

## **Making Money on eBay**

### **Session 1**

#### Section A: Online Auctioning

- Keys to Success
- Adam Hersh
- Online Auction Sites
- eBay Auctions
- Other Market Places

#### Section B: eBay's Site

- Home Page
- Exploring Categories
- Searching
- Buying Auction Items
- Placing Bids

#### Section C: Auction Items

- Event Auctions
- Charity Auctions
- Memorabilia
- Big Ticket Items
- Prohibited Items

#### Section D: Listing Auctions

- Creating a Sell Item
- Advertising Real Estate
- Choose Category
- Suggested Categories
- Category Strategies
- Titling Items
- Abbreviation
- Create Title

#### Section E: Auction Description

- Details
- Purchase Conditions
- Appearances
- Description Text
- HTML Text Controls
- Reuse
- Scheduling

#### Section F: Pricing

- Price Options
- Fees
- Starting Price
- Reserves/Low Prices
- Buy It Now

#### Section G: Auction Features

- Private Auctions
- Pictures
- Picture Layouts
- Listing Upgrades
- Counters
- Payment Methods
- Shipping
- Feature Statics

### **Session 2**

#### Section A: After the Auction

- Follow up
- Shipping
- Non-paying Bidders

- Bidder Management
- 2nd Chance Offer
- Relisting
- Payment Services
- Section B: Feedback
- Core of eBay
- Responding
- Getting Feedback
- Feedback Violations
- Section C: eBay Services
- Benefits
- Conveniences
- Promotions
- Services Tab
- Buying/Selling Tools
- Trade with Confidence
- Authenticate Items
- ID Verify
- Section D: eBay Stores
- Benefits
- Store Levels
- Featured Store
- Anchor Store
- Store Section
- Section E: Auction Management
- Marketplace Integration
- Inventory Management
- Image Management
- Sale Management
- Storefront/Checkout Tools
- Order Management
- Preferred Solution Provider
- Section F: Powersellers
- eBay Recognition
- Levels
- Benefits
- Maintaining Status
- Section G: Trading Assistants
- Requirements
- Finding Clients
- Fees
- Limits
- Section H: eBay Life
- eBay Community
- eBay Plans

## **Building a Store on eBay**

### Section A: eBay Storefronts

- Introduction
- Store Features
- Store Look & Feel
- eBay Themes
- Store Categories
- Store Policies
- Store Branding
- Store Types

### Section B: Creating Listings

- Great Listings

- Photos/Descriptions
- Categories
- Section C: Putting it Together
- Building Your Store
- Adding Items
- Tools
- Section D: Yes! We're Open!
- Managing Elements
- Handling Buyers
- Feedback
- Listing Strategies
- Scheduling
- Section E: After the Sale
- Shipping
- Shipping Process
- Finalize Sale
- It's Just Marketing!
- Growing Your Company