

Index

• *Symbols and Numerics* •

of Watchers feature, 66
7-Eleven store and money order, 232
24-hour auction, 48
99-cent-only store, 128
1099 form, 335

• *A* •

AAASeller.com auction service, 177, 216
About Me page
 customer relations, 223
 definition, 335
 importance of, 121
 introduction, 27–28
 links to outside Web site, 52, 58
 setup, 74–75
About the Seller page, 74, 113, 121
absentee bid, 335
account summary page, 70–74
accounting, double-entry, 281–282
accounts in QuickBooks, 288–293
accounts payable, 335
accounts receivable, 335
Accredited Registrar Directory, 163
Action Figure Digest, 152
Address Verification Service (AVS), 240
Addresses page, 71
adult-only auction, 44–45
advertising. *See also* listings
 banner, 115–116, 121, 165
 introduction, 51–53
 marketing, 164–166
 online store, 119–121
 Picture Services, 216
 Web site, 164–166
 writing text, 201–202, 222–223
age of bidder, 102
alcoholic beverages, 89

All Buying area, 62–65
All Favorites area, 68–70
All Selling area, 65–68, 246
Amazon.com online store, 110
America Online (AOL) Web site hosting,
 159, 215
American Numismatic Association
 Certification Service (AMNACS), 155
American Philatelic Society, 155
announcements pages, 59, 335
antique mall, 328
Antique Trader, 152
AOL (America Online) Web site hosting,
 159, 215
application program interface (API), 52,
 178, 261–262
appraisal of merchandise, 154
art, 317
artprice.com pricing resource, 153
as is/where is status, 136, 335
AT&T WorldNet Web site hosting, 159
Auction Tamer software, 181
Auction Wizard 2000 software, 177
auctioneer, 37, 329–330
AuctionHawk.com auction service, 216
auctions. *See also* bidding
 appraisal from auction house, 154
 automation of tasks, 170–176
 basic process, 47–53
 bulk uploading of listings, 173
 category, changing during, 187
 introduction, 169
 live, 37–38, 338
 merchandise, unloading at, 331
 researching statistics, 173–174
 services and software, 11, 25, 176–184,
 215–216, 307
 site description guidelines, 222–223
 as source of merchandise, 132–134
 trading violations, 94–95
 types, 41–46

AuctionWeb (eBay predecessor), 10
 Auctiva.com auction service, 216
 audit, IRS, 282
 authentication merchandise value, 155–156
 Autograph Collector, 152
 autographs.com pricing resource, 153
 automotive products, 34, 238
 AVS (Address Verification Service), 240

• B •

B2B (business-to-business) transaction, 141
 background for photography, 203
 Ballista template listing system, 181
 Bangash, Asas (eBay seller), 314
 bank debit payment, 235–236
 banner advertising, 115–116, 121, 165
 Bargain Wholesale, 128–129
 batteries, camera, 206
 Beachcombers! (eBay seller), 313–314
 bidding
 absentee, 335
 age of bidder, 102
 blocked bidders, 98
 canceling bid, 76
 Dutch auction, 43, 63
 increment, 47–48, 335
 live auction, 37–38
 management of bidders, 76–77
 minimum bid amount, 77, 122
 nonpaying bidder, 228
 number of watchers, 66
 pricing patterns, researching, 149–151
 private auction, 45–46
 proxy, 47–48, 97
 reserve price auction, 44
 retraction, 335
 searching for bidders, 46
 shielding, 97, 336
 skill, 94–95
 sniping, 339
 starting, 47
 tracking, 62–63
 unwelcome bidder, 97
 violations in, 97–100
 winning bids, displaying of, 62
 Bidding Totals box, 63

BidPay service, 241
 Big Lots store, 129
 Blackthorne auction software, 177, 183
 blocked bidders, 98
 boldface listing option, 192
 bonded auction, 107, 224, 238, 336
 Bonhams & Butterfields auction house, 329
 bonus policy, 56
 bookkeeping. *See also* QuickBooks
 software; taxes
 basic guidelines, 280–282
 check register, 338
 introduction, 279
 professional help, 281
 records to keep, 282–284
 software for, 26, 284–285
 split transaction, 339
 Bowers and Merena coin pricing
 resource, 154
 brand names, 92, 112
 branding for online store, 121–122
 broadband connection, 20, 343
 broadbandreports.com ISP reviews, 20
 Bubblefast (eBay seller), 313
 budget management, 185–186, 188,
 197–198. *See also* costs, seller's
 business card, saving, 283
 business formats, 267–272
 business license, 273–276
 business-to-business (B2B) transaction, 141
 Buy It Now feature, 42, 49, 195–196
 buyer. *See also* bidding
 blocking, 72
 feedback on, 79, 228
 information tracking, 176
 nonpaying, 72, 98–99, 228, 240
 PayPal protection, 83
 store *versus* auction experience, 123–124
 underage, 102
 BuySAFE service, 107, 224

• C •

C corporation, 271
 cable broadband connection, 22
 calendar and record keeping, 283
 camera, digital, 19, 203–205

- canceling auction/bidding, 76
- card not present transaction, 336
- cars, 34, 238
- cash on delivery (C.O.D.), 233–234
- cash payment, 234
- cashier's check payment, 231–232
- categories
 - changing during auction, 187
 - choosing, 32, 186–187
 - Collectibles, 15
 - favorites, 69
 - Live Auctions, 37
 - Mature Audiences, 44–45
 - Motors, 34–37
 - QuickBooks chart of accounts, 288–293
 - Real Estate, 38–40
 - searching, 33, 149, 186
 - specializing, 14
 - store, online, 116, 119
 - Wholesale, 143–144, 329
- caveat emptor, 336
- certified public accountant (CPA), 281, 336
- CGC (Comics Guaranty, LLC), 155
- ChannelAdvisor auction service, 177–179
- chargeback, credit card, 240, 244, 248, 336
- charity
 - thrift shops, 134–135
 - unsold merchandise as donation to, 324–325
- charity auction, 56, 133, 324
- chart of accounts, QuickBooks, 288–293
- by
 - bookkeeping register, 338
 - cashier's check, 231–232
 - e-check, 235–236
 - personal, 234–236
 - reconciliation, checkbook, 285
- checkout feature, 175
- children's merchandise, 17–18
- choice auction, 54
- city business license, 273
- city tax registration certificate, 273
- classified liquidation ad, 331
- cleaning merchandise, 298
- click-through rate (CTR), 336
- closing of auction, 50, 77
- clothing, 15–17, 208–209, 321, 338
- Cloud Cube Tent, 207
- Cloud Dome platform, 207
- C.O.D. (cash on delivery), 233–234
- COGS (cost of goods sold), 288
- coins, 152, 154–155
- collectibles, 14–15, 90, 145, 152, 316.
 - See also specific collectible*
- Collector Editions, 152
- collectors.com coin resource, 153
- Collier, Marsha (author)
 - contact information, 6
 - eBay Listings That Sell For Dummies, 26, 160, 192
 - eBay Powerseller Practices For Dummies, 166
 - eBay Timesaving Techniques For Dummies, 50, 144
- color theme for online store, 114
- comic books, 155
- Comics Guaranty, LLC (CGC), 155
- community event booth, 328
- community values, 85–86
- Compare Items feature, 172
- competition, researching, 65, 69–70, 148–149
- computer equipment, selling, 137
- computer requirements for business, 19–20
- confidentiality. *See* privacy
- consignment sales, 143–144, 154, 328, 336
- contact information, 100, 102
- convenience store and money order, 232
- cookie handling, 59, 336
- Cool eBay Tools Web site, 6
- copyrighted item, 92
- corporation business format, 270–271, 336
- cosmetics, 135
- cost of goods sold (COGS), 288
- cost of items, determining. *See* pricing of items
- Costco, 130, 251
- costs, seller's. *See also* fees, eBay
 - auction management, 177
 - bid calculation, starting, 47
 - business format, 268
 - camera, 205
 - credit card, 27, 239–241, 244–246, 249–250
 - domain name, 164
 - escrow fee, 237–238

costs, seller's (*continued*)
 hammer fee, 132, 337
 multiple category, 32
 pallet merchandise shipping, 139–140
 payment methods, 231–232
 QuickBooks' online service, 293
 shipping, 13, 254, 257–261, 307–308
 USPS *versus* U-PIC insurance, 263–264
 Virtual Terminal, 251
 Web hosting, 161–162
 counterfeit merchandise, 93
 counters, 65, 193–194
 CPA (certified public accountant), 281, 336
 Create Your Listing form, 46, 214
 credit card
 advantages, 26
 chargeback from, 240, 244, 248, 336
 cost for seller, 27, 239–241, 244–246,
 249–250
 international transaction, 242
 introduction, 239
 merchant account, 27, 239, 248–251
 payment services, 239–249
 restricted access verification, 45
 risk for seller, 240
 statement, saving, 283
 surcharge issue, 239
 cross-promotion, 120–121
 CR-V2, 206
 CTR (click-through rate), 336
 currency, international transaction, 232, 242
 customer service, 221–229
 communicating with, 223–229
 feedback, 82
 initial impression, 221–223
 money orders, 232
 CyberSource, 241

• D •

damaged merchandise, 83
 Dans Train Depot (eBay seller), 316
 Data Universal Numbering System
 (DUNS), 337
 DAZzle software, 306
 DBA (doing business as) name, 272–273, 336

dead on arrival (DOA), 336
 delivery confirmation, USPS, 305
 description area, 201–202, 222–223
 desktop shortcut to My eBay, 61
 DHL, 255–256
 Dial-a-Zip service, 306
 dial-up connection, 20–21, 172
 digital cable connection, 22
 digital camera, 203–205
 digital subscriber line (DSL), 21–22
 discount club stores, 130–131
 discounting item, 121
 display stand for photography, 209
 Dispute Console, 104
 dispute resolution, 103–106
 DOA (dead on arrival), 272, 336
 doing business as (DBA) name, 272–273, 336
 Doll Reader, 152
 dollar stores, 128–130
 dolls, 152
 domain name for Web site, 162–164
 double-entry accounting, 281–282
 drop-ship service, 138
 Dryel Fabric Care System, 299
 DSL (digital subscriber line), 21–22
 DUNS (Data Universal Numbering
 System), 337
 duplicate auction, 54
 Dutch auction
 bidding, 43, 63
 Buy It Now feature, 196
 cost, 43, 198
 overview, 42–44
 reason for using, 55
 Second Chance feature, 53

• E •

EA (enrolled agent), 281, 337
 Earthlink Web site hosting, 159
 eBay, history of, 10
 eBay business, launching. *See also specific
 topics*
 equipment needed, 19–29
 full-time, 12–13
 merchandise decisions, 13–19

- office and storage space, 28–29
- part-time, 10–12
- priority setting, 9–10
- eBay Certified Developer, 178
- eBay Listings That Sell For Dummies (Collier and Ruby), 26, 160, 192
- eBay Powerseller Practices For Dummies (Collier), 166
- eBay Timesaving Techniques For Dummies (Collier), 50, 144
- eBay tools. *See also* About Me page
 - My eBay home page, 60–70, 246
 - seller services, 76–74
- eBay University, 83–84
- eBay-to-Go feature, 51–52, 158
- e-check payment, 235–236
- education and training, 83–84
- EIN (employer identification number), 337
- electronic equipment, 137
- e-mail
 - canceling bidders, 76–77
 - customer relations, 224–225
 - end-of-auction, 171
 - fraudulent (phishing), 101
 - online store marketing, 120
 - payment received notice, 228–229
 - payment reminder, 227–228
 - privacy of seller's address, 23
 - saved searches notification, 70
 - shipping notice, 228–229
 - sorting automatically, 170–171
 - user agreement changes notification, 86
 - winner's notification, 171, 225–226
- employees
 - e-mails from eBay, 102
 - tax withholding for, 277
- employer identification number (EIN), 337
- encryption, 343
- End of Auction notice, 77
- Endicia.com postage printing service, 262, 305–307
- end-of-auction e-mail, 171
- enrolled agent (EA), 281, 337
- entrepreneur, 337
- escrow service, 236–238
- Escrow.com payment service, 237

- estate auction, 133
- Ethernet cabled network, 342
- EvanP (eBay seller), 316–317
- Excel, Microsoft, bookkeeping, 285
- exercise and fitness, 16
- existing business on eBay, 18
- expenses. *See* costs, seller's
- Express venue, 40
- extensions, FrontPage, 160

● F ●

- family business, eBay as, 16–17, 313–319
- Farmer's Market, 327
- fashion, 15–17, 208–209, 321, 338
- Fast Photos software, 213–214
- favorites, tracking, 68–70
- Featured Items option, 189
- Featured Plus option, 190–191
- Federal Employee Tax ID number, 277
- Federal Trade Commission (FTC), pre-sale rules, 55
- FedEx (Federal Express), 256–257
- feedback
 - automating, 176
 - blocking buyers, 72
 - Buy It Now qualification, 196
 - on buyer, 79, 228
 - importance of leaving, 80
 - My Accounts, 73
 - negative feedback, removing, 79
 - PowerSeller status, 82
 - profile, 78–81
 - rating system, 24, 60, 78–79
 - reputation number, PayPal, 243–244
 - responding to, 80–81
 - user ID changes, 23
- fees, eBay
 - boldface option, 192
 - Buy It Now, 196
 - car selling, 36
 - design feature, listing, 192
 - Dutch auction, 43
 - Featured Item, 189
 - Featured Plus, 190

fees, eBay (*continued*)

- fee avoidance, 96
- final value fee, 41, 43, 98–100, 110, 188, 199–200
- gallery option, 195
- highlight feature, 192
- insertion (listing), 188, 197–199
- outline border option, 192
- Pro Pack for listing, 193
- Real Estate, 39–40
- reserve price auction, 44
- SquareTrade seal, 106
- Stores, 40–41
- summary of options, 198–199
- ten-day auction, 49
- Value Pack for listing, 193
- fictitious business name statement, 272–273
- File Transfer Protocol (FTP), 170, 214, 337
- final value fee
 - calculating, 199–200
 - Dutch auction, 43
 - in fee structure, 188
 - fixed-price sale, 41
 - online store, 110
 - recouping, 98–100
- finances, organizing. *See* bookkeeping
- Financial Accounting Standards Board, 280
- fine art, 317
- Firefox FTP software, 170, 214
- fitness and exercise, 16
- five-day auction, 49
- fixed-price sale, 40
- flea market, 327
- FOB (free on board), 337
- foreclosure auction, 134
- fraud protection, 83
- free on board (FOB), 337
- freebies as merchandise sources, 135–136
- freightquote.com rate negotiation
 - service, 255
- FrontPage, Microsoft, 160
- FTC (Federal Trade Commission), pre-sale rules, 55, 55
- FTP (File Transfer Protocol), 170, 214, 337
- full-time business, 12

• G •

- GAAP (Generally Accepted Accounting Procedures), 280
- gallery, 118, 123, 194–195, 216, 218
- GalleryNow (eBay seller), 317
- garage sale, 131, 326–327
- gateway, merchant account, 249
- Generally Accepted Accounting Procedures (GAAP), 280
- GeoCities Web site hosting (Yahoo!), 159–160, 165
- gifts-in-kind to charity, 325
- giveaways, 56, 87
- Giving Works, 56, 324–325
- glasses, drinking, 153
- Glasure, Dan (eBay seller), 316
- going-out-of-business sale, 132
- Goldmine, 152
- Goodwill store, 134–135
- Google presence, 51, 166
- government auction, 134
- grading of item, 155
- graphic design options, 192
- graphic images. *See also* photography
 - design options, listing, 192
 - dial-up connection, 172
 - editing software, 213–214
 - gallery option, 194–195
 - online store, 115–116
 - scanning, 212–213
 - Sell Your Item page, 172
 - storage options, 170, 214–218
 - uploading automatically, 170

• H •

- Half.com marketplace, 74
- hammer fee, 132, 337
- hard to find (HTF) merchandise, 337
- hard *versus* soft goods, 13
- hardware requirements, 19–20
- Haute Doll, 152
- hidden counter feature, 194
- highlight option, 191
- hobby as business, 14–16

holiday auction, 49–50
 home computer network, 341–346
 Home Networking For Dummies (Ivens), 341
 home office considerations, 28–29
 home page, eBay, 12–13, 60, 189
 hosting, Web site, 158–162
 HTF (hard to find) merchandise, 337
 HTML (HyperText Markup Language)
 free Web sites, 159
 introduction, 25–26
 online store design, 118
 template, 11
 tools, 172, 219–220
 Web design resources, 160
 hyperlink, 158. *See also* linking
 HyperText Markup Language. *See* HTML

• I •

IBI (information-based indicia) program, 303
 ICANN (Internet Corporation for Assigned Names and Numbers), 163–164
 icon overview, 68
 ID Verify feature, 78, 196
 images, graphic. *See* graphic images
 income splitting, 271
 increment, bid, 47–48, 335
 indefinite suspension, 98
 information-based indicia (IBI) program, 303
 InkJfrog.com auction service, 177, 216
 insertion (listing) fee, 188, 197–199
 instant bank transfer payment, 235–236
 insurance, package
 DHL, 256
 Endicia, 306
 FedEx, 257
 versus PayPal fraud protection, 83
 U-PIC, 262–264
 UPS, 259
 USPS, 263
 Internal Revenue Service (IRS), 282–284
 international selling, 232, 237, 242, 306
 International Standard Book Number (ISBN), 337
 Internet connection options, 20–22, 172, 343

Internet Corporation for Assigned Names and Numbers (ICANN), 163–164
 Internet Service Provider (ISP), 20, 158–159, 215
 inventory
 management, 171–172, 297–298
 tracking, 297–298 (*See also* merchandise)
 invoice
 automatic generation, 170, 179
 defined, 337
 logos on, 121–122
 printing, 337
 saving, 180, 283
 IRS (Internal Revenue Service), 282–284
 ISBN (International Standard Book Number), 337
 ISP (Internet Service Provider), 20–22, 158–159, 215
 Items I'm Selling area, 65–66
 Items I'm Watching area, 64–65
 Items I've Sold area, 66–67
 Items I've Won area, 63
 Ivens, Kathy (author)
 Home Networking For Dummies, 341

• J •

jewelry, 209
 job lot merchandise, 140

• K •

keystone (brick-and-mortar retail), 337
 keywords
 restrictions on descriptive, 93
 search engine, 119
 spamming of, 56–57, 92–93
 Kline, Stephen (eBay seller), 317

• L •

label, shipping, 175, 180, 304, 309–310
 law enforcement, 103
 Le Vine family (eBay sellers), 315
 legal services, 272

- legality
 - bad checks, 235
 - bid shielding, 97, 336
 - business formats, 267–272
 - business licensing, 273–276
 - credit card surcharges, 239
 - escrow scam, 238
 - fictitious business name statement, 272–273
 - liability issue, 269
 - nonpaying buyers, 98
 - prohibited item policy, 86–93
 - resale license, 136, 141, 276, 301
 - sales tax number, 276
 - shill bidding, 94–95
 - tax withholding, 277
 - trademark name, 92, 163
 - underage buyers, 102
 - user ID transfer, 267
 - LegalZoom.com legal service, 272
 - lens, camera, 204
 - liability, 269, 272
 - license
 - business, 273–276
 - resale, 136, 141, 276, 301
 - lighting for photograph, 206–207
 - limited liability company (LLC), 270, 338
 - linking
 - hyperlink in HTML, 158
 - Related Links box, 61
 - rules for, 52–53, 57–58
 - Linn's Stamp News, 152
 - liquidation merchandise
 - antique mall consignment, 328
 - buying, resources for, 132–134, 136–140
 - classified ad, 331
 - community event booth, 328
 - donating, 324–325
 - flea markets, 327
 - garage sale, 326–327
 - local auctioneer, 329–330
 - reselling to eBay sellers, 328–329
 - selling, 326–331
 - specialty auction sites, 330–331
 - Liquidation.com Web site, 140
 - liquidators, 138–140
 - listings
 - boldface option, 192
 - Buy It Now feature, 195–196
 - category decisions, 186–187
 - combination option deals, 193
 - counter option, 193–194
 - Create Your Listing form, 46, 214
 - custom display, 120
 - description writing, 201–202, 222–223
 - ending early, 77
 - featured auction, 189–191
 - fee for, 188, 197–199
 - gallery image option, 194–195
 - graphic design options, 192
 - highlight option, 191
 - optional store features, 123
 - outline border option, 192
 - policy, 54–55
 - pre-sale, 55
 - relisting feature, 11, 173, 198
 - scheduling for bulk upload, 173
 - store *versus* auction, 122
 - subtitles, 191
 - templates, 181, 192
 - titles, 191
 - writing descriptions, 201–202, 222–223
 - live auction, 37–38, 338
 - Live Auctions category, 37
 - LLC (limited liability company), 270, 338
 - logo for online store, 115–116, 121–122
 - Lyn Knight currency auction, 154
- M •
- macro setting for camera, 204
 - Magic-By-Mail (eBay seller), 318
 - mail order business on eBay, 19
 - mailing list, customer, 51
 - mannequin for fashion item, 208–210, 338
 - manufacturer's suggested retail price (MSRP), 338
 - markdowns, 121
 - marketing, 164–166. *See also* advertising
 - Marketplace Research feature, 154
 - MarketWorks.com auction service, 177, 179, 181

- MaryJoRoz_Aroma_Galaxy (eBay seller), 318–319
- Mature Audiences category, 44–45
- McMahan Photo (eBay seller), 319–320
- mediation of disputes, 105–106
- mega pixel, 203–204
- Melrose_Stamp (eBay seller), 320
- merchandise. *See also* listings; pricing of items; shipping; sources for merchandise
- cleaning, 298
 - counterfeit, 93
 - damaged, 83
 - inventory management, 171–172, 297–298
 - legality of, 86–93
 - liquidation, 323–331
 - online store, 122–123
 - physical organization, 295–297
 - planning for, 11–14
 - promotion of store, 120–121
 - provenance of, 338
 - similar item selling, 173
 - store *versus* auction listing, 122
- merchant account, 27, 239, 248–252
- metatag, definition, 165
- MIB (mint in box) merchandise, 338
- MIMB (mint in mint box) merchandise, 338
- minimum bid amount, 77, 122
- minimum price, reserve price auction, 43–44
- mint in box (MIB) merchandise, 338
- mint in mint box (MIMB) merchandise, 338
- MissionFish.com online charity, 324–325
- modem for home network, 343
- money order payment, 231–233
- Motors category, 34–37
- MSN Web site hosting, 159
- msnTV Web site hosting, 159
- MSRP (manufacturer's suggested retail price), 338
- multiple-item auction, 44. *See also* Dutch auction
- musical equipment/instruments, 317
- Mutual Feedback Withdrawal, 80
- My Account area, 70–74
- My eBay page
- All Buying area, 62–65
 - All Favorites area, 68–70
 - All Selling area, 65–68, 246
 - introduction, 60–62
 - My Account area, 70–74
- My Max Bid information, 63
- My Selling Totals tote board, 62
- **N** •
- name and user ID, 22–23
- NARU (not a registered user)
- designation, 338
- National Check Fraud Center, 235
- navigation bar, 60
- Nelson, Stephen L. (author)
- QuickBooks 2007 For Dummies, 270, 286
- network, home computer, 341–346
- Network Solutions, 163
- NGCA (Numismatic Guaranty Corporation of America), 155
- 99-cent-only store, 128
- Nolo.com business advice, 267
- nonpaying buyer, 72, 98–99, 228, 240
- nonselling seller violation, 96
- not a registered user (NARU)
- designation, 338
- notifications, preferences, 71
- numerics. *See* symbols and numerics
- # of Watchers feature, 66
- Numismatic Guaranty Corporation of America (NGCA), 155
- Numismatic News, 152
- **O** •
- ODR (online dispute resolution), 103–105
- office setup
- computer hardware, 19–20
 - home office considerations, 28–29
 - Internet connection, 20–22
 - inventory, 297–298
 - mailing and shipping, 303–310
 - packing, 298–302
 - payment methods, 26–27
 - software, 24–26

office setup (*continued*)
 storage options, 14, 29, 170, 214–218
 user ID, 22
 warehouse, 295–297
 Web site, 27–28

off-season merchandise, buying, 127

oils, body, 319

Omidyar, Pierre (eBay co-founder), 10

one-day auction, 48

Online Authentics, 155

online dispute resolution (ODR), 103–105

online store. *See* store, eBay online

online *versus* print image, 202

online workshops, 84

OOP (out of print) status, 338

order fulfillment. *See* shipping

outline border option, 192

outside contractor invoice, 283

overstock merchandise, 137

● p ●

packages. *See also* shipping
 assessing, 253
 insurance for, 83, 256–257, 259, 262–264, 306
 packing materials/techniques, 298–303

pallet merchandise, 138–139

Parashar, Clarissa (eBay seller), 321

parking, domain, 163

partnership business format, 269

part-time business, 9–12

Pay Now button, 160

payment. *See also* credit card; PayPal service
 bank debit, 235–236
 bank transfer, instant, 235–236
 cash, 234
 check, cashier's, 231–232
 check, personal, 234–236
 C.O.D., 233–234
 e-check, 235–236
 escrow service, 236–238
 international, 232, 237, 242
 introduction, 231
 money order, 231–233
 nonpaying buyer, 72, 98–99, 240
 nonselling seller violation, 96
 overview of methods, 26–27
 person-to-person service, 26, 239–241
 received notice, 228–229
 reminder to customer, 227–228

PayPal service
 AVS, 240
 blocking buyers without, 72
 buyer information, tracking, 176
 buyer protection, 83
 changing, 73
 checkout feature, 175
 credit card transaction, 239–240
 e-commerce tools, 160
 end-of-auction e-mail, 171
 introduction, 26
 QuickBooks, 286
 report information download, 176
 reputation number, 243–244
 Seller Protection policy, 244–245, 286
 shipping features, 229, 309–310
 transaction safety, 95
 Virtual Terminal, 251

PCGS (Professional Coin Grading Service), 154–155

PCI Coin Grading Service (PCI), 155

perfume, 135

Perpetual-Vogue (eBay seller), 321

personal check payment, 234–236

Personal Information page, 70–71

person-to-person payment service, 26, 239–241. *See also* PayPal service

pgcaglassclub.com pricing resource, 153

phishing scheme, 101

photography
 background image, 210–211
 camera, 203–205
 Cloud Cube Tent, 207
 Cloud Dome platform, 207
 computer requirements, 19
 eBay seller, 319–320
 editing software, 213–214
 hosting/storing options, 214–218
 introduction, 202–203
 lighting, 206–207
 picture-taking tips, 211–212
 power supplies, 206
 props, 207–211
 scanners, 212–213
 size and download speeds, 223
 tripod, 205

- Picture Services feature, 214, 216–218
pictures. *See* graphic images
Pixby Software, 213–214
police, 103
policies
 bidding violations, 97–100
 bonus, 56
 choice auction, 54
 duplicate auctions, 54
 enforcement options, 102–107
 fee avoidance, 96
 giveaway, 56
 keyword spamming, 56–57, 92–93
 legality of merchandise, 86–93
 linking, 52–53, 57–58
 listing, 54–55
 Second Chance feature, 53
 trading violations, 94–102
postage, 152, 155, 262, 303–309
potentially infringing items, 92–93
power supplies, photographic, 206
powerline wireless network extender,
 342, 345
PowerSeller program, 9, 82–84
Preferences page, 71
Preferred Solution Provider, 178
pre-sale listing, 55
pricing of items
 authentication services, 155–156
 introduction, 145–146
 MSRP, 338
 online resources, 153–154
 publication resources, 151–153
 search tool, 146–151
print *versus* online images, 202
printing
 online postage, 303–304
 shipping label, 175, 180, 304, 309–310
Priority eSupport, 82
Priority Mail, 305
privacy
 buyer, 46, 106–107, 174, 252
 payment methods, 249
 policy for, 86, 252
 private auction, 45–46
 seller, 23
 of seller's e-mail address, 23
 visitors, 174
 wireless network, 343
 private auction, 45–46
 prizes, 56
 processor, merchant account, 249
 product line, choosing, 13–19. *See also*
 merchandise
 Professional Coin Grading Service (PCGS),
 154–155
 Professional Sports Authenticator
 (PSA), 155
 prohibited items, 87–89
 promotion. *See also* listings
 banner advertising, 115–116, 121, 165
 introduction, 51–53
 marketing, 164–166
 online store, 119–121
 Picture Services, 216
 Web site, 164–166
 writing text, 201–202, 222–223
 property sales, 19, 38–40
 props for photography, 207–211
 provenance of merchandise, 338
 proxy bidding, 47–48, 97
 Prytherch, Evan (eBay seller), 316–317
 Prytherch, Sandra (eBay seller), 316–317
 PSA (Professional Sports
 Authenticator), 155
 publication resources for pricing, 151–153
- **Q** •
- QuickBooks 2007 For Dummies (Nelson),
 270, 286
QuickBooks Simple Start, 285
QuickBooks software
 chart of accounts, 288–293
 definition, 338
 finances, organizing, 287–288
 introduction, 285–286
 inventory tracking, 172
 office setup, 26
 online service, 293
 PayPal, 286
- **R** •
- raffles, 56
real estate, 19
Real Estate category, 38–40

- receipts, saving, 282
 - reconciliation, checkbook, 285
 - record keeping. *See* bookkeeping
 - register, check, 338
 - Related Links box, 61
 - relisting feature, 11, 173, 198
 - removable media for camera, 204
 - report, customized, 176
 - reputation number, PayPal, 243–244
 - resale items on eBay, 141–143, 328–329
 - resale license, 136, 141, 276, 301
 - resale shops, 134–135
 - research
 - completed listings, 33–34, 149
 - drop-shippers, 138
 - hobby into business, 14–16
 - Marketplace Research, 154
 - sales statistics, 173–174
 - time management, 10
 - reserve price auction, 43–44
 - restricted access auction, 44–45
 - restricted items, 89–92
 - retraction, bid, 335
 - return on investment (ROI), 338
 - returned merchandise, 137
 - riser for photography, 209
 - Road Runner Web site hosting, 159
 - Rogers, Jody (eBay seller), 314
 - ROI (return on investment), 338
 - router for home network, 343
 - rubber stamps, 320
 - Ruby, Patti Louise (author)
 - eBay Listings That Sell For Dummies, 26, 160, 192
 - rule-breaking, actions to address, 102–107
- S •**
- S corporation, 271
 - safe selling
 - bad bidders, 97–102
 - community values, 85–86
 - legal merchandise, 86–93
 - rule-breaking, actions to address, 102–107
 - trading violations, 94–96
 - sales tax number, 276
 - sales volume and PowerSeller status, 82
 - SallyJo (eBay seller), 321–322
 - salvage merchandise, 136–140
 - Salvation Army store, 134–135
 - Sam's Club, 130
 - scale, postage, 308
 - scanner, 212–213
 - search engine, posting Web site URL on, 165–166
 - search engine optimization (SEO), 166
 - Search for Categories feature, 33
 - searching
 - advanced methods, 147–151
 - for bidders, 46
 - category, 33, 149, 186
 - Google presence, 51
 - keyword restrictions, 93
 - pointers for search engine use, 146–147
 - pricing of items, 146–151
 - resale items on eBay, 141
 - saved searches, 69–70
 - seller comparison, 146
 - store *versus* auction item, 122–123
 - wholesalers, 141
 - seasonal merchandise, 127, 137
 - Second Chance feature, 36, 53
 - security
 - BuySAFE bonding, 107
 - credit cards, 26
 - eBay Security Center, 94, 102–103, 107
 - ID Verify, 78
 - online dispute resolution (ODR), 105
 - PayPal, 248
 - trading violations, 94
 - wireless network, 343
 - Security Center area, 94, 102–103, 107
 - security for wireless network, 343
 - Sell Similar feature, 11, 173
 - sell through rate (STR), 338
 - Sell Your Item page, 172
 - Sellathon.com auction software, 50, 174, 194
 - seller
 - About the Seller page, 74, 113, 121
 - account information, 74
 - credit card transaction risk, 240

- favorites list, 70
- feedback about, 82
- nonselling seller violation, 96
- PayPal protection, 244–245, 286
- PowerSeller program, 9, 82–84
- preferences, 71
- privacy, 23
- seller-specific services
 - bidder management tools, 76–78
 - eBay education, 83–84
 - feedback, 78–81
 - ID verify, 78
 - PayPal buyer protection, 83
 - PowerSeller, 81–82
 - Turbo Lister software, 82
- Selling Manager feature, 11, 117, 171, 177, 180
- Selling page, 65–68
- SEO (search engine optimization), 166
- 7-Eleven store and money order, 232
- seven-day auction, 49
- Severance, Sally (eBay seller), 321–322
- Shapiro, Robert (LegalZoom co-founder), 272
- shared files on home network, 341
- shelf-pull merchandise, 137
- shielding, bid, 97, 336
- skill bidding, 94
- shipping. *See also* specific carrier
 - blocking buyers, 72
 - carriers, 253–262
 - cars, 36
 - charges, 96, 223
 - drop-ship service, 138
 - insurance, 83, 256–257, 259, 262–264, 306
 - label printing, 175, 180, 304, 309–310
 - notice to customer, 228–229
 - organization, 298–310
 - pallet merchandise, 139–140
 - PayPal features, 229, 309–310
 - personal check payment, 235
 - product choice, 13
 - restrictions on countries, 98
 - supply resources, 308
- Shooting Star software, 177, 181
- Shopping Cart feature, 160, 162
- shortcut to My eBay, 61
- signing in, 59
- Skoll, Jeff (eBay co-founder), 10
- Skype, buyer requirements, 73
- sniping, 339
- soaps, 319
- Social Security number, as EIN, 337
- Social Security taxes, 269, 271
- soft *versus* hard goods, 13
- software, for online auctions
 - automation, 169–176
 - business management, 176–184
- sold items area, 66–67
- sole proprietorship, 268–269, 339
- Sotheby's auction house, 153
- sources for merchandise
 - auctions, 132–134
 - consignment selling, 143–144
 - discount club stores, 130–131
 - dollar stores, 128–130
 - freebies, 135–136
 - garage sales, 131
 - going-out-of-business sales, 132
 - introduction, 127–128
 - resale items on eBay, 141–143
 - resale shops, 134–135
 - salvage items, 136–140
 - wholesale items, 141
- spamming, keyword, 56–57, 92–93
- specialty auction sites, 330–331
- split transaction, 339
- SpoonFeeder auction software, 181
- sports, 16, 152, 155
- Sports Collectors Digest, 153
- spreadsheets, bookkeeping tools, 26
- SquareTrade service, 78, 103–107
- stage, photo, 202
- stamps
 - postage, 152, 155, 262, 307–308
 - rubber, 320
- Stamps.com postage printing service, 262, 307–308
- standard (traditional) auction, 41–42
- Standing Wave Software company, 182

- Stannard, Jeff (eBay seller), 320
 - star rating system, 78–79
 - State Employer number, 277
 - state laws
 - business license, 273–274
 - corporations, 271
 - selling rules, 86
 - statistics
 - for auction, researching, 173–174
 - counters, 65, 193–194
 - listing hits, 50
 - title information, 191
 - tracking, 215
 - on visitors, 162, 194
 - stealth indicia, 305
 - steamer, clothing, 209
 - storage options
 - graphic images, 170, 214–218
 - merchandise, 14, 29
 - store, eBay online
 - branding, 121–122
 - design, 114–115, 117–119
 - eBay structure and advantages, 110–112
 - introduction, 18, 109
 - item management, 122–123
 - logos, 121–122
 - mailing list, 51
 - marketing tools, 119–121
 - name for, 112–113
 - sales transaction, 123–124
 - setup, 113–116
 - Storefront feature, 181
 - Stores page, 18, 40–41, 110–116
 - STR (sell through rate), 338
 - subscriptions, 74
 - subtitle, listing, 191
 - superiorsports.com pricing resource, 153
 - surety bonding, 224, 336
 - swap meet, 327
 - symbols and numerics
 - # of Watchers feature, 66
 - 7-Eleven store and money order, 232
 - 24-hour auction, 48
 - 99-cent-only store, 128
 - 1099 form, 335
- 7 •
- taxes. *See also* bookkeeping
 - 1099 form, 335
 - COGS calculation, 288
 - corporate, 270–271
 - Federal Employee Tax ID number, 277
 - LLC, 270
 - partnership, 269
 - record-keeping rules, 284
 - sales tax number, 276
 - self-employment, 269
 - Social Security, 269, 271
 - State Employer number, 277
 - tax deduction definition, 339
 - W-9 form, 339
 - wholesale purchases, 141
 - withholding for employees, 277
 - Teddy Bear Review, 153
 - teddy bears, 152
 - templates, 11, 181, 192
 - ten-day auction, 49–50
 - terms of service (TOS), 339
 - text, writing listing, 201–202, 222–223
 - three-day auction, 49
 - time investment in eBay, 10–12
 - timing of auctions, 48, 64
 - title, listing, 191
 - tools. *See* eBay tools
 - tools, eBay. *See also* About Me page
 - My eBay home page, 60–70, 246
 - seller services, 76–74
 - TOS (terms of service), 339
 - toys, 131–132, 152
 - trademark name, 92, 163
 - Trading Assistant, 144
 - trading violations, 94–102
 - traditional (standard) auction, 41–42
 - trains, model, 316
 - transaction
 - B2B, 141
 - card not present type, 336
 - credit card risk for seller, 240
 - interception of, 95

international, 232, 242
merchant account processor, 249
not completing violation, 96
online store, 123–124
PayPal, 95, 239–240
split (bookkeeping), 339
wholesale, 339
tripod, 204–205
Tuesday Morning store, 129
Turbo Lister software, 11, 50, 83, 183–184
24-hour auction, 48

• U •

unclaimed freight, 137
underage buyer, 102
Uniform Resource Locator (URL), 23, 101, 158, 164–165
unique visitors, 110
United Parcel Service (UPS), 254–255, 257–259, 263
United States Postal Service (USPS)
 auction from, 134
 IBI program, 303
 money order, 232–233
 package pickup service, 304
 postage printing, 303
 shipping service, 259–264, 305
Universal Parcel Insurance Coverage (U-PIC), 262–264, 306
unpaid item, resolving, 72, 98–100
Unpaid Item strike, 98
unwelcome bidder, 97
U-PIC (Universal Parcel Insurance Coverage), 262–264, 306
uploader and FTP, 170, 214, 337
UPS (United Parcel Service), 254–255, 257–259, 263
URL (Uniform Resource Locator), 23, 101, 158, 164–165
User Agreement, 54, 86
user ID, 22, 100, 113, 267
USPS. *See* United States Postal Service (USPS)

• V •

value of items, determining. *See* pricing of items
values of community, 85–86
vehicles, 34, 238
Vendio Pay As You Go auction
 service/software, 177
Verified Rights Owners (VeRO) program, 93
view counter option, 193–194
ViewTracker software, 50, 174, 194
Virtual Terminal, 251
visitors
 home page, 12–13
 information about, 174
 marketing, 164–166
 to online stores, 110, 119
 statistics on, 162, 194
 unique, 110

• W •

watching auction items, 64–66
Watching page, 64–65
Web sites, general
 AAASeller.com, 177, 216
 Amazon.com, 110
 America Online (AOL), 159, 215
 artprice.com, 153
 AT&T WorldNet, 159
 AuctionHawk.com, 216
 Auctiva.com, 216
 autographs.com, 153
 broadbandreports.com, 20
 collectors.com, 153
 Cool eBay Tools, 6
 design resources, 160
 Earthlink Web, 159
 Endicia.com, 262, 305–307
 Escrow.com, 237
 freightquote.com, 255
 GeoCities Web, 159–160, 165
 Half.com, 74
 hosting, 158–162

Web sites, general (*continued*)

InkFrog.com, 177, 216
 LegalZoom.com, 272
 Liquidation.com, 140
 MarketWorks.com, 177, 179, 181
 MissionFish.com, 324–325
 MSN Web, 159
 msnTV Web, 159
 Nolo.com, 153, 267
 pgcaglassclub.com, 153
 Road Runner Web site, 159
 search engine, posting Web site URL on,
 165–166
 Sellathon.com, 50, 174, 194
 specialty auction sites, 330–331
 Stamps.com, 262, 307–308
 superiorsports.com, 153
 Yahoo! GeoCities, 159–160, 165
 Web sites, seller's
 free sites, 158–160
 image storage and transfer, 170
 introduction, 28, 51–52, 157–158
 link from About Me page, 52, 58
 marketing, 164–166
 naming advice, 162–164
 online eBay store, 113
 pricing information sources, 153–154
 setup, 27–28
 storage space, 170, 215
 transport of auction items to, 51–52
 Web hosting services, 158–162

weekend browsing, 49–50
 WEP (Wired Equivalent Privacy)
 encryption, 343
 Western Union, 233
 where is/as is status, 136, 335
 white balance setting, camera, 204
 WHOIS database, 164
 wholesale buying, 128–129, 141, 143–144
 Wholesale category, 143–144, 339
 Wingo, Scot (ChannelAdvisor founder), 178
 winner's confirmation e-mail, 171, 225–226
 Wired Equivalent Privacy (WEP)
 encryption, 343
 wireless network, 342–345
 W-9 form, 339
 Won items list, 63
 Works, Microsoft, bookkeeping, 285
 WPA encryption, 343
 writing listing, 201–202



Yahoo!, 110, 151, 159–160, 165–166
 Yahoo! GeoCities Web site hosting,
 159–160, 165



zip codes for shipping, 305–306
 zoom capability, camera, 205