

A BEGINNER'S STEP-BY-STEP LAUNCH GUIDE

eBAY SELLER CHECKLIST

From empty shop to first sale — one simple step at a time.

Created by SimpleLifeCalc.com

Made for:

Beginner sellers • Resellers • Thrift flippers • Garage sale sellers
Simple, practical, and easy to follow — check off each step as you go.

eBay's features and fees change over time. Always confirm current details in your eBay account.

Contents

1. Getting Started on eBay	3
2. Account Setup Checklist	4
3. Listing Preparation Checklist	5
4. Photography Checklist	6
5. Pricing Checklist	7
6. Shipping Checklist	8
7. First Listing Tracker	9
8. First Sale Checklist	10
9. Common Beginner Mistakes	11
10. Weekly Seller Checklist	12
11. Monthly Store Review	13
12. Quick Wins	14
13. Final Action Plan	15



HOW TO USE THIS GUIDE (READ THIS FIRST)

You do NOT have to do it all at once. Each page is one small job.

Do one page. Check the boxes. Stop. Come back when ready.

Start at page 4 and go in order — the steps build on each other.

Stuck or overwhelmed? Just do the next single unchecked box. That's it.

1. Getting Started on eBay

Selling on eBay comes down to five simple stages. That's the whole game. This guide gives you a checklist for each one.

Stage	What you do	Guide page
1. Set up	Create and verify your account	Page 4
2. Prepare	Pick an item and gather details	Page 5
3. Show it	Take clear photos	Page 6
4. Price it	Set a price that profits	Page 7
5. Ship it	Plan shipping, then sell	Pages 8–10



ONE RULE FOR THIS WHOLE GUIDE

Done is better than perfect. Your first listing will not be flawless — and that's fine. Listing something today beats planning a perfect listing forever.

What you'll need nearby

- A phone or camera for photos.
- The item you want to sell.
- A way to weigh and measure it (a kitchen or postal scale helps).
- Your bank details for getting paid.



BEGINNER TIP

Pick an easy first item: something common, light, and not fragile. The goal of sale #1 is to learn the steps — not to make a fortune. Save the tricky items for later.



KEEP IT CURRENT

eBay updates its tools, layout, and fees over time. If a screen looks different from what you expect, trust what's in your eBay account — it's always the current version.

2. Account Setup Checklist

Goal for this page: a working seller account, ready to list. Check each box as you finish it.

Create your account

- ☐ Signed up for an eBay account (personal is fine to start).
- ☐ Chose a simple, professional username I won't mind keeping.
- ☐ Verified my email and phone number.

Set up getting paid

- ☐ Connected my bank details so eBay can pay me.
- ☐ Completed any identity verification eBay asks for.
- ☐ Confirmed my payout settings look correct.

Basic seller settings

- ☐ Set my location and the regions I'll ship to.
- ☐ Read eBay's basic selling rules so I know what I can list.
- ☐ Turned on two-factor login for security.

Optional (skip for now if unsure)

- ☐ Looked at whether a Store subscription fits me (most beginners skip this).
- ☐ Set up a simple return policy.



DON'T OVERTHINK THIS PAGE

Account setup feels boring, but it's a one-time job. Knock it out in one sitting if you can, then never touch most of it again.



BEGINNER TIP

Use a username you'd be happy showing a customer. Changing it later is possible but annoying — pick something simple and neutral now.

3. Listing Preparation Checklist

Goal for this page: everything you need to write a great listing, gathered before you start typing.

Know your item

- ☐ Identified exactly what it is (brand, model, size, color).
- ☐ Checked the condition honestly (new, like new, used, for parts).
- ☐ Noted any flaws, marks, or missing pieces.
- ☐ Found the brand/model name to use in my title.

Research it

- ☐ Searched eBay for the same item to see how others describe it.
- ☐ Checked SOLD listings to see what it actually sells for.
- ☐ Noted the keywords buyers use for this item.

Gather the details

- ☐ Measured and weighed the item (for shipping later).
- ☐ Wrote down 3–5 key facts buyers will want to know.
- ☐ Decided the condition I'll list it as.

My item in one line (brand + what it is): _____



BEGINNER TIP

Filter eBay search to “Sold items” to see real selling prices, not hopeful asking prices. This single trick tells you what your item is truly worth.



ADHD-FRIENDLY SHORTCUT

Lay the item and all its details on the table BEFORE you open the listing form. Gathering first, typing second, means you won't lose your place halfway through.

4. Photography Checklist

Goal for this page: clear photos that make buyers trust you. Your phone camera is plenty good enough.

Setup (1 minute)

- ☐ Found a spot with good natural light (near a window is perfect).
- ☐ Used a plain, clean background (a wall, a sheet, a table).
- ☐ Wiped or dusted the item so it looks its best.

The must-have shots

- ☐ Front of the item, filling most of the frame.
- ☐ Back and both sides.
- ☐ Any labels, tags, or brand marks (close-up).
- ☐ Every flaw or mark (buyers trust honest sellers more).
- ☐ Anything included (box, cables, accessories).

Quick quality check

- ☐ Photos are in focus and bright enough to see detail.
- ☐ No clutter, hands, or distracting background in the shot.
- ☐ At least 5–8 photos total.



BEGINNER TIP

Clear photos sell items faster and reduce returns. Showing flaws honestly actually builds trust — buyers expect used items to have wear, but they hate surprises.



KEEP IT SIMPLE

You do not need a studio, a lightbox, or fancy gear. Daylight + a plain background + a clean item = good enough to sell. Don't let "perfect photos" stall your first listing.

5. Pricing Checklist

Goal for this page: a price that sells AND leaves you a profit after fees and shipping.

Do your research

- ☐ Checked SOLD prices for the same/similar item.
- ☐ Decided: auction (let buyers bid) or fixed price (set amount)?
- ☐ Noted the lowest price I'd still be happy to accept.

Cover your costs

- ☐ Listed my item cost (what I paid, or \$0 if it was free).
- ☐ Estimated eBay fees on the full order (item + shipping).
- ☐ Added my shipping and packaging cost.
- ☐ Confirmed my price still leaves profit after all of the above.

Use a calculator (the easy way)

- **eBay Fee Calculator** — enter your price and see what you keep after fees. Run this before you set a price.
- **Break-Even Calculator** — shows the lowest price you can accept without losing money. Great before accepting an offer.

My listing price: \$ _____

Lowest price I'll accept (my floor): \$ _____



BEGINNER TIP

Free versions of the eBay Fee Calculator and Break-Even Calculator are at SimpleLifeCalc.com. Run your price through both before listing so there are no surprises after the sale.



KEEP IT CURRENT

Fees vary by category and account and change over time. Confirm current rates in your eBay account, then plug them into the calculator for an accurate result.

6. Shipping Checklist

Goal for this page: a shipping plan so you're never caught off guard when the item sells.

Before you list

- ☐ Weighed the item in its packaging.
- ☐ Measured the packed box or mailer (length, width, height).
- ☐ Checked the real shipping cost for that size and weight.
- ☐ Decided who pays: buyer pays, or free shipping (cost baked into price).

Pick your supplies

- ☐ Have a box or mailer the right size.
- ☐ Have tape, a marker, and something to protect the item.
- ☐ Know where I'll print or get a shipping label.

Set your handling promise

- ☐ Chose a handling time I can actually meet (e.g., ship within 1–2 days).
- ☐ Set a shipping price (or free shipping) that matches real costs.

Item weight (packed): _____ Box size: _____



WATCH OUT

"Free shipping" is never free — you pay it, hidden inside the price. If you offer it, raise your price to cover the full shipping cost, or you lose money on every sale.



BEGINNER TIP

Underestimating shipping is the #1 way beginners lose profit. Weigh and measure BEFORE you list, so the price you set already covers the real label cost.

7. First Listing Tracker

Use this to track your first few listings in one place. Fill a row per item. (Copy this page as you list more.)

Item	Listed price	My cost	Ship cost	Date listed	Sold? (Y/N)

WHAT TO WATCH

Listed but not selling? Check your price against SOLD listings, and improve your title keywords and photos.

Sold fast? You may have room to price a little higher next time.



WHY TRACK?

A simple tracker keeps everything in one place so you don't have to hold it in your head. Glance at it instead of trying to remember — that's the whole point.



BEGINNER TIP

Celebrate the first row you mark "Sold." Your first sale is the hardest one — after that, it's just repeating the steps.

8. First Sale Checklist

It sold! 🎉 Here's exactly what to do, in order, so the buyer is happy and you get a great review.

When the sale comes in

- ☐ Confirmed payment went through (eBay shows this).
- ☐ Re-read the order: correct item, address, and any buyer notes.

Pack it well

- ☐ Wrapped the item so it can't move or break in transit.
- ☐ Included anything I promised (accessories, etc.).
- ☐ Added a small thank-you note if I want (optional, kind touch).

Ship it

- ☐ Printed the shipping label (via eBay is usually cheapest).
- ☐ Double-checked the address matches the order.
- ☐ Shipped within my stated handling time.
- ☐ Marked the order as shipped and added tracking on eBay.

After shipping

- ☐ Saved the tracking number until the item arrives.
- ☐ Left the buyer positive feedback after a smooth sale.



BEGINNER TIP

Ship quickly and communicate if anything is delayed. Fast shipping and a friendly message are the easiest ways to earn 5-star feedback — which helps your future sales.



YOU DID IT

First sale done? That's the milestone most people never reach. Everything from here is just repeating a process you now know.

9. Common Beginner Mistakes

Tick any that sound like you — then fix them. Every one is easy to avoid once you see it.

- ☐ Pricing without checking SOLD listings first.
- ☐ Forgetting eBay fees apply to shipping, not just the item.
- ☐ Underestimating shipping cost and losing profit.
- ☐ Blurry, dark, or too-few photos.
- ☐ Hiding flaws — which leads to returns and bad feedback.
- ☐ Vague titles missing the words buyers search for.
- ☐ Promising fast handling, then shipping late.
- ☐ Offering “free shipping” without adding the cost to the price.
- ☐ Confusing money received with actual profit.
- ☐ Waiting for the “perfect” listing instead of publishing.
- ☐ Not using a calculator before setting a price.
- ☐ Ignoring buyer messages or replying slowly.

THE BIGGEST MISTAKE

Never listing anything because it doesn't feel ready. The most profitable listing is the one you actually publish. Aim for “good and live,” not “perfect and never.”

PICK JUST ONE

Don't try to fix all of these today. Choose the ONE that stings most and fix it on your next listing. One improvement at a time adds up fast.

10. Weekly Seller Checklist

Once a week, run through this. It keeps your shop healthy without taking much time. 10–15 minutes is plenty.

Orders & buyers

- ☐ Shipped every order within my handling time.
- ☐ Added tracking to all shipped orders.
- ☐ Replied to every buyer message.
- ☐ Left feedback for completed sales.

Listings

- ☐ Checked which items are getting views but no sales.
- ☐ Improved the title, photos, or price of one slow listing.
- ☐ Listed at least one new item (consistency builds momentum).

Money

- ☐ Confirmed my payouts arrived as expected.
- ☐ Noted my sales and rough profit for the week.

New items listed this week: _____ Items sold: _____



BEGINNER TIP

Listing a little every week beats listing a lot once in a while. Steady, small activity keeps your shop visible and your momentum going.



MAKE IT EASY

Pick the same day and time each week for this 15-minute check. Same day, same time = it becomes automatic, and you stop having to remember.

11. Monthly Store Review

Once a month, take 20 minutes to see the bigger picture. This is how you grow on purpose, not by accident.

Pull your numbers

Total sales this month: \$ _____

Total eBay fees: \$ _____

Total shipping & packaging cost: \$ _____

Rough profit (sales – fees – costs – item costs): \$ _____

Number of items sold: _____

Monthly review checklist

- ☐ Compared this month's profit to last month's.
- ☐ Found my best-selling item — can I get more like it?
- ☐ Found items that didn't sell — re-price, improve, or remove them.
- ☐ Checked whether any eBay fees changed.
- ☐ Reviewed any returns or issues and what caused them.
- ☐ Chose ONE thing to improve next month.



BEGINNER TIP

Track profit, not just sales. Selling more doesn't help if fees and shipping eat it all. Knowing your real profit tells you what's actually working.

MAKE IT A HABIT

Put a recurring "eBay Review" on your calendar for the 1st of each month. Consistency here is what turns a few sales into a real side income.

12. Quick Wins

Short on time or energy? These are the fastest ways to sell more and earn more. Pick one and do it today.

1. **List one more item.** More listings = more chances to sell. The simplest win there is.
2. **Improve one title.** Add the brand, model, size, and color buyers actually search for.
3. **Add better photos to a slow listing.** Brighter, clearer photos can restart a stalled item.
4. **Check SOLD prices and re-price a stale listing.** You may be a few dollars off from a sale.
5. **Offer to combine shipping.** Encourages buyers to purchase more than one item.
6. **Reply to messages fast.** A quick answer often turns a question into a sale.
7. **Send offers to watchers.** People watching your item are already interested — a small nudge can close it.
8. **Run your price through a calculator.** Make sure your best sellers are actually profitable.

FASTEST WIN OF ALL

List one item right now, today, using the checklists in this guide. Action beats planning every single time — and your first sale can't happen until something is live.

ONE AT A TIME

Do ONE quick win, not all eight. Finish it, feel the win, then stop. Small completed actions build momentum far better than a giant to-do list.

13. Final Action Plan

Turn this guide into action. Fill it in now, while it's fresh. Keep it where you'll see it.

Today

The one item I will list first: _____

The page I'll start with (tip: page 4): _____

This week

How many items I'll aim to list: _____

My day & time for the Weekly Checklist: _____

This month

My goal this month (e.g., "make my first 3 sales" or "sell 10 items"):

Date for my first Monthly Store Review: _____

Recommended Calculators

- **eBay Fee Calculator** — see what you keep after fees before you list.
- **Break-Even Calculator** — find the lowest price you can safely accept.



BEGINNER TIP

Free versions of both the eBay Fee Calculator and the Break-Even Calculator are at SimpleLifeCalc.com — simple and beginner-friendly, just like this guide.

You've got this. List it, sell it, repeat! 🚀

Visit SimpleLifeCalc.com for free calculators, guides, worksheets, and seller resources.

eBay's features and fees change — always confirm current details in your eBay account.