

Successful Season Checklist

Earn more sales and cash with these tips.

Pre-Season

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.](#)

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

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

Early in the Season

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.

Peak Season

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 away so everything runs smoothly while you're gone.

Deals of the Season

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

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

Last-Minute Seasonal Shipping

Give last-minute shoppers convenient shipping options so they'll get their items on time. [Our shipping calculator](#) can tell you how much it might cost.

Post-Season

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