

Selling Books on EBay®, Craigslist® and Google®

How to Sell E-Books on EBay



EBay is a great place to sell and buy items through a secure network that ensures your financial transaction goes smoothly.

There aren't many requirements needed to sell e-books on eBay, but certain guidelines need to be followed to ensure the success of your sales.

EBay Store Setup

There is a system in place that must be followed in order for you to set up a secure store. You will need three things before you can even list an e-book on eBay.

1. First, you'll need a valid email address to set up an eBay account. You can set up a basic email address free of charge through search engines such as Yahoo!, Google and Hotmail.
2. Next, you must set up the eBay account itself, which can be done on the official eBay website www.eBay.com.
3. Last but not least, you have to have a verified PayPal account so you can be paid without any complications from your buyers. (www.PayPal.com)

Listing Your E-Books on eBay

Now you must create your advertisement to lock the sale. You'll need to post a listing for your e-books to make them viewable to the public.

1. When you log into your eBay account, click on the "Sell" tab in the upper-right corner of the screen.
2. When the seller's screen opens, select a category for your e-book. You will then be redirected to create your listing.
3. In the blank data forms, provide a vivid description of your e-books and change the qualities at the bottom of each e-book listing to avoid having to create multiple listings.

4. Review your listing by clicking on the "Preview" action and opt to submit your listing.

Closing the Sale

Whether the auction has ended or the buyer has chosen the "Buy Now" action for your item, **do not send any links to the digitalized e-book download until after you have received payment.**

If you send the e-book link before receiving any payment, you could lose the entire sale.

Policy overview

EBay defines digitally delivered goods to be information or content that you can download from a website or receive by email.

You can list most digitally delivered goods on eBay as long as you follow these guidelines:

1. You need to list your item only in the Everything Else > Information Products category using only the Classified Ad format.
2. Your listing clearly states that you legally own the content (sometimes called intellectual property) or are authorized to sell it by the owner, the owner's authorized agent, or the law.
3. Your items can't have any sexually-oriented adult (pornographic) content. For more details, see our Adult Only category policy.
4. Your item can't include software that would damage anyone's computer, could be used for malicious purposes like sending spam emails or spreading a computer virus, or would violate anyone's privacy (spyware or cookies, for example). For more details, see our HTML and JavaScript policy.
5. You have to be verified on PayPal to help confirm your identity.

In addition to meeting the guidelines of this policy, listings for all informational products also need to meet the requirements of our compilation and informational items policy.

Make sure your listing follows these guidelines. If it doesn't, it may be removed, and you may be subject to a range of other actions, including limits of your buying and selling privileges and suspension of your account.

What are the guidelines?

Although EBay allows you to sell digital goods, they have their rules as to what's acceptable and what's acceptable for sale and what's not:

Allowed - Examples of digitally delivered goods that you can list on eBay as long as you follow the requirements above:

- MP3 music you wrote, recorded, and own all the rights to
- Homemade movies you created and own the rights to
- Computer software you created and own the rights to
- Software that you're authorized to sell online by the owner, the owner's authorized agent, or the law
- Digital art you captured yourself and own the rights to or that you're authorized to sell online by the owner, the owner's authorized agent, or the law
- Photos you captured yourself and own the rights to
- Recipes you created yourself and own the rights to

Restricted - An eBook that you created and own the rights to sell, as long as you follow the requirements above and these restrictions:

If you're going to send an eBook by email or have it downloaded from a website, you need to:

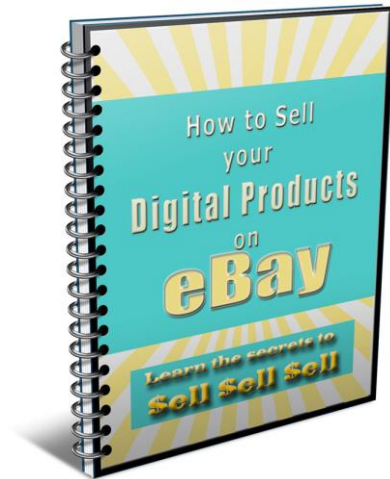
1. List it in the Everything Else category.
2. Use the Classified Ad format.
3. If you list e-books in a category other than the ***Everything Else*** category, you need to:
 - Send the e-book by postal mail (A CD or Flash Drive).
 - Include the following text in your listing, word for word. *I will send this e-book by postal mail. Sending it by email or by any other digital delivery method is not allowed and violates eBay policy.*

Not allowed - Examples of digitally delivered goods that can't be advertised on eBay:

- Copies of books, e-books, poetry, or any written material that you did not create yourself, do not own the resale rights to, or any written materials that you copied from someone else without their express written permission to copy and resell them.
- MP3 music copied from a CD you own or recorded at a concert
- eBooks you don't own the copyright to and aren't authorized to resell by the owner, the owner's authorized agent, or the law
- Songs you bought from iTunes
- Movies you copied from DVDs you own
- Video games you copied from the original CDs
- PDF files of product manuals or user guides that you don't own the copyright of or you aren't authorized to resell by the owner, the owner's authorized agent, or the law
- Online gaming accounts or artifacts such as characters, currency, or other items in any format

How to use eBay digital delivery?

For selling a digital product (eBooks, phone cards, software etc.) on eBay and other auction/store sites, follow the steps below. E-junkie will deliver your product automatically after a successful **PayPal** payment.



1. Add **IPN settings** in your PayPal account.

This step is only required **ONCE**:

- In your PayPal account, go to **Profile > More Options > My Selling Tools > Instant Payment Notification Preferences**.
- Click the **Choose IPN Settings** button;
- Select **Receive IPN messages (Enabled)**
- Enter our **Notification URL**:
https://www.e-junkie.com/ecom/ipn_ext.php
- Click the **Save** button.

2. **Create your eBay or other auction/store site listing**

- When you enter the auction **Title**, copy and save it somewhere as you will need to paste that into your E-junkie Seller Admin later. **Copy it directly from the text-entry box where you type it**, not from the live listing page later, as that will not be accurate if you have any double spaces between characters.
- Bear in mind [current eBay policy on selling digitally delivered goods](#);
- If you will be shipping/mailing a physical copy, you could use E-junkie to provide an instant digital download version for the buyer to enjoy while they wait for their physical copy to arrive;
- If your item is a tangible product, you can use E-junkie to provide an accompanying file, such as a product manual, firmware file/utility, device driver, etc.

3. **Add your product in E-junkie Admin:**

- Go to E-junkie **Seller Admin** > **Add Product**;
- Copy the auction **Title** you'd entered in eBay or other auction/store site, and paste that as the product's **Item Name** in E-junkie;
- You can enter any price you want, as that is not considered for eBay auctions. **ONLY** If you are selling on some other auction site, the price you enter should be the minimum at which your item can sell on that site.



- Currency should be the same as the currency you are accepting in your eBay or other auction/store site listing.
- Configure other options you need ([download](#), [codes](#), [redirection](#)) which you need for the product.
- Press **Submit** to save settings.
- Go to E-junkie **[Seller Admin](#)** > **Edit Profile**. Make sure the PayPal e-mail you enter in your E-junkie profile is the same as the one you have entered in your eBay auction and is the same PayPal email where you will accept the payment.
- You need to do this step only once for each product you are selling on eBay. You will not need to repeat this when you re-list your product on eBay, as long as you retain the same auction title.

Important Notes:

- E-junkie is completely compatible with eBay collective payments, even if the payment includes the items which are not added in E-junkie admin.
- If you are listing your product on some other auction site, E-junkie will handle that as well as long as the buyer's PayPal payment includes the item name exactly as you have listed it in E-junkie.

How to Put a Book on Google Books



Go to:

<http://www.google.com/googlebooks/partners/tour.html>

1. Read the materials.
2. You have to sign up for a FREE Google account so click the button in the top right hand section and create a new account.
3. Then, follow the directions from there.
4. You can now control how much of the book is shown to viewers by choosing a level from the “Book Browsable” drop-down.

Let Google digest and process these changes. They say it can take up to a few days. Then your book should be ready to share with the world!

Special notes:

If you plan to release your book through Google Books, the most important thing is that you own and control the copyright. Most book publishing contracts state that when the book goes “out of print,” the rights revert to the author.

This is usually not automatic: you have to ask the publisher for the rights, and they have to explicitly return them to you. I usually ask for a real, paper letter with a real, human signature on it that states the rights have been returned to me (I don’t know if an email version would carry the same official weight).

This is a good time to ask them for any other physical or electronic documents they have for your book, from illustrations to PDFs and so on. They’re usually under no obligation to give you these, but often they’ll give you what they have.

You’ll also need control of at least some “Territorial Rights,” which are discussed below. It’s probably easiest to get the publisher to revert the copyright and territorial rights at the same time.

Note that it’s usually up to the publisher to determine if a book is “out of print” or not. Even if it’s many years old, and they’re not putting ink on paper any more, they may still formally consider the book to be in print. I suggest contacting your publisher and first inquiring if it’s out of print. If they say it isn’t, but you think it should be, ask them why.

They might just not have gotten around to giving it that status. Be polite and professional and work with your publisher to establish the status of the book as clearly as possible.

When it is out of print, ask to have copyright reverted back to you. If the publisher wants to retain some rights, offer an agreement whereby they revert the rights to you, but you then assign some rights back to them. For example, you might grant them non-exclusive electronic rights, so they can provide the book on their website.

How selling books on Google Play works

How it works for publishers and authors

You provide the book files

Join the Google Books Partner Program in order to submit books. We accept files in either PDF or ePub format. If you upload both formats, readers will have a choice between the original layout of the PDF file and the flexible flowing text of the ePub file.

You specify the book settings

You can manage your books and sales settings in the Partner Center. Specify the countries where you want to sell, choose whether to apply DRM, and provide list prices. Except in cases where Google is acting as your agent or where Google is required to sell at a price set by the publisher, Google has the discretion to set prices as it sees fit. However, we will share the revenue from any sales with you according to the list price that you provide.

Google handles the hosting, sales, and distribution

Your books are sold on Google Play, a digital content experience available internationally on a wide variety of platforms. A limited percentage of your books will also be available for preview on Google Books, much in the same way that readers in a physical bookstore can browse through books before deciding to buy. You'll be able to download detailed preview and sales reports, and receive payments in your local currency.

Benefits

Google offers a tremendous base of users and an easy way to manage your content, and as we excel in search, we hope to help many people discover your books. Our philosophy of allowing users to read anywhere, anytime also attracts many readers. And our international reach -- which we're aiming to

increase as quickly as possible -- can potentially bring your books to the attention of people around the world.

As Google does not ask for exclusive rights to sell digital editions of your books, you can sell through both on Google Play and through other retailers.

There is no cost for selling books on Google Play. You'll receive the majority of the revenue from each sale, and your revenue share will always be based on the list price you provide.

Security and content protection for books on Google Play

Google uses robust security measures to protect books available for preview in Google Books, and we will continue to do so for books available for sale on Google Play.

Once a book is purchased on Google Play and is added to a consumer's bookshelf, it can only be accessed when the consumer signs into his or her Google Account

Each consumer's book on Google Play has a unique coding that caches the book when it is accessed through a browser (as opposed to a digital download.

This means that the book is broken down into fragments and temporarily stored in -- and accessed through -- the browser window.

The Google Play web experience for books, therefore, is not that of a file download -- it is an experience that is optimized for reading in the browser. This allows Google to detect and protect against abuse of each book on Google Play.

Buyer authentication and access

All buyers must have Google Accounts in order to purchase books on Google Play. We have well-established security measures in place, used by all Google products, to help keep users' accounts secure.

There is no expiration date for online access to books on Google Play. As long as the buyer does not request a refund for the book (generally an option for seven days after sale), the book will remain accessible.

However, if a user tries to access a book on Google Play on a number of devices at the same time, our system may temporarily block them from opening new reading sessions.

How to Sell Books on Craigslist (www.craigslist.com)



Craigslist is an online classified ad site which reaches people all across the world.

If you have books to sell, you can access this population by posting on the site.

This lets you get rid of your bulky book collection before a move or even start a small home-based book selling business.

Instructions

- 1 Go to the Craigslist homepage to begin exploring the option of selling your books through this classified site
- 2 Consider the many different locations which host Craigslist pages. Craigslist has rules about over-posting, so you will only be able to post your ad in one locale at a time. You may want to sell books in your area only. Alternatively, if you have niche books, you may want to sell to a location that appeals to that market. For example, you might want to select an Italian city if you have books in that language.
- 3 Access the main page for the Craigslist city where you want to post by clicking on the appropriate links on the Craigslist homepage. Double-check that you are on the correct page.
- 4 Post an ad to sell your books on Craigslist in this location by clicking on the 'Post to Classifieds' link.
- 5 Click the 'For Sale/Wanted' option, and then select the 'Books and Magazines' sub-category. You may then be prompted to choose a specific area of the city in which you are posting, or you might be taken directly to the online posting form.
- 6 Fill out the online posting form. Create an enticing title and enter detailed information about your books. This may be a list of available books, a short post describing the type of book you're selling or a statement that you have many books for sale with information as to how to contact you to learn more.
- 7 Read through the self-publishing kit sent to your email address. Click 'Publish' link, review your book posting, and hit the 'Publish' button again. Your ad will appear online shortly.

Tips & Warnings

If you are going to be posting on Craigslist frequently to sell books (which could be the case if you are trying to earn a bit of an income from a home-based business), you should consider opening a Craigslist account (see Resources below). This will help to keep your posts more organized.

If you aren't interested in paying shipping fees for the books you sell, you should note this in your ad. Decide whether you are willing to ship if the buyer pays the fees or if you are only willing to sell to those in your area who are able to purchase your books in person.