

Now go list something.

You've now read this book because you've been wanting to resell. Don't say you'll start next week, or next month, or that this is your New Year's resolution. Go list something now. You'll thank me 3 months from now.