

e·quinux



iSale express

you sell @ eBay

Version 1.2

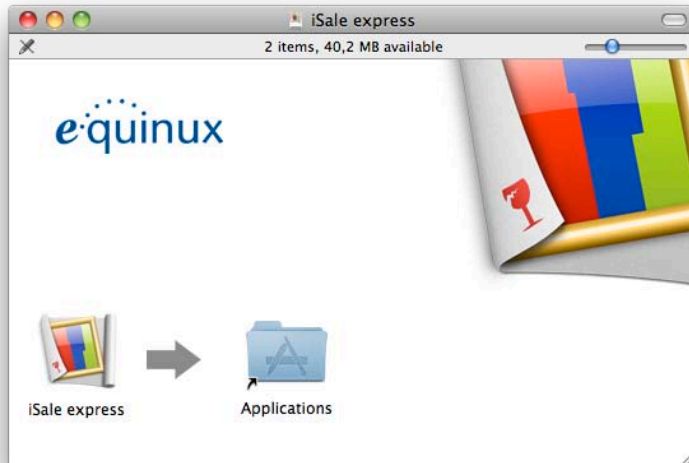
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Installation

Install iSale express

Before you can start auctioning, iSale express must be installed on your hard drive.



If you have received iSale express on CD:

- ▶ Insert the iSale express CD into your computer
- ▶ Double-click the iSale express CD icon that appears on your desktop
- ▶ Drag the file "iSale express " to your applications folder

If you downloaded iSale express from equinix.com:

- ▶ Double-click the downloaded .dmg file
- ▶ Drag the file "iSale express" to your applications folder

Upgrading from a previous iSale version

Upgrading from an older version of iSale express is very similar to installing the software for the first time.

To upgrade to iSale express, please complete the following steps:

- ▶ Make sure that you have a valid internet connection
- ▶ Download iSale express at <http://www.equinix.com/isale/download>
- ▶ Install iSale express

Purchasing iSale

If you have not already done so, you can buy iSale express directly within the application. All you need is a connection to the Internet and your payment details to hand.

To purchase iSale express

- 1 Open iSale express, and choose iSale express > Buy iSale express... from the menu bar.
- 2 A window will appear showing our online store. Add the iSale express Edition of your choice to the cart and proceed to checkout.

If you paid by credit card your license will be added to your equinix ID as soon as your card details have been verified.

If you paid via bank transfer or PayPal, we will send you an email as soon as we receive your payment. You'll then be able to activate iSale express using the very same equinix ID and password you created at our Online Store.

Your equinix ID

Store all your software licenses under one roof with a handy equinix ID and stop worrying about keeping those long, unsightly activation codes safe. Create your very own free equinix ID during the checkout process or, if you are a first-time retail box buyer, during the software activation process and start reaping the benefits today.

Activating your software

If you bought iSale express at our Online Store, you can activate it using just your equinix ID and password. You will have created an equinix ID during the checkout process.

To activate using your equinix ID

- 1 Open iSale express, and choose iSale express > Activate iSale express... from the menu bar.

- 2 Enter your equinix ID and password and press Login.

To activate a CD version

If you received iSale express on CD, you should find an accompanying "Activation Code". Using this code you can activate iSale express on your computer.

To activate using an Activation Code

- 1 Open iSale express, and choose iSale express > Activate iSale express... from the menu bar.
- 2 If you already have an equinix ID, please log in using this ID. Otherwise, create a new ID and enter the required information.
- 3 Finally, enter your Activation Code in the field provided.

The next time you need to install iSale express you can simply do so with your equinix ID and password – you won't need the Activation Code any longer. Please store your equinix ID and password in a safe place.

Moving iSale to a different computer

In order to activate iSale express on another Mac, you'll first need to deactivate your license on the previous computer. As equinix licenses are bound to your hardware, they first need to be reset.

To transfer a license to another computer

- 1 Open iSale express on your old computer, and select iSale express > Deactivate iSale express... from the menu bar. The li-

cense is now available and you can activate the software on another Mac.

- 2 Install iSale express on your new Mac.
- 3 Choose iSale express > Activate iSale express... on your new Mac and hey presto!

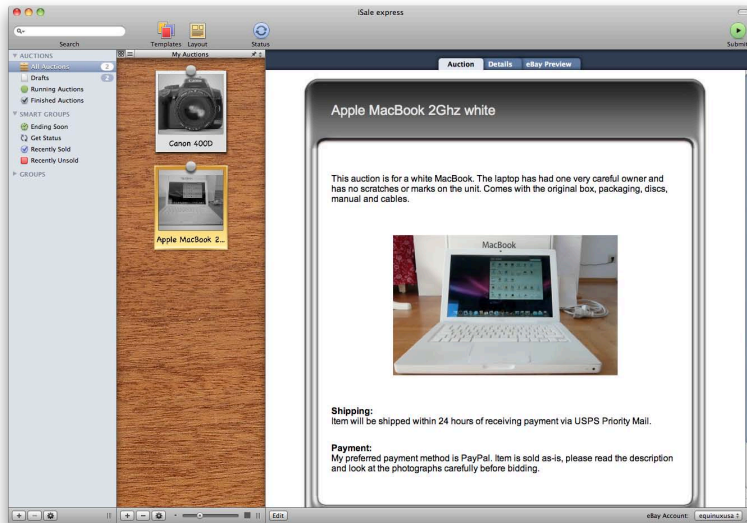
(If you no longer have access to your old Mac, you can also visit <http://my.equinux.com> to reset your license.)

Getting to know iSale

In this chapter, we will give you a broad overview of iSale express's user interface. After reading this, you'll be familiar with concepts such as the Auction Pinboard, Groups and the Auction Details.

iSale express's interface was designed using Apple's Human Interface Guidelines and resembles the look and feel of iLife applications.

The main window consists of three areas:



The “Libraries and groups” and “Auction list” areas can be resized easily.

To change the width of a column:

- ▶ Place the mouse pointer over the column's right edge
- ▶ Drag the column to your preferred size

Groups

iSale express allows you to group auctions either manually or based on certain criteria (like starting price, eBay category etc.). Certain “Smart Groups” like “Running Auctions” or “Unsold Auctions” are predefined.

To create a new group and store auctions in it:

- ▶ Click the “+” symbol at the bottom left of the main window
- ▶ Enter a name for the new group appearing in the Groups area
- ▶ Drag & Drop auctions to the new group

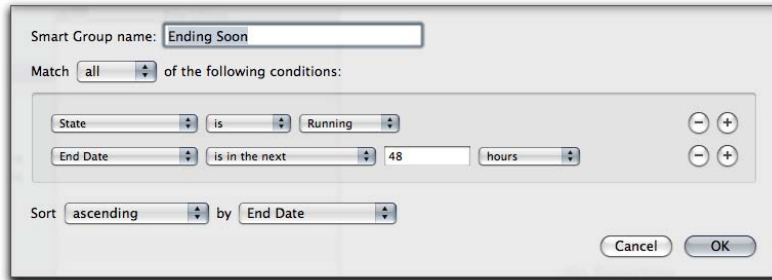
or

- ▶ Hold down the Command key to select multiple auctions and then Drag & Drop them to the new group.

To create a “Smart Group”:

- ▶ Click the cogwheel symbol at the bottom left of the main window
- ▶ Select either “any” or “all” as match mode
- ▶ Choose the desired criteria for the new group

- ▶ Choose a sort order



iSale express will automatically add auctions fulfilling the chosen criteria to the new group.

To delete auctions from within groups:

- ▶ Select the auction you wish to delete
- or
- ▶ Hold down the Command key to select multiple auctions
 - ▶ Press the Delete key
 - ▶ In the dialog box that appears, click Remove from Group to only remove your auctions from this particular group

or

- ▶ Click Delete to completely delete them from iSale express

TIP You can create Smart Groups to find specific types of auctions you would like to move to your archive library (e.g. finished auctions older than six months).

Auction list

The auction list will display all auctions contained in the group currently selected in the group area. You can choose between a basic list style and several beautiful themes.

Use the icons to switch between a list view and a Polaroid view.



Auction Status

Regardless of the chosen style and theme, the status is displayed for all auctions.

Status	List style	Pinboard style
Draft		
Running		
Finished		
Sold		
Unsold		

Note Finished auctions switch to either sold or unsold after the next status update.

- ▶ Click the “–” button below the auction list

For running and sold auctions, iSale express will also display the (current) price, either as a separate column in the list, or as a little price tag:



Deleting Auctions

Auctions can be removed from a group or deleted completely.

To delete a single auction from iSale express:

- ▶ Select the auction to delete
- ▶ Click the “–” button below the auction list

To delete multiple auctions

- ▶ Hold down the Command key and click each auction you wish to delete

To remove an auction from a group:

- ▶ Hold down the Command key to select multiple auctions

Creating your first auction

In this chapter, you will learn how to set up an auction with iSale express using templates, smart date and various shipping options. Read on to see how iSale express implements these features to simplify the task of creating an auction.

Authorize iSale express

Before you can start using iSale express, you have to authorize the software to use an eBay account when submitting auctions and fetching your running auctions' status.

If you don't have an active eBay account yet, you will need to register on eBay.

To create a new eBay account, please do the following:

- ▶ Visit <http://www.ebay.com> (or some other local eBay website)
- ▶ Follow the instructions for creating a new account

Once you have a valid eBay account, you can open iSale express for authorization.

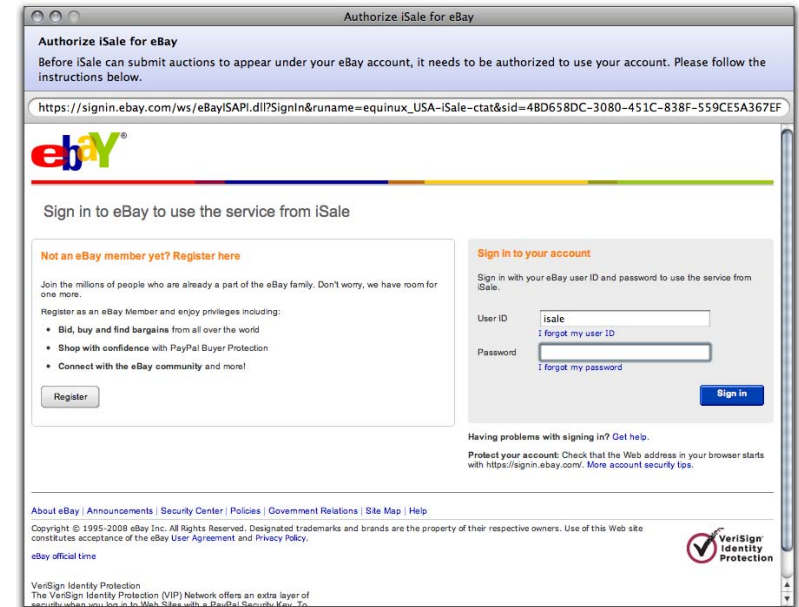
To authorize iSale express:

- ▶ Click the Account button ("Authorize") at the bottom right of the main window

or

- ▶ Choose iSale express > Preferences... > Accounts and click the "+" symbol

A browser window will open, displaying the standard eBay login dialog.



- ▶ Enter a valid eBay username and password
- ▶ Click "Sign In Securely"
- ▶ Click "Agree and Continue"

eBay will now issue an Authentication Token allowing iSale express to use this account for listing items.

Note eBay's Authentication Token is valid for a limited time, so you'll need to request a new one from time to time. Once a token expires, iSale express will display an eBay error message when trying to upload an auction. In order to request a new token, please follow the instructions above.

After iSale express has been authorized, the Account button will change to display the account currently used by iSale express.

Creating an auction

Before submitting an auction to eBay, you can create a draft in iSale express. While working with a draft, you can choose options like starting price and shipping options. You can even add an item description, as well as your pictures.

To create a new auction, please complete the following:

- ▶ Select the desired library to store your auction (if you work with multiple libraries)
- ▶ From the File menu, select New Auction > With Template.

or

- ▶ Click the "+" button at the bottom of the Auction list.

The template chooser will open automatically so you can choose the best design for your item (please see "Item Description" in this manual for details).

iSale express files all new auctions automatically in the Drafts group. All auctions which have not been sent to eBay are filed here.

Most of the steps described below do not require an active Internet connection. There are two exceptions to this general rule: the [Category Browser](#) and [Item Specifics](#) need to communicate with the eBay servers. When setting your auction's category or item specifics, iSale express will require an active Internet connection.

Enabling Edit Mode

New auctions appear in edit mode. For other draft auctions, you can switch to this mode manually.

To turn edit mode on or off:

- ▶ Click the auction you want to edit to select it.
- ▶ Click the Edit button in the bottom part of the window.

Auction Title

After creating a new auction, iSale express switches to edit mode and highlights the Auction Title placeholder at the top of the Details tab.



Click and type a title for the auction.

Note When contemplating a title, you should always put yourself in the position of the customer and ask yourself how you would search for this item. This is a good way to come up with the most appropriate title.

iSale express will use the auction title in the auction list by default, but you can manually change the list title without affecting the auction title (see below). This can lead to confusion, especially when using “Smart Groups”.



The title in the auctions list can differ from the auction title used on eBay.

Below your auction title, there are two checkboxes for marking the title as bold, highlighting its background and adding a subtitle. These options apply to the auction as it is displayed on eBay, and eBay charges additional fees for them.

To format your auction title or to add a subtitle:

- ▶ Select the appropriate options for a bold and/or a highlighted title.
- ▶ Add a subtitle for the auction object if you wish.

Quantity

If you intend to sell more than one item of a kind, you can use the “Quantity” field to specify the quantity. For example, if you had 10 DVDs of “Finding Nemo”; you would enter “10” into this field. By default, iSale express assumes a quantity of “1”.



Click and enter a the number of items you wish to sell.

Private Auction

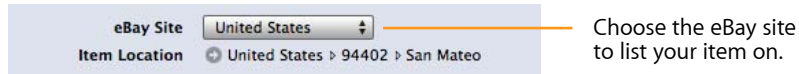
With this option, you can hide the eBay user name of your bidders and buyers to keep their anonymity. This can be useful for expensive items or items which may embarrass buyers.

To mark your auction as private:

- ▶ Select the “Private Auction” option next to the Quantity field.

eBay Site

With the “eBay Site” option, you can choose the region and the target market to which you would like to sell your item. In this way you can sell your item in a different target market. eBay has many local websites worldwide.

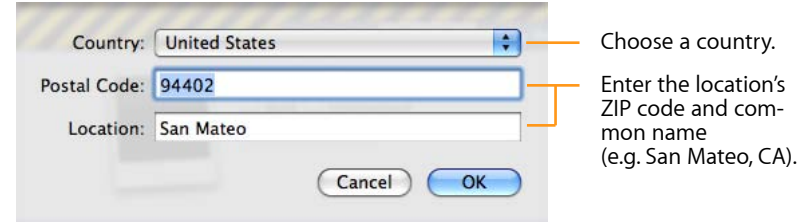


TIP Don't forget to use the correct customs and native language of the chosen eBay site. If you list an item on the French website, your description should also be written in French.

Item Location

To set the location of the item:

- ▶ Click the small grey arrow next to “Location”. A dialog appears. Make the appropriate changes and click OK.



Category

Next you need to choose the category in which you would like to list your item. These categories are determined by eBay. To keep these current, iSale express downloads the categories automatically from eBay and saves them on your hard drive.

To choose a category, please complete the following:

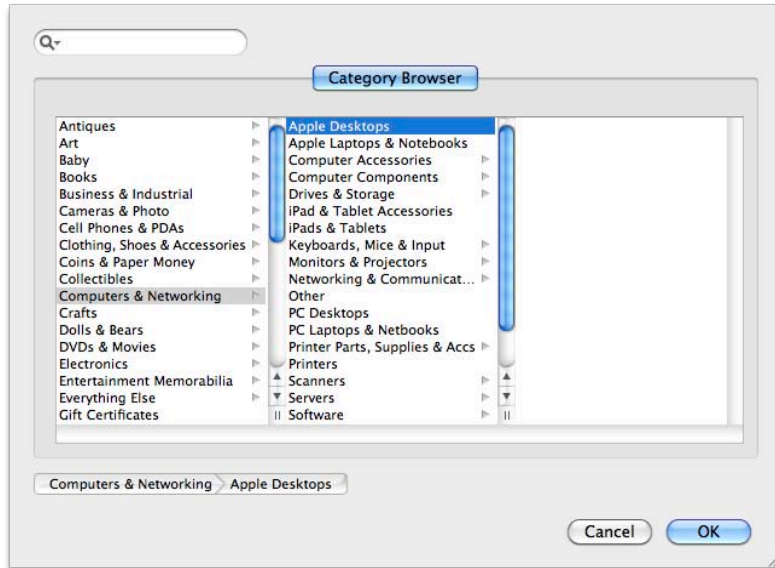
- ▶ Click the grey arrow next to “Main Category”.
- New categories are automatically downloaded to your hard drive.
- ▶ From the appearing dialog, select the category which best suits your item.
 - ▶ Select the appropriate subcategories as they appear.
 - ▶ Click OK to confirm.

Second Category

eBay lets you offer your item in more than one category. This option is fully supported by iSale express.

To choose a second category:

- ▶ Click the green “+” symbol next to “Main Category”.
- ▶ Repeat the instructions for choosing the main category

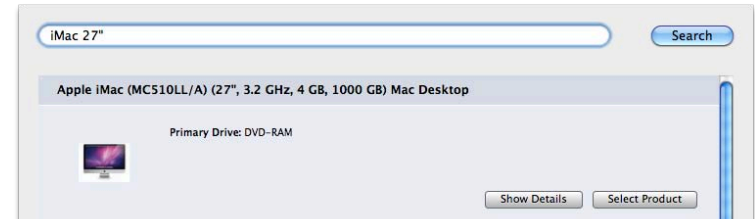


Product Catalog

For certain item categories, you can look up product specs and other details in eBay's Product Catalog. Once you have found your product in the Product Catalog, those details will automatically be displayed alongside your auction.

To look up a product in the catalog:

- ▶ If your category supports eBay's Product Catalog, you should see the corresponding checkbox appear
- ▶ Check the box “Use Product Catalog”
- ▶ Click the arrow to bring up the catalog search field



- ▶ Search for your product
- ▶ Choose “Select Product”

Now details about your product will be shown above your auction on the eBay website, making it easier for potential customers to compare specs and find your item.



Note: The Product Catalog search is category-specific, so only search for products that are likely to be found in your category (e.g. search for “iPod” in the “MP3 Player” category).

TIP If you haven't entered an auction title, iSale will automatically suggest a title based on the product catalog entry.

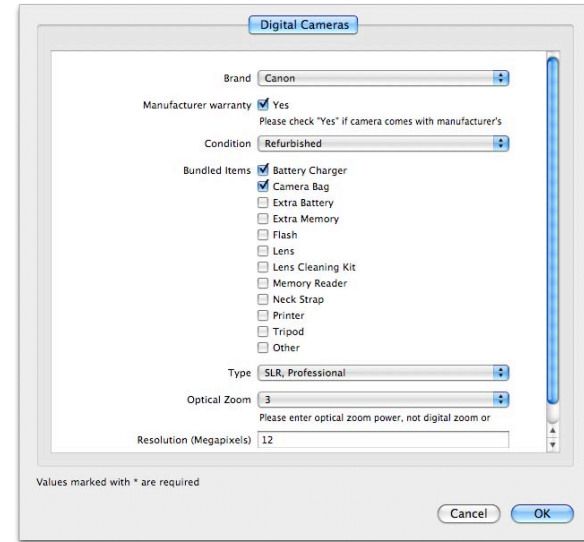
Item Specifics

eBay offers a way to assign item-specific attributes to your auction listing. These attributes vary from category to category and are assigned based on a preconceived list developed by eBay.

Specifying Item Specifics will improve your chance of making the sale by giving your potential buyers an easier way to find your item.

Complete the following to set your Item Specifics:

- ▶ Check the box next to “Use Item Specifics” (if unchecked)
- ▶ Click the grey arrow next to “Item Specifics”
- ▶ Provide all the known information about your item. All starred (*) Item Specifics are required and must be specified



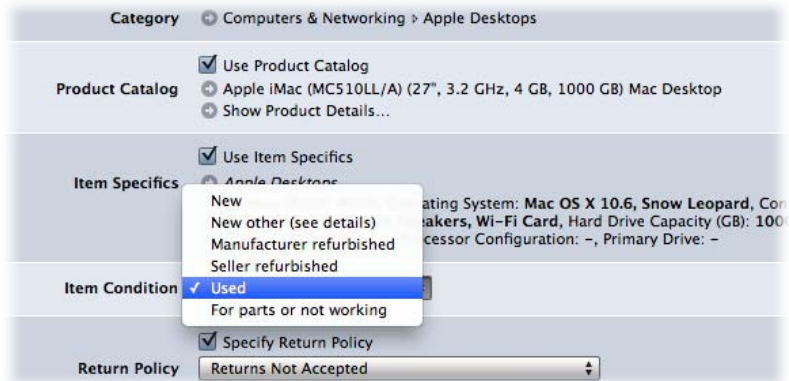
Item Condition

Depending on your category, you may also need to specify the condition of your item in a separate field.

Choose your category and then select the condition from your item. This helps your buyers know what to expect before placing their bids.

To set the item condition:

- ▶ Choose a category
- ▶ Select the condition of your item from the Item Condition list



Note that the item condition options depend on the category, so you may not have all of the options shown above.

Facebook

iSale express can display auctions in your Facebook account, so your friends will see what you're currently selling. For more details on Facebook, please see "Appendix: Preferences"



Pricing

First of all, you will want to determine your desired starting price, i.e. the minimum price for your item. The currency will be automatically set according to the eBay site chosen.

Note eBay Canada supports both Canadian and US dollars.



When setting your price, please keep in mind that eBay fees are calculated based on the starting price of your auction. Most eBay auctions start at \$1, even if the item has a higher value. Through the huge number of bidders on eBay, the item often reaches the market price very quickly.

The availability of the pricing options presented below depends on the user profile. Additional information can be found on the eBay websites.

Fixed-Price Auctions

Instead of specifying a minimum price, you can also set a fixed price for your item. Fixed-price auctions are not really auctions: Buyers can only purchase your item at the set price, but cannot bid.

Select this option to sell your item at a fixed price.

Price	<u>100,00</u> US\$	<input checked="" type="checkbox"/> Fixed Price	<input type="checkbox"/> Best Offers
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Click and type in the price for your item.

When you set a fixed price for your auction, you can also choose to use eBay's "Best Offer" feature, which gives buyers and sellers a quick, easy and safe way to negotiate prices online. With Best Offer, potential sellers can suggest a price which they are willing to pay, and you can decide whether to accept or reject the price.

iSale express also offers options to automatically reject all offers below a certain threshold, and to accept all offers above a certain threshold. Of course, these thresholds are not disclosed to potential buyers.

Select this option to allow potential buyers to suggest a price they are willing to pay.

Price	<u>100,00</u> US\$	<input checked="" type="checkbox"/> Fixed Price	<input checked="" type="checkbox"/> Best Offers
Decline Price	<u>60,00</u> US\$		
Accept Price	<u>85,00</u> US\$		

iSale express will automatically accept offers above this price. Setting an accept price is optional.

iSale express will automatically decline offers below this price. Setting a decline price is optional.

In the above example, potential buyers could suggest any price below 100 US-\$. If the suggested price is 60 \$ or less, the offer will be automatically rejected. If the suggested price is 8 \$ or more, it will be accepted. If the suggested price is between 60 and 8 \$,

you will receive a notification e-mail from eBay in which you can choose to accept or reject the offer.

Note A fixed price cannot be combined with the following pricing options.

Buy It Now

If you would like to auction an item, but are also prepared to sell it immediately for a pre-determined price, eBay allows you to specify a "Buy It Now" price in addition to the starting price.

To set the "Buy It Now" price, please complete the following:

- ▶ Select the field next to "Buy It Now" and enter your price

As long as no one has bid on the item, it can be purchased for the "Buy It Now" price. However, as soon as someone bids on the item, "Buy It Now" is no longer possible. Additional information about this pricing option can be found on the eBay website.

Note Fixed and "Buy It Now" prices may look like attractive options, but if you over- or underestimate the market value of your item, you might not be able to sell it – or, worse still, make less money than possible.

Reserve Price

A “Reserve Price” is the lowest price at which you are willing to sell your item. If a bidder does not meet that price, you’re not obligated to sell your item. You set this option, together with a starting price, when you list your item.

To set a “Reserve Price” for your auction, please complete the following:

- ▶ Click in the field “Reserve price” and enter the price.

Starting Price	1.00	US\$	<input type="checkbox"/> Fixed Price
Buy It Now Price	50.00	US\$	
Reserve Price	30.00	US\$	

The “Reserve Price” is not disclosed to bidders, but they will be told that your auction has a “Reserve Price” and whether or not this price has been met.

Duration and Smart Date

After you’re done with the pricing, you should decide upon the auction’s duration as well as the starting date.

To choose a duration, please do the following:

- ▶ Click the desired duration in the Duration menu

iSale express also allows you to plan your auctions around your schedule. Select the exact date you want your auction to end and iSale express will calculate the appropriate start date.

For example, define Saturday 10 p.m., as your preferred end date and iSale express will automatically show you the day and time your auction should be started.

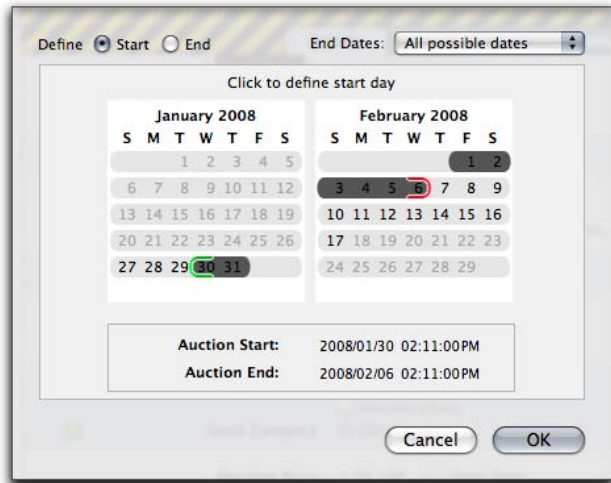
With iSale express’s “Smart Date” feature, iSale express offers you one more method to keep yourself organized.

To use “Smart Date”, please complete the following:

- ▶ Check the box adjacent to “Smart Date”

Duration	7 Days
Smart Date	<input checked="" type="checkbox"/> Choose End Date
	starts 01/30 ends 02/06/2008 at 14:11 CET

- ▶ Click the arrow below the check box
- ▶ A calendar will appear allowing you to define the auction schedule by auction start or end date
- ▶ Click the calendar to set an end date
- ▶ When clicking on “End Dates,” a list of all predefined end dates appears. If you choose one, your auction schedule will be automatically set to that date.



- ▶ You can also manually configure the start or end date by clicking on the day in the calendar

When you decide to submit your auction to eBay, it will be stored at eBay and launched on the exact day and at the exact time you specify.

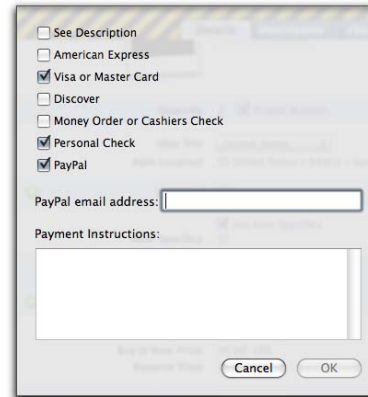
Payment

When determining the payment options, you should only offer what you are ready to accept.

To specify the payment options, please complete the following:

- ▶ Click the small grey arrow next to "Payment Options"
- ▶ Check the desired payment options from the list

- ▶ To provide more detailed information, use the field "Payment Instructions" (optional)



- ▶ If you are using PayPal, enter the e-mail address associated with your PayPal account.

Founded in 1998, PayPal, an eBay Company, enables any individual or business with an e-mail address to securely, easily and quickly send and receive payments online. PayPal's service builds on the existing financial infrastructure of bank accounts and credit cards and utilizes the world's most advanced proprietary fraud prevention systems to create a safe, global, real-time payment solution. For more information, please visit [PayPal's website](#).

Most private users offer bank transfer, check and payment upon pick-up. You can also choose nothing from this list and explain the payment details in the item description (see below).

Shipping

Another important point is shipping. You can choose not to offer shipping, to provide the shipping options or to include shipping details in the item description.

Professional eBayers indicate the shipping costs in their auctions. Without this information, potential buyers will be unsure about the complete transaction costs.

To offer local pickup only:

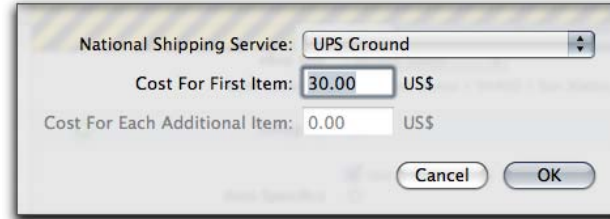
- ▶ Select the option “Will Not Ship – Local Pickup Only” next to the “Shipping” parameter

To determine the shipping options:

- ▶ Choose additional shipping regions by clicking the small grey arrow next to “Shipping Regions”

Note The home country of the eBay site chosen is always added to the list of shipping regions automatically, i.e. items offered on ebay.de will always ship to Germany (if shipping is offered at all).

- ▶ Click the small grey arrow next to “National Shipping Options”
- ▶ Choose the desired shipping service



The screenshot shows a dialog box for configuring shipping costs. It has a dropdown menu for "National Shipping Service" set to "UPS Ground". Below it, there are two input fields: "Cost For First Item" with the value "30.00" and "Cost For Each Additional Item" with the value "0.00". Both fields are followed by "US\$". At the bottom right, there are "Cancel" and "OK" buttons.

- ▶ Set the shipping cost for your item
- ▶ If you specify a quantity greater than 1 (s. above), you can also provide shipping costs for additional items (if someone buys more than one of your items)
- ▶ Click OK
- ▶ If you offer international shipping, please click the small grey arrow next to “International Shipping Options”



The screenshot shows a dialog box for configuring shipping options. It has a section for "Shipping Regions" with a small grey arrow next to it. Below this, there are three sections: "National Shipping Options" with a small grey arrow next to it, "International Shipping Options" with a small grey arrow next to it, and a section with a red minus sign and a green plus sign next to it. The options listed are: "United States, Canada, Mexico", "UPS Ground 30.00 US\$", "UPS Worldwide Express 50.00 US\$, Shipping to Mexico", and "UPS Standard To Canada 30.00 US\$, Shipping to Canada".

- ▶ Set the international shipping options

Note When shipping to more than one international destination, you can specify different shipping options for each destination.

Calculated Shipping (eBay US)

eBay supports a calculated shipping option via UPS. With calculated shipping you can offer a detailed shipping price based on the dimensions and weight of the item.

To determine the calculated shipping options, please complete the following:

- ▶ Check the calculated shipping option

- ▶ Click the small grey arrow next to “Calculated Shipping Details”

- ▶ Insert the appropriate information.

Shipping Insurance

Decide whether you would like to insure your shipment. This is recommended for high value items.

To designate shipping insurance, please complete the following:

- ▶ Open the menu next to “Shipping Insurance”
- ▶ Choose the desired option.

Shipping Insurance

✓ Not Offered

Required

Optional

Page Counter

Writing your auction

Now that you're done with all the eBay options, let's create a shiny description of your item and style it with one of iSale express's professionally designed templates.

When composing a description, think like an advertiser: What is important to your potential customers, and which details should be mentioned?

Provide all relevant information about your item, including its characteristics and condition.

If you did not enter payment and shipping options in your auction details, you can also provide this information as part of the item description.

TIP Be truthful! Do not make up any false information and do not keep anything a secret. From a hole in the pants to a scratch on the record, your customers need to know what they are bidding on. Leaving out information can lead to a dispute and even bad feedback.

Templates

iSale express comes with visually stunning templates that will distinguish your auctions from all others on eBay. Simply select your

desired layout, create your description, then just drag and drop your photos into your selected template. Your auctions have never looked so good!

iSale express templates are a package of graphics, layout and style directives, i.e. they are complete with preloaded background graphics, borders and text formatting.

A selection of formatting options (like Bold, Italics and Underline) is available. These options, in addition to the preloaded formatting, will make your auction really stand out.

What You See Is What You Get

Just start typing your text into your chosen iSale express template and the text will appear exactly as it will on eBay. The same goes for images; just drag and drop them into the pre-designated "Picture Zones" and preview your final auction as you create it.

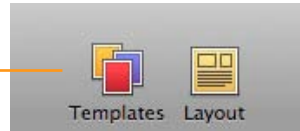
Select a Template

Templates can be applied to any auction.

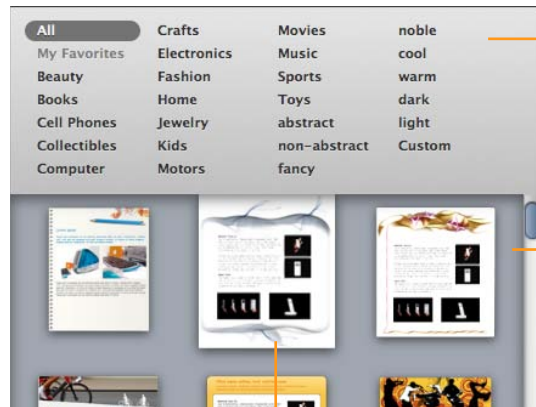
To select a template for an auction:

- ▶ Choose one of your draft auctions
- ▶ Click the Templates icon located at the top of the iSale express window

Click to show or hide the template chooser.



iSale express will hide the groups pane and display a template chooser instead.



Choose a category or keyword to filter the list (if desired).

Click a template to select it.

The selected template “pulsates” to indicate your selection.

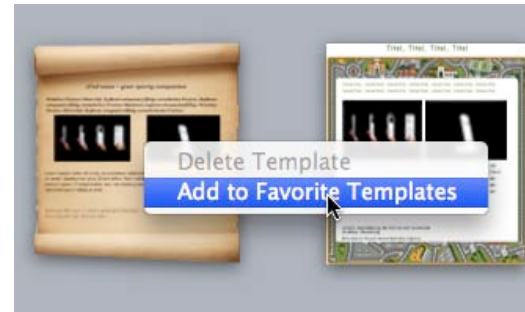
- ▶ Close the template chooser by clicking the “Templates” icon again

Collect Your Favorite Templates

If you have templates that you particularly like, you can add them to your list of favorite templates.

To add a template to “My Favorites”:

- ▶ Right-click (or CTRL-click) the template you would like to add
- ▶ Select “Add to Favorite Templates”



You can now choose to view only your favorite templates by selecting the “My Favorites” category in the keyword browser.

To remove a template from “My Favorites”:

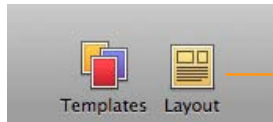
- ▶ Right-click (or CTRL-click) the template to remove
- ▶ Select “Remove from Favorite Templates”

Modifying the Layout

Each template provides a number of textboxes and picture zones forming the layout of the template. This layout can be modified, either for a specific auction or permanently.

To start modifying the template layout:

- ▶ Click the Layout icon at the top of the iSale express window



Click to show or hide the layout panel.

or

- ▶ Select Layout > Open Layout Panel from the menu bar

A layout panel will open, displaying a number of different layout elements, i.e. textboxes, picture zones, and combinations of both.

To add new layout elements to your auction:

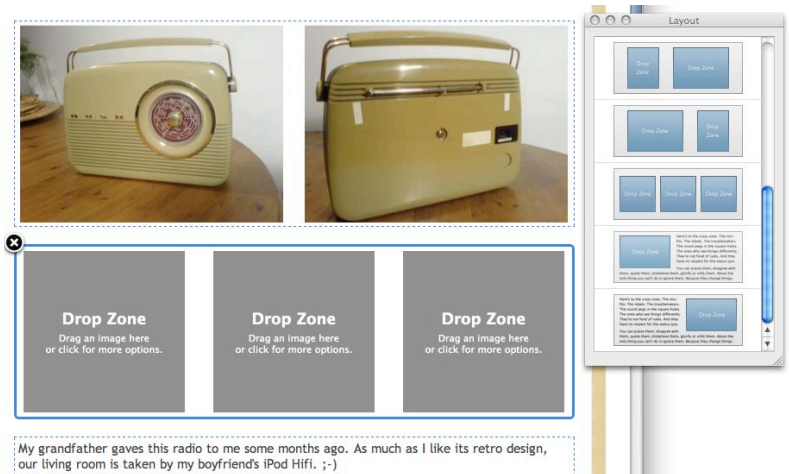
- ▶ Drag the element from the layout panel to the existing layout

While dragging, a black bar will show where the new element is going to appear.

Drag an element from the layout panel to the template.

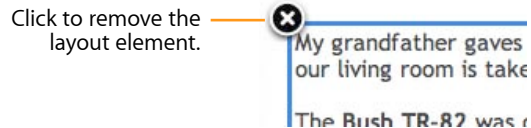


A black bar indicates where the layout element will be inserted.



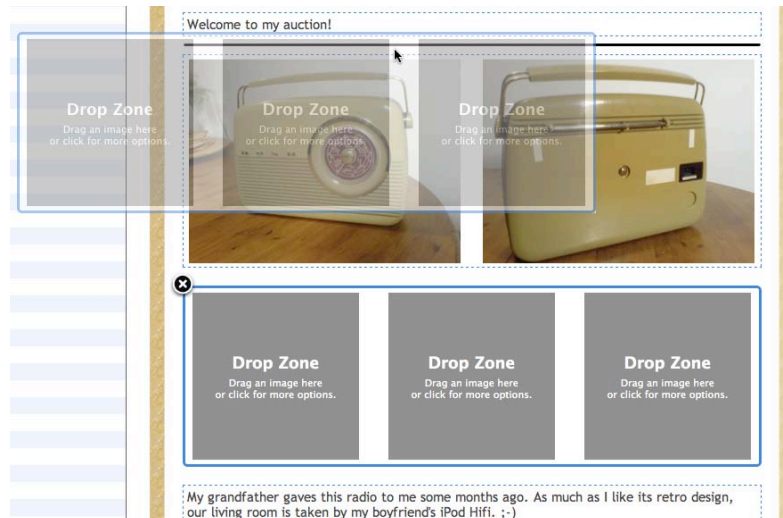
To remove an element from the layout:

- ▶ Click a layout element to select it
- ▶ Click the „X“ in the upper-left corner of the selected element



To move an element within the layout:

- ▶ Place the pointer over a layout block (but not over a picture zone), press the mouse button, and move the mouse up or down. While dragging, a black bar indicates the element's new position.



Changes applied to a layout will not affect new auctions created with the same template, unless you change the template permanently.

Editing Your Item Description

After applying a template, you can start editing your item description.

To edit an item description:

- ▶ Click the Edit button located at the bottom of the window
- ▶ Click in any of the textboxes (s. below) to add, edit or replace text
- ▶ Insert your images. Detailed instructions on placing images can be found in "Adding Pictures"
- ▶ To leave edit mode, click the Edit button again

Textboxes

Each template contains a number of pre-defined textboxes. These boxes are perfectly suited for developing a structure for your item description. There are added benefits for both you, the seller, and your buyers: You can easily develop new auctions, while your buyers are presented with a clear, understandable and consistent structure.

Most templates provide the following textboxes:

- ▶ **Title:** This title does not have to be identical to the title used in the eBay listing. It can be longer and more descriptive.

- ▶ **Intro:** Insert a friendly greeting or welcome message
- ▶ **Item description:** Provide a detailed description of your item.
- ▶ **Payment:** Give details about your Terms and Conditions in this section. For example, explain your exchange or refund policy.
- ▶ **Shipping:** Enter shipping details, if not specified in the auction details above
- ▶ **Footer:** Insert a closing message (“Happy Bidding!”).

All sections are optional – if you do not specify text, the section will be hidden in the final auction. You can also define boilerplate text (s. “Appendix: Preferences” for details), so new auctions will be prefilled with your standard terms and conditions, intro, etc.

Note You can always add additional textboxes, as explained in “Modifying the Layout”.

Picture zones, the other type of layout elements, are described in the next chapter (“Adding Pictures”).

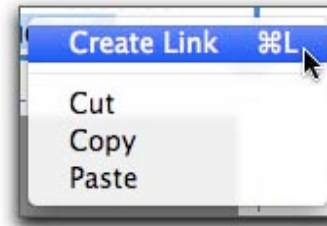
Creating Links

eBay recently adopted a more liberal approach to links, and iSale express now fully supports hypertext links in item descriptions.

To add links to your item description:

- ▶ Select one or more words

- ▶ Right-click (or CTRL-click) the selected words
- ▶ Select Create Link



To remove a link:

- ▶ Right-click (or CTRL-click) some linked text
- ▶ Select Create Link
- ▶ Remove the URL and click OK

Adding Pictures

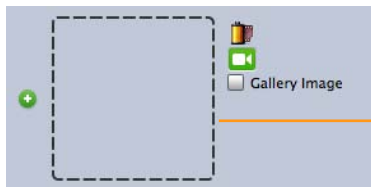
eBay is no different than any catalog or marketplace: Potential buyers want to see what they are buying. When a picture is worth a thousand words, iSale express offers you many options to bring your auction to life.

Picture Zones

Each auction contains picture zones (aka “Drop Zones”) where pictures can be dropped or imported.



A picture zone in an auction with template.



A picture zone in an auction without template.

In template auctions, you can add additional picture zones, as described in “Modifying the Layout” in the preceding chapter. However, you cannot add more than 12 picture zones.

Inserting Photos

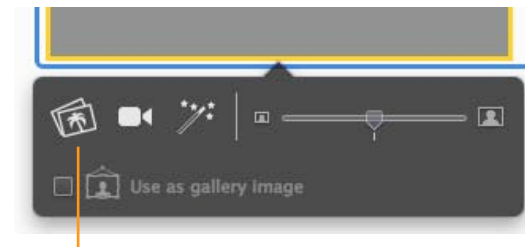
iSale express introduces a new media dialog which lets you select pictures from your hard drive, iPhoto, Aperture, or the web.

To insert photos from the web:

- ▶ Drag a picture from the web browser window to a picture zone

To insert local photos:

- ▶ Click a picture zone to select it
- ▶ Click the leftmost icon below the picture zone. (Alternatively, you can double-click the picture zone.)



Click to insert a picture from your iPhoto or Aperture library or a picture document.

A media selection dialog will appear.

To insert photos from your hard drive:

- ▶ Navigate to the right folder

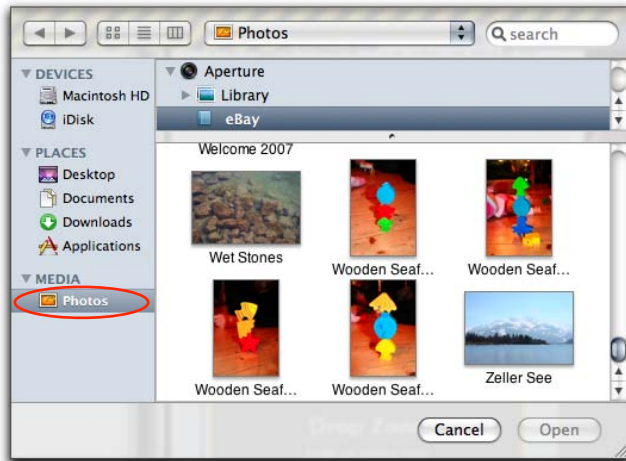
- ▶ Select the desired photo
- ▶ Click Open

or (when not using the media selection dialog)

- ▶ Locate the image or file on your computer
- ▶ Drag and drop the picture to a picture zone

To insert photos from either iPhoto or Aperture:

- ▶ Click the “Photos” category



- ▶ Select either iPhoto or Aperture in the application list
- ▶ Select the correct album or collection in your photo application
- ▶ Choose the best photo of your item
- ▶ Click Open

Scaling and Cropping

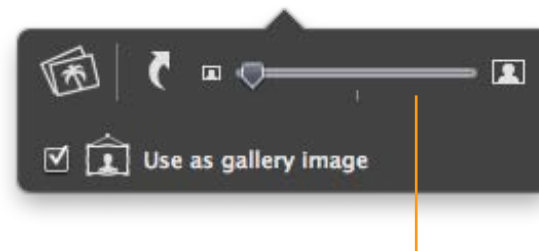
iSale express automatically optimizes your images before they are transferred to eBay or your desired picture service. These images are scaled and saved to your hard drive, as soon as they are imported, to optimize memory usage and system performance.

iSale express scales your images to the standard eBay photo size (400 × 300 pixels) or the “Supersize” format (880 × 660 pixels) if this option is chosen (see below for details). iSale express’s image scaling will work with all supported picture services (eBay Picture Service, .Mac, Picasa Web Albums, and FTP).

When using a template, you can scale images manually to fit them in the picture zones.

To scale and crop images manually:

- ▶ Click an image to select it
- ▶ Drag the size slider to choose the desired size
- ▶ Place the mouse over the image and drag it to change the visible clipping



Move the slider to adjust the image size.

Removing Pictures

Pictures can be removed from a picture zone at any time.

To remove a picture from a template auction:

- ▶ Click in the picture you would like to remove
- ▶ Hit the Delete key on your keyboard

Gallery Images

eBay offers a so-called gallery option. If this option is chosen, one of the auction's pictures is displayed in the regular auction list view on eBay. This feature can attract more attention on eBay.

Note eBay will charge additional fees for gallery pictures.

To set an image as a gallery picture in a template auction:

- ▶ In a template auction, click a picture, then select the "Use as gallery image" option

Note Only one picture per auction can serve as a gallery picture.

Once you choose the gallery picture option for a picture, iSale express will display the gallery picture next to the auction title.

The icon indicates that the picture will be used as gallery image on eBay.



Tip You can use the first picture of your auction as a gallery image by default. Please see "Appendix: Preferences" for details.

Supersize Pictures

Supersize pictures are extra large photos suited for detailed objects. Displaying these images in such detail can support your auction. With Supersize pictures, be sure that the resolution is high enough as not to cause distortion when the image is enlarged.

Note eBay will charge additional fees for Supersize pictures.

The Supersize option can be enabled in the auction details. See "Setting Up an Auction" for more information.

Review and Submit

Now that your draft auction is completed, it just has to be sent to eBay. iSale express offers many features to ease this process and keep you up to date.

eBay Fees

Before submitting your auction to eBay, it is recommended to recall some facts about eBay auctions. eBay will charge a listing fee for every auction which is based on the starting (or fixed) price for your item. Only the most basic options are covered by this fee. Options like gallery pictures, bold title, etc. will be charged separately.

Note There are no additional fees charged by eBay for using iSale express. iSale express will display all regular fees for an individual auction prior to submitting it (see below for details).

To check the fees charged by eBay:

- ▶ Go to: <http://pages.ebay.com/help/sell/fees.html>

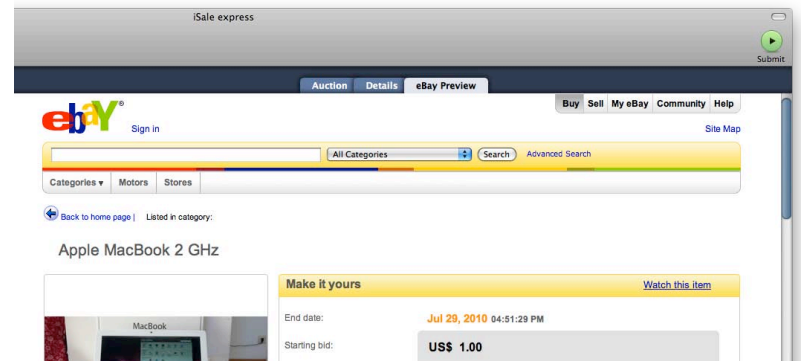
This page lists the fees for ebay.com. Please direct your browser to the corresponding page on the preferred ebay site.

Preview Your Draft

Before submitting your auction to eBay, you can check your draft auction. Whenever you leave the edit mode, the “Details” tab will display a rendering of your item description. After you’re satisfied with the description, you can also check the final appearance.

To preview your draft auction:

- ▶ Select the draft auction you would like to preview
- ▶ Switch to the preview by clicking the “eBay Preview” tab
- ▶ Inspect all your auction details and the item description



This view will show all aspects of your auction just as if it was currently live on eBay.

Note The eBay preview is currently only available in one of the three interface languages (English, German, or French).

Submit Your Auction

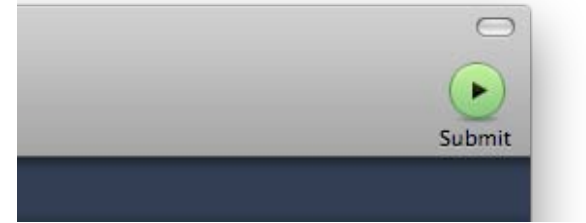
If you're satisfied with your auction's appearance, you can put it online. Submitting an auction involves two reviews by iSale express and eBay.

At the moment, you can submit one auction at a time, i.e. bulk processing of items is not supported. While we are convinced iSale express is a great application for home users, we do not recommend it for eBay PowerSellers selling thousands of items per month – they would probably miss the option to upload dozens of auctions in bulk. We might release a PowerSeller version of iSale express in the future.

Note iSale express adds a small logo "Created by iSale express" to every auction. This badge is an integral part of each iSale express auction which cannot be removed.

To submit your auction:

- ▶ Select your draft
- ▶ Click Submit at the top right of the iSale express window



Mistakes can happen, even with careful scrutiny. After clicking submit, iSale express will check if all required information has been specified. If something is missing or incorrect (e.g. a starting price or category), a yellow "glow" will appear around the missing or invalid parameter.



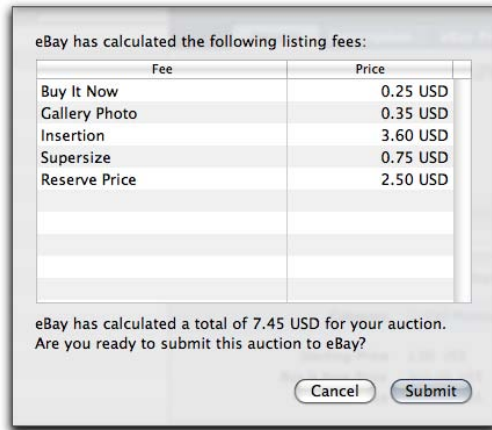
The draft will switch to edit mode to allow you to make the required changes.

TIP iSale express can check your auction at any time before submitting to eBay. Just choose "Validate Draft" from the "Auction" menu.

If iSale express did not find any problems, the listing is sent to eBay. eBay will do another verification check to ensure that the

auction conforms to all eBay policies. If there are any problems, they will be displayed in an error message.

If eBay does not throw any errors or warnings, iSale express will display the listing fees charged for listing your item.



To accept the fees:

- ▶ Click Submit

Now iSale express will upload the auction to eBay and all your pictures to the picture service chosen (see "Adding Pictures" for details).

As soon as your auction has been sent to eBay, the auction status changes to "Running". This has multiple effects in the program:

- ◆ **Banderole:** The grey banderole with the word "Draft" turns green and is replaced with the word "Running".

- ◆ **Auction list:** The icons in the auction list change to reflect the new status
- ◆ **Group membership:** iSale express moves your auction from the group "Drafts" into the group "Running Auctions".
- ◆ **Preview:** The tab "eBay Preview" changes to "eBay" and iSale express will display the actual eBay page in this tab.

Running Auctions

Now that your auction is up and running, you will want to track its status. This chapter tells you how to keep an overview of your sales.

View Your Running Auctions on eBay

iSale express gives you the option of viewing your running auctions directly on eBay (or eBay Express) so that you can monitor their progress.

To view your running auctions on eBay (eBay Express), please complete the following:

- ▶ Select your running auction
- ▶ Switch to the eBay view by clicking the “eBay” tab

iSale express will display a rendering of your actual auction. If your auction is listed on both the regular eBay website and on eBay Express, you can toggle the view.

To switch between eBay and eBay Express:

- ▶ Click the title of the “eBay” (“eBay Express”) area

Note iSale express will only track auctions created and submitted via iSale express.

Editing Running Auctions

Editing running auctions is not yet supported by iSale express. However, due to the great demand for this feature it might be implemented in one of the next releases.

Group: “Running Auctions”

iSale express files all your running auctions automatically into the group “Running Auctions.” This allows you the perfect overview to see which auctions are active on eBay.

Subgroup: “Ending Soon”

In this group, iSale express files all your auctions which will be ending within the next 48 hours. This group is actually a Smart Group, and you can edit its criteria by double-clicking the group name. Please see “Overview” for more information on Smart Groups.

Get the Current Status

iSale express will automatically update the auction status every minutes by default. iSale express displays the following information about running auctions:

- ◆ The current price
- ◆ The bid count (how many people have bid on your item)
- ◆ The highest bidder

- ◆ The hit count (how many people have visited your auction since it was published on eBay)
- ◆ The watch count (how many people are watching your auction permanently through eBay’s “Watch this auction” feature)

The current price is also displayed as a little price tag in the auction’s title bar and on the pinboard.



To manually update the status:

- ▶ Click Status in the upper right-hand corner of the iSale express window

This will update the status of all running and ended auctions (the latter are updated exactly once to arrive at their final status – sold or unsold).

For privacy reasons, iSale express can update auction information only for the currently registered eBay user within iSale express. If you have multiple auctions submitted with different accounts, you need to switch the account first. Please see “Getting started” for details.

When an auction ends, iSale express automatically retrieve the buyer’s details. See “Finished Auctions” for more information.

Observe Your Auctions in iCal

With iSale express you can follow your auctions in iCal. Once iCal is activated in the iSale express’s preferences, you will see the end date of your running auction. iCal will also notify you when your auction finally ends. You can jump directly from iCal to your auction.

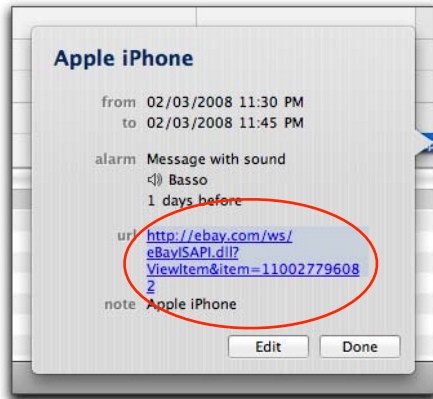
To create an iCal event from an auction, please complete the following:

- ▶ Activate the iCal option in the iSale express’s preferences before you send an auction to eBay (see “Appendix Preferences”)
- ▶ Submit your auctions to eBay
- ▶ Open iCal
- ▶ You will see the end date of your auction as an event now

To jump from iCal back to your auction, please complete the following:

- ▶ In iCal, click the auction you want to jump to

- ▶ Right-click (or CTRL-click) “url” and choose “Open Link”



TIP For more information about iCal, please refer to “iCal Help” in the iCal Help menu.

Finished Auctions

When an auction is finished, iSale express will retrieve additional sales details from eBay, such as the final selling price, buyer's name and e-mail.

Auction Status Changes to "Finished"

As soon as your auction has ended, iSale express automatically changes the status of your auction to "Finished". This causes a few things in your auction to change:

- ◆ **Banderole:** The green banderole with the word "Running" is replaced with a blue one with the word "Finished".
- ◆ **Auction list:** The auction icon changes from "Running" to "Finished"
- ◆ **Group membership:** iSale express moves your auction from the group "Running Auctions" into the group "Finished Auctions". This is a practical way to keep track of all your completed auctions in one glance.



Note When an auction ends abruptly because a buyer used the "Buy It Now" option, you will have to click the "Status" button at the top right of the main window to make iSale express aware of the change.

Status Update

To update the status of finished auctions from eBay, please complete the following:

- ▶ Select the finished auction
- ▶ Click the "Status" button in the upper right-hand corner of the iSale express window

Note By clicking the "Status" button, the status of all running and finished auctions will be updated.

Sold or Unsold

As soon as the current status of a finished auction is retrieved from eBay, iSale express changes the status to sold or unsold. The view of the auction will then change:

If the item was purchased:

- ◆ **Banderole:** The blue banderole with the word “Finished” will be replaced with the word “Sold”.
- ◆ **Auction list:** The auction icon changes from “Finished” to “Sold”.
- ◆ **Group membership:** iSale express files your auction into the group “Recently Sold”.

If the item was not purchased:

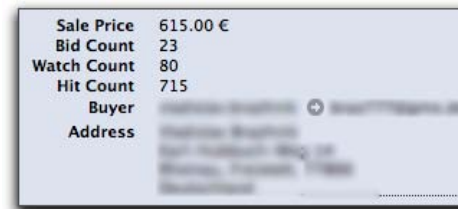
- ◆ **Banderole:** The blue banderole with the word “Finished” will be replaced with the word “Unsold”.
- ◆ **Auction list:** The auction icon changes from “Finished” to “Unsold”.
- ◆ **Group membership:** iSale express files your auction into the group “Recently Unsold”.

Note The subgroups “Recently Sold” and “Recently Unsold” display are useful to watch only the most recently finished auctions. Double-click them to change their options.

Sales Details

At the end of an auction, iSale express can fetch the details of the sale from eBay. Without having to visit the eBay site, iSale express can provide you with this information at the click of a button. The following details are retrieved from eBay:

- ◆ Final selling price
- ◆ The buyer’s eBay username
- ◆ The buyer’s e-mail address



Sale Price	615.00 €
Bid Count	23
Watch Count	80
Hit Count	715
Buyer	[Redacted]
Address	[Redacted]

Note Depending on the privacy legislation of the respective country, iSale express might also retrieve additional information such as the buyer’s address and country.

Appendix: Preferences

The preferences can be used to configure the default options for new auctions as well as some general settings.

To access the preferences:

- ▶ Choose Preferences from the iSale express menu

Note All changes to auction-specific settings will be used for new auctions only.

General

The “General” tab allows you to set the default eBay site, and to set some general options for the iSale express Widget.

To change your default eBay site:

- ▶ Choose the desired site from the pop-up list

To change the status update interval:

- ▶ Enter the desired interval in the appropriate field

To change the Widget settings:

- ▶ Check the boxes for all types of auctions you would like to see displayed in the Widget



Auctions

The “Auctions” tab packages all auction-specific settings. It features the following sub-tabs:

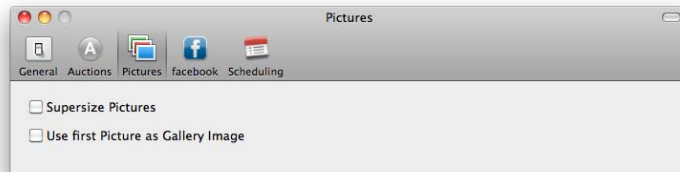
- ◆ Details
- ◆ Location
- ◆ Payment
- ◆ Shipping

All parameters available here are explained in detail in “Setup an auction”. Whenever a new auction is created, the auction details will reflect the settings made in “Auctions”.

Note Changes made here will not affect existing drafts

Pictures

Here you can specify your default picture actions. You can choose to always supersize pictures (additional eBay fees may apply) and to use the first picture in your auction as the Gallery Image by default.



Facebook

iSale express is integrated with the popular networking site, Facebook.

Follow the authorization instructions to get iSale express set up with your Facebook account. Once completed, you can start posting all new auctions, right on your Facebook wall.



Scheduling

The "Scheduling" tab provides settings to integrate iSale express with iCal and to predefine "Smart Dates" for scheduled auctions.

To integrate iSale express with iCal:

- ▶ Select a calendar to add iSale express events to
- ▶ Check the box "Create iCal Events for Running Auctions"
- ▶ and/or
- ▶ Check the box "Create iCal Tasks for Finished Auctions"

If you would like the created events to span the full auction duration:

- ▶ Check the appropriate box

Smart Dates are dates which can be used for starting auctions at a certain time (e.g. at 11 pm), regardless of when the auction is submitted.

To predefine “Smart Dates”:

- ▶ Select iSale express > Preferences..., and click Scheduling
- ▶ Click the “+” symbol to create a new “Smart Date”

or

- ▶ Double-click an existing “Smart Date” to edit it
- ▶ Specify a title for your “Smart Date” (“High Noon”)
- ▶ Select a weekday from the list of days (e.g. Wednesday)
- ▶ Select a time for your “Smart Date” (e.g. 12pm)

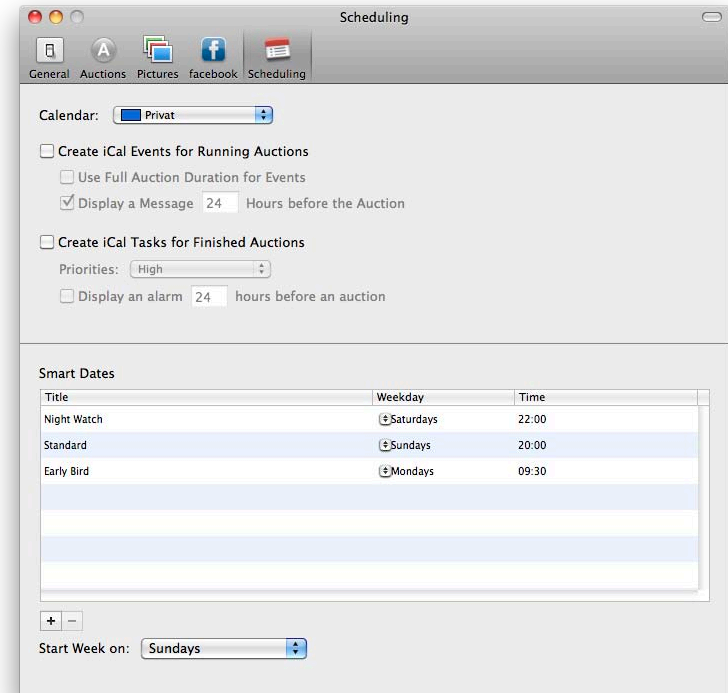
From now on, you’ll be able to schedule every new auction to end on “High Noon”, i.e. on a Wednesday at 12pm, by choosing the new “Smart Date”.

When setting a smart date for an individual auction, the displayed calendar always starts on a certain weekday.

To set the day on which your weeks shall start:

- ▶ Select the desired day from the pop-up list at the bottom of the preferences window

For more information on using “Smart Dates”, please see “Creating an auction”.



Appendix: Import/Export

iSale express offers users the ability to export their auctions for backup or transferral to another computer. Complete auction files or CSV index files can be exported and imported into iSale express.

Importing Your Auctions From “My eBay”

iSale express was designed to create, submit and track auctions. The current version of the software does not support “synchronization” with your eBay account to track auctions you created manually through the eBay website.

Import and Export Using Auction Files

Single auctions can be imported and exported in iSale express’s own format. This is especially handy when you need to send an auction to a friend.

To export a single auction, please complete the following:

- ▶ Select File > Export > Auction...
- ▶ Create a name for the file, select your desired save location, and click Save.

The file can be sent to someone else or stored as a backup.

To import an iSale auction file:

- ▶ Locate the auction file in the Finder

- ▶ Double-click the auction file

The auction will appear as a new draft in iSale express.

Import and Export Data From a CSV File

iSale express can export any of your auctions into a spreadsheet granting you the ability to create individual statistics, when using external databases like FileMaker, or to track sales information in Excel. You can also use this as a text backup of your auction and easily re-import it at a later time.

To export an auction as a CSV file, please complete the following:

- ▶ Select “File” > “Export” > “iSale express CSV...”
- ▶ Create a name for the file, select your desired save location, and click Save

To import a CSV file created with iSale express:

- ▶ Select File > Import > iSale express CSV...
- ▶ Locate your file and click Open

Turbo Lister is a Windows application provided by eBay. When you want to migrate from Turbo Lister, you can now import Turbo Lister CSV files containing auction information into iSale express.

To import a CSV file created with Turbo Lister:

- ▶ “File” > “Import” > “Turbo Lister CSV”
- ▶ Locate your CSV file and open it

CSV Field Description

The following table contains all keys iSale express imports and exports when choosing CSV as a file format. To import iSale express CSVs into your FileMaker database, just create a layout reflecting the keys.

eBaySite	Number	eBay Site
quantity	Number	no. of items for sale
title	Text	title of auction
titleBold	Number	0=bold title 1=not bold
titleHighlighted	Number	0=highlighted Title 1= not highlighted
subtitle	Text	subtitle of auction
pageCounter	Number	0=No Counter 1=Andale Style 2=Green LED Style 3=Hidden Style
privateAuction	Number	0=NO 1=YES

startPrice	Number	in the form ###,##
fixedPrice	Number	in the form ###,##
buyNowPrice	Number	in the form ###,##
reservePrice	Number	in the form ###,##
durationDays	Number	no. of days
locationLocation	Text	your location (e.g. Boston)
paypalAddress	Text	your paypal e-mail address
checkoutInstructions	Text	signature from the preferences
imageCount	Number	no. of images
galleryImageIndex	Number	which image is used as gallery image
supersizePictures	Number	0=NO 1=YES
quantitySold	Number	no. of items sold

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