

# Listing-Ready Checklist

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Turn clutter into cash. Prep items so they photograph well, price competitively, and sell quickly with minimal hassle.

## Supplies

- Neutral backdrop (blank wall, plain sheet)
- Good lighting (daylight or lamp), tripod/stand
- Phone/camera fully charged, editing app
- Measuring tape, scale, wipes/cleaning cloths
- Zip bags/labels for small parts, shipping boxes/tape

## Quick Rules

- Clean and photograph before you list — first impressions matter.
- Natural light is best; avoid cluttered backgrounds.
- Always include dimensions, brand, and condition.
- Price in common bands (\$5, \$10, \$25) to simplify decisions.
- Bundle items (toys, books, clothes) to sell faster.

## 1) Clean & Prep (15–20 min)

- Wipe, dust, or wash items so they look their best.
- Gather all parts, cords, and manuals into zip bags.

## 2) Photo Setup (15–20 min)

- Choose a plain wall/table; use natural light near a window.
- Take multiple angles: front, back, close-up, flaw highlight.

## 3) Measurements & Details (10–15 min)

- Measure key dimensions; weigh items if shipping.
- Note brand, model, size, and condition clearly.

## 4) Pricing Strategy (15 min)

- Search similar sold items; price competitively.
- Round into simple bands; discount bundles slightly.

## 5) Write Description (10–15 min)

- State condition (new, gently used, flaws).
- Use keywords buyers search for; avoid filler words.

## 6) Listing Platform (10 min)

- Choose 1–2 platforms (FB Marketplace, eBay, Poshmark).
- Cross-list only if you can manage messages/shipping.

## 7) Shipping & Pickup (10–15 min)

- Have boxes, tape, and labels ready if shipping.
- For local, choose porch pickup or safe public spot.

## 8) Messaging & Responses (ongoing)

- Set auto-replies or quick phrases (Yes available, Pickup when?).
- Decline lowball offers politely; stick to your price floor.

## 9) Safety & Security (5–10 min)

- Meet in public; cash or secure payment apps only.
- Don't share personal info; wipe data from electronics.

## 10) Post-Sale Reset (10 min)

- Mark item sold; remove duplicates across platforms.
- Leave packaging station tidy; note earnings in tracker.