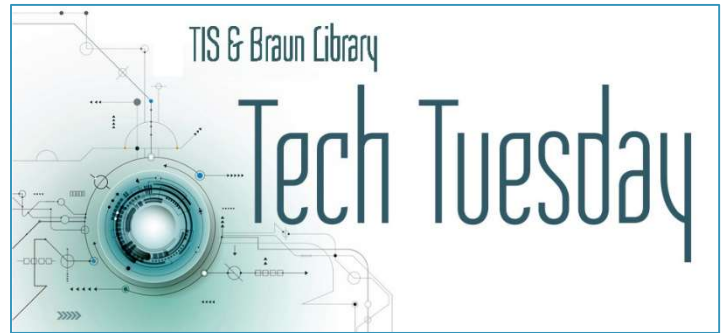


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# BUYING AND SELLING ONLINE



## BUYING: THE NEW NORMAL

Retail therapy.

Stimulus \$\$\$.

Panic buying – health & safety products; shelf-stable goods.

Shortages – technology, cleaning products.

Safer than going out in public.

Big gains in grocery eCommerce, subscription & convenience services.

New businesses turn to eCommerce.

## BUYING: ONLINE SAFETY

Use trusted sites. Look for https:// and padlock.

Use strong passwords. To make it easy, use a password manager.

Check statements regularly.

Protect your computer with antivirus software.

Privatize your Wi-Fi.

Use the mobile payment app in the store (Apple Pay, Google Pay).

Read reviews.

Read the fine print: shipping costs, refunds and restocking fees.

Protect your information. Learn about how to identify a scam.

## **BUYING: TIPS**

Comparison shop, i.e. Google Shopping, CamelCamelCamel.

Use advanced search techniques.

Watch out for Sponsors and Ads.

Use coupons.

## **BUYING: AMAZON.COM**

Get to know seller types.

Details about shipping and returns.

Benefits of Prime membership, Prime Rewards VISA.

## **SELLING: GETTING READY**

Your junk could make you money, but so can donating stuff.

Take your time, do your research, get organized.

Make it pretty.

Importance of quality pictures and accurate, honest descriptions.

Provide all details up front.

Understand the guidelines and mechanics of the site.

Self-promote shamelessly on social media.

## **SELLING: ONLINE GARAGE SALES**

Sell locally: Craig's List – NextDoor -- Facebook Marketplace -- Free Stuff

Consider safety and privacy issues.

Everything is negotiable. Make me an offer!

## **SELLING: EBAY**

Use eBay templates.

Review similar listings – especially what's sold, not just what's for sale.

Time your listing properly.

Optimize your item descriptions for search engines.

Watch out for free listing offers.

Weigh your item in its shipping package.

List items daily instead of all at once.

Offer free returns and free shipping.

Try different options if your item won't sell.

Allow for counteroffers.

Lower the price before the listing ends.

Respect your customers. Reviews matter.

## **SELLING: SPECIALTY SITES**

Find out where the targeted audience is, e.g., Etsy for arts and crafts.

Understand the fee structure.

## **SELLING: YOUR OWN STORE**

Research, prepare, evaluate, write a business plan.

Name your business, get a domain, create branding.

Legal considerations.

Choose a platform: Shopify, WooCommerce, Squarespace, Wix

Building your store, launching, driving traffic, sales, coupons.

## SELLING: PAYMENTS

Paypal

Venmo

Zell

Charge Cards

Checks

## SELLING: SHIPPING

USPS

UPS

FedEx

Other

## ECOMMERCE: TIPS

Policies are primary, in both buying and selling.

Importance of buyer reviews.

Returns – the good, the bad, the ugly

Spotting Fakes

## ECOMMERCE: TERMINOLOGY

Auction	Cyber Monday	Keywords	SEO
B2B, B2C	Email Marketing	Landing Page	Selling Fee
Best Offer	FBA	Listing Fee	Shopping Cart
Brick & Mortar	Feedback	Open Rate	Tags
Buy Box	First Sale Doctrine	Pay-per-click	Third Party Seller
Buy-it-now	Fulfillment	POS	Upselling
Conversion	Google AdWords	Ranking	Web Analytics