

Andale Lister Quick Start

Printable Instructions:

Creating and Launching an ad using the Andale One-Step Lister

1. Sign in to www.andale.com
2. Click on the 'Auction Tools' tab. Then click on the **Lister** link beneath.
3. Click **1-Step Lister** in the row of links directly underneath the tabs.

One-Step Lister page 1

1. Select the market you want to launch the ad to.
2. The **Market Profile** determines which, if any, market-specific special options will be used like Bold, Featured, and eBay Gallery. The **Checkout Profile** is where you tell your buyers how you accept payment and ship the item(s).
 - The Profiles shown are the ones you created after registering, and will be used for this ad unless you choose to change them or create a new one.
 - Use the **View/Edit Full Profile** link to review your choices for either profile.
 - Use the blue [Learn More](#) link if you want to know more about how to use the Market Profile and Checkout Profile.
3. The **Inventory** section can help you keep track of how many items you have, and how many items you have sold.
 - **Ignore** the inventory section if you do not want Andale to keep track of your inventory quantities. (Leave the selection at "Automatically Create Inventory Item")
 - If you would like to use Inventory, use the [Learn More](#) to find out how.
4. The **Ad Template** is an optional, somewhat advanced feature, for creating many similar ads quickly.
 - You can **Ignore** the Ad Template your first time through.
 - Use the [Learn More](#) to find out whether you want to use it.
5. Select the top-level **eBay category** here, and the second-level category on the next page.
 - **eBay 2nd Category** is the eBay option to list in two different categories simultaneously. **eBay does charge a second listing fee**, and, of course, this feature is optional.
6. Click **Continue**.

One-Step Lister page 2

1. Click the **category** that fits the item you are selling until the categories stop extending to the right.
 - If you need to enter **Item Specifics** you will be prompted, otherwise ignore it.
2. The **Ad Name** is like a filename for your ads.
 - Ad Name is a name for you to recognize the ad by when it is in your Archive later.
 - Ad Name is never visible to buyers.
3. The **On-Market Title** is the title seen by your buyers at eBay.
 - eBay limits this title to **55 Characters**.
 - Use keywords, and be as descriptive as possible.
4. The **On-Market Subtitle** is a line that will appear just below the On Market Title in eBay searches. You will be charged \$0.50 eBay fee if you wish to use this feature. (eBay limits this to **55 Characters**)
5. Describe your item in the **Description** section.
 - For help using the **HTML Editor** click the Learn More.
6. The **Additional Information** section is purely optional.
 - The boxes do not appear if you leave them blank.
 - If you want **Condition Notes** to show, you need to choose a condition from the Item Condition dropdown menu.
7. **Select** or **Upload** the **Images** you want to use in your ad.
 - **Select** allows you to grab images from your **Image Library** and put them into your ad.
 - Click the **Select** button and you will see a "**popup**" version of your **Image Library**.
 - Select the images you want to put in your ad by clicking the checkboxes to the left.
 - Click the **Add Images** button in the lower right corner of the popup and the images will be added to your ad. (You may need to scroll down to see the button)
 - Selecting is **recommended** over uploading from your computer into your ad. It is faster and simpler because you have already successfully uploaded the images.
 - **Upload** allows you to grab images from your computer to put in your ad.
 - Click the **Upload** button.
 - In the pop up that appears, click on the browse button and then point to where your images are in your computer.
 - Select the image(s) you want to upload.
 - Click **Upload** and the images will be put into your ad and into your Image Library.
8. If you see the **eBay Gallery Image** section, it means that your Market Profile indicates that you want to include your ad in the eBay Gallery.

- Use the **dropdown menu** to select one of the images from your ad to use as your eBay Gallery image. This is the most common method.
 - If you prefer, you can select or upload a different image, or enter a URL.
9. **Layout** determines the relationship between your images and your description. **Theme** is the **colored background** for your ad.
- Click the options on the left to choose the one you want. You will be shown a small preview on the right.
 - To see a full screen preview of the different themes, click the small Theme preview on the right.
10. In the **Listing Information** section, choose the auction type, quantity you want to sell through this launch of the ad, and how long you want the auction to last.
- Most likely, you will want to enter the price you want to start your auction at in the Starting Price field.
 - In the **Quantity** field you will most likely want to put 1.
 - Quantity is the number of items you want to sell in the through this launch of the ad. If you enter a quantity greater than one, it will be a **Dutch** auction. eBay requires that you have more than 10 positive feedbacks to list a Dutch auction.
 - See the [Learn More](#) and [What is This?](#) Links for explanations and requirements for Auctions and Fixed Price listings.
11. **Shipping Details** will be required fields if you are using Andale Checkout. If you are not, these fields are optional. Either way, the information is displayed on your ad so shoppers feel more comfortable bidding.
- What you see here depends on how you chose to charge for shipping in your **Checkout Profile**.
 - If you chose to charge the buyer **Actual Shipping Charges** you will be asked for the **Packed Weight** and **Package Size**.
 - Use the [How to measure](#) link for help with how to determine what size your box is.
 - If you charge a **Fixed Shipping Charge**, you will be asked to specify a **dollar amount**.
 - **Detail:** Even if you are using Andale Checkout and you ship internationally, you are not required to fill in the fixed shipping cost for international. We know that most people are not able to know this ahead of time.
12. **Listing Time** is where you choose when you would like to **Launch** your Ad.
- **To launch the ad immediately**, choose **List Once** and leave the dropdown menus as they are.
 - To schedule the ad to **List Once at a future date and time**, use the dropdown menus to select the date and time.
 - **Note:** that the device uses **Pacific Time** as eBay does.

- If you would like Andale to automatically relist the ad if it ends without a winning bidder, check the box next to **Auto-Relist if unsuccessful**.
- **Repeat List** allows you to schedule your ad to launch repeatedly at regular intervals.
 - To set the schedule, select Repeat List. This is generally only used if you have quantities of the same inventory and know from experience that the items sell at an acceptable price and frequency.
 - Click **Set Repeat List Options** to create your schedule.
 - If needed, use the Learn More in the popup to help you create the schedule.

13. Now you can **Preview** or **Launch** or **Save**.

- Click **Preview** to see exactly what your ad will look like when it goes live at eBay. If this is your first time, preview is a good way to proof read your ad before it goes live.
 - If you want to change anything, scroll to the bottom of the page and click the yellow **Back** button. Do not use the Back button in the browser, or you may lose some information in the ad.
 - Your **eBay Fee** for this ad is displayed at the bottom of the preview.
 - Click **Launch** from the preview page if you do not need to change anything.
- Click **Launch** if you want the ad to go to eBay. The ad is automatically saved in your **Archive**, which you can see by clicking the **Archive** link in the row of links under the Lister tab.
 - If you scheduled it to **List Once at a future date and time**, Andale will automatically launch it at the time you specified.
 - To see the ads you have scheduled to launch, click the **Scheduled** link in the row of links directly underneath the Lister tab.
 - If you ever think an ad has failed to launch, click the **Failed** link to the right of the word **Filter** on the Launch Schedule page. This will show any ads that failed to launch, with a Failed link to the right that will explain why.
 - If you chose to **List Once** and left the date and time as **Today** and **Now**, the ad will be launched **immediately**.
 - To see the ads you have live on eBay, click the **Live** link in the row of links directly underneath the Lister tab.
 - **Important Note:** Your ad will be live on eBay right away. However, it **will not show up in eBay Search for up to 4 hours**. eBay updates its search database

at regular intervals, and your ad will be added with the next update.

- If you chose **Repeat List**, and created a schedule using **Set Repeat List Options**, you can see your scheduled ad on the **Launch Schedule** page referred to above.
- Click **Save**, if you do not want to launch the ad.
 - The ad will be saved in the **Archive**, where all of your ads will always be saved. You can go to the Archive by clicking the **Archive** link in the row of links under the Lister tab.