

# Successful Season Checklist

Earn more sales and cash with these tips.

## Pre-Season

Source [what's hot](#) to ensure more sales.

Get more traffic [Promoted Listings](#).

## Early in the Season

Optimize your listings to earn more sales by [following these best practices](#).

Check if your items are in enabled categories of the product-based shopping experience. If so, [associate your listings to the eBay catalog](#).

Show off listings on [social media](#) to grab the attention of more shoppers.

## Peak Season

Increase your visibility with [eBay Guaranteed Delivery](#).

Offer faster shipping with same-day or 1-day [handling time](#) to help buyers get their items faster.

Put your store in [vacation mode](#) and extend your handling time so your store runs smoothly while you're gone.

## Deals of the Season

Attract buyers and boost sales by setting up sales events, promotions, and store-wide discounts with [Promotions Manager](#).

[Upgrade your Store](#) to maximize savings and benefits.

## Last-Minute Seasonal Shipping

Capture last-minute shoppers by offering expedited shipping.

## Post-Season

Make returns easy and automatic for you—and free for buyers.

[Find out how much it costs to offer free returns](#).

Keep selling! Attract buyers looking for post-holiday deals by offering sale and clearance items.