



SELLING ONLINE

DESCRIPTION

ARE YOU INTERESTED IN MARKETING YOUR PRODUCTS ONLINE? THIS 3-HOUR, HANDS-ON WORKSHOP WILL HELP YOU TO SET UP AN EBAY ACCOUNT TO SELL YOUR PRODUCTS. WE WILL ALSO GUIDE YOU THROUGH SETTING UP A PAYPAL ACCOUNT TO COLLECT PAYMENT AND REVIEW HOW TO USE THE EBAY WEBSITE TO POST AND SELL YOUR PRODUCTS. LEARN THE FACTS ABOUT EBAY AND PAYPAL SO THAT YOU CAN SAFELY AND CONFIDENTLY SELL ONLINE.

OBJECTIVES

BY THE END OF THIS WORKSHOP YOU WILL BE ABLE TO:

- BECOME A REGISTERED SELLER ON EBAY
- REGISTER FOR A PAYPAL ACCOUNT
- KNOW EBAY SERVICE FEES
- KNOW HOW TO REGISTER YOUR PRODUCTS
- MONITOR YOUR ACCOUNT
- ACCEPT PAYMENTS WITH PAYPAL
- PROTECT YOUR ACCOUNT

TARGET AUDIENCE

THIS HANDS-ON WORKSHOP IS INTENDED FOR PERSONS OR SMALL BUSINESS PROFESSIONALS WHO WISH TO SELL OR PURCHASE PRODUCTS ONLINE SAFELY AND EFFICIENTLY. STUDENTS SHOULD HAVE BASIC COMPUTER SKILLS AND BE ABLE TO NAVIGATE THE INTERNET. STUDENTS ALSO NEED TO HAVE ACCESS TO THEIR EMAIL ADDRESS ON THE WEB.

CONTENT

- ✿ WHAT IS EBAY
- ✿ BECOME A REGISTERED SELLER
 - SIGN IN
 - INSERT YOUR INFORMATION
 - CREATE A PASSWORD
 - CHECK YOUR EMAIL
 - COMPLETE REGISTRATION
- ✿ CREATING A PAYPAL ACCOUNT
 - SIGN UP
 - ENTER YOUR INFORMATION
 - CREATE A PASSWORD
 - ADD A PAYMENT METHOD
 - CONFIRM YOUR EMAIL
 - BUSINESS SETUP
- ✿ EBAY SERVICE FEES
 - AUCTION STYLE
 - FIXED FORMAT
 - INSERTION FEES
- ✿ REGISTER YOUR PRODUCTS ON EBAY
 - FIND A CATEGORY
- ✿ MONITOR YOUR EBAY ACCOUNT
 - MY EBAY PAGE
 - ACCEPTING PAYMENTS
 - PROTECTION & UNPAID ITEMS
 - DISPUTE RESOLUTION