



ESTES VALLEY
LIBRARY

Computer & Technology Class

Selling Your Stuff Online

In this class we'll learn about:

- Getting the best price, making a sale, and avoiding fraud
- Get rid of your clutter and make a little money too
- Start a home micro-business selling crafts or goods
- Facebook
- Craig's List
- Amazon
- eBay
- Etsy

Tips for Success

Post a high quality listing

- Include a number of pictures, including ones that show the item's flaws
- Be thorough in your description
- Edit and proofread your posting

Get the best price

- Research the price of similar items
- Be honest about the condition of the item
- Describe how old it is and all the flaws and dings

Make the sale

- Respond promptly to all serious inquiries
- First come, first serve- no waiting for buyers or holding items
- Delete your post after your item sells (on Facebook and Craig's List)
- If it doesn't sell, then donate it

Follow the rules

- Check the policies on local Facebook groups about business listings, deleting old posts, etc.
- Generally it is prohibited to sell alcohol, certain electronics (like radar jammers), any kind of service contract, certain weapons, animals, and event tickets. Check the specific sites for their policies.

Avoid Fraud on Craig's List and Facebook

Craig's List and Facebook have the most risk of fraud, because fraud protection is not offered by the site. Amazon, eBay, and Etsy have fraud protection policies in place and there is less risk selling with them.

Craig's List and Facebook will not intervene or refund you if your transaction does not work out, so be careful and avoid risky transactions.

Deal locally. Inquiries from out of your area are often scams. Only agree to sales that are cash upon receipt. Never buy something you haven't seen in person.

Consider meeting in a visible, public location rather than someone's home. You could bring a friend or family member to the meeting.

Don't agree to ship something before you receive payment. Inquiries about shipping your item to a buyer are often scams.

Never agree to send money orders via Western Union or money gram- these offers are scams.

Do not accept checks, cashier's checks, or money orders- they can be counterfeit.

Ignore and delete emails in response to your post that are not serious inquiries or could be scams.

If you are the victim of a scam, please report it to the police so they can protect others.

What Items Sell Best on Each Site?

Facebook

Household goods. Items for free can also be listed. Local sales. No fraud protection. No fees.

Craig's List

Items too big to ship. Low-end or generic items. Local sales. No fraud protection. No fees for most transactions.

Amazon

Books, DVD's, and Video Games. World-wide sales. Fraud protection. Fees charged.

eBay

High-end clothing, collectibles, smaller electronics. World-wide sales. Fraud protection. Fees charged.

Etsy

Handmade items, craft supplies, and vintage items. World-wide sales. Fraud protection. Fees charged.

Facebook

Request to join one of our local groups to sell items in Estes Park

Estes Park - Buy, Sell, Trade, Donate has 3,800 members

For Sale or Swap in the Estes Valley has 4,600 members

Review the group's policies at the top of the listings

Craig's List

www.denver.craigslist.org

You can post Estes Park sales at Craig's List Denver, Boulder, or Fort Collins.

Look at the top of the screen to check which city you are browsing.



To sell, click post to classifieds and choose for sale by owner.

Do not check the box "ok for others to contact you about other services, products or commercial interests."

Even though you clicked "Publish", your listing is not live until you receive an email from Craig's List and click on the link in the email to publish.

Amazon

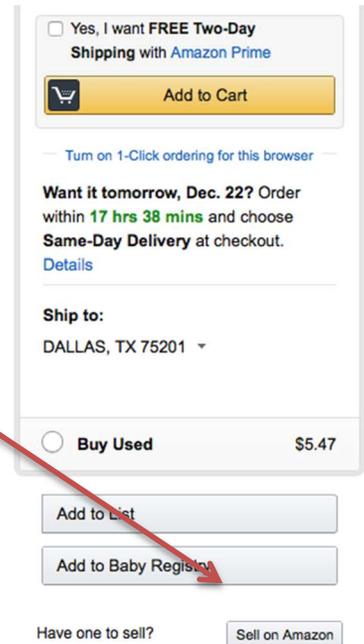
www.amazon.com

Search for the item you have to sell, then click "Sell on Amazon" on the right side of the screen.

Set-up an account to sell on Amazon. Choose to sell as an Individual if you have just a few items to sell. Sell as a Professional if you will sell more than 40 items per month.

Check out pricing options and categories available with each kind of account by scrolling to the bottom of the page and clicking "Sell on Amazon."

The fee to sell as an Individual is \$0.99 per item plus referral fees and variable closing fees.



eBay

www.ebay.com

Search for the item you have to sell, then click “Sell Now” below the product pic.

Set-up an account to sell on eBay. Scroll to the bottom of the page, and click “Learn to Sell”.

With a Standard Selling Account, you can list up to 50 items per month for free. You only pay when your item sells, and the fee is usually 10%, but can vary depending on category.

If you list more than 50 items per month, there are pricing options to set-up an eBay store.

You can choose for eBay to “Price it for me” or to “Price it myself.”

You can choose to sell by fixed price or by auction.



Etsy

www.etsy.com

Sell handmade goods, vintage (20 years or older), and craft supplies.

Create an account to open your Etsy Shop. Click “Sell on Etsy” on the top, right corner of the page.

Listing fee is \$0.20 per item.

When your item sells, you pay a 5% transaction fee and 3% plus \$0.25 payment fee.