

Make Your Season Green

Earn more sales and cash as you dash through the holidays.

Pre-Holiday

Set your selling goals. Keep in mind expected fees and the time it takes for an item to sell.

Sell items that are most popular during this season. [Here's what's hot for the holidays.](#)

Take photos that sell with [these pro tips.](#)

Get inspired! [Learn how other sellers make the sale during the holidays.](#)

Early Holiday (September–October)

Make your listings shine with [these best practices.](#)

[Try out a Starter Store subscription](#) to save money and drive shoppers to a custom homepage.

Share your listings with friends on [social media.](#) If they make a purchase, you'll save on fees.

Holiday Season (Early–Mid-November)

Offer faster shipping for buyers who want to get their items sooner.

Reduce your [handling time](#) to same-day or 1-day to boost your listing visibility.

Don't forget to extend your handling time when you're on vacation so everything runs smoothly while you're gone.

Holiday Deals (Mid-November–Early December)

Sell [rare or scarce items](#) to cash in on premiums.

[Promote your listings](#) to stand out from the competition.

Last-Minute Holiday Hustle (Mid-December)

Give last-minute shoppers convenient shipping options so they'll get their gifts on time.

[Our shipping calculator](#) can tell you how much it might cost.

Post-Holiday (Late December–Mid-January)

Make it easy for buyers to return holiday gifts by allowing [returns on your items.](#)