

# Andale Lister Getting Started Manual

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## Chapter 1 : Introduction and Welcome

### Welcome to the Andale Lister!!

This manual will take you through the step-by-step process of setting up your Andale Lister 2.0 and creating and launching your first listing. Each chapter will cover a section of the Lister, which you can use to follow along with as you create your first listing, or reference in your future listing creations.

As you read through this manual, you will notice tips that will assist you in determining your options, but these are not required.

#### 1. Getting Started

To begin log into your Andale Account and select the Lister Tab. When you first log in you will need to complete the below steps to continue onto your Lister Product. Andale utilizes the eBay token system for third party providers, which means we do not store your eBay password, but Andale will need your permission to use the token system on your behalf.

#### Get Started With Your Auction Tools

**1 Sign in to eBay**  
- Required by Andale to list on eBay [Sign In](#)

**2 Setup your Business Information**  
- This information will appear on all your listings

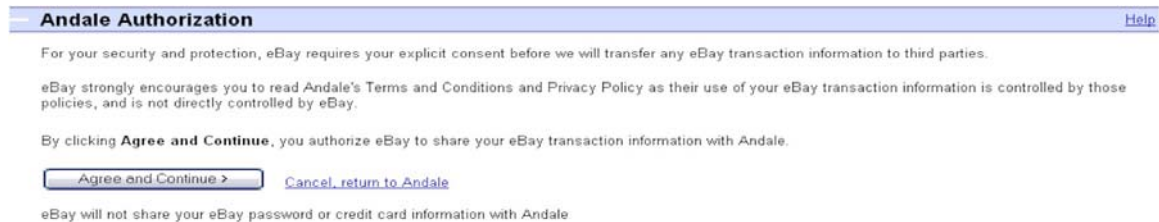
**3 Use Lister**  
- Setup lister to create/import, save and launch the listing on eBay and other market places

[Create New Listing](#) [Import Listings](#)

**FIGURE I. Select the Sign in to eBay Button**

## 2. Setting the eBay Token

Once you have logged into your eBay account, you will be given the option to Agree and Continue or to Cancel and return to Andale.

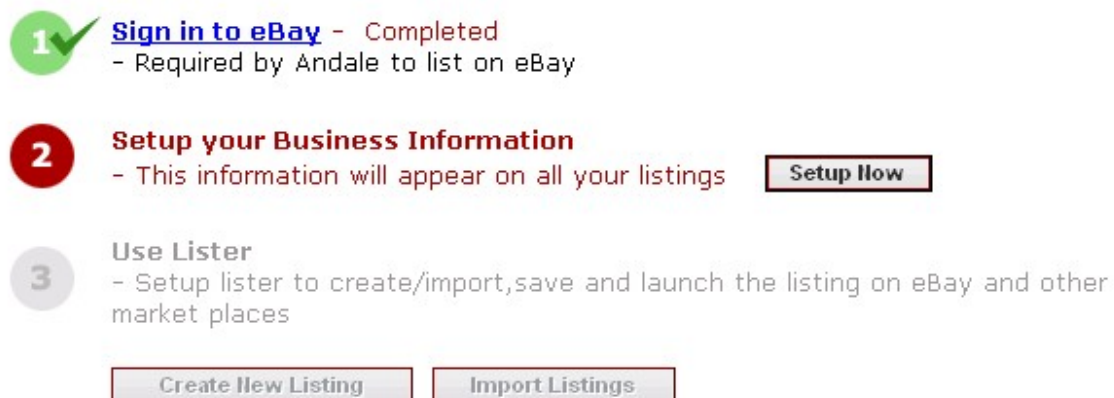


**FIGURE II. Select Agree and Continue**

## 3. Enter your Business Information

Once you have agreed to set the eBay Token, you will be asked to enter your business information. Select the SETUP NOW button to continue to the Business Information Section. Information entered here will be used for Andale Lister, Andale Lister Pro, Andale Gallery and Andale Stores. All information is optional. You will need to select SAVE to continue even if you do not enter any information.

## Get Started With Your Auction Tools



**FIGURE III. Select Setup Now**

### 3.1 Enter Your Business Name (Optional)

Enter your business name (if applicable) in this section. The Business Name you enter will be displayed in the About Us Section of your Listings when you use an Andale Template. This is an optional field and is not required.

**Business Name:**

**FIGURE IV. Enter your Business Name**



**Tip:** To view where the various sections of your Business information is used, click on this link:

[http://www.andale.com/sell/sell\\_ad\\_preview.jsp](http://www.andale.com/sell/sell_ad_preview.jsp)

### 3.2 Enter Your Phone Number (Optional)

Enter your Phone Number in this section. The phone number you enter will be displayed in the About Us Section of your Listings when using an Andale Template. This is an optional field and is not required.

**Phone Number:**

**FIGURE V. Enter Your Phone Number**



**Tip:** This information is visible to everyone, so use what you are comfortable publishing on the Internet. If you have a Post Office box, for instance, you may feel more comfortable giving that out, as opposed to your street address. Remember, the more information that you place on this page, the more comfortable you make your buyers.

### 3.3 Enter Your Website Address (Optional)

Enter your Website Address in this section. The website address you enter will be displayed in the About Us Section of your Listings when using an Andale Template. This is an optional field and is not required. Ebay has restrictions on the use of website addresses, and we recommend that you understand these restrictions before you place a link in this space. We have provided a link to the eBay Policy in this section to assist you in finding these restrictions.

**Website Address:**

**FIGURE VI. Enter Your Website Address**

### 3.4 Create Your Welcome Message (Optional)

Use this section to create a welcome message for your About Us page. The welcome message you enter will be displayed in the About Us Section of your Listings when using an Andale Template. This is an optional field and is not required

**Welcome Message:**  4000 characters max. HTML OK.

**FIGURE VII. Enter Your Welcome Message**

### 3.5 Insert an About Us Image (Optional)

Upload an Image that you would like displayed on your About Us Page. The location of the About Us Image is displayed on the right. Choose UPLOAD to upload your image from your Computer, or select if you have already uploaded the image to Andale.

**About Us Image:**  

empty

**FIGURE VIII. Insert an About Us Image**

### 3.6 Create Your Business Policies (Optional)

Use this section to add your customer service and business policies. This will be displayed under your Shipping section in your listing. This section is optional

**Business Policies:**

Enter your Customer Service and Business Policies Here. |

4000 characters max. HTML OK.



**FIGURE IX. Enter Your Business Policies**

### 3.7 Insert a Large Marketing Image (Optional)

A Large Marketing Image is a Banner that will display at the top of your listings. This is optional and typically used when users are creating their own custom templates (advanced users).

**Large Marketing Graphic:**

Upload

Select

empty

Delete

Preview



**FIGURE X. Insert Your Marketing Image**



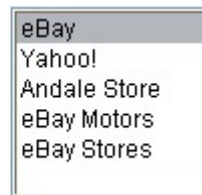
## Chapter 2 : Create a Listing

This chapter will cover the Design and Layout and how to select these options. The Design Options are located in the second tab of the Store Designer.

### 1. Choose a Market

Andale Supports the following Markets, eBay, Yahoo!, Andale Stores, eBay Motors and eBay Stores. Since each Market requires different information, Andale will only display the options applicable for that market. Once you choose your Market, the Andale Lister 2.0 will change your view to reflect that market. For this manual, we have selected eBay as the market we will launch our ad on.

► **Market:**



**FIGURE XI. Choose a Market**

### 2. Create an Ad Template.

Ad templates allow you to eliminate redundant work. The ad template will fill in any information you have entered for that template. For instance, if you always include a thank you at the end of your ad, you could enter the text in the description box, name your template "Thank You" template and the information would be propagated to the ad you are creating.

Ad templates will save you a lot of time when creating subsequent ads and the Andale Template (Profile) sections (Ad, Market and Pay & Ship) of your Andale Lister allows you create a Lister that fits your business needs.

Once you have created profiles and used them a few times, you'll find yourself creating additional templates to save even more time.

Each template you create will be available from a drop down menu, simply select the template you wish to use. The following information can be used when creating an Ad Template: Title, Description, Images, Gallery Image, Ad Layout, Theme, Counter Style and Listing Information.

All Sections in your Ad Template are optional. Choose only the combinations of item that you would frequently re-use.



**Example:** Bob sells CDs. He prices them the same and enters them in the same category. He has the same terms for all his CDs. Bob created an Ad Template that has CD in the title, his terms in the description, he has selected his category, chosen his ad layout, theme and counter, entered his pricing information. When Bob is listing a CD, he selects his Ad Template named CDs and all the above information is populated to his ad. Bob only has to add the full title, and a small description.



**FIGURE XII. Select Create New**

## 2.1 Enter Ad Information

Enter Ad Information that you would like to save and reuse in this template. Information that you enter will be used each time you select to use this ad template. All Sections in your Ad Template are optional. Choose only the combinations of items that you would frequently re-use.

**Ad Information**

**On-Market Title:**   
55 characters max.

**Description:**

**Choose Format:**  
**HTML Editor** | [Plain Text](#)

If you want to use JavaScript please click Plain Text.

Font  Size  ☒ Text ☐ View/Edit HTML [Learn More](#)

**FIGURE XIII. Enter Ad Information**



**Tip:** For your Ad Template, enter descriptions that you will use often. Examples would be terms and conditions that do not change auction to auction. Simply select your Ad Template to have your description available when creating your ad.

## 2.2 Select Your Categories

Select the Categories want to save and reuse in this template. If you list frequently in one category, create an Ad Template for that category with all the information pre-filled.

Market Categories	
eBay Category:	<input type="text"/> <input type="button" value="Browse..."/>
eBay 2nd Category:	<input type="text"/> <input type="button" value="Browse..."/>
Andale Store Category:	<input type="text" value="Go to the Store tab to build a Store."/> <input type="button" value="v"/>
Amazon.com Category:	<input type="text"/> <input type="button" value="Browse..."/>
Yahoo! Category:	<input type="text"/> <input type="button" value="Browse..."/>
eBay Motors Category:	<input type="text"/> <input type="button" value="Browse..."/>
eBay Stores Category:	<input type="text" value="Refresh your eBay Store Categories"/> <input type="button" value="v"/>

**FIGURE XIV. Select your Categories**




**Tip:** When creating your Ad Template, and selecting categories, select other markets at the same time if you plan at anytime to use other markets. When it is time to move to another market, your category will be pre-selected.

## 2.3 Insert Your Images

Enter Images into your Ad Template only if you plan to use them frequently.

**Images:**

 **Andale Recommends**  
Using 3 images or more increases close rate by 20%

-OR-  From Image Library Unfiled Images ▼

image 1	image 2	image 3	image 4
<input type="button" value="Delete"/>	<input type="button" value="Delete"/>	<input type="button" value="Delete"/>	<input type="button" value="Delete"/>
image 5	image 6	image 7	image 8
<input type="button" value="Delete"/>	<input type="button" value="Delete"/>	<input type="button" value="Delete"/>	<input type="button" value="Delete"/>

**FIGURE XV. Insert Your Images**

## 2.4 Set Your Ebay Gallery Option

Enter only gallery images that you will use frequently.

**eBay Gallery Image:** Choose an image from above: Select an Image ▼

or   from: Unfiled Images ▼

or enter URL:

eBay gallery image

.jpg, .bmp or .tif files only.

**FIGURE XVI. Set Your Gallery Options**



**Tip:** You would only select this if you wanted the same image to appear when you use the eBay Gallery. An example would be if you wanted your logo to appear, instead of a gallery image.


## 2.5 Choose Your Ad Layout

Choose a Layout Version and Layout Options that you would like to save and reuse in this template. Information that you enter will be used each time you select to use this Ad Template.

**Layout Versions:** ☒ New Layouts ☐ Andale Classic

**Layout Options:**

All Click to Enlarge Images  
All Large Images  
1 Large Image, rest Click to Enlarge Images  
2 Large Image, rest Click to Enlarge Images  
Your Own HTML  
Photo Album, above description (NEW)  
Photo Album, below description (NEW)



**FIGURE XVII. Choose a Layout**

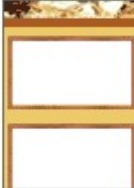
## 2.6 Select Your Theme

Choose a Theme that you would like to save and reuse in this template. Information that you enter will be used each time you select to use this Ad Template.

**Themes:** **NEW!**

eBay Specific ->  
Computers (New)->  
Christmas (New)->  
Gallery/Store ->  
Halloween (New) ->  
New Year (New) ->  
Professional (New) ->

Antiques & Art  
Books  
Business, Office & Industrial  
Clothing & Accessories  
Coins  
Collectibles  
Computers



**FIGURE XVIII. Select Your Theme**



Tip: Andale offers many different styles of themes. Select a few templates that you know you will use frequently, and create Ad Templates around those themes.

## 2.7 Select Your Counter Style

Choose the type of Counter that you would like to save and reuse in this template. Information that you enter will be used each time you select to use this ad template.

Counter Options:

▼

☒ Smart Counter

☐ Page Counter

☐ Border



**FIGURE XIX. Select Your Counter Style**

## 2.8 Enter Your Listing Information

Enter your listing information to save and reuse in this template. Information that you enter will be used each time you select to use this ad template.

Starting Price: \$

Reserve Price: \$

Buy It Now Price: \$

---

Fixed Price: \$  Used for Andale Store **only**

---

Quantity:

Duration:  ▼

**FIGURE XX. Enter Your Listing Information**



**Examples:** Bob frequently lists items at \$9.99 and runs them for 7 days. He does not use a reserve or Buy It Now. Bob creates an ad template that he names 999. Whenever Bob has an item that fits these criteria, he selects the 999 from the drop down list of his Ad Templates and this information is pre-filled.

## 2.9 Name Your Ad Template

Once you have created an Ad Template, enter the name and select SAVE.

▶ **Ad Template Name:**

**FIGURE XXI. Name Your Ad Template**



**Tip:** Choose names for your templates that are descriptive enough so that you remember the purpose of the template when looking at the name of the Template.

## 3. Enter Your Item Title

Enter your On-Market Title. This title will be displayed as the title of your item.

▶ **On-Market Title:**   
55 characters max.

**FIGURE XXII. Enter Your Item Title**



**Tip:** Use Keywords that describe your product. Using descriptive words such as “Rare” or “Wow” rarely generates traffic through a search. Think of the keywords that a bidder would use to search for your item and include them in your title.

## 4. Select Your Item Condition (Optional)

Use the drop down menu to select an item condition. This will appear in your listing under Item Condition.

**Item Condition:**

**FIGURE XXIII. Select Your Item Condition**

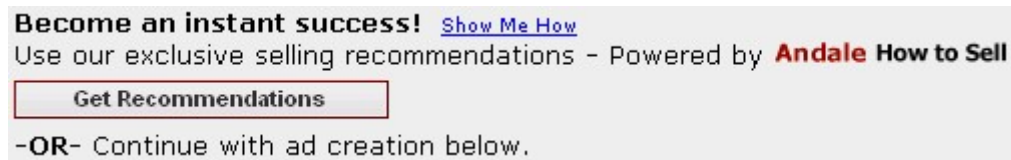


Tip: To view how your item condition is displayed, click on the following link and view Item Condition:

[http://www.andale.com/sell/sell\\_ad\\_preview.jsp](http://www.andale.com/sell/sell_ad_preview.jsp)

## 5. Get Recommendations (Optional)

Once you have typed in an On-Market Title, you can select to get recommendations for listing your item based on the Andale Research Product. This is available if you have the Andale Research Product.



**FIGURE XXIV. Select Get Recommendations**

The report below is an example of the Get Recommendations Report. You may choose to create a listing with all the selling recommendations, or choose the ones that you would like to utilize.

**Keywords Used:** Frankoma Snail Vase [Get Full Report](#)  
**Price Range Found:** \$1.99 - \$12.51 with an **Avg. Sale Price of \$7.37**

You can [refine your results](#).

-OR- Optimize your end price with our selling recommendations below.

**Listing Option:** ☒ Create your listing with Andale selling recommendations.

Recommendation			Avg. Price	% Success
<input checked="" type="checkbox"/>	Category:	Pottery & Glass : Pottery ... ery : Frankoma, Gracetone	\$7.08	76%
<input checked="" type="checkbox"/>	Listing Type:	Auction	\$7.37	100%
<input checked="" type="checkbox"/>	Starting Price:	\$3.68	\$4.75	7%
<input checked="" type="checkbox"/>	marketing Feature:	Use eBay Gallery (\$0.25)	\$7.24	52%
<input checked="" type="checkbox"/>	Listing Day & Time:	Saturday 4 PM	\$4.75	7%
<input checked="" type="checkbox"/>	Duration:	5-day auction	n/a	n/a

**FIGURE XXV. Example of a Recommendations Report**



## 6. Enter Your On-Market Subtitle (Optional)

Enter your eBay Market Subtitle here. This is optional and not required. eBay does charge extra for your subtitle (some categories are more than 50 cents).

**On-Market Subtitle:**

55 characters max.  
**Note:** extra \$0.50 eBay fee

**FIGURE XXVI. Enter Your Subtitle**

## 7. Enter Your Ad Name

Your Ad Name is a reference name for your item that is not displayed to the buyer. This is a reference field provided that is not displayed, and will be used in your Ad Archive so that you may quickly find your items.

**Ad Name:**

55 characters max. No HTML, asterisks, quotes or ampersand (&)  
**Note:** Used for identification in Ad Archive. Not visible to buyers. [Learn More](#)

**FIGURE XXVII. Enter Your Ad Name**



**Tip:** Your Ad Name will be displayed in your Ad Archive along with your SKU if utilize inventory, you can use this as the product identifier. Thus if the manufacture has an SKU of 112-342 and the product description of BLUE TARP 20 x 20, you could utilize the Ad Name of Blue Tarp 20x20. SKU and Ad Name are displayed side-by-side in your Ad Archive.

## 8. Create Your Inventory

Andale will create inventory items for you, allow you to add new inventory items on the fly as you create your listing or choose an item that exists in your inventory.

**Inventory:**

☒ Automatically Create Inventory Item

☐ Create New Inventory Item

SKU:  Quantity:  Cost: \$

☐ Select Item From Inventory

SKU (Stock #):  [Browse Inventory](#)

**FIGURE XXVIII. Create Your Inventory**



**Tip:** Once you have created your first item, you may choose to enter your remaining inventory ahead of time. You may add your inventory from the Inventory Link from you Lister Section. When you are creating inventory you may add your description and the description populated into your description field when you select your inventory item using browse inventory.

## 9. Select Your Category

Choose the Category to list your item. Andale will display categories dependant on the marketplace. If you were listing in your eBay Store, only your eBay Store Categories would be displayed.

**► eBay Category:**

**-OR-**

Antiques --> Art --> Baby --> Books --> Business & Industrial --> Cameras & Photo --> Cell Phones -->	

Category #:

**FIGURE XXIX. Select Your Category**

## 10. Select Your Second Category

eBay offers the ability to list your item in 2 categories. This is not a free option, and you will be charged the additional eBay listing fee for the second category selection.

**eBay Second Category:**

**-OR-** Category #:

**FIGURE XXX. Select Your Second Category**

## 11. Select Your eBay Store Category

If you have an eBay Store, select the Category here. Andale offers you the ability to quickly move an item from auction to store. Selecting this as you create your listing will allow you to launch your item to the store without having to select the category. To import your eBay Store Categories to Andale, select REFRESH. You can refresh whenever you have changed any of your eBay Store Categories.

eBay Store Category: Refresh your eBay Store Categories  Click **Refresh** to update your Categories

**FIGURE XXXI. Select Your eBay Store Category**



**Tip:** Always select your eBay Store category when listing. If your item does not sell and you wish to move it to your eBay Store, it will allow you to bulk launch into eBay stores without having to select the category.

## 12. Enter Your Item Description

Enter your item description. This section is the “text” in your description. You can change the fonts and colors, add a hyperlink and utilize Spell Checker from the html editor. If you prefer plain text, select the link entitled “Use Plain Text” below the editor.

► **Item Description:**

The image shows a web-based HTML editor. At the top, there are dropdown menus for 'Font' and 'Size'. To the right of these are radio buttons for 'Text' (which is selected) and 'View/Edit HTML', followed by a 'Learn More' link. Below this is a toolbar with various icons for text formatting: bold (B), italic (I), underline (U), text color (T with a color box), background color (a box with a diagonal line), bulleted list, numbered list, decrease indent, increase indent, link (chain icon), and unlink. The main area of the editor is a large, empty text box. Below the text box, there is a link that says 'Use Plain Text if you want to add your own HTML or JavaScript'.

**FIGURE XXXII. Enter Your Item Description**

### 13. Add Additional Information (Optional)

Use the drop down menu to select gift idea. This will appear in your listing under Item Condition and Condition Notes.

**Additional information (Optional):**

Gift Idea:  ▼

Condition Notes: (4000 characters max.)

Fine Print: (4000 characters max.)

Specials: (4000 characters max.)

**FIGURE XXXIII. Add Additional Information**



**Tip:** To view how your item condition is displayed, click on the following link and view Item Condition:

[http://www.andale.com/sell/sell\\_ad\\_preview.jsp](http://www.andale.com/sell/sell_ad_preview.jsp)

### 14. Select Your Listing Type

Choose your Auction Type (Auction or Fixed Price), and enter your Starting Price. If you utilize Reserve Price or Buy it Now, these have an additional eBay Fee.

**▶ Listing Type:**

☒ Auction ☐ Fixed Price [What is this?](#)

**▶ Starting Price:** \$

Reserve Price: \$

Buy It Now Price: \$

Buy It Now: \$

**FIGURE XXXIV. Select Your Listing Type**

## 15. Select Immediate Payment

You may choose to require immediate Payment through PayPal. There are PayPal requirements that must be met to utilize this option, and you will need to update your PayPal Settings prior to choosing this option.

**Immediate Payment:** ☐ Require [Immediate Payment](#) for this Auction.

**Important:**  
Only Listings with "Buyer Pays Fixed Shipping" and "Fixed Insurance" if insurance is required can support Immediate Payment.  
All the checkout details also are mandatory for such listings.

**Note:** You must select PayPal as one of the payment option to use "Immediate Payment".  
In your PayPal preferences, ensure **Instant Payment Notification is enabled** and the correct **Block payment option is disabled**.  
[Click here](#) to see how to change the PayPal settings.

**FIGURE XXXV. Select Immediate Payment**

## 16. Select Your Quantity

Choose the quantity of items you wish to list. Using Multiple Quantities makes your auctions "Dutch Auctions".

► **Quantity:**

**FIGURE XXXVI. Select Your Quantity**

**FIGURE XXXVII.**

## 17. Choose Your Duration

Choose the length of your Auction. Andale displays only the options available for the market.

► **Duration:**  ▼

**FIGURE XXXVIII. Choose Your Duration**

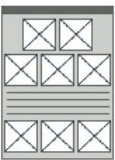
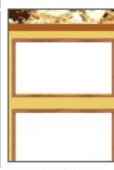
## 18. Select Your Layout and Themes

Select your layout and themes. Andale also provides a drop down menu of your often-used themes.

Select: ☐ Recently Used: None ▼

-OR-

☒ Andale Layouts & Themes

Select a Layout	Select a Theme
<div><div>New Layouts ▼</div><div>All Click to Enlarge Images ▲</div><div>All Large Images</div><div>1 Large Image ,rest Click to Enlar</div><div>2 Large Image, rest Click to Enlar</div><div>Your Own HTML</div><div>Photo Album, above description</div><div>Photo Album, below description</div><div>(NEW)Quick Search Photo album ▼</div></div> <div></div>	<div>eBay Specific -&gt; ▼</div> <div>Antiques &amp; Art ▲</div> <div>Books</div> <div>Business, Office &amp; Industrial</div> <div>Clothing &amp; Accessories</div> <div>Coins</div> <div>Collectibles</div> <div>Computers ▼</div> <div></div> <div><a href="#">Preview</a></div>

**FIGURE XXXIX. Select Your Layout and Themes**

## 19. Select Your Counter Style

Choose your Counter Style. Page Counter will count each time the page is visited, while a smart counter will not count repeat visits.

Counter: American Flag ▼

☒ Smart Counter

☐ Page Counter

☐ Border



**FIGURE XL. Select Your Counter Style**

## 20. Insert Your Images

Upload the Images you would like displayed in your listing. The location of your images on your listings will be determined by your layout selection. Choose **UPLOAD** to upload your image from your Computer, or choose **SELECT** if you have already uploaded the image to Andale. This function requires Andale Images. If you do not have Andale Images, insert your images into your description with html.

Once you have added your images, you may change the order they appear by selecting the **CHANGE ORDER** button at the bottom of the image section.

### Images:

Use Andale Image Hosting

**Upload** -OR- **Select** from  ▼

image 1	image 2	image 3	image 4
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Delete</b>	<b>Delete</b>	<b>Delete</b>	<b>Delete</b>
image 5	image 6	image 7	image 8
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Delete</b>	<b>Delete</b>	<b>Delete</b>	<b>Delete</b>
<b>Change Order</b>			

**FIGURE XLI. Insert Your Images**

## 21. Select Title Bar Image

eBay places an image in the top right of your auction. Choose from the drop down menu the image you would like to use for this ad.

eBay Title Bar Image:  ▼ [What's this?](#)

**FIGURE XLII. Select Title Bar Image**



## 22. Create Market Profiles

Market Profiles, similar to your Ad Templates, allows you to eliminate redundant work.

Once you have created a Market Profile, select it from the drop down menu when creating your ad. The Market Profile will fill in any information you have entered for that profile. Create as many templates as you would like. For instance, if you use eBay Gallery occasionally, you may create a Market Profile named “Ebay Gallery” and another profile named “No Gallery”.

Once you have created profiles and used them a few times, you’ll find yourself creating additional Market Profiles to save even more time.

Each Market Profile you create will be available from a drop down menu, simply select the template you wish to use.

To begin, select CREATE NEW.



Market Preferences [Learn More](#)

Market Profile: eBay Profile ▼ **Create New** **View/Edit**

Your Marketing Options:

eBay Gallery:	No Gallery Picture
Listing Upgrades:	None
Private:	No

[View All Options](#)

**FIGURE XLIII. Select Create New**

### 22.1 Name Your Profile

Enter the name of your Profile. The Market is pre-filled, in this case, with eBay.



► **Profile Name:** eBay

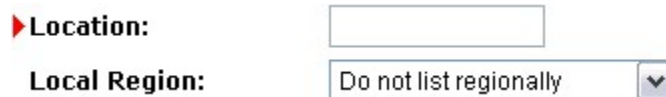
**FIGURE XLIV. Name Your Profile**



**Tip:** Choose names for your Profile that are descriptive enough so that you remember the purpose of the Profile when looking at the names of the various templates you create.

## 22.2 Enter Your Location

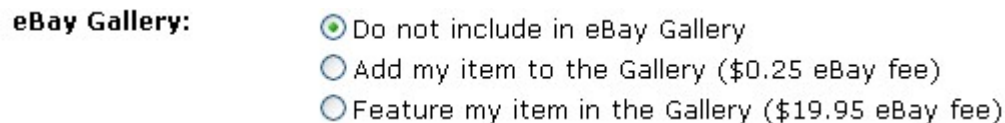
Enter your locations. Your location will appear in your eBay Auction. You may list regionally (this is particularly useful for large items) by selecting the areas in the drop down menu.



**FIGURE XLV. Enter Your Location**

## 22.3 Select Your eBay Gallery Options

Use this section to select how you wish to use the eBay Gallery option. The Gallery item will appear as a thumbnail on the right side of the page when a buyer is viewing multiple items. A buyer will see this when browsing a category or when viewing their search results.



**FIGURE XLVI. Select Your eBay Gallery Options**

## 22.4 Select Your Marketing Features (Optional)

Choose which marketing features you wish to use. These are optional features and are offered by eBay listing an additional cost. Costs listed beside the item is the most frequent pricing, but on occasion eBay will run a special or in some categories, these may be higher than what is displayed.



**FIGURE XLVII. Select Your eBay Marketing Features**



**Tip:** Print a fee schedule from the eBay site and keep it handy. When eBay runs a special, you can quickly reference how much you would save (or not save), by using the features. Additionally, you will have a reference guide that outlines categories where these features are more expensive.

## 22.5 Select Gift Services

Choose which gift service you wish to use. These are optional features offered by eBay listing for additional cost. Costs listed beside the item is the most frequent pricing, but on occasion eBay will run a special or in some categories, these may be higher than what is displayed.

**Gift Services:**

- ☒ Do not show as a gift
- ☐ Show as a gift 🎁 (extra \$0.25 eBay fee)
  - ☐ Gift Wrap/Gift Card
  - ☐ Express Shipping
  - ☐ Ship to Gift Recipient

**FIGURE XLVIII. Select Gift Services**

## 22.6 Selection of Private Auctions (Optional)

Choose this section only if you want private auctions. This is not recommended by eBay, as it discourages bidding. Please make sure you understand all the ramifications of choosing a private auction.

**Private:**

- ☐ Yes
- ☒ No

**FIGURE XLIX. Selection of Private Auctions**

## 23. Create Your Pay and Ship Preferences

Pay and Ship Preferences, similar to your Ad Templates, allows you to eliminate redundant work.

Once you have created a Pay and Ship Preference (Checkout Profile), select it from the drop down menu when creating your ad. The Pay and Ship Preference will fill in any information you have entered for that template. Create as many templates as you would like. For instance, if you ship Internationally occasionally, you may create a Pay and Ship Preference named "International" and another Preference named "No International".

Once you have created Pay and Ship Preferences and used them a few times, you'll find yourself creating additional preferences to save even more time.

Each Pay and Ship Preference you create will be available from a drop down menu, simply select the one you wish to use.

Some features in the Pay and Ship Profiles are only available if you have Andale Checkout.

To begin, select CREATE NEW.

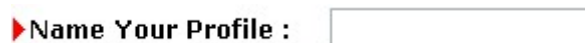


Checkout Profile:	eBay Profile ▼	Create New	View/Edit
<b>Your Checkout Options:</b>	Payment Methods:	Check, Money Order	
	Who Pays Shipping:	Buyer Pays Fixed	
	Shipping Carriers:	USPS - First Class	
	Shipping to Where:	Ship only in US	
	Insurance:	Don't Offer Insurance	
	<a href="#">View All Options</a>		

**FIGURE L. Select Create New**

### 23.1 Name Your Profile

Enter the name of your Profile.



▶ Name Your Profile :

**FIGURE LI. Name Your Profile**




**Tip:** Choose names for your Pay and Ship Preference (Checkout Profiles) that are descriptive enough so that you remember the purpose of the Preference when looking at the names of the various preferences you create.

## 23.2 Choose Your Payment Methods

Choose all the applicable payment methods that you will accept.

► **Payment methods:**

<input type="checkbox"/> PayPal <a href="#">Edit Email</a>	<input type="checkbox"/> Visa (Offline Merchant Account) 
<input type="checkbox"/> MasterCard (Offline Merchant Account)	<input type="checkbox"/> Personal Check
<input type="checkbox"/> AmEx (Offline Merchant Account)	<input type="checkbox"/> Money Order / Cashier's Check
<input type="checkbox"/> Discover (Offline Merchant Account)	<input type="checkbox"/> Other <input type="text"/>

[Add/Edit Payment Methods](#) **NEW!**

**FIGURE LII. Choose Your Payment Method**

## 23.3 Choose Your Shipping Option

Choose the applicable shipping option.

► **Who Pays Shipping:**

- ☐ Seller
- ☐ Buyer - Actual shipping costs
- ☐ Buyer - Fixed shipping charges
- ☐ See Item Description

**FIGURE LIII. Choose Your Shipping Option**

## 23.4 Choose Your Shipping Carrier

Choose the applicable shipping carrier.

If you utilize Andale Checkout and would like to add additional carriers, select add/edit Shipping Carriers. Andale Checkout will allow you to set a default carrier, which means if you have multiple ways of shipping, you can have your preference displayed to the bidder first when they are checking out.

**Shipping carriers:**

<input type="checkbox"/> UPS	<input type="checkbox"/> USPS	<input type="checkbox"/> FedEx
<input type="checkbox"/> Next Day	<input type="checkbox"/> First-Class	(Andale will not Calculate charges)
<input type="checkbox"/> Second Day	<input type="checkbox"/> Priority	<a href="#">Add/Edit Shipping Carriers</a> <b>New!</b>
<input type="checkbox"/> 3 Day Select	<input type="checkbox"/> Express Mail	
<input type="checkbox"/> Ground	<input type="checkbox"/> Parcel Post	
<input type="checkbox"/> Worldwide Express	<input type="checkbox"/> Media Mail (Book Rate)	
<input type="button" value="Set Default Shipping Carrier"/>		

**FIGURE LIV. Choose Your Shipping Carrier**



**Tip:** A good way to use your Shipping default is when you are offering both priority and media mail. You may wish to make either priority or media the default that is displayed to the bidder, depending on how you ship. Of course, the bidder can use a drop down menu to change to your other options. The default picks which one they are displayed, but does not limit their options.

## 23.5 Choose Your UPS Options

Choose the applicable UPS services that you utilize. Andale checkout calculates based on the rates that UPS charges and the services below are offered at different rates. This ensures accuracy with the UPS rates.

<b>UPS Drop Off / Pickup:</b>	<input type="button" value="Daily Pickup Service"/>
<b>UPS Packaging:</b>	<input type="button" value="Your Packaging"/>

**FIGURE LV. Choose Your UPS Options**

## 23.6 Choose Your Ship To Locations

Choose your Ship To locations. Selecting Worldwide will indicate that you will ship anywhere in the world. You may also choose the US and as many regions as you would like.

► **Ship-to Locations:**

☒ Will Ship to United States Only

☐ Will Ship Worldwide

☐ Will Ship to the US and the following regions:

<input type="checkbox"/> Canada	<input type="checkbox"/> Americas	<input type="checkbox"/> Asia
<input type="checkbox"/> Europe	<input type="checkbox"/> France	<input type="checkbox"/> Germany
<input type="checkbox"/> Australia	<input type="checkbox"/> Japan	<input type="checkbox"/> United Kingdom

☐ Will not ship - Local pickup only

**FIGURE LVI. Choose Your Ship To Locations**

## 23.7 Choose Your Handling Charges

Enter any handling charges that you wish to charge to your buyers.

► **Handling charges:**

☒ No handling fees

☐ Charge a flat handling fee of \$

**FIGURE LVII. Add Your Handling Fees**

## 23.8 Choose Your Combined Shipping Options

Andale Checkout provides a method for calculated shipping on multiple items. If you have Andale Checkout, you can set these in your Checkout Settings or on-the-fly as you create your Pay and Ship Preferences. In some cases (large items, for example), you would select not to combine shipping. Use the link to shopping cart rules to set how you would like Andale Checkout to handle your multiple items.

► **Combined Shipping:**

☒ Allow this item to be combined with others in my Andale Checkout set [Shopping Cart Rules](#).

☐ Do not allow this item to be combined.

**FIGURE LVIII. Choose Your Combined Shipping Options**

## 23.9 Choose Your Sales Tax Options

Choose your Sales Tax options as well as choosing if shipping and handling are also taxed. If you utilize Andale Checkout, you can create your own Tax Table by clicking on the link.

► **Tax:**

☒ Don't charge sales tax

☐  % in State SD Change your State in Products > Settings, Payments

☐ Charge based on tax table [View/Edit Tax Table](#)

☐ Include shipping & handling when calculating sales tax

**FIGURE LIX. Choose Your Sales Tax Options**

## 23.10 Choose Your Insurance Options

Choose your insurance options.

► **Insurance:**

☒ Don't offer insurance

☐ Offer insurance as an option

☐ Insurance is required

**FIGURE LX. Choose Your Insurance Options**

## 23.11 Choose Your Insurance Calculation Method

Choose how insurance is calculated. Andale Checkout provides the ability to create your own insurance table, simply click the link to create your own table.

**How is insurance calculated?**

☐ Actual Cost using shipping carrier's rates

☐ Pays a fixed amount of \$

☐ Using my insurance table in my [checkout preferences](#)

**FIGURE LXI. Choose Your Insurance Calculation Method**



## 23.12 Select Checkout Redirect

If you use Andale Checkout, make sure this box is checked. eBay will automatically direct (provide the link) your buyers to the Andale Checkout from the end of auction notification and from the pay now button in your closed auctions. This process makes the Andale Checkout seamless for your buyers and propagates their information from eBay and PayPal.

### Checkout Redirect

☒ When buyers use eBay Checkout, redirect them to your Andale Checkout instead.

**FIGURE LXII. Select Checkout Redirect**

## 24. Choose Your Fixed Shipping Options

Andale Checkout provides the ability to offer multiple fixed shipping for both international and domestic.

If you have chosen to offer fixed price (the other option is weight based calculations), you can enter these as you create your ad.

If you are offering multiple carrier options such as USPS Priority and USPS Media, select the SET MULTIPLE CARRIER link to set the amounts for each item.

Once you have made your selection, they will be shown in the box below the Fixed Shipping Charges sections.

<b>Fixed Shipping Charges:</b>	\$ <input type="text"/>	Domestic	\$ <input type="text"/>	International ( <a href="#">Optional</a> )
			\$ <input type="text"/>	Each addtl. item.

[Set Multiple Carriers](#)

---

**How Total Price is Calculated**

Shipping / Additional:	No discount for combined items. <a href="#">Edit</a>
Handling:	No handling fee (from Checkout Profile)
Tax:	Don't charge sales tax (from Checkout profile)
Insurance:	Don't offer insurance (from Checkout profile)

**FIGURE LXIII. Choose Your Fixed Shipping Options**

## 25. Schedule Your Ad

Andale offers you the ability to create your items and launch them in the future as well as offering you the ability to schedule additional ads.

You may select to launch this item now or choose a time in the future. Click the PREVIEW button at the bottom of the page to view how your ad will appear, and then select launch. You may select to have this item auto re-list if it does not sell the first time.

If you would like set multiple schedules for this item, click on Set Multiple List Options.

**Listing Time:**

☒ List Once      Date:       Time:  PT

☐ Auto-Relist if Unsuccessful (Applies for [eBay listing refunds](#)).

☐ List Multiple Times [Set Multiple List Options](#)

**FIGURE LXIV. Schedule Your Ad**



**Tip:** Prevent Mistakes. Clicking on the launch button will result in multiple launches. Your scheduled item will be shown in your Ad Archive and if you see the item is “processing”, it is already being sent to the marketplace and cannot be stopped. If you attempt to re-launch when an item is processing, it will create multiple listings.

### 25.1 Set Multiple List Options

Use this section to advance schedule launches. This is particularly useful for items where you have multiple quantities. Select when you want your item to launch, and then set how long you wish us to continue launching the item.

When you utilize inventory, you can select to continue launching the item until your inventory reaches a set amount. If you have unlimited inventory, select “forever” and Andale will continue to list your item on schedule as long as you have the lister product.


**Select Schedule:**

☒ List Using a Schedule  
Repeat:   
on: Su M Tu W Th F S  
☐ ☐ ☐ ☐ ☐ ☐ ☐  
at:  PT  
Start: Fri Jul 22, 2005

-OR-

☐ List at Every End of Auction  
First Launch:   
Time:  PT

**Keep Launching:**

☒ Until    
☐ Until Inventory quantity available reaches   
☐ Forever. If your Inventory Settings are set to "Do not Allow" or "Warn", the schedule will be put on hold when the inventory runs out.

**FIGURE LXV. Set Multiple List Options**



**Tip:** Use Multiple List options whenever you have a quantity of an item. By tying this to your inventory, you do not have to worry about keeping track of your items; inventory will do this for you.

## Chapter 3 : Import

This chapter will cover importing your items from Ebay. Once your ads are in Andale, you can quickly use all the features of Andale on the ad, such as: edit, re-launch, schedule, checkout, launch to a different market, etc. Importing your images makes it quick and easy to reuse them in other ads you create. Finally, since Andale automatically creates inventory items for your imported ads, this also provides a quick way to set up your Andale inventory.

### 1. Select Import

Andale offers you the ability to import existing ads into Andale from eBay. Before you import you may wish to create profiles that attach to your listings. Creating these profiles will enable you to launch the imported items from Andale quickly.

Please see section 22 and section 23 of this manual to learn how to create profile.

Once you have created profiles (or have decided to create them later), select what items you wish to import. If you wish to import items that have closed, utilize the IMPORT link from you Lister Tab once you have completed your first listing.

#### Import Listings

Select Market to Import Listings from	
Select:	<input checked="" type="checkbox"/> Import Live Listings from eBay Listings
	<input checked="" type="checkbox"/> Import Live Listings from eBay Stores
	<input checked="" type="checkbox"/> Import Live Listings from eBay Motors
Saved Preferences (Checkout and Market Profiles)	
<ul style="list-style-type: none"><li>• For ease of creation for all your future listings Andale saves your Payment and Marketing preferences. These are called Checkout profiles and Market Profiles.</li><li>• During Import of your listings, Andale will attach default profiles to all imported listings.</li><li>• You can attach these predefined preferences to your listings each time you list your item for quick launches.</li></ul>	
<a href="#">Click here to View/Edit Profiles</a>	

**FIGURE LXVI. Select Import**

## Chapter 4 : Other Andale Lister Features

The following sections are available under your Lister Tab.

### 1. Archive

Archive is a historical record of your previous launches and is a dashboard for all your Listing activity. .

### 2. Scheduled

Scheduled is a record of your scheduled launches, both current and historical.

### 3. Reports

Reports will display your listing history and is searchable.

### 4. Live

Live will display your current live items.

### 5. Import

Import is the area used when you are importing ads from eBay or Yahoo.

### 6. Inventory

Inventory is the area where you can manage and enter your inventory.

### 7. Settings

Settings are the area where you create and manage your settings and profiles for Lister.

### 8. ListerPro

ListerPro is the Andale Offline lister.