

The eBay Book Guy



How to Use eBay's Turbo Lister

Supercharge your auction postings!

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HOW TO USE EBAY'S TURBO LISTER

Bookselling is not a high profit margin business for most of us. Even if you get books for free from friends and family, or for pennies at library or yard sales, picking up the books, sorting them, photographing them, tweaking the photos, writing your listing and uploading it to eBay takes time. Then there's answering bidder questions, sending out invoices, packing and shipping. If you're selling books for less than \$7 or \$8, you're losing money.

There some useful tools out there for eBay sellers, designed to save you time... and the less time you spend, the more money you make. A free tool from eBay is called Turbo Lister, and it helps you make multiple ads in a hurry, once you get the hang of it, and adjust to its few quirks.

There's another bulk listing tool called Auctiva, which I've looked at but not tried.

Download Turbo Lister from http://pages.eBay.com/turbo_lister .

Install Turbo Lister onto your computer (setupUS.exe is the file name - double-click it to begin installation.

When you first launch/open Turbo Lister, it will take a couple minutes to set "up Turbo Lister for first use".

Choose the first option to Set up a new Turbo Lister file, then click the Next> button.

You will be prompted to enter your eBay ID and password

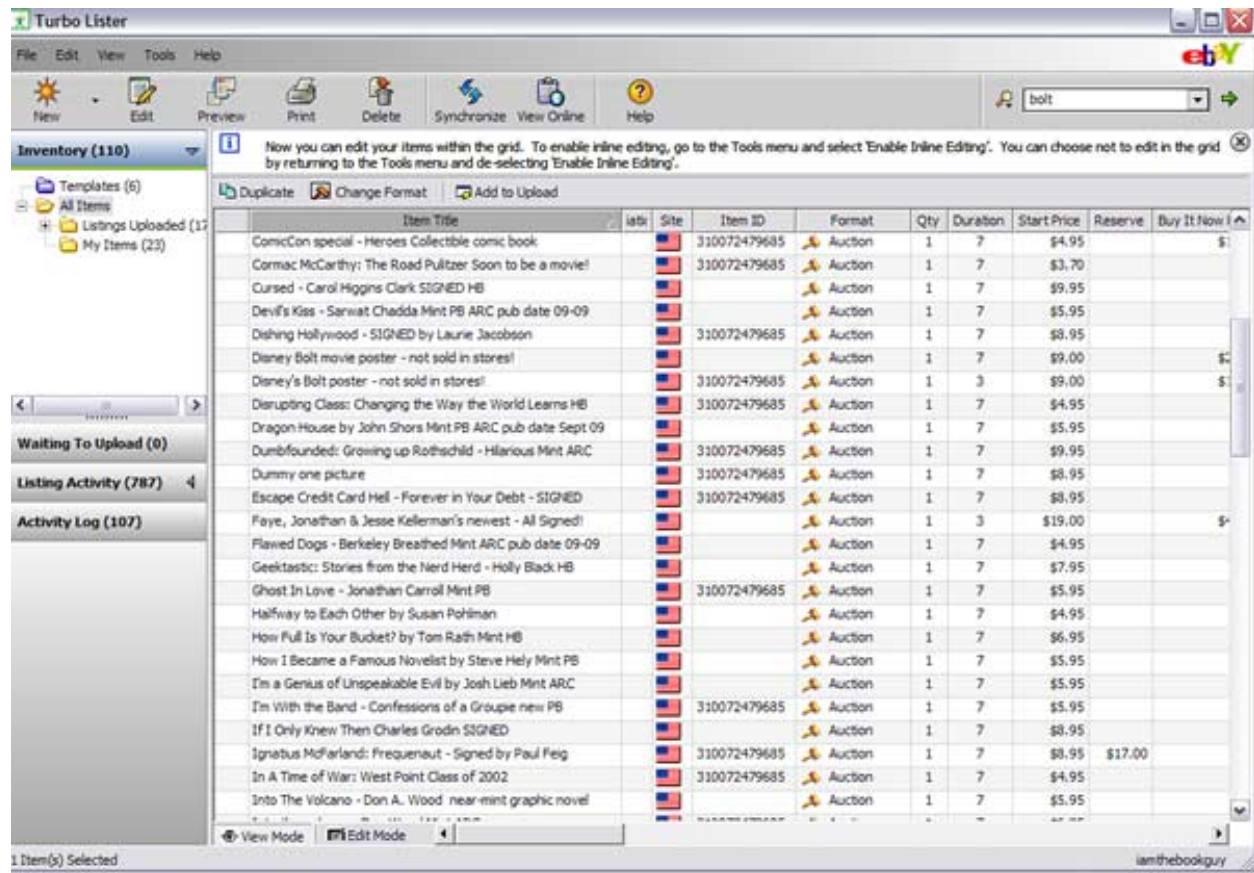
Click Next> when you've done this, then you'll be asked if you with to import your eBay Listings.

If you have no current or recent eBay listings to import, choose to Create a new item. If you do have items, you can choose to import active and/or all ended. If you have a lot of listings, this can take a while, so be patient. In fact, you don't really need to do this at all unless you want to handle all your listings through Turbo Lister—not necessarily a good idea, as I'll explain later. Turbo Lister is good at creating and uploading listings, but not so good at managing them.

When the import is done, the Turbo Lister Tip window pops up. Uncheck the 'Show Tips at Startup' button if you don't want to see tips every time you start up Turbo Lister.

SET UP IS COMPLETE!

You'll now see something like this:



The Main Turbo Lister window

Of course you'll have no items in the main Inventory window, unless you imported them.

The Main Turbo Lister Window

Here are explanations of some of the menu items in the above image:

File>New>Create item from template (This expands to show all templates you have. See Create New Item From Template below.)

File>New>Create multiple items (This allows you to create many items at once with pre-filled information. For example, you may have several DVDs to enter. You'll choose DVD as the product type, then search for each item via its UPC, title or director. When you have that info entered, Turbo Lister will connect to eBay to return choices which meet your criteria. When you then choose the appropriate item, Turbo Lister will import some info needed for that item record.)

File>New>Create a new template. (A template holds some defaults for your records to speed up entry.)

File>New>Create a new User File. (You can set up a new Turbo Lister account for another eBay ID; select a previously-set-up user; or open a sample [blank] Turbo Lister file.

File>Change User>View item records of another user's ID in your Turbo Lister. You may use Turbo Lister to list on eBay by changing the user for up to 5 different eBay IDs.

File>Close - Keeps Turbo Lister open, but no user selected

File>Import Items>From eBay - Choose from active or completed for 24 hours to all, which is appx. 60 days

File>Backup Database - To set the schedule for Turbo Lister to remind you to do backups. You may also force a backup when you wish.

Edit>Duplicate - Duplicate the item record you're on.

View>Users - If you have more than one user in Turbo Lister, you can view/go to each from here.

Tools>Relist Items From eBay - This opens your browser to your My eBay to relist items.

Tools>Options - Set your eBay preferences and item record defaults here.

Inventory Window - Templates Folder - This folder holds templates which you create to use as defaults for item record creation. The templates may not be submitted to eBay.

Inventory - All Items Folder - This is the main folder which will hold all item records you've imported into and created in Turbo Lister.

Waiting To Upload - This lists all items you've not yet submitted to eBay. If all of your items have been uploaded to eBay, the grid will be blank.

Activity Log - Any errors which occur in Turbo Lister should be noted here. Should you receive an error or warning in Turbo Lister, you should first go to the Turbo Lister discussion board (<http://forums.ebay.com/db1/forum.jspa?forumID=34>) and search for any discussions on that issue - it may not affect any listings or the use of the program - however, it may be a serious issue you should understand.

Getting Started

Create New Item

When you first start using Turbo Lister, you will not yet have a template created from which to create a new item record. To create a new item, Click on the New starburst icon>Create New Item or go File>New>Item, or type Ctrl+N. Your choices of eBay items are: Auction, Fixed Price or Store. The window below will open.

The Create New Item window

From here you can create an individual eBay item or a template which you can reuse. Templates are very handy because you can create auction after auction without having to re-enter all the boilerplate info every time. In my templates I use dummy ad formatting, including headline, image and text, for every kind of ad I might need.

Enter your title. (You may also pick a previous title from the arrow to the right of the title field.)

If you use a sub-title, enter that. Then choose a category by clicking on the Select button to the right of the category field. (You will click on the + to open sub-categories to go to the one you want.)

Note the image above shows the chosen category uses Item Specifics (IS). Click Next to enter the Item Specifics or click Done if your chosen category doesn't use IS. One nice thing about Turbo Lister is that it will check to see if eBay has added IS for your items.

If you want to use a second category, follow the above procedure.

If you have an eBay store, select the appropriate store categories just below the category fields.

Photos

To the right of "Pictures and Description" is a link, "Customize". Click the tiny button to its left to open the Customize window as shown below. You will select either eBay Picture Service or Self-hosted Pictures, depending on which you use.

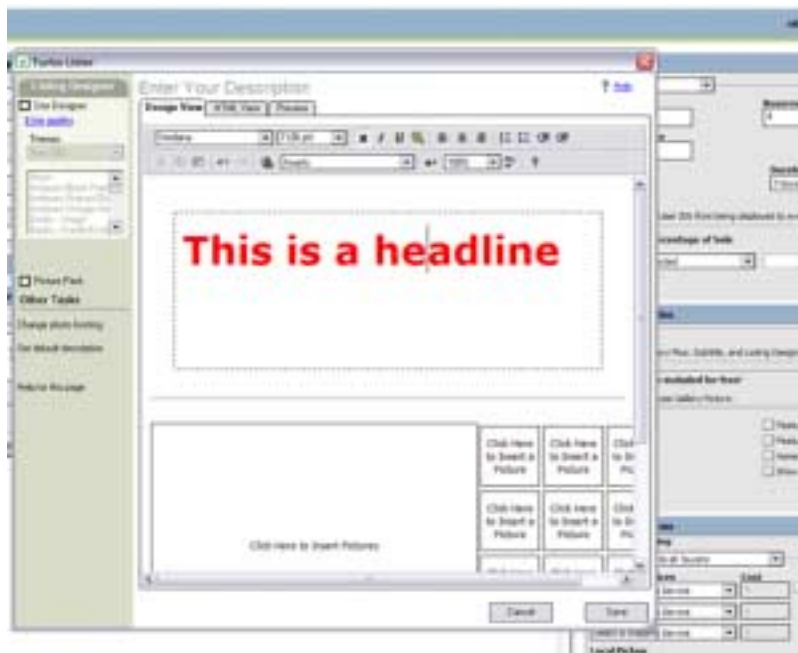
If using eBay Picture Services, you will click on the picture well (Click to insert a picture) to select the appropriate picture on your computer.

When you select your picture, you can crop it by dragging the corner handles. You can also rotate the image by clicking on the circle/rotate icon as seen to top/right of image. Click Insert when you have chosen (and cropped and rotated) your picture. (Note - if you use the gallery upgrade, this first image will be your gallery image.)

If you self-host your pictures (always a good idea) enter the url of each image into the picture fields.

Description

You can enter your description directly into the Description field, or preferably, click on the icon to open the Description Builder, which gives you more of a WYSIWYG view and where you can format your description:



The Description Builder window

If you want to change the font of your entire description, select/highlight it all then choose the font desired (Arial, Times New Roman or Verdana) from the font field. Notice that I've changed

the default Times Roman to Verdana, the size to 36 points, and the color to Red (#ff0000). Even if you aren't familiar with the hexadecimal color scheme for web pages, Turbo Lister pops up a palette with some standard colors you can just click on to select.

You can apply additional formatting to all or parts of your description using the formatting tools.

Listing Designer

On the left side of the description editor, you can choose to use the Listing Designer. (10¢ per item). You will select a theme, such as Special Events, then choose one of the borders which will go around your description, such as Wedding Cake. You can also set the layout of your photos.

Most of the designs I've seen are not worth the 10¢.

Inventory Information

The Custom Label field may be used for your internal part number, SKU or other information you may want to keep in this item record. If I'm selling items for someone else, I use this field to keep track of them.

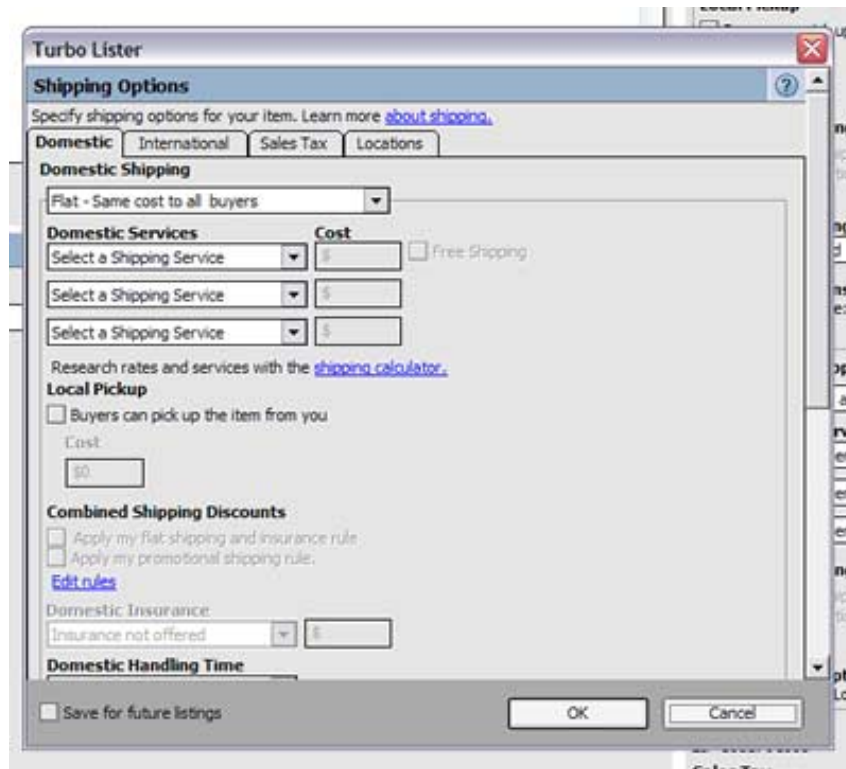
Selling Format

In this section, select the format - auction, fixed price, ad format, store inventory or Best Offer only. Set your start, reserve and Buy It Now prices, set your quantity. (If you have 2 separate items to sell, the quantity is 2. If you are selling 2 items together, the quantity is 1.) Set your duration. Note whether a private listing and, if you're registered to sell items for a charity on eBay, complete the Donation section.

Listing Upgrades

Select the upgrades you want to use for the item record you're on.

Shipping Options

The image shows a screenshot of the 'Turbo Lister' application window, specifically the 'Shipping Options' dialog box. The window has a title bar with 'Turbo Lister' and a close button. Below the title bar, the text 'Shipping Options' is displayed, followed by a link to 'Learn more about shipping.'. There are four tabs: 'Domestic' (selected), 'International', 'Sales Tax', and 'Locations'. Under the 'Domestic Shipping' section, there is a dropdown menu set to 'Flat - Same cost to all buyers'. Below this is a table with two columns: 'Domestic Services' and 'Cost'. The table has three rows, each with a 'Select a Shipping Service' dropdown and a '\$' input field. To the right of the table is a checkbox for 'Free Shipping'. Below the table is a link to 'shipping calculator.'. Under the 'Local Pickup' section, there is a checkbox for 'Buyers can pick up the item from you' and a 'Cost' input field with '\$0'. Under the 'Combined Shipping Discounts' section, there are two checkboxes: 'Apply my flat shipping and insurance rule' and 'Apply my promotional shipping rule.', with a link to 'Edit rules'. Below this is the 'Domestic Insurance' section with a dropdown set to 'Insurance not offered' and a '\$' input field. At the bottom, there is a 'Domestic Handling Time' section with a checkbox for 'Save for future listings' and 'OK' and 'Cancel' buttons.

Shipping Options window

Here you can set your shipping, insurance and sales tax options for flat rate shipping.

Set your shipping weight, shipping methods, handling fee, insurance and sales tax options for calculated shipping. I keep things simple by charging a flat rate for all my books. Of course when a buyer wins four or five books, I calculate the combined postage. The USPS website (<http://www.usps.com>) is the best at calculating shipping.

Payment Methods

Choose payment methods you accept and enter your PayPal email address. For years, eBay allowed checks, cash and money orders as payment for items, but they currently allow only PayPal or PayPal-like (Moneybookers, PayMate, ProPay) for all but big-ticket items (and "Adult"). Despite the fees (2.9% + 30¢ per transaction), PayPal is much more convenient than going to the bank. I haven't tried the others.

Payment Methods ? + Customize

PayPal

Credit cards via PayPal

Immediate payments required when using Buy It Now

Requires a Premier or Business PayPal account. [Upgrade](#) your account, or [learn more](#).

PayPal Account Email

Merchant credit card: Visa/MasterCard

Merchant credit card: Discover

Merchant credit card: American Express

Paymate

ProPay

Moneybookers

Pay on pickup

Payment Options

Buyer Communication ? + Customize

skype

Skype Options

Chat

Voice

Skype Name

Communication Options

Instructions and Policies ? + Customize

Additional Instructions

None Specified

Edit

Buyer Requirements

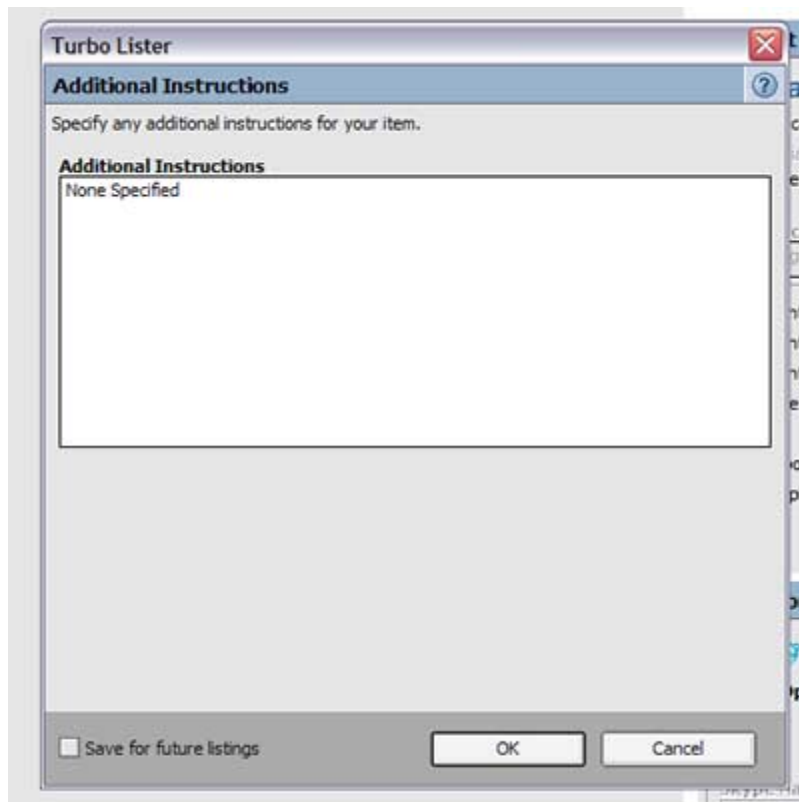
None: Allow all buyers

Edit

Save Save As Template Cancel

Payment Methods window

Instructions and Policies



Additional Instructions window

Edit your additional instructions, return policy and buyer requirements to be posted on your listing.

Preview

Click Preview button as shown below to see what your listing will look like. Above the preview is a section which shows the category, duration, quantity, price, format, upgrade, shipping costs and instructions you've set for this item.

Create New Item From Template

If you've created templates which hold the defaults for your items, you may create a new item from the Templates folder by clicking on the Create Item From Template button as shown:

Save As Template

If you've created an item which you will want to use as the base for future items, you may want to save a particular item record as a template. From the edit window, click on the Save As Template button. This will place the record into your Templates folder.

Upload To Ebay

When you've completed your listing, click on the "Add to Upload" link. Your listings are copied to the "Waiting to Upload" folder. Click to open the folder. You'll see three buttons above your listings: Schedule, Calculate Fees, and Upload All. To upload your items, click on the "Upload All" button (duh!). eBay checks your listings for errors (like leaving out a handling time, which I do quite often!), calculates fees, then prompts you to upload them.

In the Upload window you can also schedule uploads to start at a future date (at a cost of 10¢ per item). This is handy if you're going out of town and want to set your auctions to end at a time when there's lots of activity on eBay, like Sunday evening.

You may want to check your listing fees prior to uploading. To do this, click on the Calculate fees link above the grid. After Turbo Lister connects to eBay to do this to check for program upgrades, you may hold your mouse over the fees column in each row to see a mini-pop-up window which shows your fees for each item.

When ready to upload, click on the arrow next to Upload All above the grid to upload all items in the grid, just the selected or to Selling Manager. If you upload to Selling Manager, all records in the grid will be moved to Selling Manager/Inventory.

Customize and Organize Your Turbo Lister

Folders

All items you've created and imported appear in the All Items folder on the left sidebar of the Turbo Lister window. Imported items will appear in sub-folders. You may create any folders you want for organization by right-clicking on the All Items folder. Give it a name (I use dates of upload; you can use anything you want). To place an item record into another folder (though it will remain also in All Items), click on the blank cell to the left of the item record and drag it to the appropriate folder. Hold down the Control key to copy the item to the new folder.

You can resize the Turbo Lister window by placing your cursor along an edge or corner, which changes the cursor to a double arrow <-->. Hold your mouse left button and drag to size desired. You can also drag the divider between the sidebar and grid and also adjust the width of the grid column titles.

Columns

Right-click on column headers to Customize Columns. You can check, uncheck and move items up or down for grid appearance and placement. You can right-click on a column header to sort that column.

The worst part about Turbo Lister

When you try to upload, you might get really obscure error messages,. For instance: “Warning – specifying return policy details in AttributeSets has been deprecated. Please use the new ReturnPolicy element instead.” Or “missing the required maximum dispatch time.”

Got that?

Clearly these messages were written by eBay elves to be read only by eBay elves. If you get an obscure message when you try to upload, edit all the right-hand side elements and make sure you say *something*. If you're still stumped, pay a visit to eBay's Turbo Lister help forums:

<http://answercenter.ebay.com/forum.jspa?forumID=20> at Home > Community > Answer Center > Tools - Turbo Lister

The best part about Turbo Lister

Bulk editing! So you've left out handling time in a dozen auctions. You don't have to edit them individually. Just highlight the listings in the Upload window, click on 'Edit,' then 'Edit Multiple Items.' You are warned that changes you make will affect all the open items. That's cool. Just make your changes, Save, and you're good to go!