World of Books

Shop
User Guide

How to create auction-style listing from inventory
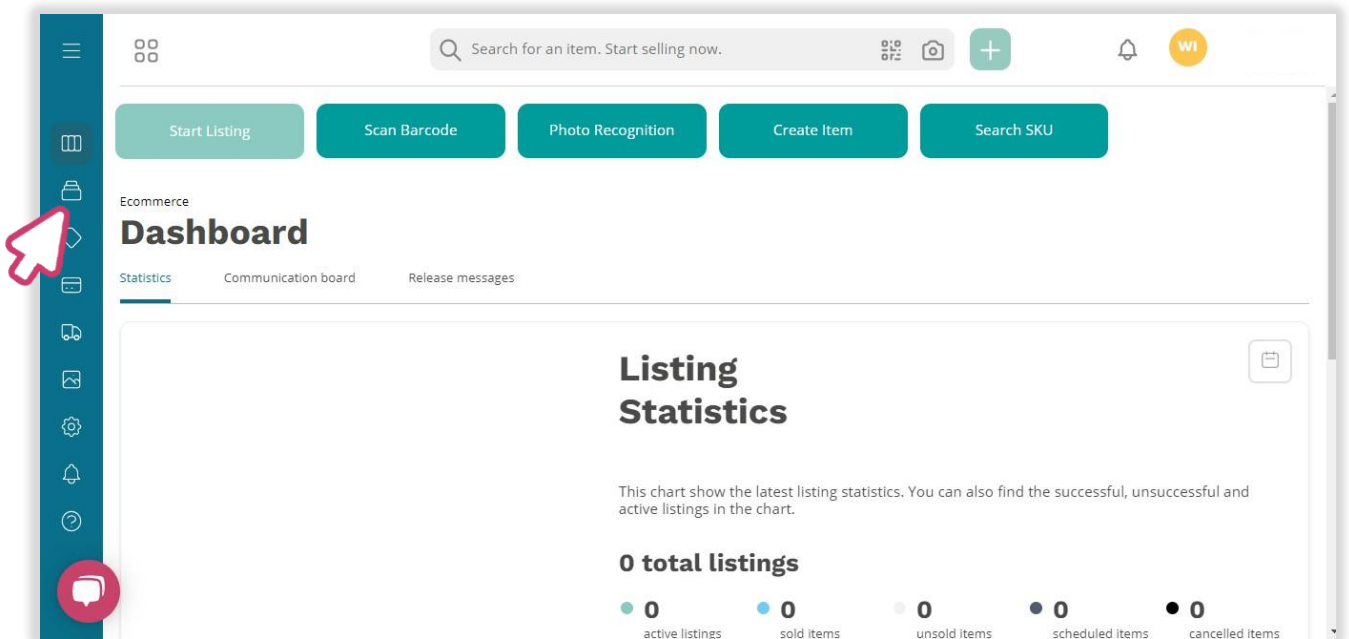
Version 2.0.3

World of Books

How to create an auction-style listing from inventory

Within your account, you can create a listing by matching an existing inventory item, and then create the listing based on the item.
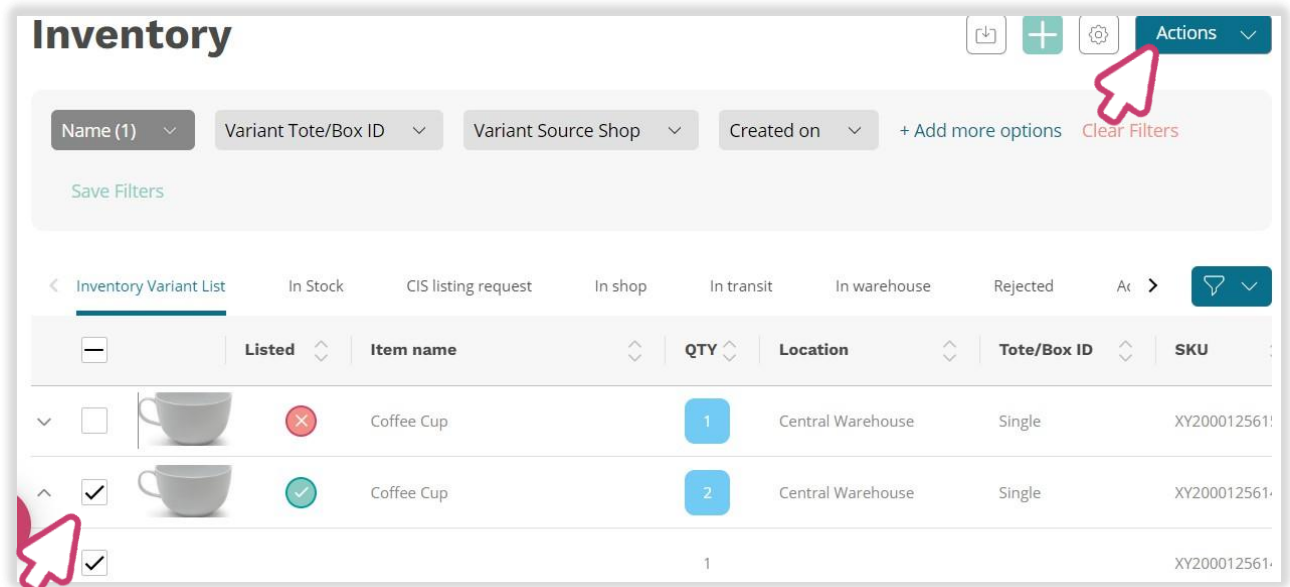
To create an auction-style listing from an inventory item:

- Login to your account.
- From the dashboard menu on the left, click on the 'Inventory' icon.
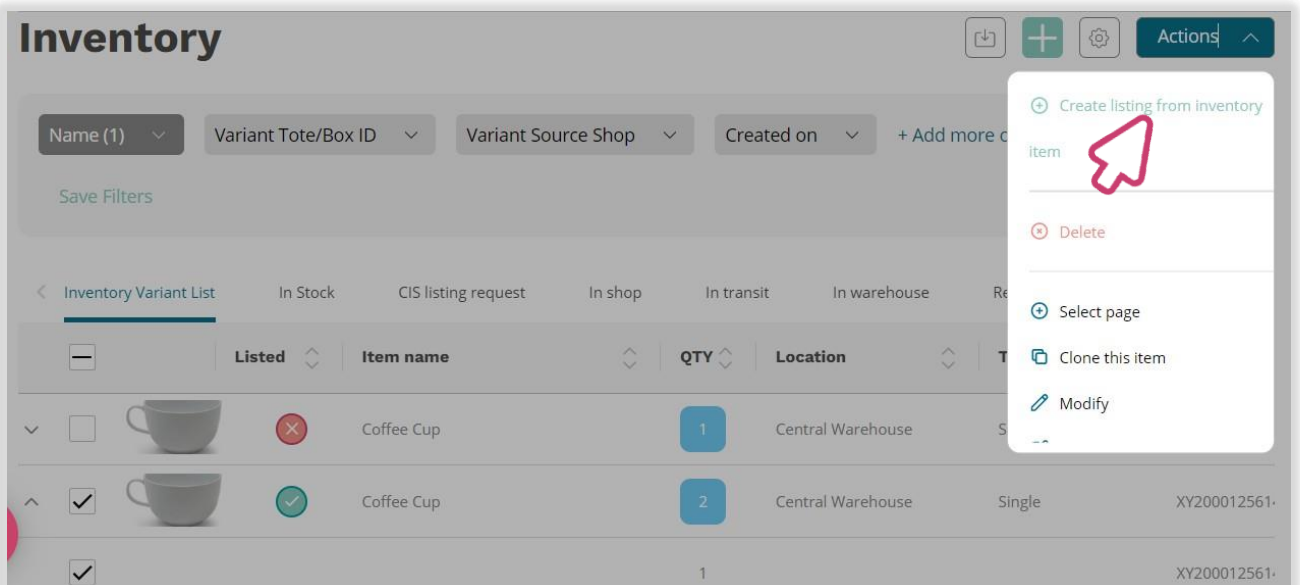
How to create an auction-style listing from inventory

- From the inventory variant list, select an item.
- Click on the 'Actions' button at the top right of the page.

- And then, click on '' 'Create listing from inventory item'' from the pop-up screen.

How to create an auction-style listing from inventory

- On the next page, select 'Auction Style Listing' as the buying format.

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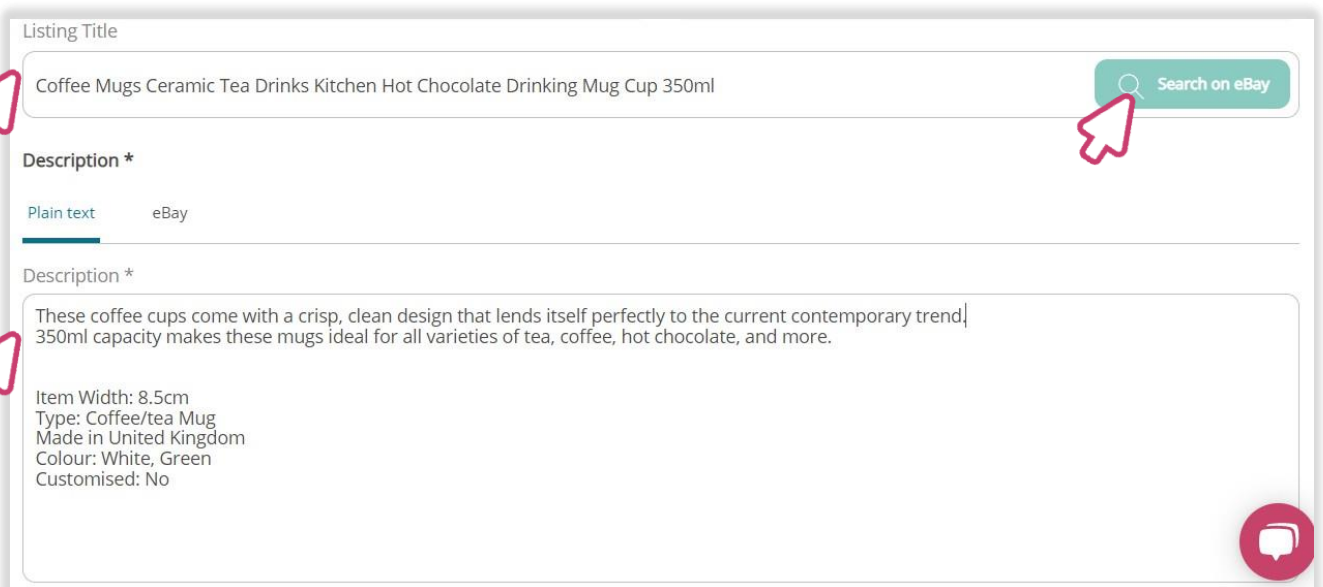
Listing title & description

- Update the listing title if necessary. Don't use descriptive words like "Lovely" or "Amazing" as buyers will not search for these.

- Confirm that the item description matches your item. And add any additional details to your listing description if necessary.

- You can use the 'Search on eBay' button to find out what the item has sold for on marketplaces.

  Description tips:

  - The more information you provide, the easier it will be for customers to make a purchasing decision.

  - The description should be comprehensive and accurate.

  - Don't forget to mention any defects if necessary, to avoid complaints. you can update the item description at any time.

Listing Title

Coffee Mugs Ceramic Tea Drinks Kitchen Hot Chocolate Drinking Mug Cup 350ml   🔍 Search on eBay

Description *

Plain text   eBay

Description *

These coffee cups come with a crisp, clean design that lends itself perfectly to the current contemporary trend.
350ml capacity makes these mugs ideal for all varieties of tea, coffee, hot chocolate, and more.

Item Width: 8.5cm
Type: Coffee/tea Mug
Made in United Kingdom
Colour: White, Green
Customised: No

Adding HTML template to listing description

- To add an HTML template, click on the 'eBay' description tab.

Listing Title

Coffee Mugs Ceramic Tea Drinks Kitchen Hot Chocolate Drinking Mug Cup 350ml   🔍 Search on eBay

Description *

Plain text   eBay

Description

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Made in United Kingdom
Colour: White, Green
Customised: No

- And click on the HTML field to select a template. (These will drop in the listing description field).

Description *

Plain text   eBay   Shopify

Description *

HTML template

| Enter text to search |

Trousers

Watches/Clocks

Wob

X

< >   A²   A₂   𝒫   ≡ ≡ ≡ ≡   ⋮≡ ⋮≡   —   Tₓ   Tags ▾

esign that lends itself perfectly to the current contemporary trend for all things
s perfectly as an eye-catching accent in a monochrome kitchen - alternatively, twin
eal statement. 340ml capacity makes these mugs ideally sized for all varieties of tea,
s with all Argon Tableware crockery, they are Dishwasher Safe for easy, hassle-free
g Made in UK Colour: White Customise : No

Tags, collect in store & job lot

- If custom SKU was assigned when the item was created, this will automatically be prepopulated.

- You can add tag(s) to the item. This is for internal use for categorising listings.

- Enable 'Collect in Store', if you want buyers to collect the item in store. (To use this feature, the account owner or administrator must add these to the shipping methods).

- Turn-on 'Job Lot Item' switch, if you are selling the item as a group. If not, leave Off.

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Adding image(s) to your listing

As you can imagine, having high-quality photos is one of the best ways to attract customers.

Tips:

- Take photos from as many angles as possible.

- World of Books photo uploader makes it very easy to add, edit and move photos of your item.

- You can add up to 12 photos.

- If possible, your main image should be on a white background (this will improve visibility on Google) and show the item in full.

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Adding image(s) to your listing

- The minimum photo size should be 500 x 500 pixels or 800- 1600 pixels on the longest side.

- Photo must be a PNG, JPEG, BMP or GIF.

- Don't use a filter as natural colours are better at showing the buyer what to expect.

- Don't add thumbnails as these can affect the clarity of the
- photo when submitted to marketplaces.

- The photo should depict the item being described.

- The photo should not contain any watermarks or digital signature.

Adding photo(s) to your listing

- If the item photo(s) wasn't uploaded when the item was created, or perhaps you want to add additional photos, click on the "Photo" icon to select item photo(s) from your World of Books image library, PC, or mobile devices.

- You can also drag and drop the images into the centre of the upload photo icon area.

**Images (1/12)**

Browse/Drop your images here
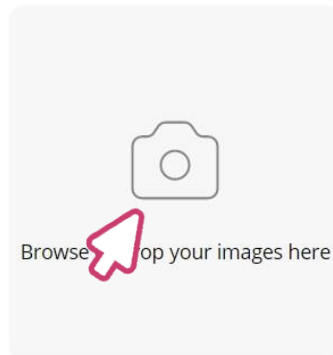
Listing Data

Adding photo(s) to your listing

- From the pop-up screen, click on the 'Upload photos' icon to upload photo(s) already stored on your PC or mobile device.

- You can also take photo(s) directly from your mobile device or PC camera by clicking the 'Take a photo' icon.
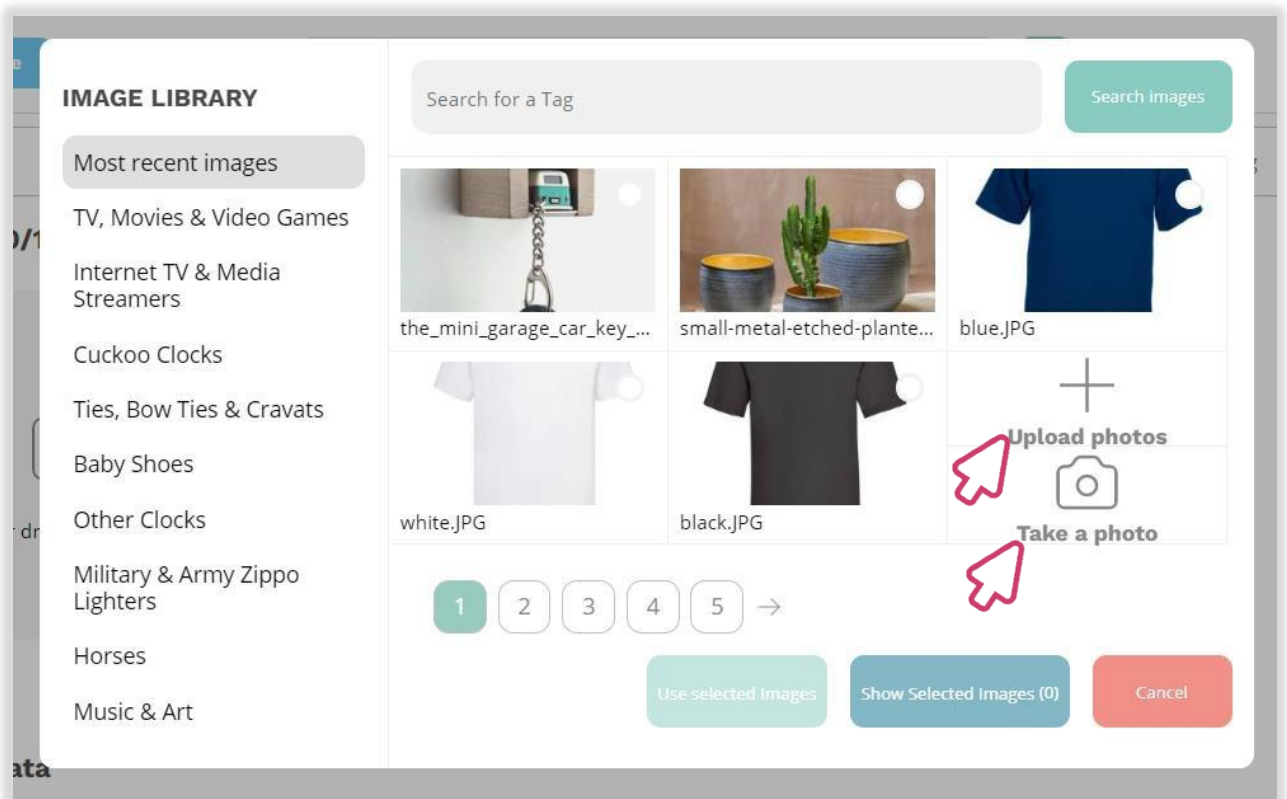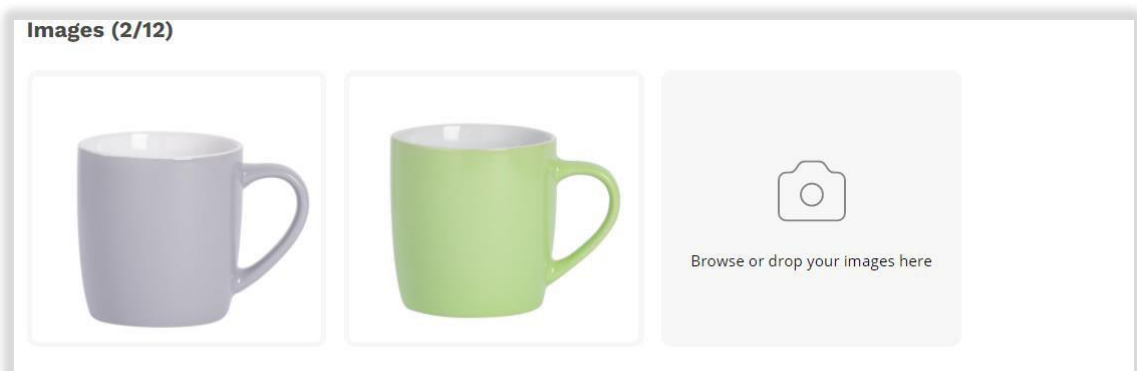
Adding photo(s) to your listing

- Once you've clicked on 'upload photos', you will be prompted to select the item photo(s).

- To select multiple photos, hold down the Ctrl key and select photos (windows) or Command key for (Mac) then click on the open button.

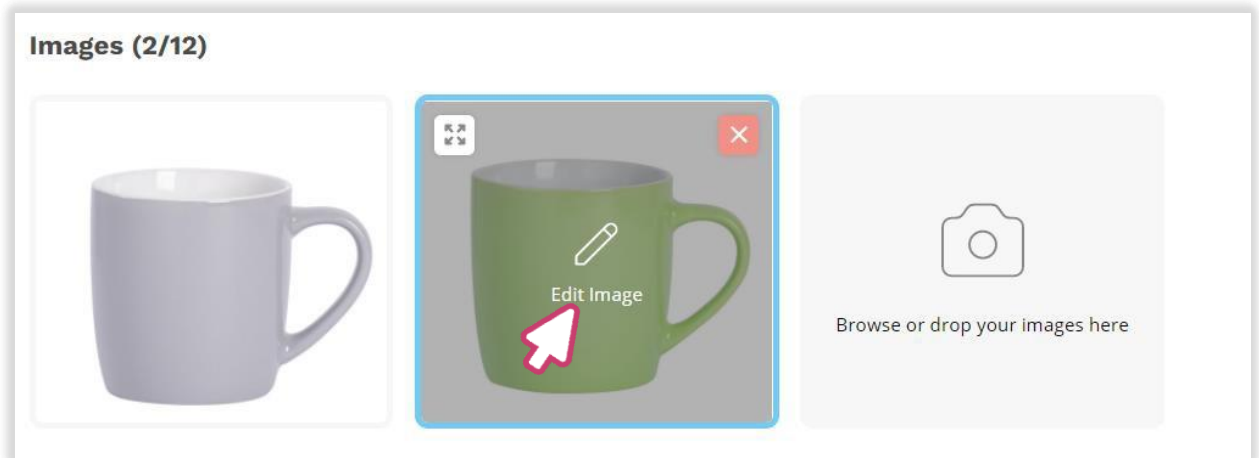- After selecting the item image(s), click on the 'Open' button.
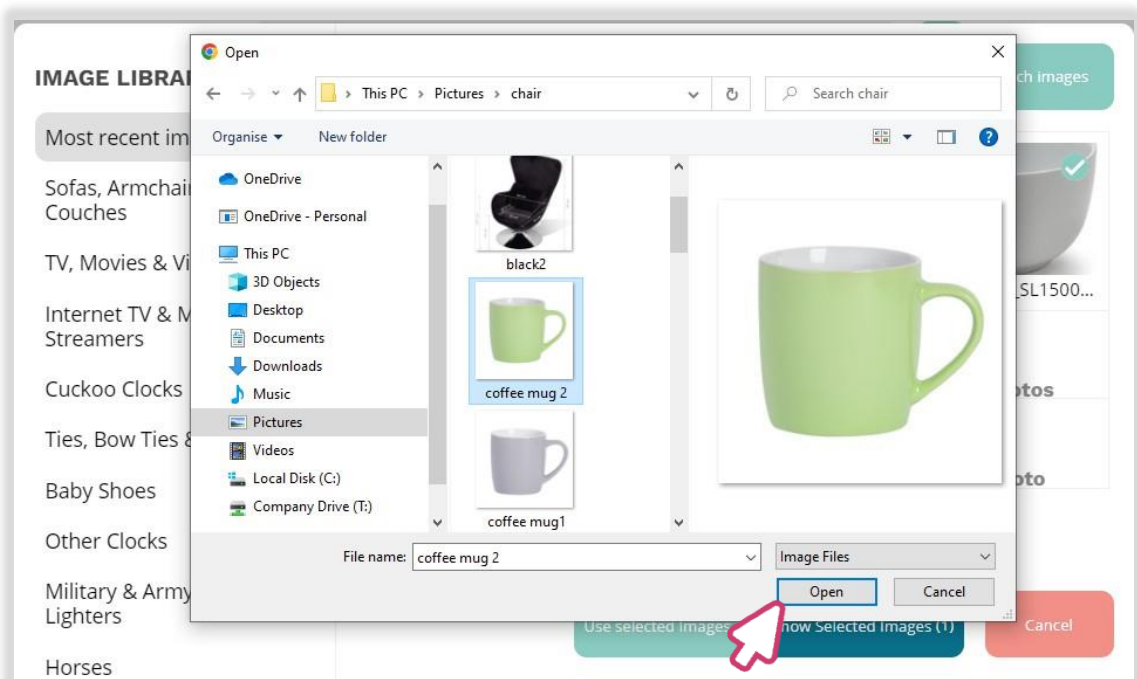
- Uploaded photos should then appear on the listing form.

Adding photo(s) to your listing

- To edit item image, hover your mouse around the centre of the photo and click on the appearing 'Edit Image' icon.

- From the photo editor screen, use the editing tools to adjust, rotate, crop, flip and change the photo brightness.
- To use image as primary listing photo, tick the 'Primary image' box at the top right hand side of the screen.
- To crop the image, click on the 'Crop' icon, highlight preferred image area, click on the 'Set' icon, and then, click 'Save' button.
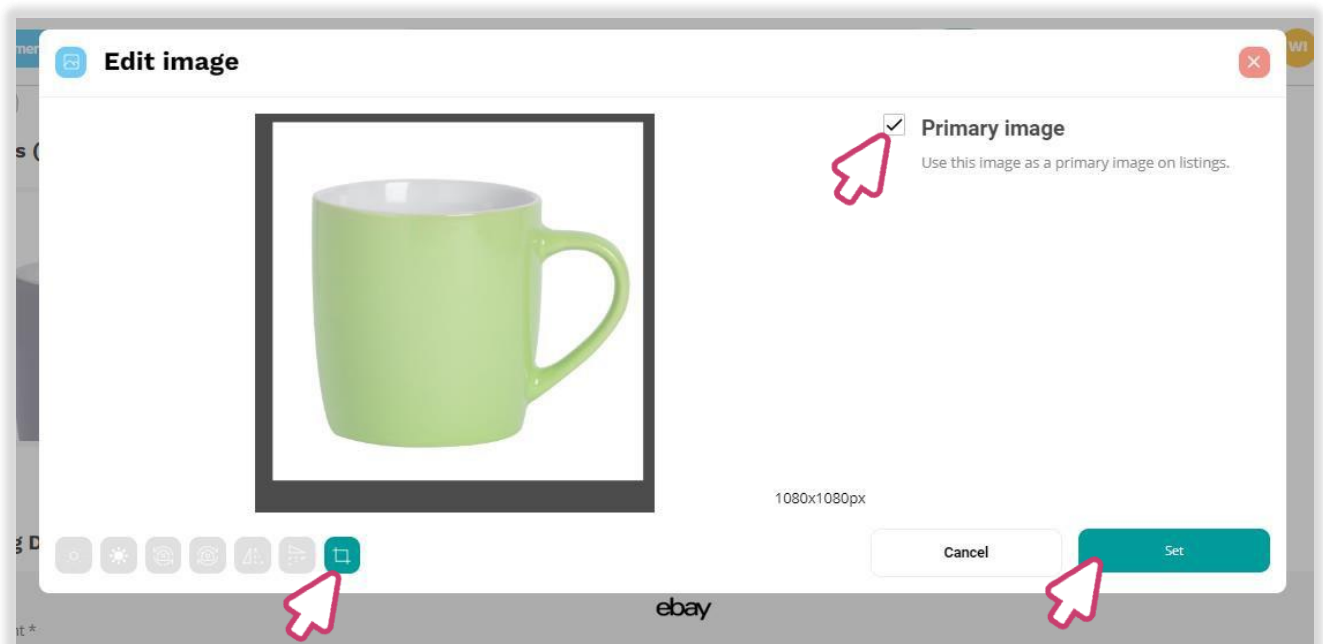
Adding photo(s) to your listing

- To rearrange photo(s), move your mouse to upper-left of the image, click on 'Move image' icon, and drag the image to a suitable position.

- To change the primary listing image, move your mouse to upper-left of the image and click on the appearing 'Move' icon then, drag the image to the main position.
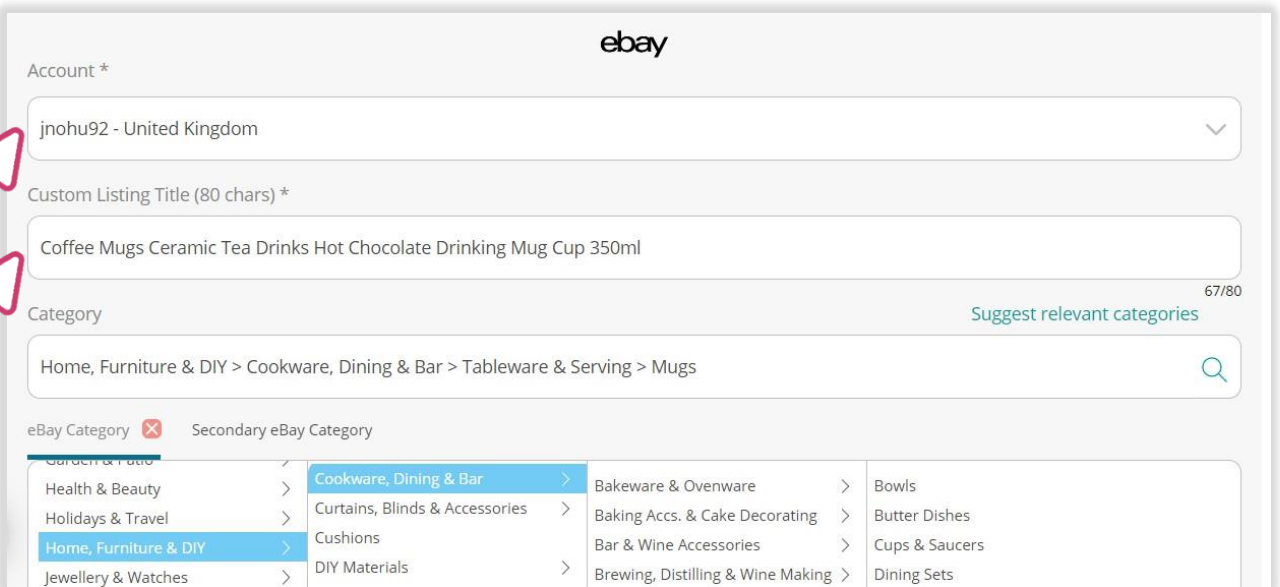
Adding listing information

- Select an eBay account for the listing.

- Click on the 'Custom Listing Title' field to modify the title if necessary. The title shouldn't be more than 80 characters.

- The item category will be pre-populated. If not, click on 'Suggest relevant categories'.

- And, select the best matching categories from the pop-up screen, then click the 'Confirm' button.

Adding listing information

- You also can manually type in the item category in the search field and select the closest match. Make sure you find the best fitting category.

- If you can't find the right item category, use the 'category selector' and work through the different categories to find the best fit.

Adding listing information

- Next, select a 'Listing duration' from 3 – 10 days.

- Select the item condition from the drop-down menu.

- And manually type in the item condition description into the description field.
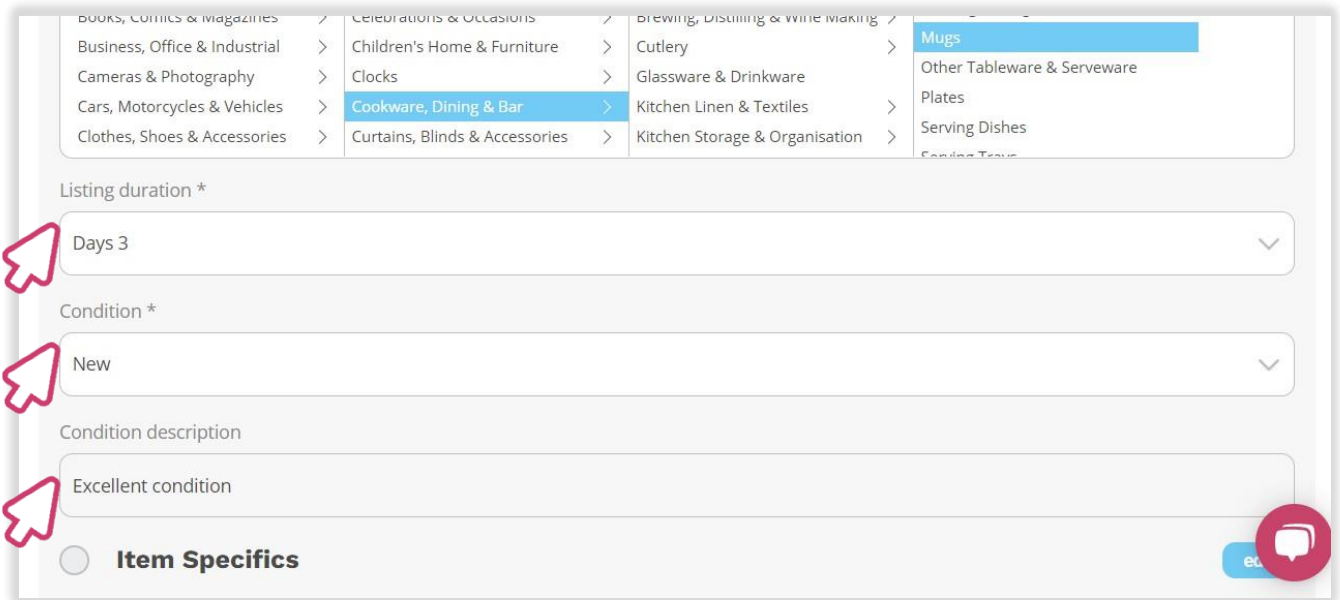
Books, Comics & Magazines >	Celebrations & Occasions >	Brewing, Distilling & Wine Making >	Mugs
Business, Office & Industrial >	Children's Home & Furniture >	Cutlery >	Other Tableware & Serveware
Cameras & Photography >	Clocks >	Glassware & Drinkware	Plates
Cars, Motorcycles & Vehicles >	Cookware, Dining & Bar >	Kitchen Linen & Textiles >	Serving Dishes
Clothes, Shoes & Accessories >	Curtains, Blinds & Accessories >	Kitchen Storage & Organisation >	Serving Trays

Listing duration *

Days 3 ⌄

Condition *

New ⌄

Condition description

Excellent condition

◯ **Item Specifics**

Item specifics

Item specifics are required when listing to eBay and once you get it right, it can boost sales. Below are 3 categories for item specifics:

<u>Required</u>

- eBay requires mandatory attributes for this category. It will help customers to find items when they perform a search.
- On the marketplace, buyers usually filter their search by using item specifics. Making it easier for them to find what they are looking for.
- If you haven't entered one of these specifics, the item will drop off the search and therefore it won't be visible to customers.
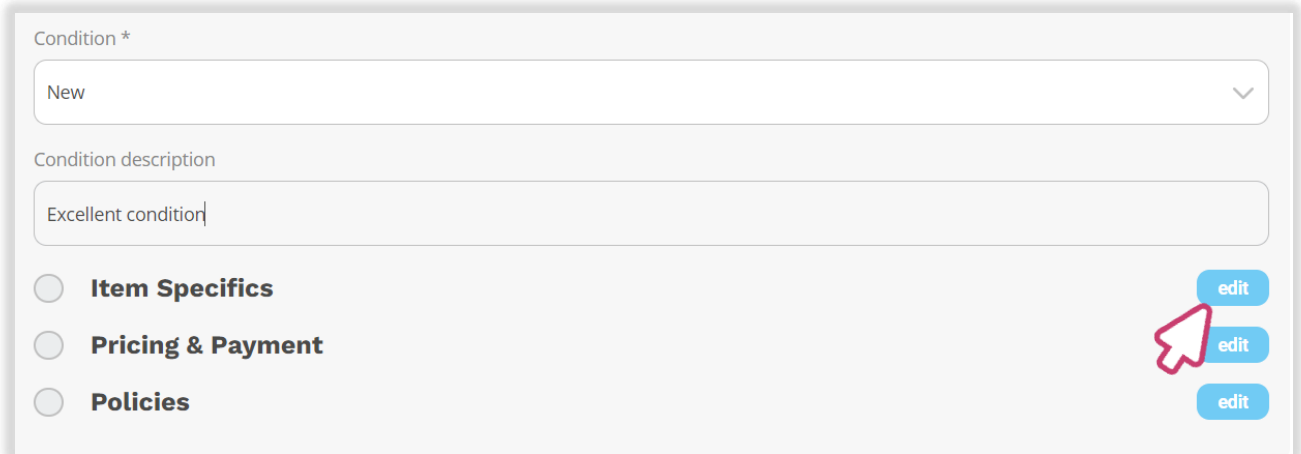
<u>Recommended</u>

- Your listing will perform better if you fill in these recommended attributes.
- It could reach a higher search position and will show up in more search results.
- This is not mandatory but if you have these details, please enter them.
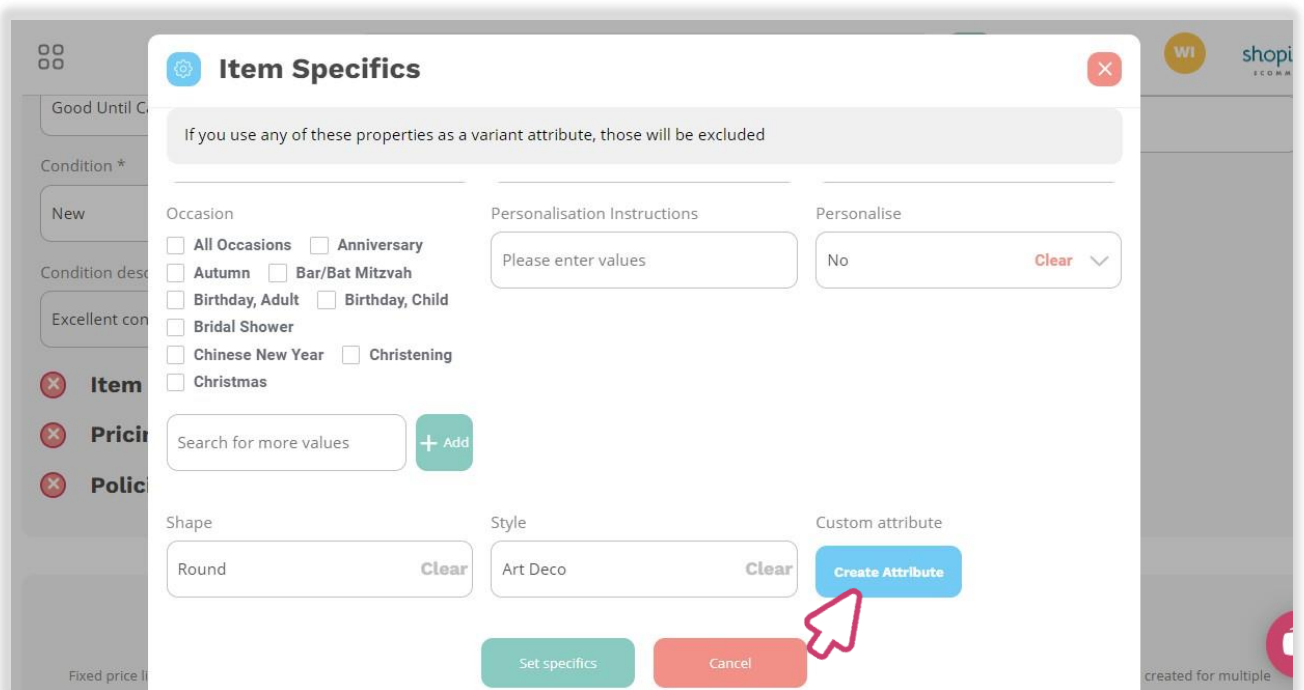
<u>Optional</u>

- You can add additional attributes to your listing but this is not mandatory.
- These attributes will be shown on the listing but may not be used during eBay search.
- This doesn't affect buyer's search but could improve customers experience.

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Item specifics

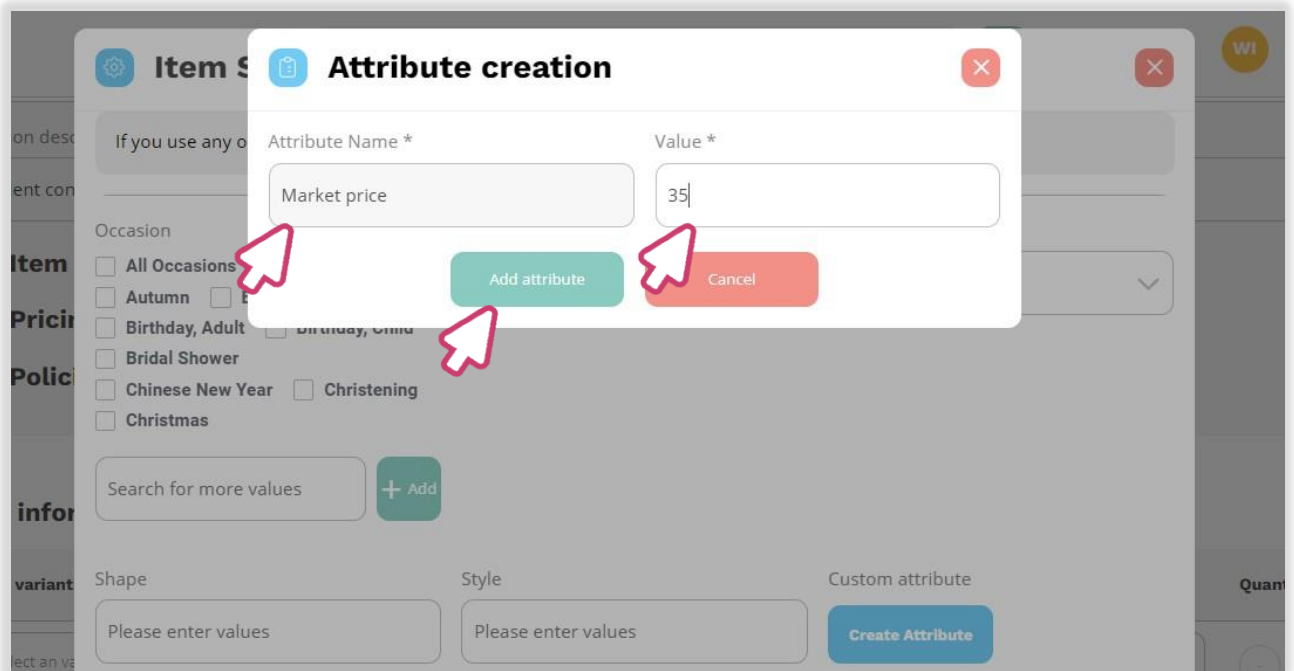- To add item 'Specifics', click on the 'edit' button.

- From the pop-up screen, select the necessary attributes that applies to the item.

- To add custom attribute(s), click on the 'Create Attribute' button at the bottom of the screen
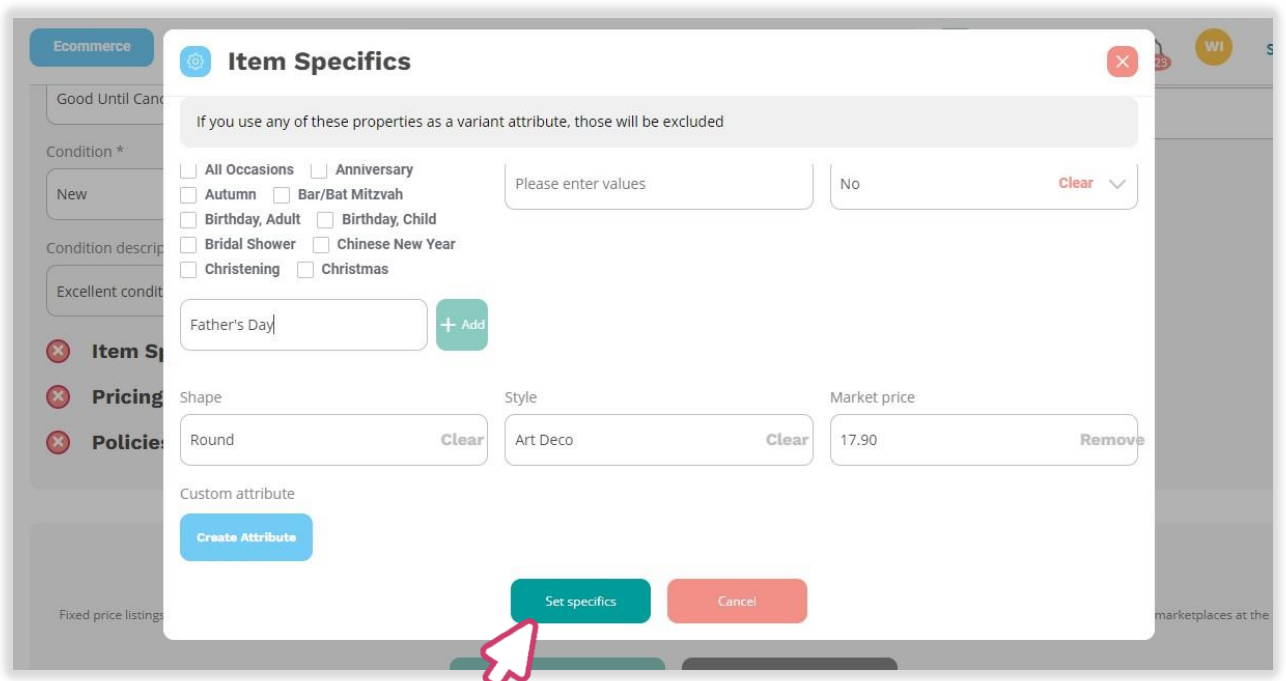
Item specifics

- From the pop-up screen, key-in the attribute name and value. Then, click on the 'Add attribute' button.

- Click on the 'Set specifics' button, once you are ready!

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Pricing and payment

Pricing is one of the top influencing factors. You should think carefully when setting up your price. Most customers will take the item's price into consideration when deciding whether to buy your item.

Customers will bid on your item during a set period of 3 to 10 days, and the highest bidder at the close of the auction buys your item.
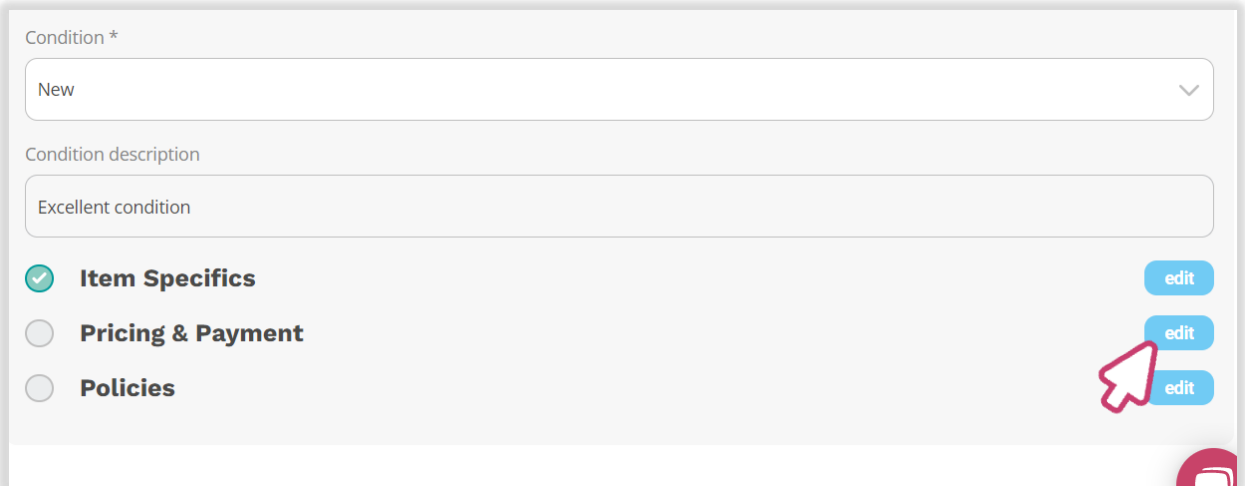
Tips:
- Avoid setting up your price based on what you want to achieve.

- Don't presume what a customer might pay for your item.

- Do your research!
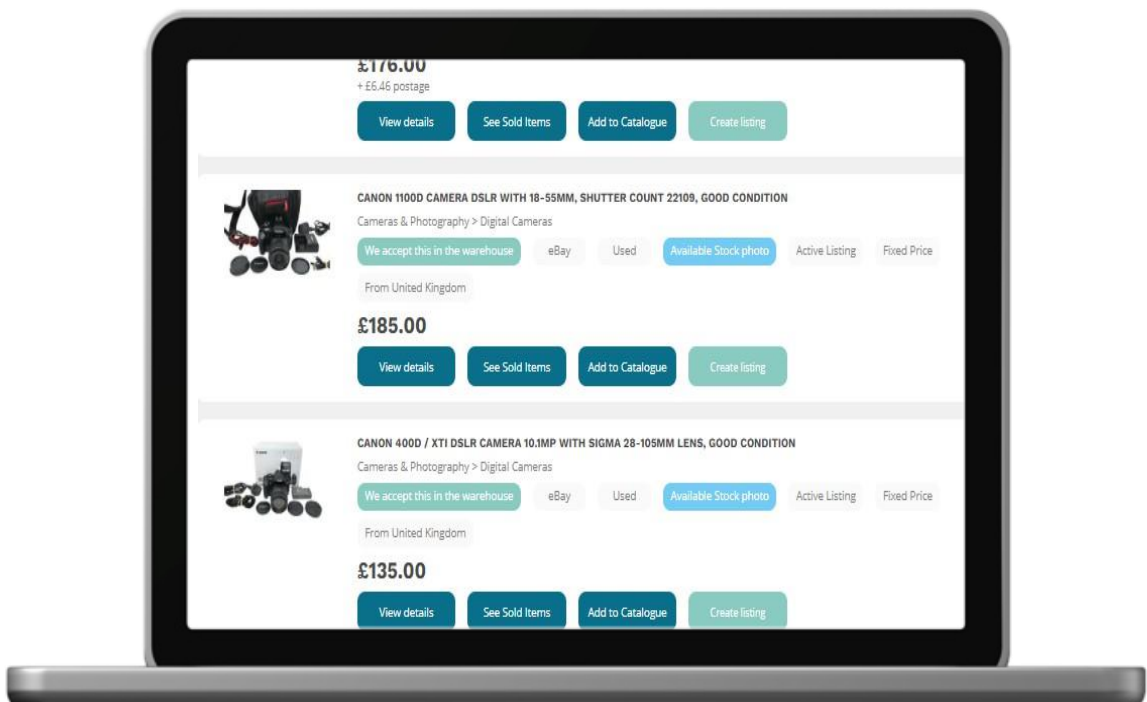
Pricing and payment

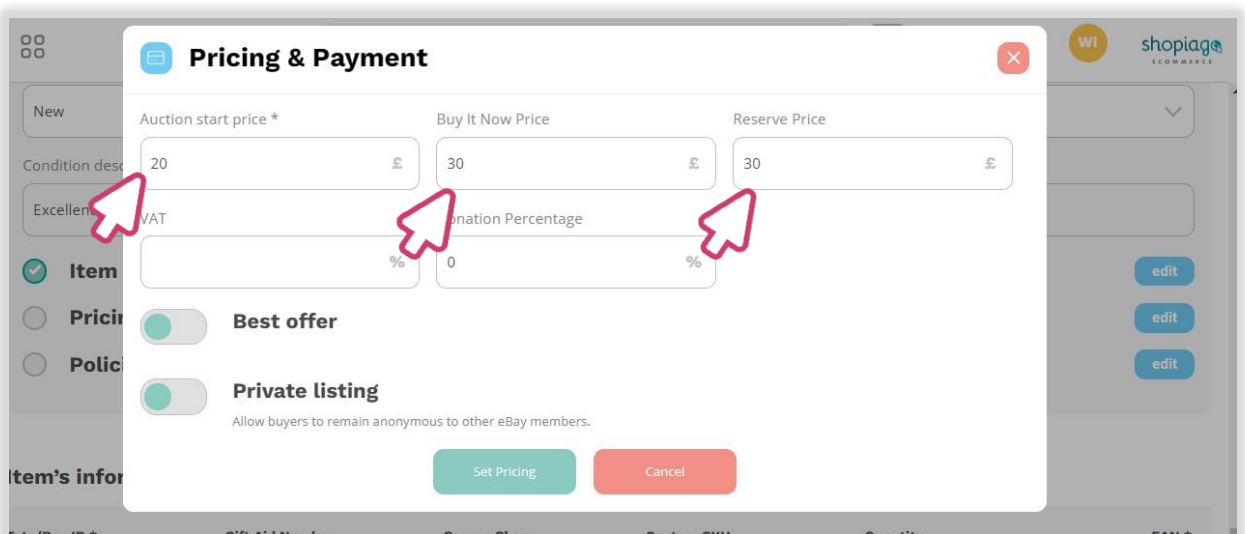- To set item 'Price and payment' click on the 'Edit' button.

- From the pop-up screen, enter a reasonable amount as a start price. If you set your price too low, the buyer may not think that the item is genuine.

- You may want to set a 'Buy it Now' price as a backup, to give customers the option to buy the item immediately rather than bidding. Please research the market if you are not sure how much to price your item.

- Set a 'Reserve Price' - a minimum amount that you would want the item to sell for. Leave it blank if you do not want a reserve price.
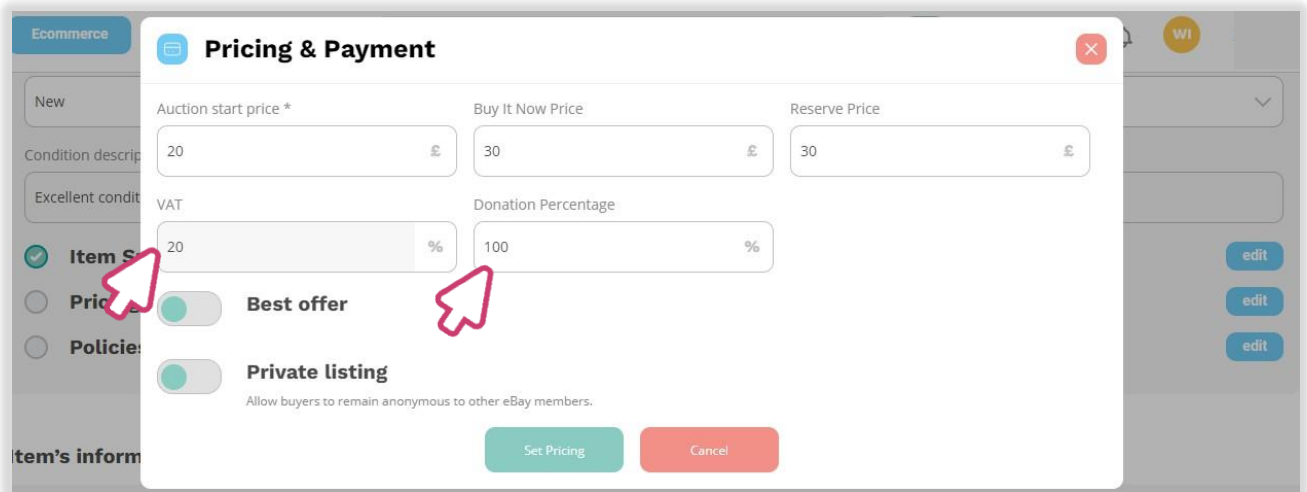
Pricing and payment

- Key-in item VAT % (This applies only to 'new' bought items. Leave it blank if it does not apply).
- Select your 'Listing Donation Percentage' (this is the amount you are donating for the item). If you are a charity, this should automatically be 100% in your settings.

- Switch - On 'Best Offer' if necessary. This allows buyers to submit an offer for what they are willing to pay (you can decide whether to accept or make a counter-offer).

- And enter the amounts that you are willing to accept and the lowest amounts to automatically decline.
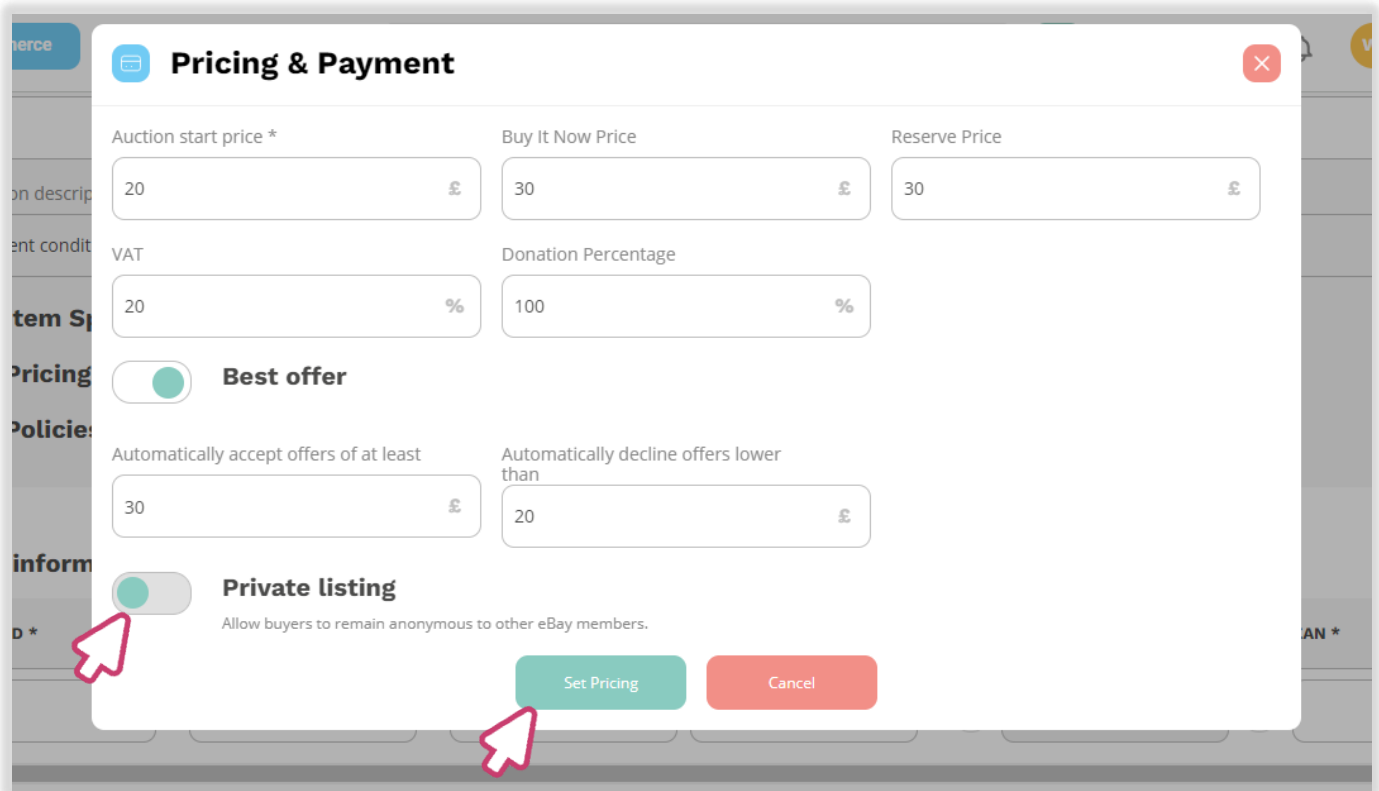
Pricing and payment

- Switch-on 'Private Listing' if necessary, to keep bidder and buyer identities hidden from other eBay members.
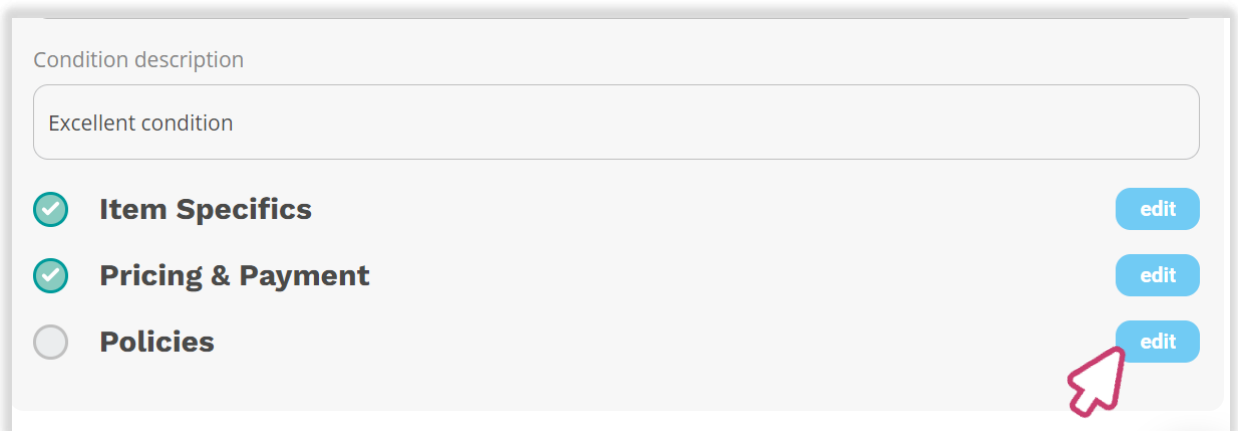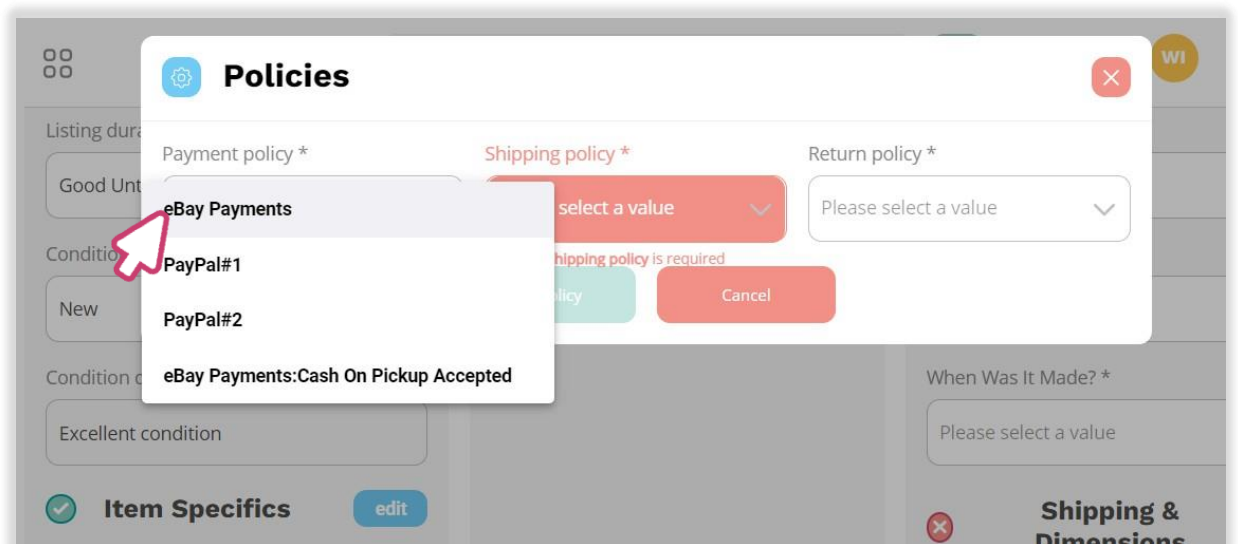- Click the 'Set pricing' button once all properties are set.

Policies

When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship an item and whether you accept returns or not. If these policies are already set on your eBay account, you can sync them into your World of Books account, making it easier to select them when listing.
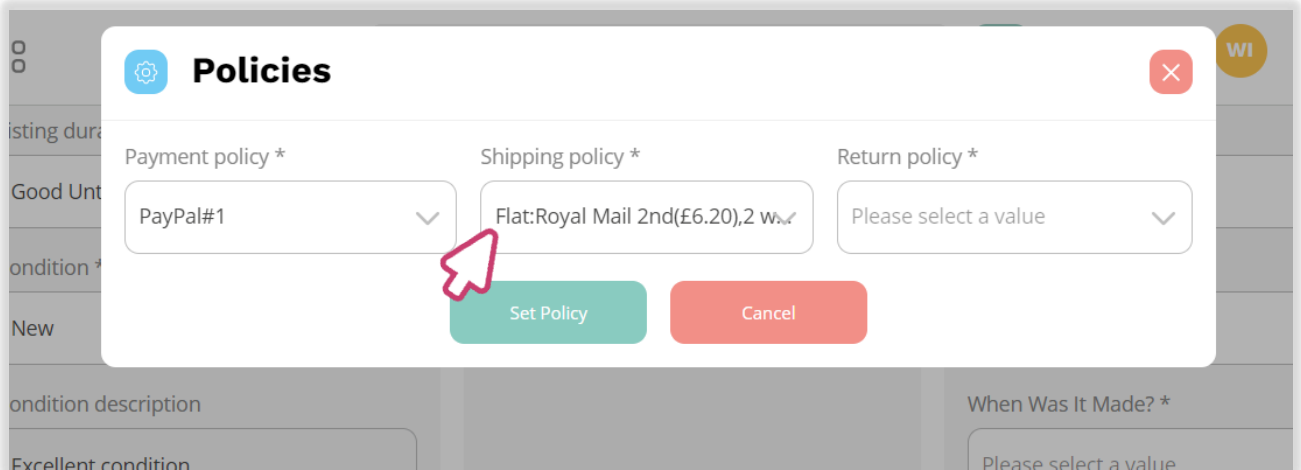
To set policies;
• Click on the 'Edit' button.

• From the pop-up screen, click on the 'Payment policy' field and select a preferred payment policy.
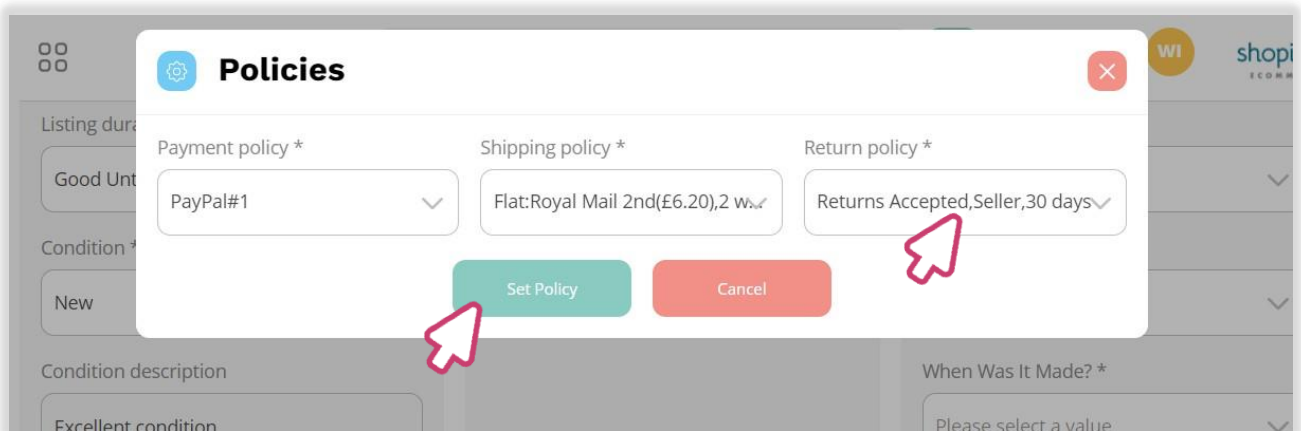
Policies

- Click on the 'Shipping policy' field and select the relevant postage service provider.

- Click on the 'Return policy' field and select the relevant return policy.

- Then, click on 'Set Policy' button.

Item information

An inventory item information is required when listing from inventory. To

enter the item information;

- Click on the 'Inventory variant' field to select the inventory variant. 'The Tote/Box ID' will be pre-selected.

- Gift aid number will automatically be selected.

- Select a "source shop"; this is where the item is stored. Custom SKU will also be populated.

- Item 'Quantity' will automatically be set to 1for auction style listing

- Enter item identifier number (EAN). Identification number makes it easer for customers to find your item, so please be sure to fill in this field). If your item doesn't have an EAN, click the text field and select Does Not Apply.

✓ Item Specifics						edit
✓ Pricing & Payment						edit
✓ Policies						edit

Item's information

Inventory variant	Tote/Box ID	Gift Aid Number	Source Shop	Custom SKU	Quantity	EAN
White	Does Not Apply	Does Not Apply	DEFAULT	XY2000125791-2	1	Does Not Apply

want to follow messages on my dashboard related to this item

Create Listing	Save as a draft	Save as a template	Cancel

Submit your listing

- Once all the item information are entered, click on the 'Create listing' button to list the item.

Listing options

Once you've clicked on 'Create listing' button, you will be prompted to select one listing type:

- List immediately - when you want the item to go live instantly.

- Add to queue - means the item will be sent to eBay at a scheduled time that you have determined within your settings.

- List on date – a set date that you want the item to go live on eBay.
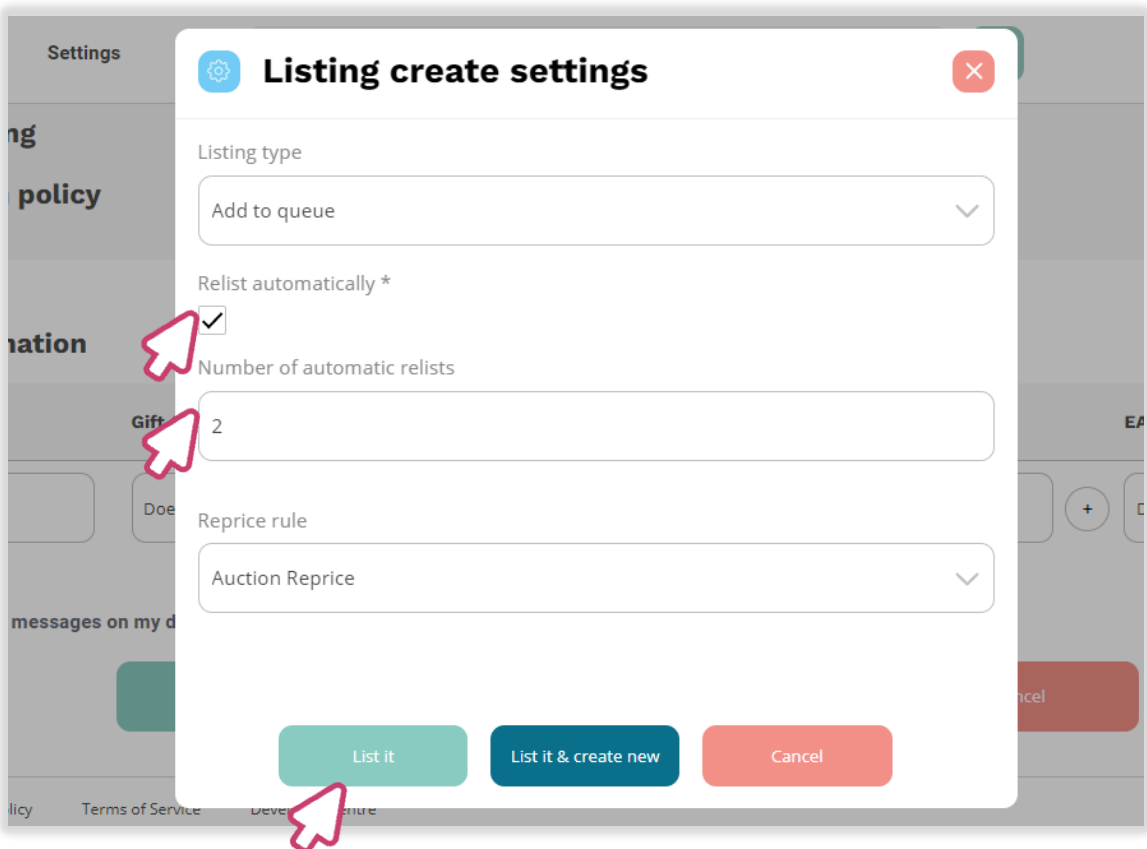
Listing options

- Tick the 'Relist automatically' box, so if the item doesn't sell after the listing period, World of Books will automatically relist the item for another chance of a sale.

- Enter value(s) for auto-relists.

- Select a 'Reprice rule' from the drop-down menu or leave blank if it is not applicable.

- Finally, click 'List it' or 'list it & create new' button.

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Happy Selling!