

e·quinux



iSale
you sell@eBay

Version 5.9

equinux AG and equinux USA, Inc.

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Welcome to iSale!

iSale lets you auction items on eBay from an easy to use virtual podium. With iSale, the wonderful world of eBay auctioning lays at your fingertips. Trust the two time Apple Design Award winning and eBay certified application for your Mac.

You've Come to the Right Place

Thank you for using iSale, the premier auctioning solution for the Mac! Whether you're just testing the software or bought a license already – you'll notice that iSale makes selling items at eBay easier and more profitable than ever!

The Premier Auctioning Solution for the Mac

eBay became one of the web's most impressive success stories by letting users buy items with a few simple clicks. Selling at eBay, however, can be a time-consuming process if you want to get things right. iSale was designed to integrate the leading platform for online auctioning with the most innovative operating system, Mac OS X.

Legendary Ease of Use

iSale bundles the huge set of eBay options in a convenient and highly organized interface. All settings, down to their ordering,

have been carefully evaluated and placed exactly where you would expect them. When setting up your auctions, you can follow the natural workflow provided by iSale or implement your own. iSale's interface does not impose anything: It offers everything you need without overwhelming you with a vast amount of settings.

Apple Design Award 2005 and 2006

equinox closely followed Apple's Human Interface Guidelines to create a true iApp. If you ever worked with iLife, you'll feel at home immediately. Apple acclaimed our efforts by awarding iSale with the Apple Design Award in 2005 and 2006. Few apps have ever managed to win the most important awards in the Mac world two times – iSale is simply one of the most well-designed applications for your Macintosh.



Introduction

iSale provides a unique set of features to make selling at eBay easier and more successful than ever.

Beautify Your Auctions With iSale Templates

iSale has integrated visually stunning template layouts that will distinguish your auctions from all others on eBay. Simply select your desired layout and create your description. Then just drag and drop your photos into your selected template. Your auctions have never looked so good!



eBay Stores – Use Your Own Virtual Store

Now with iSale, you can use your eBay Store to sell your items. Benefit from your own business channel and start selling at a higher level.



Manage Multiple Accounts

iSale lets you manage multiple eBay accounts at once. Just choose the current account from a convenient pop-up list, and a single status update will bring all running auctions in all accounts up to date!

Relist Unsold Items

eBay offers a free relist option for unsold items under certain conditions. iSale natively supports this option, so auctions can be easily improved to give them another try. If the item is sold during the second auction, eBay refunds all fees for the original auction.

Mail Integration via Spotlight

iSale searches all e-mails related to a specific auction and displays them in the Sales Status and Memo (In Touch/Bulletin Board) window. Stay current and correspond with bidders more efficiently. iSale's Mail feature is brought to you by Spotlight for Mac OS X Leopard.

Keep in Touch With Your Buyers

Once an auction has been successfully completed, iSale retrieves the winning bidders' details from eBay and adds these details to the iSale group in your Address Book. With iSale's Address Book integration, you can easily view your previous buyers, launch e-mail campaigns or do any other aftersales marketing.



Know Your Numbers

As part of your auction library, iSale displays the number of auctions in each group, subgroup and folder. As a bonus, the current price for running auctions is displayed both in iSale and in the iSale Widget.



View Your Live Auction

Visit your live auction directly within iSale. Get all the information you need right now, without accessing the eBay website. With one click, you can easily update all information for both running and finished auctions. Highest bid, name, address, e-mail and selling price – everything you need, at the touch of a button.

Rich Text Formatting

Now making attractive auctions is easy, and you don't even need to know HTML! Simply use the Rich Text formatting and compose your product description with a variety of fonts, colors and sizes. iSale takes care of the rest.

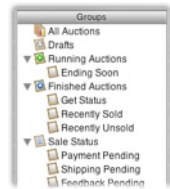


Save Money with Picture Services

Use Macbay or Picasa Web Albums to host your photos! With iSale you can upload photos of your eBay items to your Macbay disk, Picasa Web Albums or your own FTP account. By storing your auction pictures with either of these services you can avoid the fees for eBay's photo service. This saves you money on every auction and every photo you submit, helping you to optimize your earnings.

Organize Your Auctions

Use "Smart Groups" to quickly view finished auctions, running auctions and the auctions you have yet to submit to eBay. Additional "Smart Groups" can be created (just as you would create "Smart Playlists" in iTunes) that will make managing your actions a piece of cake.



Organize Your Sales

Built-in features allow you to keep an overview of the current status of running and finished auctions. iSale's "Next Steps" groups will guide you through the After Sales process. Mark the appropriate check box in the "Sales Status & Memo" tab to easily track the after-sales status of your auction.



International

With iSale, you can submit auctions worldwide on eBay. iSale supports eBay USA, Canada, Australia, UK, Germany, Austria, Switzerland, Belgium (French), Belgium (Dutch), Italy, Netherlands, Spain and Poland – which means you can sell all over the world and still see all the information in one convenient window.



Installation

Install iSale 5

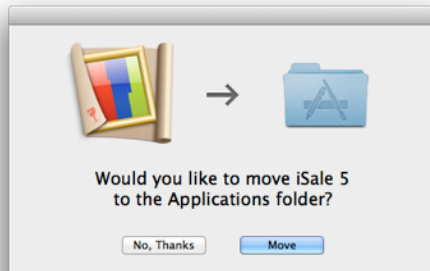
Before you can start auctioning, iSale must be installed on your hard drive.

If you bought the retail version of iSale:

- ▶ Insert the iSale CD into your computer
- ▶ Double-click the iSale CD icon that appears on your desktop
- ▶ Drag the file "iSale 5" to your applications folder

If you downloaded iSale from equinux.com:

- ▶ Double-click the downloaded .zip file
- ▶ Double click the "iSale 5" icon



- ▶ Click "Move" to move iSale 5 to your Mac's Applications folder

How to Install the iSale Widget

To install the iSale Widget:

- ▶ Open "iSale"
- ▶ Choose "iSale 5 > Download Dashboard Widget..." from the top menu bar
- ▶ Double click the downloaded iSale 5 widget



- ▶ Click "Install"

Upgrade From Older Versions

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

To upgrade to iSale 5, please complete the following steps:

- ▶ Make sure that you have a valid internet connection
- ▶ Download iSale 5 at <http://www.equinux.com/isale/download>
- ▶ Quit your old version of iSale (if it's running)
- ▶ Install iSale 5 (s. above)

Migrate Auctions to iSale 5

When iSale 5 is started for the first time, your iSale 3/4 auction files will be automatically migrated into the new iSale 5 format. All auctions will be copied to a new folder, so you can still use iSale 3/4 to access your auctions if something goes wrong.

Should the automatic migration of auctions not work for you, you can also migrate your auction files manually.

To migrate your auctions manually, please do the following:

- ▶ Quit iSale
- ▶ Double-click your hard drive
- ▶ Double-click your user home
- ▶ Navigate to the following location: Library/Application Support in your home folder
- ▶ Move the folder "iSale 5" into the trash, if it already exists.
- ▶ Duplicate the folder "iSale" (e.g. with Command+D) and re-name the copy "iSale 5" (including the space but without the quotes)

Activate iSale

Activating iSale is a simple and straightforward process. Described below are three different scenarios: Buy a new license online, activate a retail version and transfer a license.

Note Your equinix ID will be used to store and manage all of your licenses. Whenever you purchase additional licenses or other products, please specify your equinix ID.

Buy a License

Obtaining a license for iSale and activating it on your Mac is a simple process.

To buy a license, please complete the following steps:

- ▶ Choose iSale 5 > Buy iSale...
- ▶ Click Buy iSale
- ▶ If you are a new customer, choose your country and click Next.

or

- ▶ If you already registered with equinix, login with your equinix ID
- ▶ Choose the desired license
- ▶ Click Check Out
- ▶ Continue shopping for other equinix products

or

- ▶ Click Continue Check Out
- ▶ If you are a new customer, register a new equinix ID
- ▶ Select either Bank Transfer, PayPal or Credit Card as your preferred payment option
- ▶ Enter your credit card data, if necessary
- ▶ Review your order and click Complete Order

If you paid by credit card, iSale will automatically be activated as soon as the order process is completed. Your license will be stored on your Mac.

If you paid via bank transfer or PayPal, we will send you an email as soon as we receive your payment. Afterwards, you'll be able to activate iSale using the equinux ID and password you created in our Online Store..

Activate a Retail Version

If you bought iSale at a retailer, you should have received an "Activation Code". Using this code you can activate iSale on your computer.

To activate a retail version, please complete the following steps:

- ▶ Choose iSale 5 > Buy iSale...
- ▶ Click Activate iSale
- ▶ Register a new equinux ID (if this is your first equinux product)

or

- ▶ Login with your equinux ID
- ▶ Enter your Activation Code

Your license will be created and stored on your Mac automatically.

Transfer a License

All licenses for equinux products are hardware-bound. When registering our software on your computer, the license is created for this machine. This means that a license can only be used on a single computer.

However, transferring a license to a different computer is easy.

To transfer a license, please complete the following steps:

- ▶ On your old Mac, choose iSale 5 > Deactivate iSale

The license will now be available for activating the software on your new Mac.

- ▶ Install iSale on your new Mac
- ▶ On your new Mac, choose iSale 5 > Activate iSale

iSale will automatically fetch the free license.

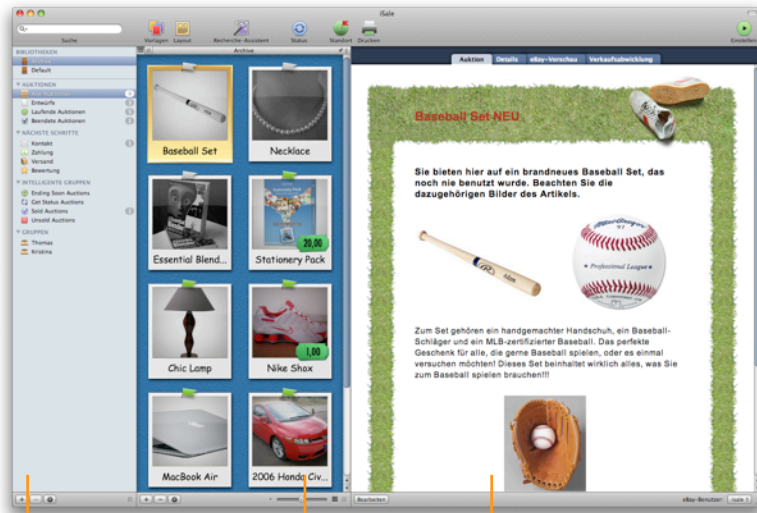
Note From now on, the software cannot be used on the old machine. To transfer the license back, just reverse the process described above.

Overview

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

iSale'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:



Libraries and groups

Auction list

Auction view

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

Libraries

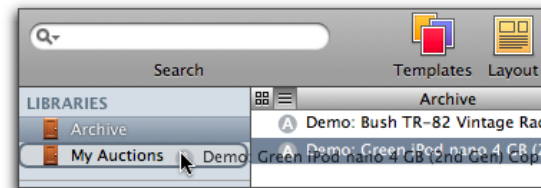
iSale 5 introduces libraries – allowing you to separate current auctions from your auction archive, or to separate auctions from different areas of your eBay selling activities.

By default, iSale provides two libraries, “My Auctions” and “Archive”.

To move auctions between libraries:

- ▶ Select the source library in the left column.
- ▶ Drag the desired auction to the target library.

In our example, an auction is moved from the archive to the “My Auctions” library.



To create a new library:

- ▶ Select File > New Library
- ▶ Click the new library's name
- ▶ Enter a name for the library
- ▶ Hit Return

TIP We recommend storing your old auctions in a separate library, in order to improve iSale's responsiveness and overall speed.

Groups

iSale 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. Groups are subdivisions of your currently selected library.

To create a new group and store auctions in it:

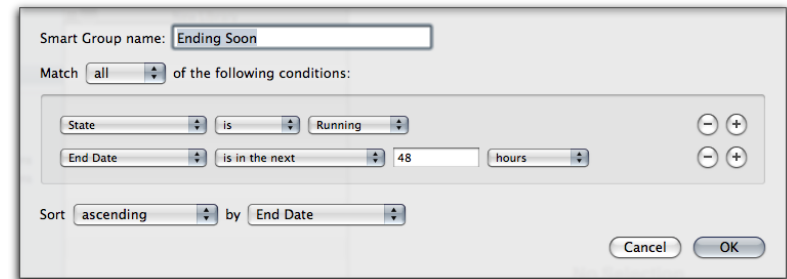
- ▶ Click the "+" symbol at the bottom left of the main window
- ▶ Enter a name for the new group appearing in the Groups area
- ▶ Drag & Drop auctions to the new group

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 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

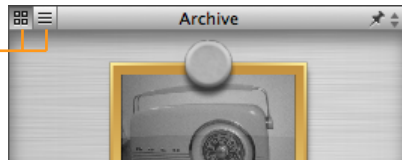
- ▶ Click Delete to completely delete them from iSale

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.

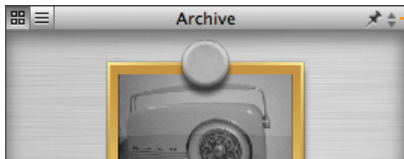


Themes

iSale 5 comes with 11 beautiful list themes:

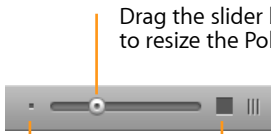
- ◆ Blue Board
- ◆ Dark Blue Board
- ◆ Pinboard – Cork
- ◆ Pinboard – Fabric
- ◆ Cubicle
- ◆ Wood
- ◆ Chalkboard – Green
- ◆ Chalkboard – Black
- ◆ Fridge
- ◆ Brushed Metal
- ◆ Black Wood

All themes display your auctions as virtual Polaroids containing the primary picture of each auction. You can change the style by clicking the pin symbol above the auction list.



Click to change the style of the Polaroid view.

Additionally, you can also resize the Polaroids by dragging the slider below the auction list.



Drag the slider below the auction list to resize the Polaroids.

Click the icons on the left and right to use the minimum or maximum size.

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.

For running and sold auctions, iSale 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:

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

or

- ▶ Press the Delete key

To delete multiple auctions

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

or

- ▶ Hold down the Shift key and click the first and last auctions you wish to delete, to select a range of auctions

or

- ▶ Select Edit > Select All to select all of your auctions
- ▶ Press the Delete key

To remove an auction from a group:

- ▶ Choose the desired group in the group column
- ▶ Select the auction you want to delete

or

- ▶ Hold down the Command key to select multiple auctions
- ▶ Click the “–” button below the auction list

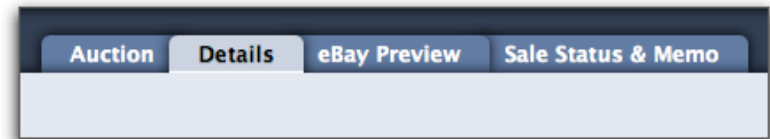
or

- ▶ Press the Delete key
- ▶ Choose whether you wish to remove the auction from the currently selected group, or delete it from iSale entirely

Auction View

The Auction View consists of four tabs:

- ◆ Auction
- ◆ Details
- ◆ eBay / eBay Preview
- ◆ Sales Status & Memo



Auction

The “Auction” tab has the actual item description along with pictures of the item to be sold.

Details

The “Details” tab displays all the key information about your auction, such as price, shipping options etc.

eBay / eBay Preview

The “eBay Preview” tab shows the auction as it will appear on eBay. As soon as your auction is submitted to eBay, iSale will display the actual auction page at eBay. The tab title will then switch to “eBay”.

Sales Status & Memo

The “Sales Status & Memo” tab provides status information such as the current highest bid, the view and watch count, etc. After an item is sold, it will also display a link for contacting the buyer as well as some checkboxes to indicate the current status. For a more detailed description of this tab, please refer to “After Sales Features” in this manual.

Getting Started

Before you can go ahead and create your first auction, iSale needs to know which eBay account to use. You may also want to set some defaults for new auctions.

Authorize iSale

Before you can start using iSale, 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 for authorization.

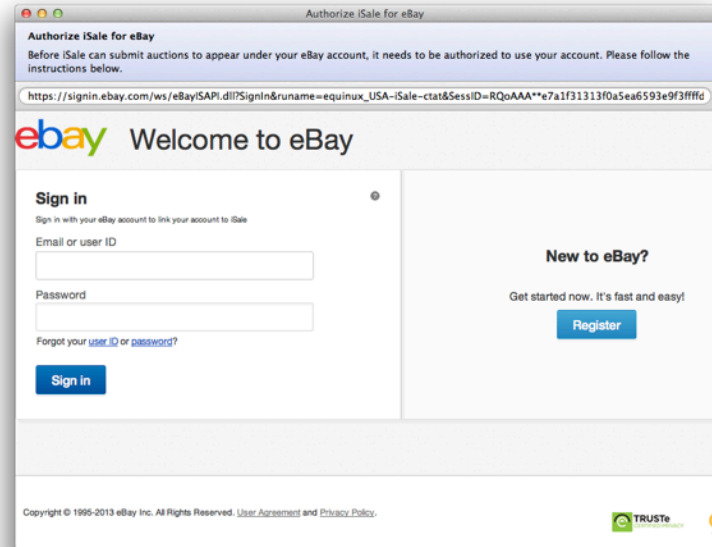
To authorize iSale:

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

or

- ▶ Choose iSale 5 > 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"
- ▶ Click "Agree and Continue"

eBay will now issue an Authentication Token allowing iSale 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 will display an eBay error message when trying to upload an auction. In order to request a new token, please follow the instructions above.

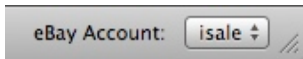
After iSale has been authorized, the Account button will change to display the account currently used by iSale.

Multiple Accounts

You can always authorize additional accounts while using iSale.

To authorize additional accounts:

- ▶ Click the account menu at the bottom right of the main window
- ▶ Select Add Account...



or

- ▶ Choose iSale 5 > Preferences... > Accounts
- ▶ Click the "+" symbol at the lower left
- ▶ Follow the instructions for authorizing iSale (s. above)

To switch between multiple accounts:

- ▶ Click the eBay Account menu at the bottom right of the main window
- ▶ Select the desired account

Configure iSale

If you would like to set default parameters for all new auctions, the iSale preferences are a great place to store these defaults. Please see "Appendix: Preferences" for details.

Setting Up an Auction

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

Creating an Auction

Before submitting an auction to eBay, you can create a draft in iSale. 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.

There are two options for new auctions in iSale:

- ◆ Standard auction (using a template)
- ◆ Empty auction (no template)

To create a new standard 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 comes with many professional template designs. However, it is not required to use a template. Instead, you can apply your own style to your listing by creating an auction without a template (or by creating your own templates, s. “Create Your Own Templates”).

To create an auction without a template:

- ▶ From the File menu, select New Auction > Without Template.

or

- ▶ Click the gear symbol below the auction list and choose “New Auction Without Template”.

Details on formatting your item description without a template can be found in “Item Description”.

iSale 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 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:

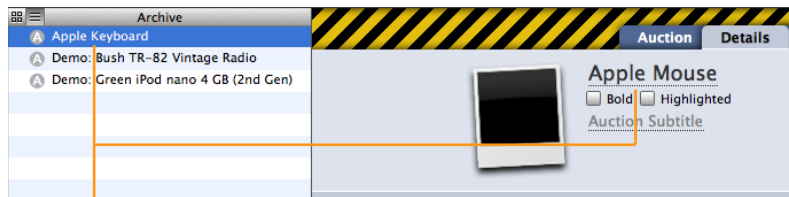
- ▶ Click the auction you want to edit to select it.
- ▶ Click the Edit button in the bottom part of the window.

Auction Title

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



iSale 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.

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.

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 assumes a quantity of “1”.



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.

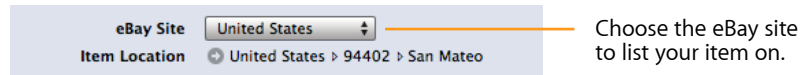
To mark your auction as private:

- ▶ 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.

Note eBay Motors is listed among the national sites.

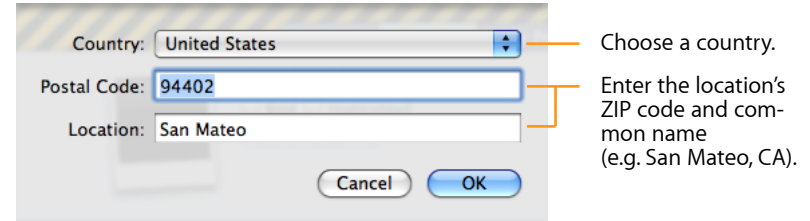


TIP Don't forget to use the correct customs and native language of the chosen eBay site. If you list an item on the French website, your description should also be written in French.

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.



Choose a country.
Enter the location's ZIP code and common name (e.g. San Mateo, CA).

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 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.

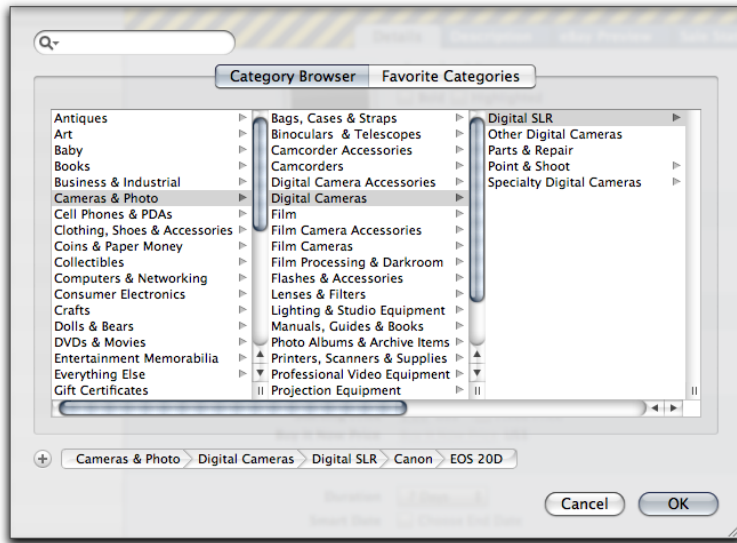
Note eBay Motors is a separate eBay site, not a category. To sell at eBay Motors, please select the appropriate site first (see instructions above).

Second Category

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

To choose a second category:

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

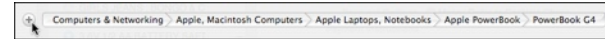


Save Your Favorite Category

Sometimes more items are sold from the same category. iSale offers you the opportunity to save time by saving categories you use regularly.

To save a category, please complete the following:

- ▶ Choose the category which best suits your item
- ▶ Click the grey “+” icon on the left side of the category path



- ▶ Your chosen category is now saved

To recall a saved category, please complete the following:

- ▶ Choose “Favorite Categories”
- ▶ Click the saved category you would like to use

Search for Categories

Instead of selecting your category, you can also search for it.

To search for a category:

- ▶ Enter its name in the search bar

TIP If you place the mouse over a category, the category number will be displayed as a tool tip.

View Current Listings in the Chosen Category

For setting your starting price it may be helpful to know the prices of similar items of the same category. iSale offers you a direct link to the real-time listings of your chosen category.

To view current listings, please complete the following:

- ▶ Choose the category which best suits your item
- ▶ From the category path, choose the level to which you would like to be linked

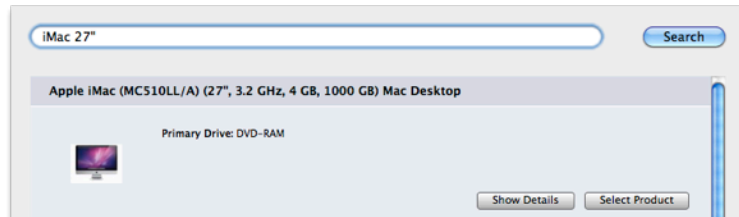
The eBay site with the actual listings of this category will open.

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.

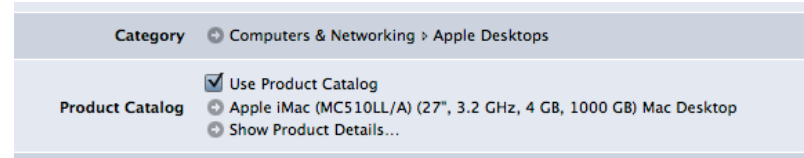
To look up a product in the catalog:

- ▶ 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.

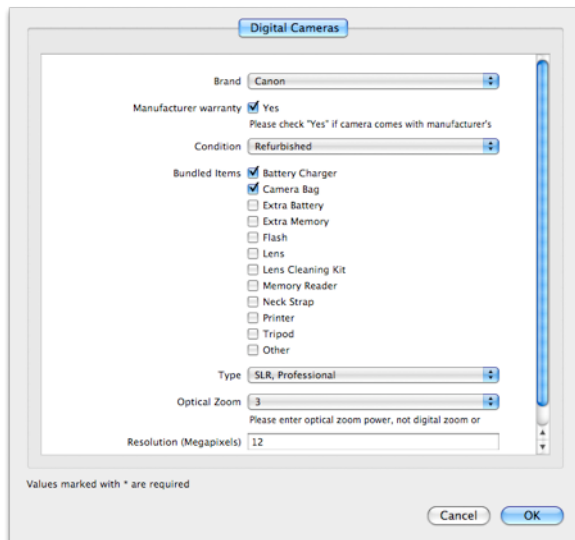
Item Specifics

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



The screenshot shows the 'Digital Cameras' section of the eBay listing form. It includes fields for Brand (Canon), Manufacturer warranty (Yes), Condition (Refurbished), Bundled Items (Battery Charger, Camera Bag, Extra Battery, Extra Memory, Flash, Lens, Lens Cleaning Kit, Memory Reader, Neck Strap, Printer, Tripod, Other), Type (SLR, Professional), Optical Zoom (3), and Resolution (12 Megapixels). A note at the bottom states 'Values marked with * are required'.

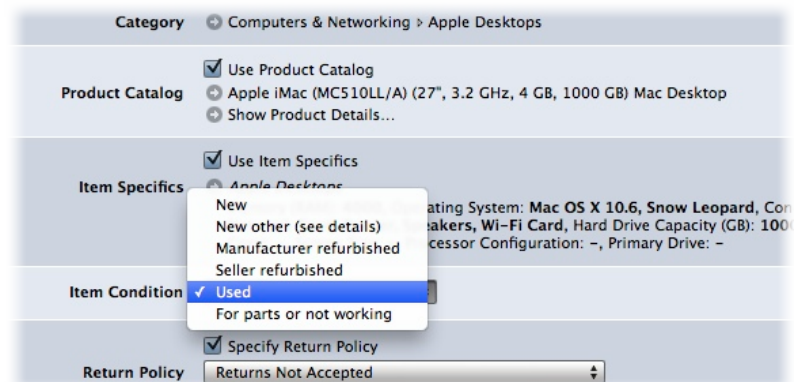
Item Condition

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



The screenshot shows the 'Item Condition' dropdown menu for the category 'Computers & Networking > Apple Desktops'. The menu is open, showing options: New, New other (see details), Manufacturer refurbished, Seller refurbished, and Used (selected). The 'Return Policy' is set to 'Returns Not Accepted'.

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

Return Policy

You may also want to specify your return conditions (and some eBay sites & categories may even require a return policy).

Specifying a return policy is recommended, as it helps to avoid possible disputes with your buyers.

To specify your Return Policy:

- ▶ Check the box marked “Specify Return Policy”
- ▶ Select your return options
- ▶ Optionally click the grey arrow to add additional information

The screenshot shows the Return Policy configuration options. At the top, there is a checked checkbox for "Specify Return Policy". Below it are four dropdown menus: "Return Policy" set to "Returns Accepted", "Item Must Be Returned Within" set to "14 Days", "Refund Will Be Given As" set to "Exchange", and "Return Shipping Paid By" set to "Buyer". At the bottom, there is a plus icon and the text "Additional Return Policy Description" followed by "Please contact me before shipping the item back!".

eBay Store

If you configured iSale to use your eBay store (see “Appendix: Preferences”), you can enable the store for your auction.

The screenshot shows the eBay Store configuration options. There are two checkboxes: "Use My shiny Apple Store" which is checked, and "Inventory Item" which is unchecked. Below these is a plus icon and the text "Store Category". Three orange lines with text annotations point to these elements: one points to the "Use My shiny Apple Store" checkbox with the text "Select this option to use your eBay store.", another points to the "Inventory Item" checkbox with the text "Select this option if you would like to list your item as an inventory item.", and a third points to the "Store Category" plus icon with the text "Click and choose a store category."

Note Currently, iSale cannot display the complete category hierarchy for your eBay Store. Only “terminal” categories (i.e., categories that can be selected for your item) will be shown.

Facebook

iSale 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”.

Facebook Use Facebook

Select this option to display auctions in your Facebook account.

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.

Click and enter the starting price.

Starting Price	1,00 €	<input type="checkbox"/> Fixed Price
Buy It Now Price	Buy It Now Price €	
Reserve Price	Reserve Price €	

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

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

iSale 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 85 \$ or more, it will be accepted. If the suggested price is between 60 and 85 \$, 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.

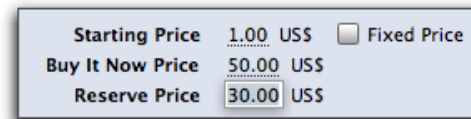
Note Fixed and "Buy It Now" prices may look like attractive options, but if you over- or underestimate the market value of your item, you might not be able to sell it – or, worse still, make less money than possible.

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.



The image shows a screenshot of an eBay listing form. It contains three rows of input fields: 'Starting Price' with the value '1.00' and 'US\$' next to it, 'Buy It Now Price' with the value '50.00' and 'US\$' next to it, and 'Reserve Price' with the value '30.00' and 'US\$' next to it. To the right of the 'Starting Price' field, there is a checkbox labeled 'Fixed Price' which is currently unchecked.

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

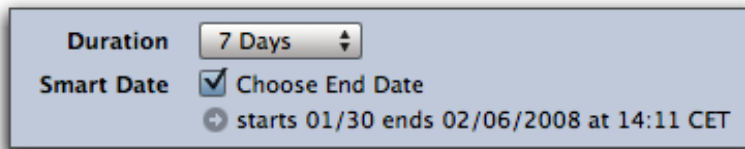
iSale also allows you to plan your auctions around your schedule. Select the exact date you want your auction to end and iSale will calculate the appropriate start date.

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

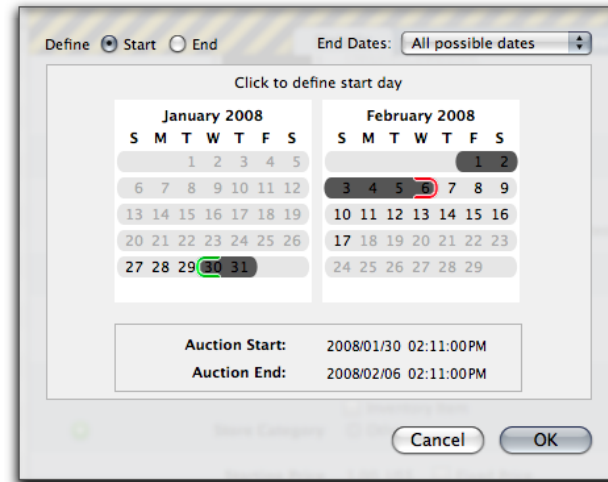
With iSale's "Smart Date" feature, iSale offers you one more method to keep yourself organized.

To use "Smart Date", please complete the following:

- ▶ Check the box adjacent to "Smart Date"



- ▶ 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.



TIP For details on how to predefine "Smart Dates", please see "Appendix: Preferences".

- ▶ 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.

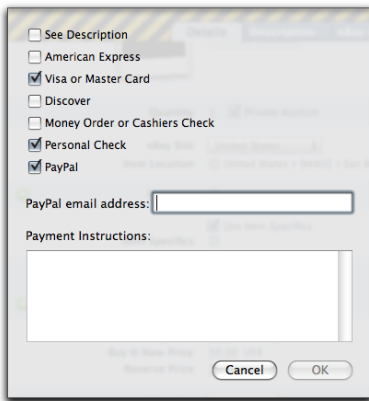
TIP Don't forget to consider the target group when setting the start and length of an auction. Buyers of baby clothing rarely sit at the computer at 3 AM on Saturday morning. Potential buyers of video games perhaps do.

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)

A screenshot of a dialog box for selecting payment options. It features a list of payment methods with checkboxes: 'See Description' (unchecked), 'American Express' (unchecked), 'Visa or Master Card' (checked), 'Discover' (unchecked), 'Money Order or Cashiers Check' (unchecked), 'Personal Check' (checked), and 'PayPal' (checked). Below the list is a text input field for 'PayPal email address:' and a larger text area for 'Payment Instructions:'. At the bottom, there are 'Cancel' and 'OK' buttons.

- ▶ 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 preven-

tion 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

- ▶ 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”

- ▶ Set the international shipping options

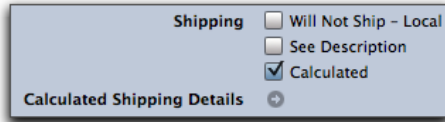
Note When shipping to more than one international destination, you can specify different shipping options for each destination.

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”

A screenshot of a shipping details form. It contains several input fields: 'Package Type' (set to 'Package/Thick Envelope'), 'Ship From ZIP' (94202), 'Additional Cost' (15.00), 'Width' (20 inch), 'Length' (20 inch), 'Depth' (20 inch), and 'Weight' (15 pounds and 7 ounces). There are 'Cancel' and 'OK' buttons at the bottom.

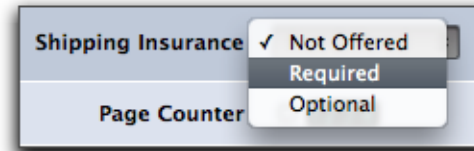
- ▶ Insert the appropriate information.

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.

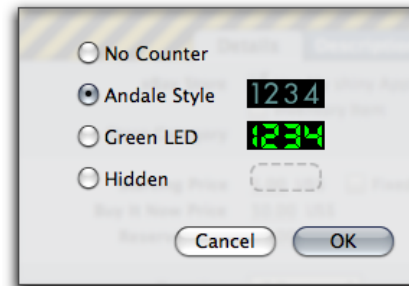


Visitor Counter

It is always exciting to see the response from an auction. eBay has created a visitor counter which counts the number of visitors to your auction. You can even set the design of the counter.

To determine the design of the visitor counter, please complete the following:

- ▶ Click the small grey arrow next to “Visitor Counter”.
- ▶ Choose your desired design option.



or

- ▶ Choose “No Counter” if you don’t want to have one

or

- ▶ Choose “Hidden” if you would like to have an invisible counter. The counter is hidden from your bidders. You can see the counter anytime by logging in with your eBay username. This option is only available on ebay.com.

TIP iSale incorporates its own counters, available in the main window or through iSale’s Dashboard Widget. For more information, see “Running Auctions”.

Picture Service

iSale offers you the ability to post your images via the eBay Picture Service, Picasa Web Albums or FTP. You also have the option to use Supersize pictures.

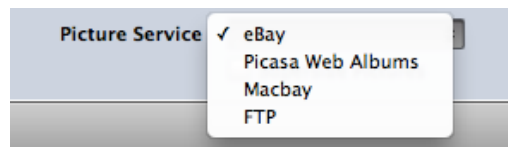
Note After selecting and setting up a specific picture service in the preferences, it will be used as a default for new auctions. Existing drafts will **not** use the new default automatically. You can always switch to a different service for single auctions.

To make your pictures available in Supersize:

- ▶ Please check the appropriate checkbox.

To choose a picture service, please complete the following:

- ▶ Select your preferred picture service (eBay, Picasa Web Albums or FTP) from the menu adjacent to “Picture Service.”



eBay Picture Service

If you choose to use the eBay Picture Service, all auction photos will be saved directly on eBay. This is a fee-based service and your photos remain saved on eBay.

Note The first picture you upload to eBay is free.

Using Picasa Web Albums

If you have a free Picasa Web albums account, you can store your pictures there. iSale can create a dedicated album for all of your auction pictures.

Please see “Appendix: Preferences” for more information on how to set up a Picasa Web Albums account in iSale.

Using Macbay

If you signed up for Macbay, the webspace included with your account can be used for uploading pictures.

Please see “Appendix: Preferences” for more information on how to set up a Macbay account in iSale.

Using an FTP Server

Owners and users of FTP web servers can use these servers for hosting their images. This is another way to save money with iSale for every picture you post.

Please see “Appendix: Preferences” for more information on how to set up FTP.

Note Certain picture options offered by eBay will not be available when using an alternative picture service.

Creating your Description

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'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 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 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.

Note If you'd rather style your item description manually, you can choose to create a non-template auction and to use Rich Text and HTML formatting instead (s. below).

What You See Is What You Get

Just start typing your text into your chosen iSale 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.

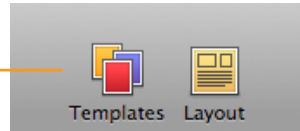
Select a Template

Any template can be applied to any auction (unless it is a non-template auction, s. below).

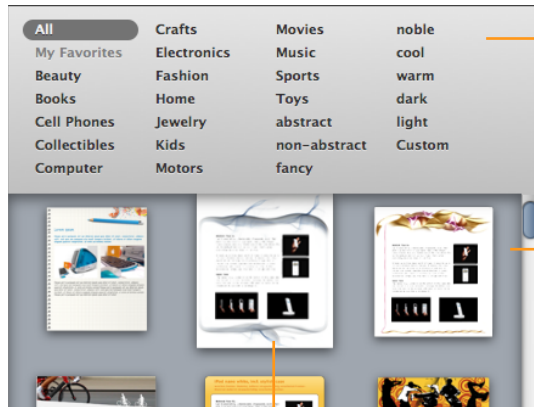
To select a template for an auction:

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

Click to show or hide the template chooser.



iSale 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.

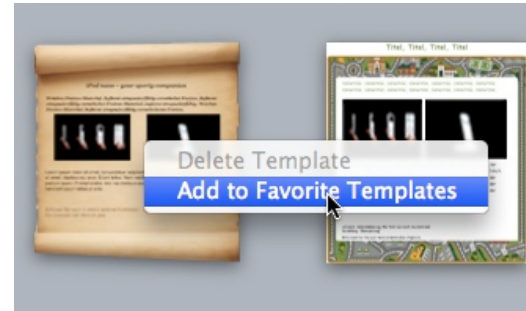
- ▶ Close the template chooser by clicking the "Templates" icon again

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 window



or

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

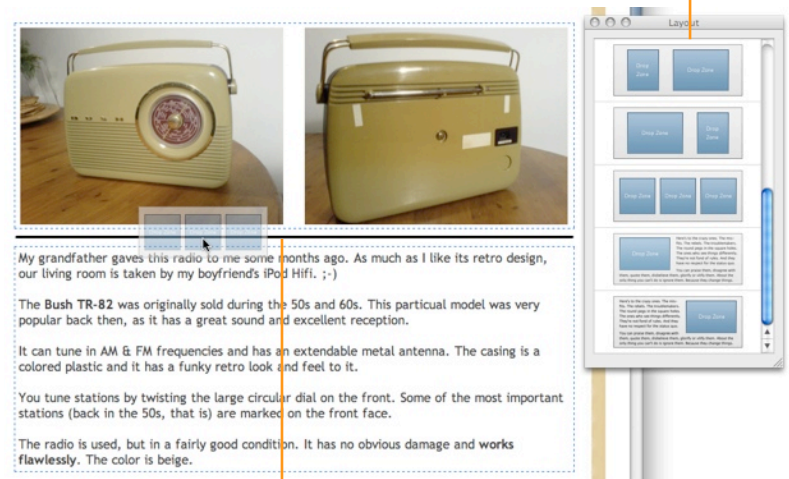
A layout panel will open, displaying a number of different layout elements, i.e. textboxes, picture zones, and combinations of both.

To add new layout elements to your auction:

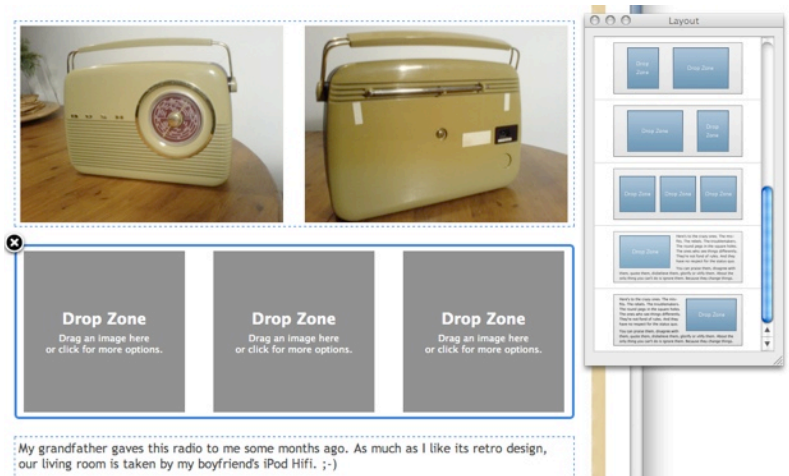
- ▶ Drag the element from the layout panel to the existing layout

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.



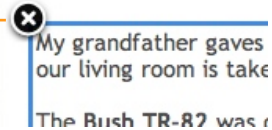
A black bar indicates where the layout element will be inserted.



To remove an element from the layout:

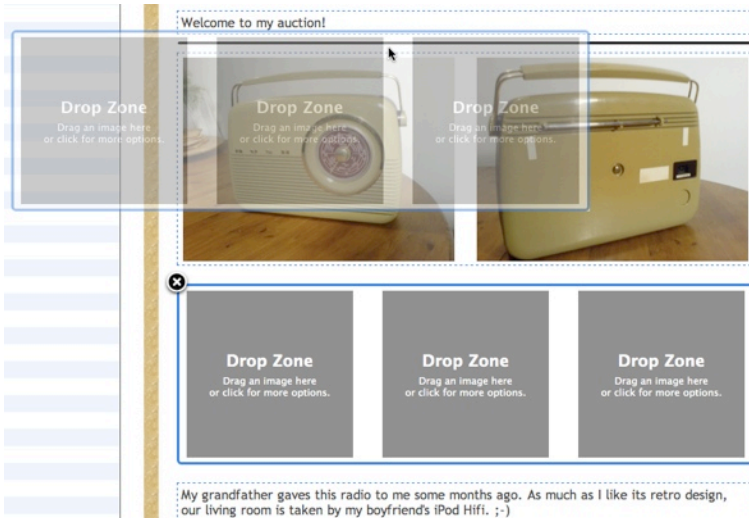
- ▶ Click a layout element to select it
- ▶ Click the „X“ in the upper-left corner of the selected element

Click to remove the layout 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.

Saving Custom Templates

After modifying the layout, you can save the result as a custom template which you can use for other auctions.

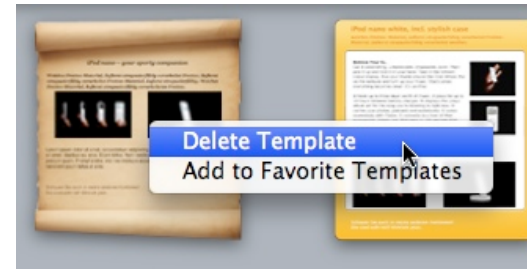
To save a customized layout as a custom template:

- ▶ Select Layout > Save Layout as Template...

Custom templates appear in the template chooser under the keyword Custom.

To delete a custom template:

- ▶ Right-click (or ctrl-click) the template
- ▶ Choose Delete Template



To revert a modified template to its original layout:

- ▶ Select Layout > Revert Layout

Edit 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!”).

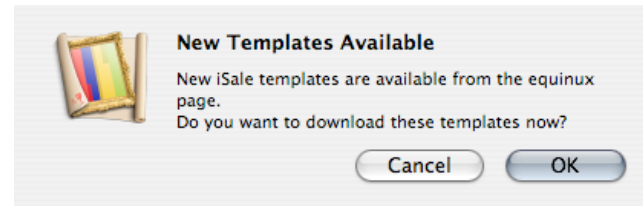
All sections are optional – if you do not specify text, the section will be hidden in the final auction. You can also define boilerplate text (s. “Appendix: Preferences” for details), so new auctions will be prefilled with your standard terms and conditions, intro, etc.

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”).

Download New Templates

iSale checks for new templates at every start of the application, so please make sure you have an active internet connection in order to have the templates downloaded and installed.



To check for new templates manually:

- ▶ Choose “Check for New Templates” from the “iSale 5” menu

If the automatic or manual template check does not result in the dialog above, but you know that there are new templates, you can also force iSale to check for new templates.

To force a check for new templates:

- ▶ In the Finder, open the folder Library/Application Support/iSale 5/ located in your home folder
- ▶ Delete the file “Templates.plist”
- ▶ Delete the folder “Templates”
- ▶ Restart iSale
- ▶ Open the template chooser

A message will appear stating that new templates are available for download.

- ▶ Confirm that you want to download the templates

All available templates should now be downloaded and installed.

Auctions Without Templates

Instead of using one of the professionally designed templates, you can also create auctions without templates. These auctions allow you to use advanced Rich Text and HTML formatting to style your description text, e.g. to change the font color or increase character size.

To create an auction without a template:

- ▶ Choose “File > New Auction > From Item Lookup”

Note Auctions without templates cannot be turned into regular auctions later on due to their specific format.

To apply Rich Text formatting to your item description:

- ▶ Choose the desired formatting options from the “Format” menu

Note Please keep in mind that certain typefaces might not be available on your viewers’ systems. It is recommended to use standard fonts like Arial, Helvetica etc.

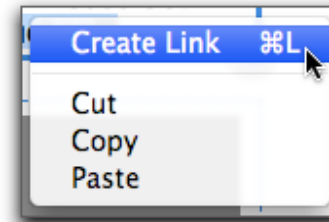
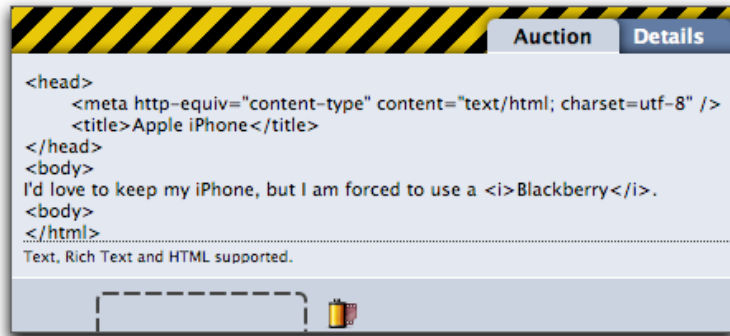
Before transferring your listing to eBay, iSale will convert all formatting to HTML, to allow proper display on any browser.

If you’re familiar with the HTML markup language and CSS, you can apply all the standard HTML and CSS tags to format an auction yourself.

iSale will render your HTML code in its preview, giving you a good impression of how your auction will look at eBay.

To test your HTML code, please complete the following:

- ▶ Switch your auction into edit mode.
- ▶ Enter HTML Code in the “Description” field.



- ▶ Turn off edit mode.

iSale will display a rendered version of your code closely resembling what your description will look like on the eBay website.

For a detailed simulation of your auction at eBay, see "Review and Submit".

Create Links

eBay recently adopted a more liberal approach to links, and iSale 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

or

- ▶ Press ⌘-L

or

- ▶ Select Format > Create Link... from the menu bar
- ▶ Enter a target URL
- ▶ Hit Return

To remove a link:

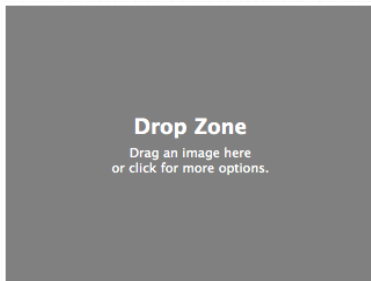
- ▶ Right-click (or CTRL-click) some linked text
- ▶ Select Create Link
- ▶ Remove the URL and click OK

Adding Pictures

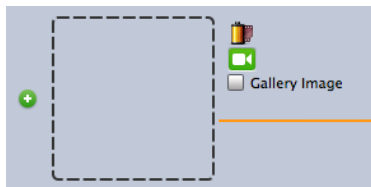
eBay is no different than any catalog or marketplace: Potential buyers want to see what they are buying. Quality photos are worth their weight in gold, and iSale offers you many options to bring your auction to life with photographs.

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 (in both template and non-template auctions).

To add a picture zone to a non-template auction:

- ▶ Click the green button  next to the existing picture zone to add a picture zone.

Inserting Photos

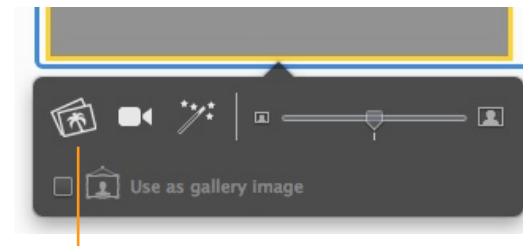
iSale 5 introduces a new media dialog which lets you select pictures from your hard drive, iPhoto, Aperture, or the web.

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:

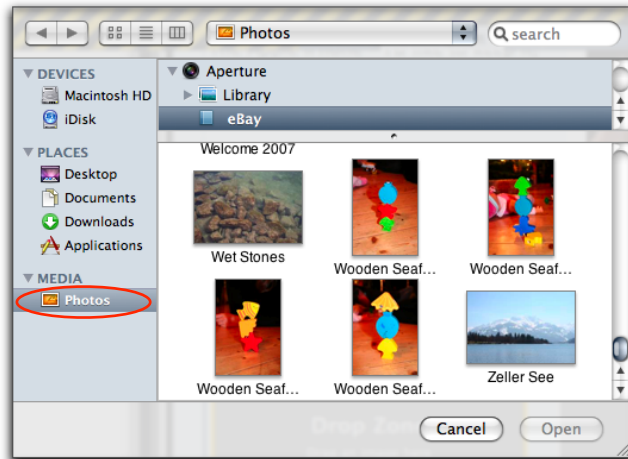
- ▶ Navigate to the right folder
- ▶ Select the desired photo
- ▶ Click Open

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

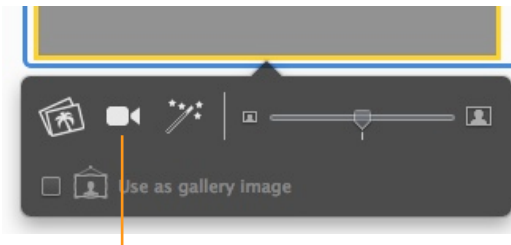
- ▶ Choose the best photo of your item
- ▶ Click Open

Taking Pictures With Your iSight

The iSight is a small webcam from Apple. Many modern Macs have an iSight integrated right above their display. For older Macs, the iSight was available as an external device, that connected via FireWire. iSale allows you to take digital pictures with your iSight.

To take pictures using your iSight for iSale:

- ▶ Please make sure your iSight is turned on (this happens automatically for built-in iSights)
- ▶ Click a picture zone to select it
- ▶ Click the iSight icon below the picture zone



Click to take a picture with your iSight camera.

- ▶ A window opens that displays what your iSight “sees”



- ▶ Direct your iSight on your item (or hold the item in front of your built-in iSight)
- ▶ Use "Freeze" / "Continue" in the left corner to see the item temporarily as a fixed-image
- ▶ When you are satisfied with the photo of your item, click OK

Moving Pictures

Within an auction, you can move pictures between picture zones.

To move a picture to a different picture zone:

- ▶ Press and hold the mouse button for a moment over the picture
- ▶ Drag the picture to the new picture zone
- ▶ Release the mouse button



Swapping Pictures

When you move a picture to an occupied zone, the occupying picture will be moved to the source zone automatically.



Scaling and Cropping

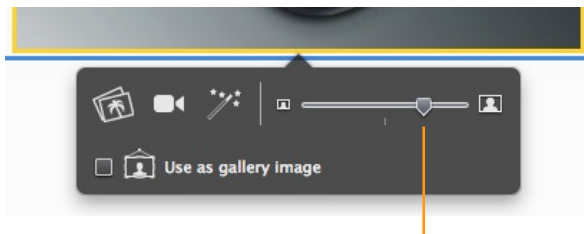
iSale automatically optimizes your images before they are transferred to eBay or your desired picture service. These images are scaled and saved to your hard drive, as soon as they are imported, to optimize memory usage and system performance.

iSale scales your images to the standard eBay photo size or the “Supersize” format if this option is chosen (see below for details). iSale’s image scaling will work with all supported picture services (eBay Picture Service, 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.

This only applies to pictures attached to the auction, not to pictures that were directly referenced within an HTML description in

auctions without a template. These cannot be changed from within iSale.


Removing Pictures

Pictures can be removed from a picture zone at any time. As with fetching pictures from your hard drive, picture zones in template and non-template auctions behave differently.

To remove a picture from a template auction:

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

To remove a picture from a non-template auction:

- ▶ Click the red button  to delete a photo

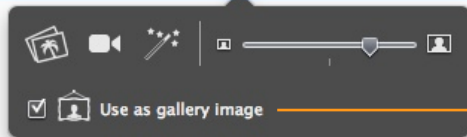
Gallery Images

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



Select this option to make an image the auction's gallery image.

In a non-template auction, select the “Gallery Image” option next to your desired picture



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

Once you choose the gallery picture option for a picture, iSale 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.

Picture Hints

The following guidelines can be useful when taking photos:

- ◆ Photograph your items yourself, do not take photos from brochures. This gives the buyer the security of having seen the appraised item.
- ◆ Show details. Positive details are shown well in photographs, but imperfections like scratches should also be shown. This prevents misunderstandings and frustration.
- ◆ Make sure you have good light conditions and a neutral background.
- ◆ Your auction item is the star, not its box or some advertisement poster. Stars like spotlight. You should put your object on a single-tone tablecloth to present it.

Adding Videos

In order to present your items in the best light and from every perspective, iSale even allows you to enhance your auction descriptions with videos.

iSale supports six popular video websites for uploading your films. You then add a video placeholder to your auction description and paste your video's address there. And the best part of it: uploading videos is entirely free at most of the supported websites.

iSale supports videos from the following websites:

- ◆ YouTube (www.youtube.com)
- ◆ Google Video (video.google.com)
- ◆ MySpace (vids.myspace.com)
- ◆ AOL Video (uncutvideo.aol.com)
- ◆ My Video (www.myvideo.de)

The general process for adding a video is as follows:

- ▶ Upload the video to one of the supported websites.
- ▶ Go to the video's web page and copy its URL.
- ▶ In iSale, add a video layout block to your auction layout.
- ▶ Select the video placeholder and paste the copied URL.

Note You can also paste the HTML code for embedding the video, which many websites provide, instead of the video's URL.

The exact procedure for uploading videos varies depends on the website you use. To illustrate the process, we'll show how to upload a video to two selected websites in the following.

Example: YouTube

To illustrate the process for adding videos, we will show how to upload a video to the free video website youtube.com. The process is similar for the other free websites supported by iSale. We will assume that you already have a YouTube account.

Note If you created your video in iMovie, you can upload it directly from iMovie. In this example, we show the upload process through the YouTube website.

Step 1: Log in at YouTube

Go to www.youtube.com, and log in with your username and password.

Step 2: Click the Upload button



Step 3: Enter information about your video

A page will open where you can enter information about the video.

Type in the required information about your video.

Video Upload (Step 1 of 2)

Title:* iMac

Description:* iMac video

Video Category:* Science & Technology

Tags:* Tags are keywords used to help people find your video. (space separated)
Apple iMac
Click to add suggested tags: Aviation & Space, Computer, DIY, Electronics, Environment, Gadget, Mechanics, Medicine, Video Game
(* indicates required field)

Broadcast Options: Public by default [choose options](#)

Date and Map Options: No date or location has been set [choose options](#)

Sharing Options: Allow Comments, Video Responses, Ratings, Embedding by default [choose options](#)

Upload a video... Or Use Quick Capture

Make sure your video is published as public. (This is the default setting.)

Click here to proceed.

Step 4: Upload your video

On the following page, you can select your video file and start the upload.

Video Upload (Step 2 of 2)

Select a video to upload.

Choose File no file selected

Upload Video

Click here to select your video file.

Click to upload your video to the YouTube servers. Depending on the file size, this may take some time.

Step 5: Copy the code for embedding the video

Once the upload is complete, you will see a page with HTML code for embedding your video on a website. Copy the code to the clipboard.

Embed this video on your website.

Copy and paste the code below to embed this video.

```
<object width="425" height="350"> <param name="movie" value="http://www.youtube.com/v/BuDAZASnhc4"> </param> <embed src="http://www.youtube.com/v/BuDAZASnhc4" type="application/x-shockwave-flash" width="425" height="350"> </embed> </object>
```

Select the content of this text field and choose Edit > Copy.

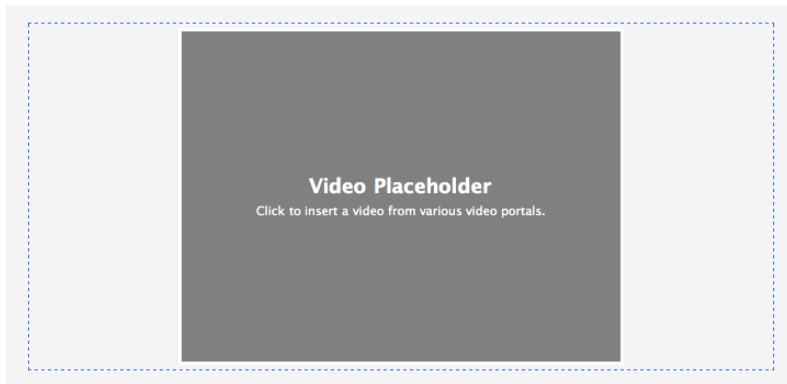
Step 6: Add a video placeholder to your auction

In iSale, select your auction, switch to the Description tab, and go to Edit mode. Open the Layout panel (see the chapter “Modifying the Layout”), and drag a video layout block to the auction description.



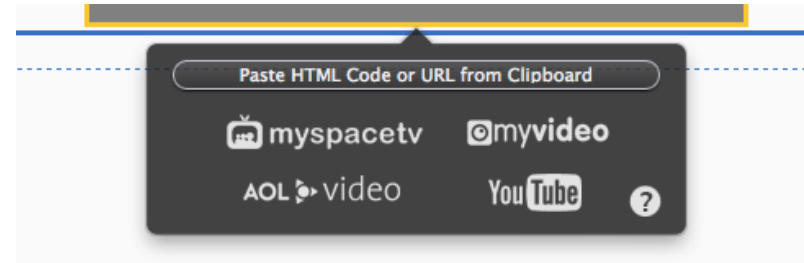
Drag a video layout block from the layout panel to the auction layout.

A new, empty video placeholder will be inserted into the layout.



Step 7: Insert your video

Click the video placeholder to select it, then click the button “Paste HTML Code or URL from Clipboard” below.



iSale will read the video’s HTML code from the clipboard and insert the video into the placeholder.



Research Assistant

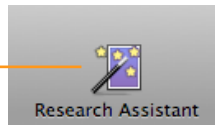
Instead of composing your item description from scratch, you can use iSale's research assistant to use material from Delicious Library, FileMaker databases or the web.

Often times, you will offer an item that is already described on the Web, or is stored in your Delicious Library. The iSale research assistant provides easy and simple access to this data. It can be used to collect data for later use, or to fill the current textbox or picture zone.

To use the research assistant for collecting clips:

- ▶ Click the Research Assistant icon in the iSale toolbar

Click to open the research assistant.



or

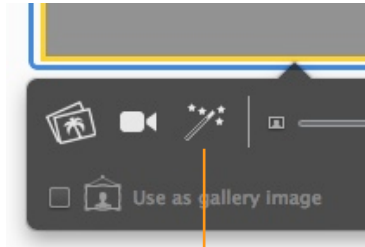
- ▶ Select File > Open Research Assistant...

or

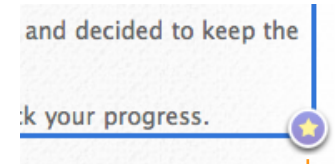
- ▶ Hit ⌘-R

To use the research assistant to fill a picture zone or text field:

- ▶ Click a picture zone or text field to select it
- ▶ Click the research assistant icon, as shown below:

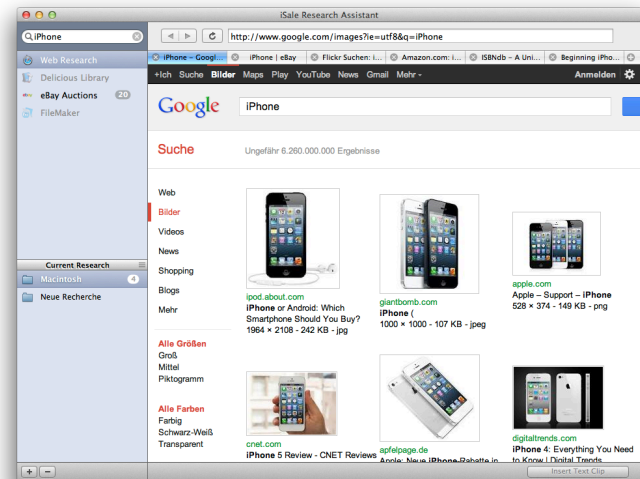


Click to open the research assistant for a picture zone.



Click to open the research assistant for a textbox.

In both cases, the research assistant window will open.



To start a search:

- ▶ Enter a search term in the search box at the upper left
- ▶ Hit Return

iSale will start searching the web, your Delicious library, and eBay for your search term. The web results from various sources are organized in tabs (like in Safari).

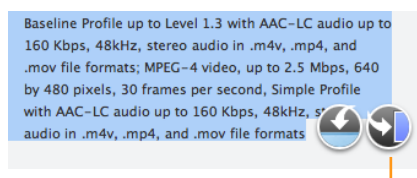
Filling Textboxes and Picture Zones

To insert content from a web page into your item description:

- ▶ Select Web Research from the sidebar on the left
- ▶ Select text or move the mouse over an imageTwo icons will appear, of which only the right one is relevant in this case.



Click to insert the image into the selected picture zone.



Click to insert the text into the selected textbox.

Creating an Auction

You can use the results of an eBay, Delicious Library or FileMaker search to create a new auction for the found article with just one click.

To create an auction from a search result:

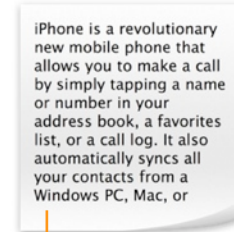
- ▶ Select eBay, Delicious Library, or FileMaker from the sidebar on the left
- ▶ Click the Create Auction button next to one of the results

Clips

Clips are reusable portions of text or images which can be stored and categorized in the research assistant for later use. There are also „auction clips“, which contain the contents of an entire auction.



Image clip



Text clip



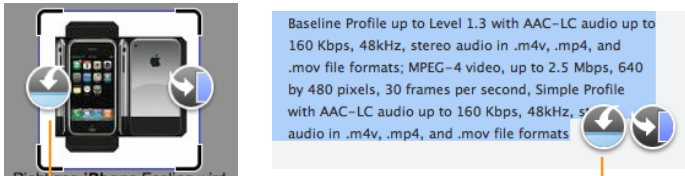
Auction clip

Creating Clips

To store text or an image as a clip:

- ▶ Select Web Research from the sidebar on the left
- ▶ Select text or move the mouse over the image

Two icons will appear, of which only the left one is relevant in this case.



Click to create an image clip.

Click to create a text clip.

iSale will store the clip in the currently selected group (s. below), so please make sure to select the desired group before storing a clip.

To create an auction clip:

- ▶ Select eBay, Delicious Library, or FileMaker from the sidebar on the left
- ▶ Click the Create Clip button next to one of the results

Using Clips

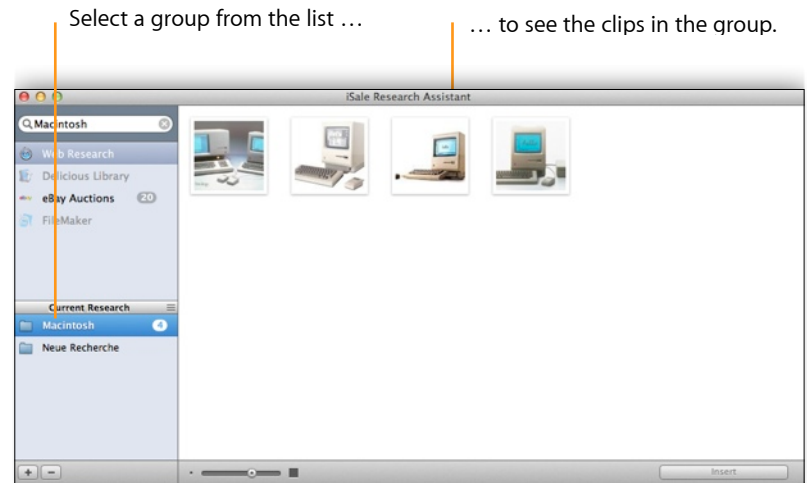
To insert a text or image clip:

- ▶ Open the research assistant via a textbox or picture zone (see above)

- ▶ Select a clip group in the sidebar on the left
- ▶ Click a text or image clip to select it
- ▶ Click "Insert Image Clipping" or "Insert Text Clipping" at the lower-right of the assistant window

To create an auction from an auction clip:

- ▶ In the research assistant window, select a clip group
- ▶ Click an auction clip to select it
- ▶ Click "Create Auction" at the lower-right of the assistant window



Select a group from the list ...

... to see the clips in the group.

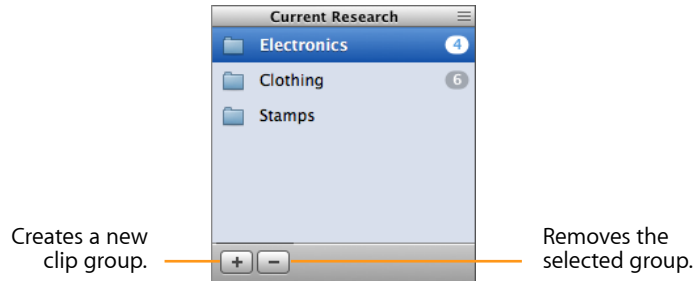
Click to insert the selected text or image clip, or create an auction from an auction

Current Research Groups

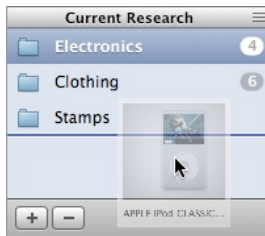
Groups can be used to organize your clip library according to eBay categories or from other perspectives.

To create or delete groups:

- ▶ Use the buttons below the group list:



- ▶ Alternatively, you can create a group by dragging a clip from an existing group below the list of groups

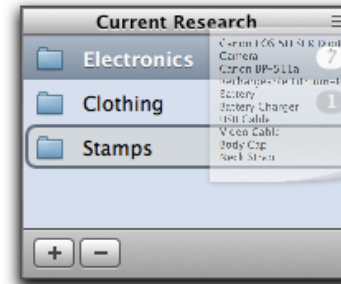


To rename a group:

- ▶ Click once on a group to select it.
- ▶ Click again on the group's name.
- ▶ Enter a new name for the group, and press Return.

To move clips between groups:

- ▶ Drag the clip to the target group



Note Please keep in mind that the information imported from public sources may contain copyrighted material. Copyrighted items are sole property of their respective owners and permission of the copyright owner may be required for usage.

Review and Submit

Now that your draft auction is completed, it just has to be sent to eBay. iSale 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. iSale 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>

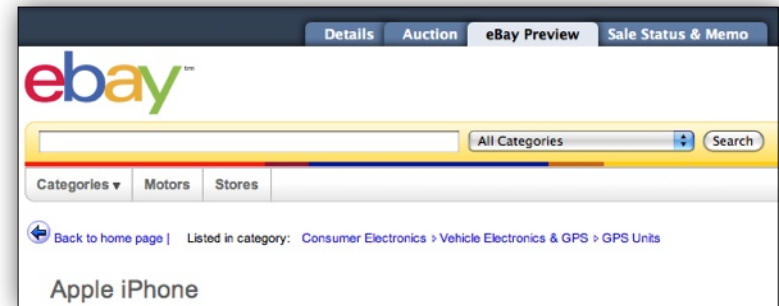
This page lists the fees for ebay.com. Please direct your browser to the corresponding page on the preferred ebay site.

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 and eBay.

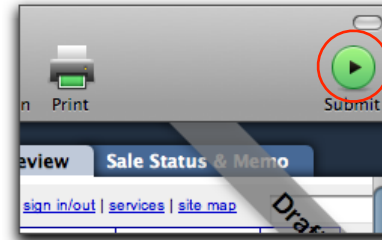
Note When using iSale with multiple eBay accounts, please make sure that the right account is selected before submitting your auction.

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 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 in the future.

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

To submit your auction:

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



Mistakes can happen, even with careful scrutiny. After clicking submit, iSale 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.



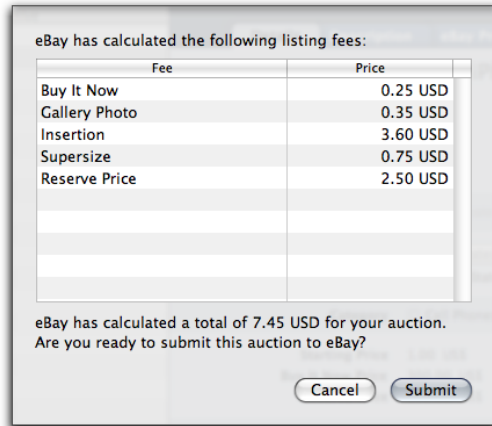
The draft will switch to edit mode to allow you to make the required changes.

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

If iSale 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 will display the listing fees charged for listing your item.



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

To accept the fees:

- ▶ Click Submit

Now iSale 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

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 gives you the option of viewing your running auctions directly on eBay so that you can monitor their progress.

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

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

iSale will display a rendering of your actual auction.

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

Editing Running Auctions

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

Group: “Running Auctions”

iSale 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 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 will automatically update the auction status every 5 minutes by default. iSale 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 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 can update auction information only for the currently registered eBay user within iSale. 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 automatically retrieve the buyer’s details. See “Finished Auctions” for more information.

Observe Your Auctions in iCal

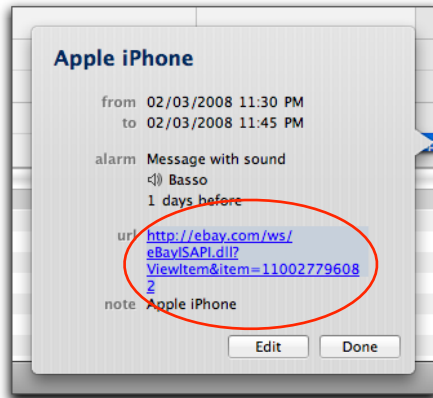
With iSale you can follow your auctions in iCal. Once iCal is activated in the iSale’s preferences, you will see the end date of your running auction. iCal will also notify you when your auction finally ends. You can jump directly from iCal to your auction.

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

- ▶ Activate the iCal option in the iSale’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.

Watch Your Auctions in Dashboard

To use the iSale Dashboard Widget:

- ▶ Install the Widget (see “Installation”)
- ▶ Click the Dashboard icon in the Dock

or

- ▶ Press F12

Note The iSale Widget requires an active Internet connection to function properly.



As soon as you open the Dashboard, the Widget will load the current auction data from eBay. While the data is loaded, a small arrow is displayed at the bottom right of the Widget window.

In the iSale preferences, you can choose to observe any recently sold and unsold auctions here as well (see “Appendix: Preferences”).

By default, iSale displays the auction title and the current bid.

Click any of the listed auctions to display:

- ◆ The remaining time for the selected auction
- ◆ The highest bidder
- ◆ The hit count (how many people have visited your auction since it was published on eBay)
- ◆ The bid count (how many people have bid on your item)

The list of auctions can be sorted by different criteria.

To change the sort order:

- ▶ Click the “i” at the bottom right
- ▶ Choose the sorting criteria from the pop-up menu
- ▶ Click Done

You can jump directly from the iSale Widget to your auction.

To access your auction from the iSale Widget:

- ▶ Activate the iSale Widget in Dashboard
- ▶ Click the arrow button on the left side of “highest bidding price/ sale price”

Finished Auctions

When an auction is finished, iSale 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 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 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 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 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 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 files your auction into the group "Recently Sold".

If the item was not purchased:

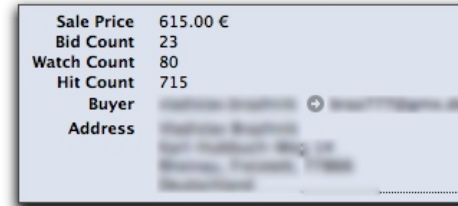
- ◆ **Banderole:** The blue banderole with the word “Finished” will be replaced with the word “Unsold”.
- ◆ **Auction list:** The auction icon changes from “Finished” to “Unsold”.
- ◆ **Group membership:** iSale files your auction into the group “Recently Unsold”.

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 can fetch the details of the sale from eBay. Without having to visit the eBay site, iSale 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	XXXXXXXXXX
Address	XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX XXXXXXXXXX

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

After Sales Features

Once your auction has ended, there are two possible scenarios: You have not been able to sell your item and would like to give it another try – or you need to contact the happy buyer with sales details.

Relist Unsold Items

If your item has not been sold, eBay offers a relist option which is free of charge under certain conditions. iSale natively supports this option, so auctions can be easily improved to give them another try. The Edit button at the bottom of the main window changes to “Prepare for Relisting” if free relist is available for the selected auction.

To relist an unsold item, please complete the following steps:

- ▶ Click “Prepare for Relisting” at the main window’s bottom

The auction is sent to the “Relist” status which is similar to the “Draft” status.

- ▶ Modify the auction parameters if necessary
- ▶ Hit the “Relist” button at the top right of iSale’s main window
- ▶ Wait for verification by iSale and hit “Relist” again

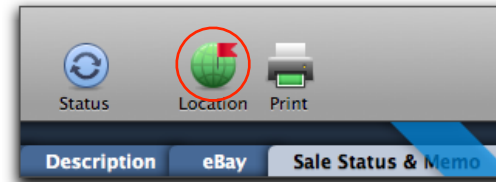
If the item is sold during the second auction, eBay currently refunds all fees for the original auction.

Find Out Where Your Buyers Are Located

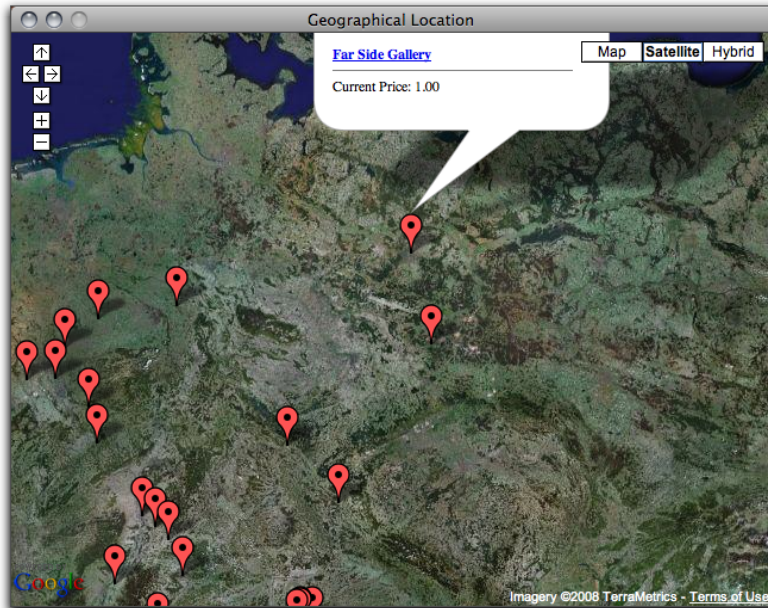
iSale can show you the location of your buyers, based on the ZIP code using Google Maps technology. To use this feature, your iSale library needs to list at least one successfully sold item. Otherwise, you will see a plain map only.

To view the geographic locations of your buyers, please complete the following:

- ▶ Select the iSale group “All auctions”
- ▶ Click Location in the upper part of the iSale window



- ▶ A new window with the map appears. Pennants on the map indicate each buyer of an auction.
- ▶ If you click a pennant, you will see more information about the related auction(s).



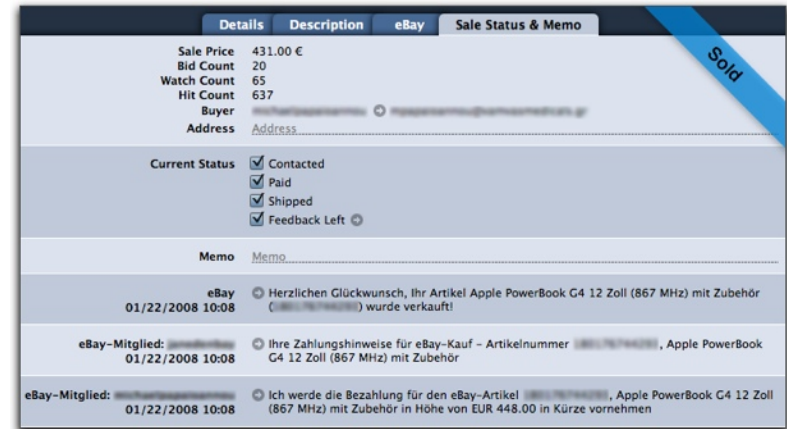
TIP If you want to see the location of specific buyers only, create a group or a smart group for them. Select the group before you click the "Location" button. iSale evaluates only the auctions in a group that is selected.

Integration With Apple Mail

iSale uses Spotlight to search all e-mails related to a specific auction in Apple Mail. Search results are displayed in the "Sales Status and Memo" tab.

To view the mail associated with a particular auction:

- ▶ Select an auction
- ▶ In the main auction view, select "Sales Status and Memo"
- ▶ Click the arrow next to each e-mail to jump to that e-mail in Apple Mail



Printing

Whether you want to print a list of sold items for internal purposes, need a delivery note for your buyers or just want an overview of all running auctions – iSale's printing feature has the appropriate layout for all purposes.

iSale provides the following print layouts:

- ◆ List – compact: A compact list including basic information for each auction

- ◆ List – detailed: A more detailed list including the primary picture of your auctions
- ◆ Auction – Delivery note: A personal message for your buyers, along with the relevant auction data
- ◆ Auction – Details: A complete summary of your auction data (including the item description)
- ◆ Label – Address: A label for printing the buyer’s address
- ◆ Label – Item info: A label for printing basic item info

To print auctions please complete the following steps:

- ▶ Select the desired group or auction

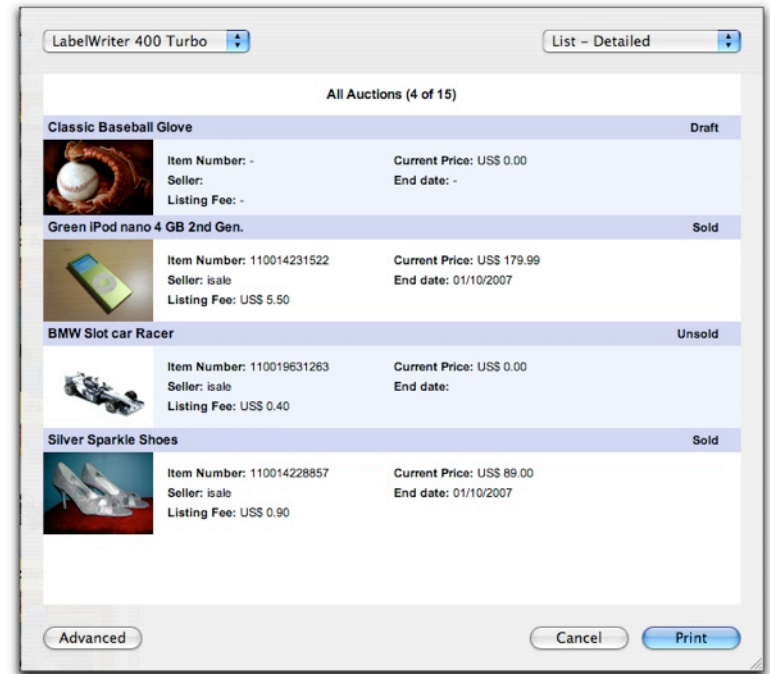
or

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

or

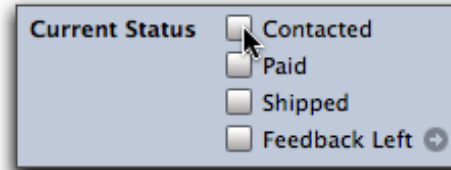
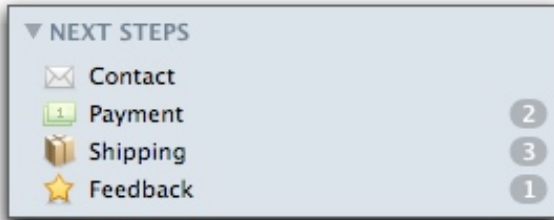
- ▶ Hold down the Shift key and click the first and last auctions you wish to print, to select a range of auctions
- ▶ Choose File > Print...
- ▶ Select the preferred print layout
- ▶ Select a printer
- ▶ Click Advanced... to specify additional printing options

- ▶ Click Print



“Next Steps”

iSale streamlines your After Sales process by providing a group for “Next Steps” groups. This workflow tool will help you to better manage your sold items:

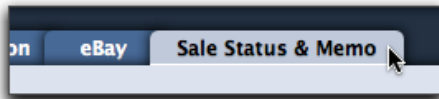


Contact

“Contact” shows a list of all auctions for which the buyer has not yet been contacted.

To contact the buyer of a sold auction:

- ▶ Select your sold auction
- ▶ Switch to "Sale Status & Memo" tab



- ▶ Click the e-mail link next to the buyer's name



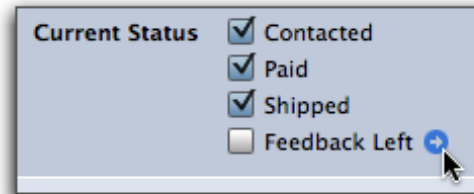
- ▶ Compose and send an e-mail message for the buyer
- ▶ Switch back to iSale
- ▶ Select the “Contacted” option

Feedback

Leaving feedback has now become easier. iSale offers a link to the specific eBay page where you simply enter your feedback comment.

To leave feedback for an item sold:

- ▶ Switch to the "Sale Status & Memo" view of your auction
- ▶ Click the arrow to the right of "Feedback left"



- ▶ Your web browser will open with the specific eBay feedback page for that particular auction.

iSale will automatically select the “Feedback Left” option. You can select or deselect this option at anytime.

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 5 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 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



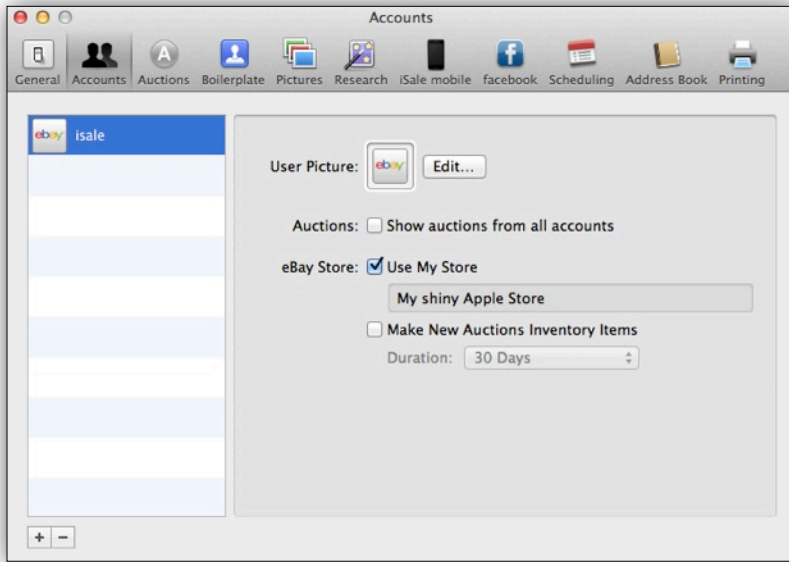
eBay Accounts

In this tab, you set up the eBay accounts you would like to use with iSale.

To authorize iSale for a new account:

- ▶ Click the “+” symbol at the bottom of the window
- ▶ Follow the instructions for authorizing an account (s. “Getting Started”)

In the account list in the main window, each user is shown with a small picture icon.



To change the picture for a specific user:

- ▶ Click Edit... next to the picture
- ▶ Drag a picture into the window

or

- ▶ Click Choose... to choose a picture file from your hard drive

or

- ▶ Click the green camera symbol to capture a picture with a connected iSight
- ▶ Click Capture

- ▶ Use the size and rotation sliders to modify the picture

- ▶ Click Apply to use the new picture

If you intend to use the eBay Store attached to an eBay account, you can enable it for new auctions.

To setup iSale to be used with your eBay Store, complete the following:

- ▶ Select iSale 5 > Preferences..., and click Accounts
- ▶ Click eBay Store
- ▶ Select the appropriate account
- ▶ Select the "Use my store" option

From now on, the option "eBay Store" will be available with every new auction setup in iSale with this account.

If you regularly submit items as Inventory Items, there's also the option to set this status as default.

To list store items as Inventory Items by default:

- ▶ Select iSale 5 > Preferences..., and click eBay Store
- ▶ Select the appropriate account
- ▶ Select the "Use my store" option
- ▶ Select the „Make New Auctions Inventory Items" option
- ▶ Choose one of the duration options from the pop-up list

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”.

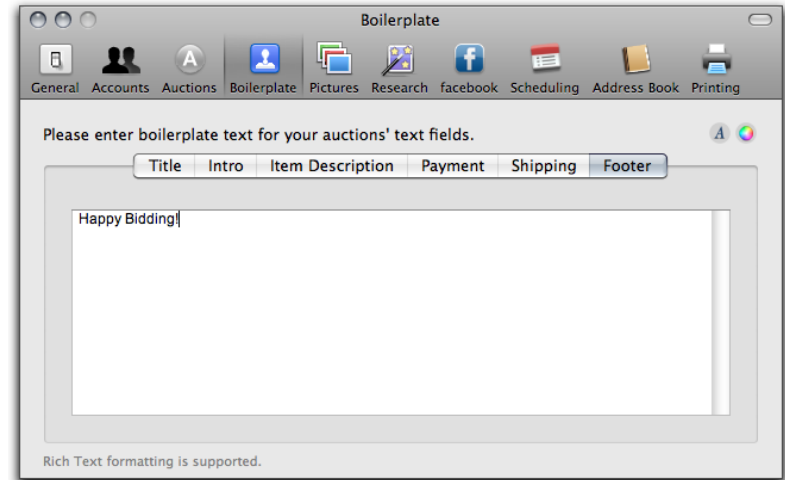
Note Changes made here will not affect existing drafts

Boilerplate

Each template contains a number of textboxes. If you use similar texts for your auctions regularly, you can define boilerplate text. Textboxes in new auctions will be filled with the pre-defined text.

To define a boilerplate text:

- ▶ Choose the desired text field
- ▶ Enter your text



Note Rich Text formatting is supported for boilerplate text.

Pictures

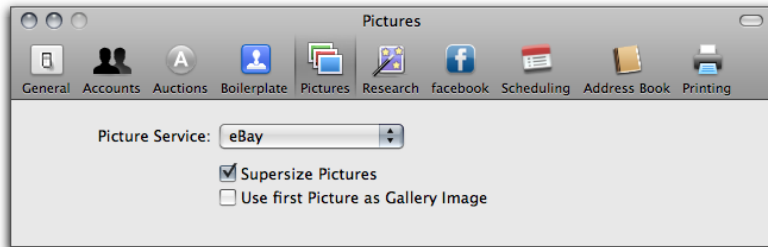
iSale supports four picture services. When using the eBay Picture Service, eBay will charge you for each additional picture published with your auction. When using either Picasa Web Albums, Macbay or FTP, you can upload your pictures for **free**.

Note After selecting and setting up a specific picture service in the preferences, it will be used as a default for new auctions. Existing drafts will **not** use the new default automatically. You can always switch to a different service for single auctions.

The “Pictures” preference pane is also the place where you can set Supersize Pictures as the default.

To use Supersize Pictures as the default for new auctions:

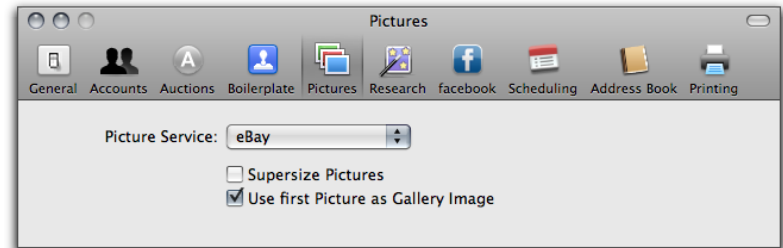
- ▶ Select the “Supersize Pictures” option



In many cases, the first auction picture is also used as a gallery picture. This relation can also be made the default for new auctions.

To use the first picture of each new auction as gallery image:

- ▶ Select the “Use first Picture...” option



eBay

Using the eBay Picture Service is straightforward, so there’s no need to configure anything.

To use the eBay Picture Service for all new auctions:

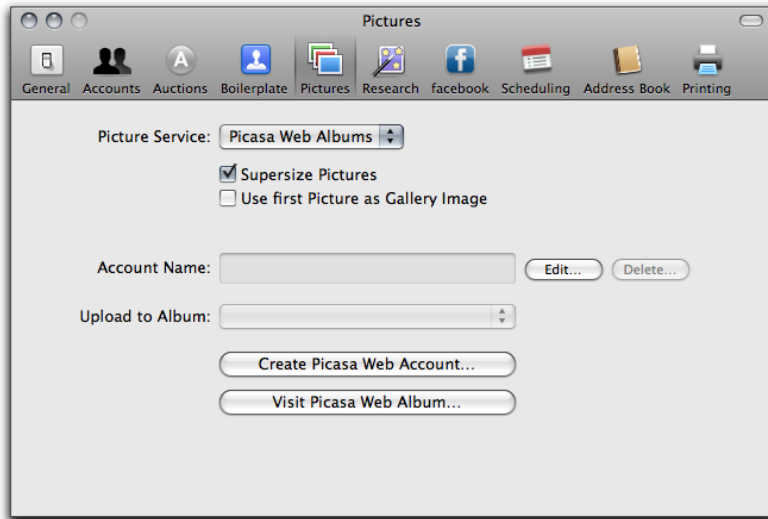
- ▶ Select iSale 5 > Preferences..., and click Pictures
- ▶ Choose “eBay” from the list of available picture services

Picasa Web Albums

Picasa Web Albums is a popular free service from Google that allows users to easily upload and share their pictures on the web. Using Picasa Web Albums, you can not only upload your auction pictures for free, but also store them in a specific album automatically.

To use Picasa Web Albums to upload your pictures:

- ▶ Select iSale 5 > Preferences..., and click Pictures



- ▶ Switch the picture service to “Picasa Web Albums”
- ▶ Click “Edit...”
- ▶ Login with your Picasa Web Album account’s e-mail address and password

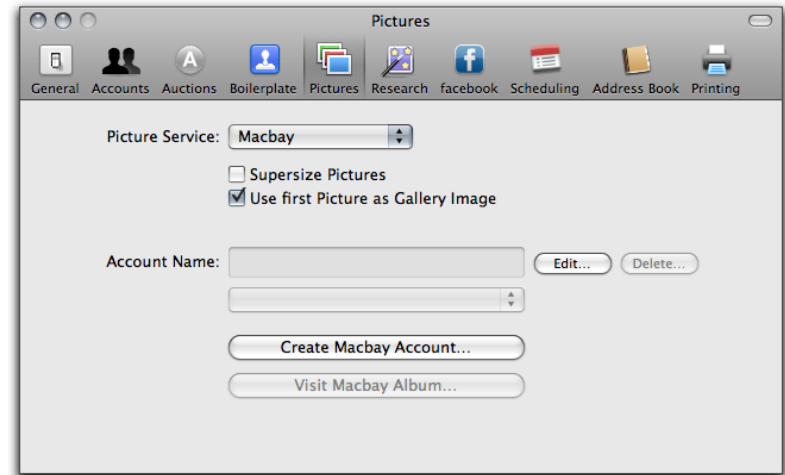
Macbay

Macbay is an integrated online service. You can use the included webspace to upload and store your auction pictures.

Note Macbay is currently available in German only.

To use Macbay to upload your pictures:

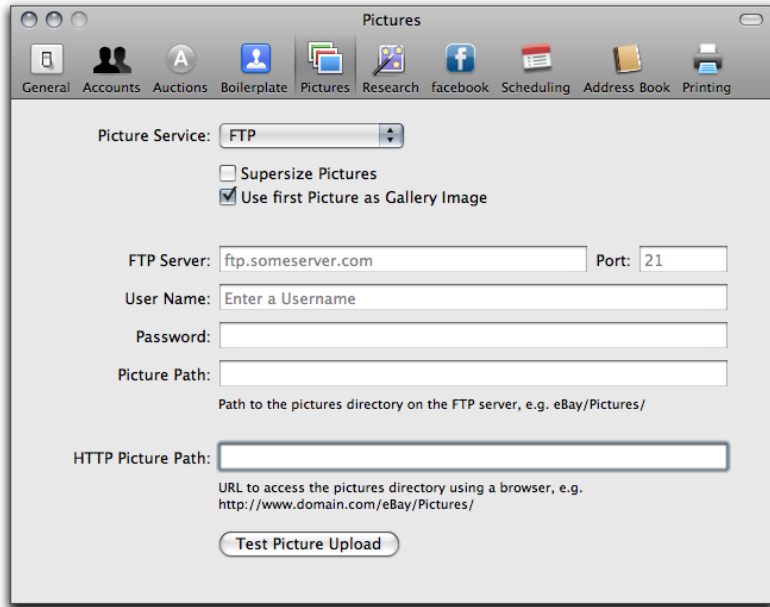
- ▶ Select iSale 5 > Preferences..., and click Pictures
- ▶ Switch the Picture Service to “Macbay”
- ▶ Click “Edit...”
- ▶ Login with your Macbay account name and password



FTP

If you have access to a public web server, you can upload your auction pictures directly to this server.

Note The server needs to support both file uploads via FTP as well as downloads via HTTP.



There are several settings to be made, each of which is explained in detail below.

To upload pictures via FTP, please do the following:

- ▶ Select iSale 5 > Preferences..., and click Pictures
- ▶ Switch the Picture Service to "FTP"
- ▶ Check the box "Supersize Pictures" if you would like to add extra large pictures to your new auctions by default

- ▶ Enter the hostname of your server **without** specifying the protocol (ftp://). If your server accepts connections using ftp: //myserver .com, please enter myserver .com
- ▶ Specify a port if (and only if) your server does not use the standard FTP port (21). If in doubt, leave this field blank
- ▶ Enter the user name for the FTP connection to your server
- ▶ Enter the password for the user name specified above
- ▶ Enter the path of the directory where iSale should upload the pictures to (**without** leading slashes). If your pictures should end up in ftp: //myserver .com/eBay/pictures, please enter eBay/pictures
- ▶ Enter the "HTTP Picture Path". This is the public URL where your auction pictures will be available. It is **not** part of the FTP settings themselves, but it is necessary to link your auctions to the pictures on your server. It has to start with "http://"
- ▶ Click "Test Picture Upload" to make sure everything is setup correctly

Some of these settings can be quite confusing, so we'll include a step-by-step description of what is tested.

When "Test Picture Upload" is clicked, this is what happens:

- ▶ The FTP server is contacted
- ▶ User name and password are sent
- ▶ The current directory on the server is changed to the picture path (e.g. eBay/pictures)
- ▶ A test file is uploaded

- ▶ The FTP connection is closed
- ▶ The “HTTP Picture Path” is combined with the name of the uploaded test file to create a complete URL (e.g. <http://myserver.com/eBay/pictures/test.jpg>).

▶ iSale attempts to download the file under the above URL

If the last step succeeds, all is good.

If you get an error message, please complete the following steps:

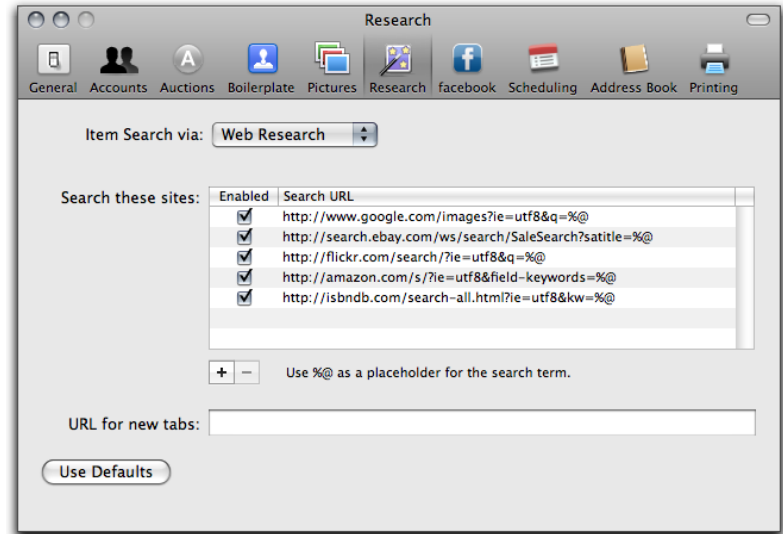
- ▶ Connect to your FTP server manually
- ▶ Check if the test file was stored at all
- ▶ Check if the test file was stored in a publicly accessible directory
- ▶ Check if this directory is accessible under the URL you specified under “HTTP Picture Path”

Research

The research preferences define which sources are used by the research assistant.

Web Research

When searching the web, iSale will send the search term to all web sites listed here.



To add a new web site:

- ▶ Click the “+” symbol below the list of sites
- ▶ Enter the URL to the site’s search tool

Example:

If a site offers a search tool at

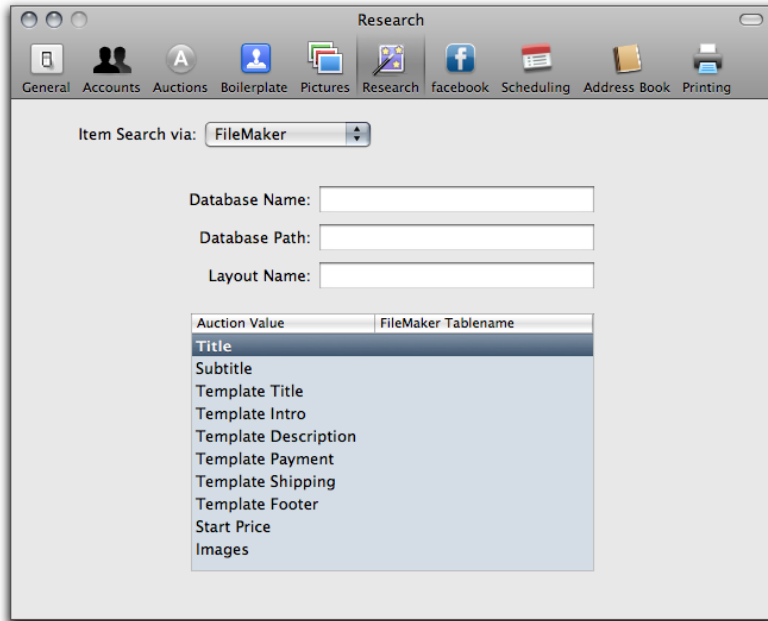
- ◆ http://www.somesite.com/run_search?term=iphone where “iphone” is the actual search term, you should enter
- ◆ http://www.somesite.com/run_search?term=%@ in the URL field.

FileMaker

iSale's research assistant can search FileMaker databases.

To access a FileMaker database:

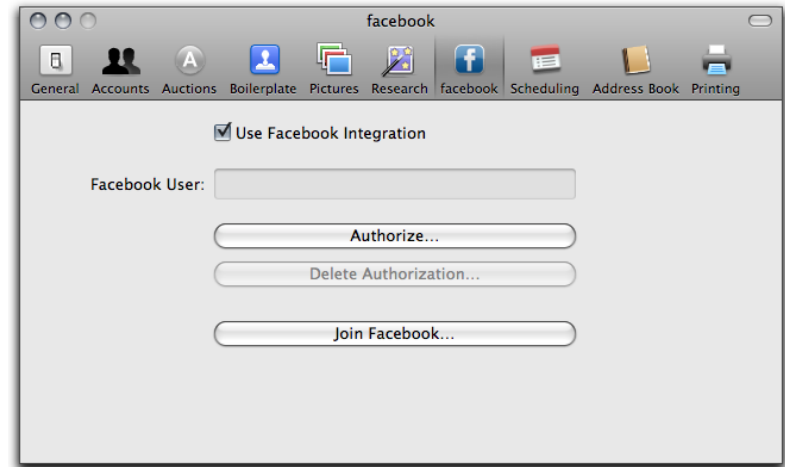
- ▶ Provide the database name, path, and layout name
- ▶ Link the auction values to actual database fields



With these settings, iSale can create complete auctions based on FileMaker records.

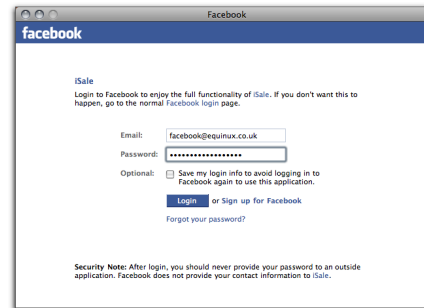
Facebook

iSale is integrated with the popular networking site, Facebook.



To have your auctions displayed on your Facebook page:

- ▶ Select "Use Facebook Integration"
- ▶ Click Authorize...



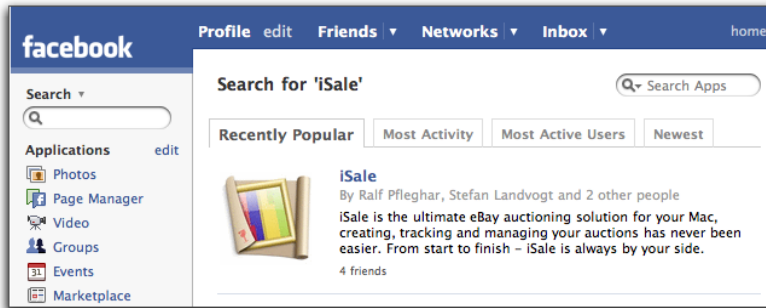
- ▶ Provide your username and password
- ▶ Click Login

Now iSale is ready to display auctions on your Facebook account. Next, you need to add iSale to your favorite applications in Facebook.

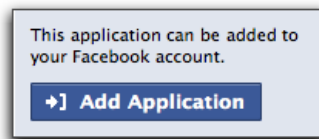
To add iSale to your Facebook applications:

- ▶ Login to Facebook
- ▶ Click Applications in the left navigation bar
- ▶ Enter “iSale” in the search field at the upper right
- ▶ Hit Return

Facebook will display iSale’s description.



- ▶ Click Add Application



- ▶ Click Add iSale to confirm
- ▶ Switch to your “Profile” page

You will see a list of your currently running auctions (if Facebook was activated for them before they were submitted):



To create a new Facebook account:

- ▶ Click Join Facebook...

Scheduling

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

To integrate iSale with iCal:

- ▶ Select a calendar to add iSale 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 11pm), regardless of when the auction is submitted.

To predefine “Smart Dates”:

- ▶ Select iSale 5 > Preferences..., and click Scheduling

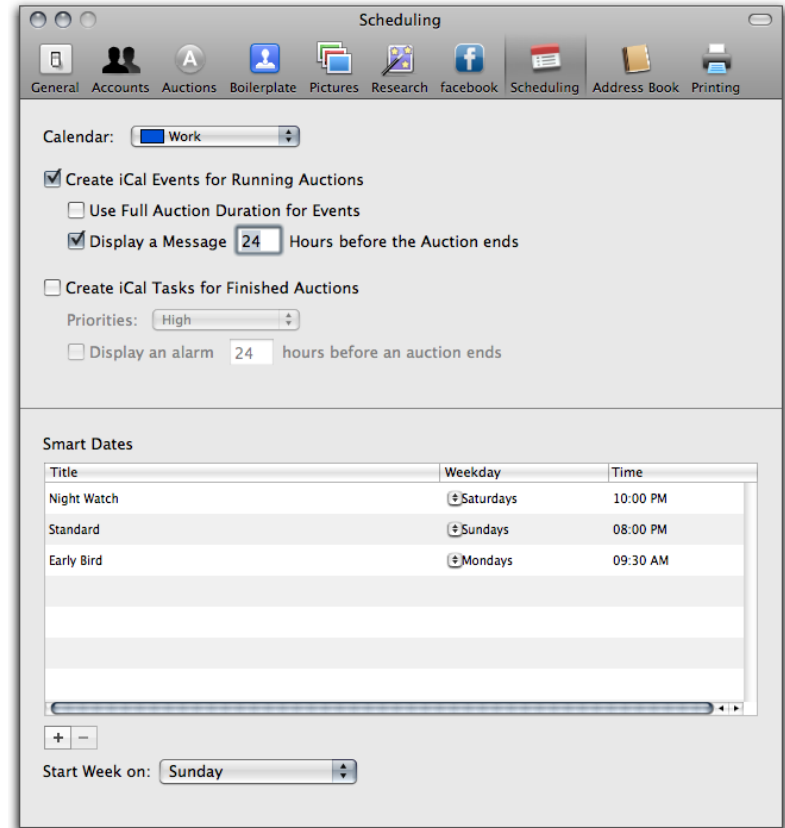
- ▶ Click the “+” symbol to create a new “Smart Date”

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.



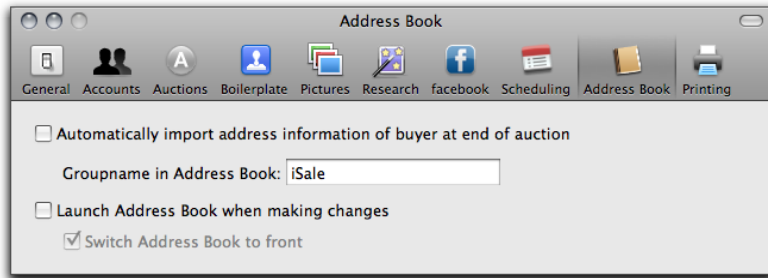
To set the day on which your weeks shall start:

- ▶ 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”.

Address Book

The settings in this tab allow you to automatically transfer the buyers’ contact data to your Address Book.



To integrate iSale with the Address Book:

- ▶ Select iSale 5 > Preferences..., and click Address Book
- ▶ Check “Automatically import address information...”
- ▶ Specify a name for the group in which your buyers’ addresses should be stored. If the group name does not exist, iSale will automatically add a new group for the name given

To activate the Address Book automatically from within iSale:

- ▶ Select iSale 5 > Preferences..., and click Address Book
- ▶ Check “Launch Address Book when making changes”
- ▶ Check “Switch Address Book to front” (if desired)

With all your buyer’s contact data in one place, you can easily do e-mail marketing at any time, now or later, with the information you have collected.

Printing

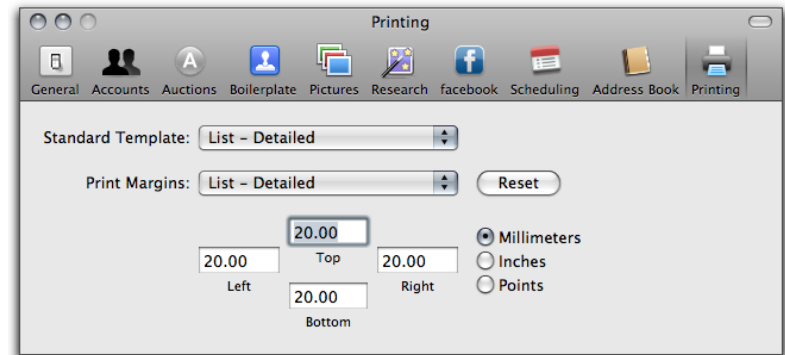
This tab lets you specify the default settings for printing auctions and auction lists.

To choose a print layout:

- ▶ Select your preferred template from the list

To define page margins:

- ▶ Enter the desired margin for all four borders



Note The iSale margins will be added to the margins defined for your printer(s) in the system-wide page setup dialog.

Appendix: Import/Export

iSale now offers a variety of methods to export existing auctions or import item descriptions. iSale searches eBay for product descriptions and photos or imports data created with FileMaker or eBay's Turbo Lister. Via the integrated CSV export, iSale auctions can be made readily available in your FileMaker database or Excel spreadsheet.

Importing Your Auctions From "My eBay"

iSale 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'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.

Import and Export Data From a CSV File

iSale 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 CSV..."
- ▶ Create a name for the file, select your desired save location, and click Save

To import a CSV file created with iSale:

- ▶ Select File > Import > iSale 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.

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

Key	Format	Description
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

Key	Format	Description
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

Key	Format	Description
hasBeenContacted	Number	0=NO 1=YES
hasBeenPaid	Number	0=NO 1=YES
hasBeenShipped	Number	0=NO 1=YES
didProvideFeed-back	Number	0=NO 1=YES
salesNotes	Text	Memo field in After Sales Tab

Manual Backup

iSale allows you to create a manual backup of your auction data.

To backup your auctions manually:

- ▶ Locate the folder "Library/Application Support/iSale 5" in your home folder
- ▶ Copy this folder to your backup drive or server

To restore your auctions:

- ▶ Copy the backup folder back to "Library/Application Support" in your home folder

Appendix: Create Your Own Templates

This appendix explains how to create individual templates for iSale in just five simple steps.

iSale 5 offers a range of professionally designed templates you can use to create great looking auctions that attract more visitors. But after a while, you might want to create your own templates. If you have reached this point, this manual is here to help.

It will demonstrate how to create and apply a fully featured iSale template that stands out from the eBay crowd.

Step 1: Preparation

Requirements

To create a new template from scratch, you'll need certain applications, skills and some webspace.

Please make sure you have the following resources available:

- ✦ An application for creating and exporting the images (e.g. Adobe Photoshop, Gimp, GraphicConverter)
- ✦ A text editor (e.g. TextWrangler, BBEdit, SubEthaEdit, TextMate)
- ✦ Advanced knowledge of image editing
- ✦ Advanced knowledge of HTML and CSS
- ✦ An FTP server to upload the iSale templates

iSale's default templates are stored inside the iSale application bundle. Custom templates can be stored in ~/Library/Application Support/iSale 5/Templates/Custom Templates.

To install a new template:

- ▶ Launch iSale
- ▶ Drag the template file onto the iSale icon in the Dock

Inspect an iSale Template

iSale Templates are stored as "packages." Packages are folders that appear in the Finder as files (like most Mac OS X application, for example). We suggest to use the demo template for the following steps.

To download the demo template:

- ▶ Go to: <http://www.equinix.com/isale/download>
- ▶ Download the demo template

To browse the contents of an iSale template:

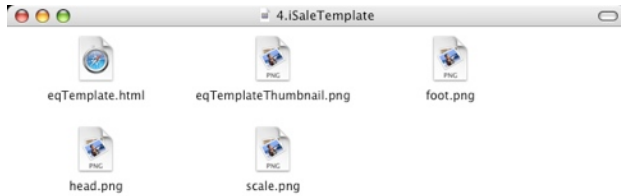
- ▶ Locate the template file in the Finder
- ▶ Right-click the template package
- ▶ Choose "Show Package Contents"

Template Contents

After opening a template as described above, you will see the following files:

- ✦ `eqTemplate.html` contains the actual HTML and CSS code

- ✦ `eqThumbnail.png` contains the thumbnail image displayed in iSale's template chooser.
- ✦ `head.png` contains the image at the top of an auction
- ✦ `foot.jpg` contains the image displayed at the bottom of an auction
- ✦ `scale.jpg` contains the image displayed on the left and right side of an auction



Create a Template Folder

Before you start working on your new template, you'll need to create a template folder where all your template files will be stored.

To create a template folder:

- ▶ Copy the demo template package
- ▶ Rename the package to "myTemplate.iSaleTemplate", where "myTemplate" is your template's name

Step 2: Create Images

The visual backbone of your new template consists of three images: header, footer and border (aka scale). In this step, you'll learn how to create and store these images as well as a thumbnail for iSale's template chooser.

The Header

The header will appear at the top of each new auction based on your template.

To create a header file:

- ▶ Create an image in your preferred image editing application (width: 730 pixel)
- ▶ Save the file as JPEG `head.jpg` in your template folder



The Footer

The footer will appear at the bottom of each new auction based on your template.

To create a footer file, please complete the following steps:

- ▶ Create an image in your preferred image editing application (width: 730 pixel)
- ▶ Save the file as JPEG `foot.jpg` in your template folder



The Border

The border will be formed by repeating a small image on the left and the right side of each new auction based on your template.

To create a border file, please complete the following steps:

- ▶ Create an image in your preferred image editing application (width: 730 pixel)
- ▶ Do not use vertical gradients or similar effects because the image will be repeated vertically



- ▶ Save the file as `scale.jpg` in your template folder

Note The filenames above are just suggestions. You can use any names you like as long as they match the names used in `eqTemplate.html`.

The Thumbnail

Your template will be displayed as a thumbnail in iSale's template chooser. That's why it is important to have a thumbnail which matches the actual look of the template, especially when creating more custom templates.

To create a thumbnail file, please complete the following steps:

- ▶ Create an image in your preferred image editing application (size: 128 × 128 pixel)
- ▶ Make sure that your thumbnail matches the combined head, foot and border images
- ▶ Save the file as PNG "eqThumbnail.png" in your template folder

Step 3: Modify the HTML File

Your template's layout is defined in an HTML file. This step shows you how to modify the HTML file of the demo template package for your custom template.

Modify Meta information

Your template will need to be stored on a public webserver so it can be loaded every time someone views your auction.

The template needs to know where it is located so it can link all resources correctly.

Base URL

The base URL specifies the directory where the template package is stored. It takes the following form:

```
<meta
eqbaseurl="http://www.yourserver.com/templatedirectory/template.iSaleTemplate/" />
```

To modify the base URL, please complete the following steps:

- ▶ Open the file `eqTemplate.html` in your preferred text editor
- ▶ Locate the `meta` tag `eqbaseurl`
- ▶ Modify the URL according to your webserver's path
- ▶ Save `eqTemplate.html` in your template folder

If you upload it to your FTP server, the `eqbaseurl` should look like:

♦ <http://www.yourserver.com/templatedirectory/thistemplate.iSaleTemplate/>

Template Name

The variable `eqtemplatename` refers to a unique ID required for identifying the template in iSale. It takes the following form:

```
<meta
eqtemplatename="BBBF7B04-DDDA-57E2-A9C4-093D6B421955" />
```

In order to create a unique ID for your template, please do the following:

- ▶ Open the Terminal application which is in `/Applications/Utilities`.
- ▶ Type `uuidgen`
- ▶ The output will take the following form: `858C8F3A-3806-49EF-B7B8-0221C6719084`
- ▶ Open the file `eqTemplate.html` in your preferred text editor
- ▶ Copy and paste the output into the `eqtemplatename` tag
- ▶ Save `eqTemplate.html` in your template folder

Template Version

Each template has a template version. In iSale 5 it takes the following form:

```
<meta eqtemplateversion="50000" />
```

To modify the template version, please complete the following steps:

- ▶ Open the file `eqTemplate.html` in your preferred text editor
- ▶ Locate the meta tag `eqtemplateversion`
- ▶ Set the version number to "50000"
- ▶ Save `eqTemplate.html` in your template folder

Template Provider

Each template contains information about the template author. The value of this tag is defined in the Reverse Domain Notation:

```
<meta eqtemplateprovider="com.template.custom" />
```

The `eqtemplateprovider` tag in your template should look like:

◆ `com.template.custom`

To modify the template version, please complete the following steps:

- ▶ Open the file `eqTemplate.html` in your preferred text editor
- ▶ Locate the meta tag `eqtemplateprovider`
- ▶ Set it to `com.template.custom`
- ▶ Save `eqTemplate.html` in your template folder

Template Category

All templates can be assigned to categories, so you can easily find them using the template chooser. The category is determined by the following line:

```
<meta eqlanguage="en" eqkeywordtype="100-C-  
category" eqtemplatekeywords="Custom" />
```

To alter the category, please complete the following steps:

- ▶ Open the file `eqTemplate.html` in your preferred text editor
- ▶ Locate the meta tag `eqtemplatekeywords`
- ▶ Alter its value (e.g. "Custom" or "My Templates")
- ▶ Save `eqTemplate.html` in your template folder

Note Please note that if your category name is too long, the template chooser can become difficult to navigate. We recommend using less than 20 characters.

Modify the CSS Code

Some CSS declarations are required in an iSale template. Depending on your template artwork you might have to update the values in the following CSS declarations:

◆ `auctionHead`

- ✦ auctionFoot
- ✦ eqLayoutContainer
- ✦ pageContent
- ✦ title
- ✦ endText

To change the CSS, please complete the following steps:

- ▶ Open the file `eqTemplate.html` in your preferred text editor
- ▶ Locate the CSS class definitions
- ▶ Change the CSS code to fit your needs
- ▶ Save `eqTemplate.html` in your template folder

Note External CSS files are not supported, so all style directives need to be part of `eqTemplate.html`.

Basic HTML structure

iSale 5 introduces the new graphical layout editor which can be used for adding and removing content blocks in a template when editing the auction. However, a basic HTML structure has to be defined in the template's HTML file.

The HTML code consists of a table with three rows, where the first one (auctionHead) holds the template's header image and auction title, the second one (auctionContent) the editable area

where you can drop text or picture placeholders and the third one (auctionFoot) the template footer artwork and text field.

The auctionContent row contains a div element which takes the following form:

```
<div id="eqLayoutContainer" class="pageContent"></div>
```

This div will hold all your auction's content that can be added in the application using the layout editor and is therefore required.

Step 4: Upload Your Template

After you successfully created the images and modified the code, it's time to put your template online.

Upload Using FTP

Many hosting providers offer affordable or even free webspace suitable for serving your template resources to your auctions' viewers on eBay.

To upload your template using FTP, please complete the following steps:

- ▶ Launch your FTP client application and connect to your server
- ▶ Copy the template package to your server
- ▶ Make sure that the base URL specified in your template's `eqTemplate.html` matches the public URL of your template

Step 5: Test Drive

Now that your groundbreaking new template is online, waiting to be displayed to auction viewers, let's use it for an auction!

Install Your Template in iSale

While your template is publicly available on a webserver, iSale is still not aware of its existence.

To install your template in iSale, please complete the following step:

- ▶ Launch iSale

- ▶ Drop the template package onto the iSale icon in the dock

The template will automatically be installed. You now can choose the template in the template browser.

Create a New Auction

What good is a template without an auction to use it?

To create a demo auction, please do the following:

- ▶ Create a new auction in iSale by clicking the „+“ button under the auctions tab
- ▶ Click the “Template” button to activate the template chooser.
- ▶ From the menu, choose “Custom”
- ▶ Click on your template to apply it to your auction
- ▶ Open the Layout Editor and add some content areas
- ▶ Complete your auction details
- ▶ Check the template display in the “eBay Preview” tab
- ▶ If the preview looks good, submit the listing to eBay
- ▶ Check the auction on eBay

Note You can save an auction template layout for future use by choosing “Layout” > “Save Layout as Template”.

Note equinix does not offer support for custom templates.

Appendix: Create Your Own Print Templates

In addition to custom auction templates, you may also create your own print templates. Produce individual printouts for your buyers, or create custom lists for your inventory.

Step 1: Preparation

Requirements

Before you start creating your own print templates, please make sure you have the following resources available:

- ◆ A text editor (e.g. Apple Textedit, TextWrangler, BBEdit, SubEthaEdit, TextMate)
- ◆ Advanced knowledge of HTML and CSS

Inspect a Print Template

Just like iSale's auction templates, print templates are stored as "packages." Packages are folders that appear in the Finder as files (like most Mac OS X application, for example). We suggest to use the demo template for the following steps.

To download the demo template:

- ▶ Go to: <http://www.equinix.com/isale/download>
- ▶ Download the demo template

To browse the contents of a print template:

- ▶ Locate the template file in the Finder
- ▶ Right-click the package
- ▶ Choose "Show package contents"
- ▶ Double-click Resources

The folder contains the following elements:

- ▶ `Description.plist` contains meta data of the template
- ▶ `eqPrintTemplate.html` contains the actual HTML and CSS code

Create a Template Folder

First, you'll need to create a template folder where all your template files will be stored.

To create a template folder, please do the following:

- ▶ In the Finder, create a new folder

or

- ▶ Copy the demo template package
- ▶ Rename the package to `myTemplate.iSalePrintTemplate` ("myTemplate" is your template's name)

Create a Resources folder

The Resources folder is located in your template folder and contains the actual template files.

To create a Resources folder, please do the following:

- ▶ Create a new folder inside your template folder

Step 2: Specify Meta Data

All meta data of a template is stored in the file `Description.plist`, which is located in the Resources folder.

The following keys need to be provided:

- ◆ `Bundle` contains the name of the template folder
- ◆ `File` contains the name of the HTML file
- ◆ `Name` contains the name of the template that is displayed in iSale

All values have to be specified and the file must be in Apple Property List format:

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE plist PUBLIC "-//Apple Computer//DTD
PLIST 1.0//EN"
"http://www.apple.com/DTDs/PropertyList-1.0.dtd">
<plist version="1.0">
<dict>
    <key>Bundle</key>

<string>myTemplate.iSalePrintTemplate</string>
    <key>File</key>
    <string>eqPrintTemplate.html</string>
    <key>Name</key>
```

```
<string>My Template</string>
</dict>
</plist>
```

Step 3: Create an HTML File

Variables in a Template

Variables in a template are automatically replaced with the actual values of an auction by iSale. Using variables allows you to specify which information should be displayed on the printout.

The following variables are available:

- ◆ `TITLE` contains the title
- ◆ `SUBTITLE` contains the subtitle
- ◆ `GROUPTITLE` contains the name of the selected group of auctions in iSale
- ◆ `EBAYSITE` contains the auction's eBay website
- ◆ `QUANTITY` contains the number of items sold in the current auction
- ◆ `CATEGORY` contains the auction's category
- ◆ `STARTINGPRICE` contains the starting price
- ◆ `BUYNOWPRICE` contains the Buy It Now price
- ◆ `SELLER` contains your eBay username
- ◆ `STORENAME` contains the name of your eBay store
- ◆ `STARTDATE` contains the auction's start date

- ✦ ENDDATE contains the auction's end date (or the sold date, if applicable)
- ✦ PAYMENTOPTIONS contains the available payment options
- ✦ SHIPTOLOCATIONS contains the shipping locations for your item
- ✦ SHIPPINGOPTIONS contains shipping options
- ✦ INSURANCE contains information on insurance
- ✦ BUYER contains the buyer's name
- ✦ ITEMNUMBER contains the item number of an auction that is running on eBay
- ✦ STATUS contains the status
- ✦ LISTINGFEE contains the listing fee
- ✦ CURRENTPRICE contains the current price
- ✦ SALEPRICE contains the final price of a (sold) item
- ✦ SHORTDESCRIPTION contains the Intro part of your item description
- ✦ LONGDESCRIPTION contains the detailed item description
- ✦ SHIPPING contains the shipping information
- ✦ PAYMENT contains the terms and conditions
- ✦ ENDTEXT contains the footer text

If no data is available for a variable when printing an auction, it is ignored.

Special Variables

Besides the auction variables, iSale also offers some variables that are used for customizing the printing style and options.

The following special variables can be used:

- ✦ BEGINLOOP indicates the start of a loop
- ✦ ENDLLOOP indicates the end of a loop
- ✦ ROWBACKGROUND sets alternating background colors in table rows

The part of a print template embedded between BEGINLOOP and ENDLLOOP is repeated for every auction that has been selected for printing.

Note BEGINLOOP and ENDLLOOP are required around the part of the template containing the auction variables, even if you don't want to print a list of auctions.

If you want to apply alternating background colors in table rows, please implement the ROWBACKGROUND variable like this:

```
<table width="100%" border="0" cellspacing="0"
class="<!--###ROWBACKGROUND###-->">
```

Please make sure that the background colors are specified in two CSS classes (.rowLight and .rowDark) like this:

```
<style type="text/css" media="screen,print">
    .rowLight { background-color: #000000; }
    .rowDark { background-color: #EDF3FE; }
</style>
```

To add a customized logo to your print template, simply include the image file in the RESOURCES folder of your template and include a relative link to the image in the template's .html file:

```

```

A very simple print template (without the CSS code) could look like this:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0
Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitio
nal.dtd">

<html lang="en"
xmlns="http://www.w3.org/1999/xhtml"
xml:lang="en">
<head>
</head>
<body>
```

```
<!--###BEGINLOOP###-->
<br />
<p>
    Title: <!--###TITLE###--><br />
    Item Number: <!--###ITEMNUMBER###-->
    Status: <!--###STATUS###--><br />
    Listing Fee: <!--###LISTINGFEE###--><br />
    Current Price: <!--###CURRENTPRICE###-->
</p>
<!--###ENDLOOP###-->
</body>
</html>
<!--###EOF###-->
```

Step 4: Install Your Template

iSale print templates are stored in "~/Library/Application Support/iSale 5/ PrintTemplates".

To install a new print template, please complete the following step:

- ▶ Locate the template file in the Finder
- ▶ Double-click the template file

The template will automatically be installed. You now can choose the template in the print menu of iSale.

Step 5: Test Drive

Now you can print out an auction list using your new print template.

To print your first auction list:

- ▶ Choose File > Print...
- ▶ Select your new template
- ▶ Click Print

Congratulations!

Note equinux does not offer support for custom print templates.