

THE EBAY STARTER GUIDE

By Ecom With Ifs



Chapter 1: Introduction to eBay

eBay is a massive global marketplace with millions of daily buyers. With low startup costs and huge demand, it's one of the easiest ways to begin selling online.

Chapter 2: Finding Winning Products

Focus on products with demand. Seasonal trends, lightweight goods, trending searches, and products with low competition are ideal for new sellers.

Chapter 3: Creating High-Converting Listings

Use clean photos, strong keywords, detailed descriptions, and competitive pricing. Your listing quality directly impacts sales.

Chapter 4: Pricing for Maximum Profit

Analyse competitors, factor in fees, and test different pricing methods like auctions, Buy It Now, and limited-time offers.

Chapter 5: Shipping & Logistics

Offer multiple shipping options, dispatch quickly, package safely, and always provide tracking to increase customer trust.

Chapter 6: Driving Traffic & Visibility

Boost visibility using SEO-optimised titles, item specifics, strong photos, and optional Promoted Listings.

Chapter 7: Automation & Scaling

Automate listings, customer messages, and inventory tracking using affordable tools to grow fast and save time.

Chapter 8: Sourcing Inventory

Find reliable suppliers, negotiate good pricing, and maintain inventory levels to keep your business running smoothly.

Chapter 9: Tracking Key Metrics

Monitor sales, traffic, conversion rate, and satisfaction. Data-driven decisions grow your store faster.

BONUS: Take Your eBay Business Further

If you're ready to scale faster with personalised support, access my mentoring and winning products pack. These resources are designed to help you grow confidently with proven strategies.

[Visit ecomwithifs.com](https://ecomwithifs.com)

[Access Mentoring & Winning Product Pack](#)

Thank you for reading! Your eBay journey starts today — take action, stay consistent, and keep learning.