

The First-Sale Checklist

Everything to get right before you list your first item on Vinted or eBay — and the things most new sellers only discover after three weeks of silence.

Written by Hafiza Sidra Javid, who has managed eBay stores to £30,372 in annual sales and mentored sellers from an empty account to a 4.9-star rating with 73 reviews.

1. Before you list anything

☐ **Decide which platform fits what you are selling**

Vinted suits clothing, accessories and homeware, sells faster, and charges the buyer rather than you. eBay suits electronics, collectables, parts and anything where buyers search a specific model number.

☐ **Complete your profile properly**

A photo, a short bio and a filled-in location. Empty profiles look abandoned, and buyers checking whether you are real will bounce.

☐ **Set your postage before you list, not after**

Weigh and measure a typical parcel. Guessing postage is the single most common way new sellers lose money on early sales.

☐ **Gather 15 to 20 items, not three**

A shop with three items looks closed. Volume is what gets you seen in the first two weeks.

2. Photographs

☐ **Shoot in daylight, near a window, never under a ceiling light**

Yellow indoor light is the fastest way to make good items look worn out.

☐ **Use a plain, uncluttered background**

☐ **Take at least four shots per item**

Full item, close-up of fabric or finish, the brand label, and an honest photo of any flaw.

☐ **Photograph every flaw deliberately**

Hiding damage does not prevent returns — it converts them into disputes and negative feedback.

3. Titles and descriptions

☐ **Write the title the way a buyer would search**

Brand, item, size, colour. "Zara black midi dress size 10" beats "gorgeous dress" every time — nobody searches the word gorgeous.

☐ **Put the most important words first**

☐ **Fill in every item specific or attribute field**

These are what platform filters use. An item missing its size will not appear when someone filters by size, no matter how good the listing is.

☐ **Answer the obvious questions in the description**

Measurements, condition, why you are selling it. Every unanswered question is a message you have to reply to, or a sale you lose.

☐ **Be specific about condition**

"Worn twice, small mark on the left cuff shown in photo four" builds far more trust than "good condition".

4. Pricing

☐ **Search your own item before pricing it**

Look at what comparable items actually sold for, not what sellers are asking.

☐ **Price with room to negotiate**

On Vinted especially, most buyers expect to make an offer. Price at the very bottom and you have nowhere to go.

☐ **Work out your true margin**

Sale price minus postage, packaging, platform fees and the cost of the item. Do this on paper once — it changes how you price everything afterwards.

☐ **Do not undercut to the floor**

Unusually cheap reads as suspicious, not as a bargain.

5. Your first week

☐ **List a few items every day rather than all at once**

Both platforms favour recent activity. Twenty items across a week gets more visibility than twenty in one evening.

☐ **Reply to every message within a few hours**

Response time affects both your ranking and whether the sale happens at all.

☐ **Do not panic if nothing sells in week one**

Almost nobody sells on day one. The sellers who quit at day ten are the ones who never find out it works.

6. After your first sale

☐ **Dispatch quickly and upload tracking**

Late dispatch is the fastest route to losing eBay Top-Rated status, and the most common cause of a first negative review.

☐ **Package properly**

A crushed parcel produces a neutral review even when the item was perfect.

☐ **Include a short handwritten note**

Costs nothing and measurably increases the number of five-star reviews.

☐ **Ask for feedback once, politely, and never chase it**

☐ **Handle problems fast and without arguing**

A refunded buyer who was treated well leaves neutral feedback. An argued-with buyer leaves negative feedback and opens a case.

7. The mistakes that cost the most

Listing everything on day one, then nothing for a month. Platforms reward consistency more than bursts.

Pricing from what you paid rather than what it is worth now. Buyers do not care what it cost you.

Ignoring measurements. It is the number one cause of returns in clothing.

Treating a bad review as a personal attack. Answer it calmly in public — future buyers read the reply more carefully than the complaint.

Stuck, or want this done with you?

One-to-one mentorship covers all of the above, applied to your own account and your own items. Two mentees started with no experience at all — both now run their own shops at 4.7 and 4.9 stars.

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