

Your First Listing Checklist

A simple start-to-finish guide for getting one clothing item listed, stored, sold and shipped.

Start small: Choose one item and work through this page in order. Once you finish the first listing, repeat the same process with the next nine.

1. Choose + Inspect

- ☐ Choose an item in good, sellable condition.
- ☐ Check for stains, holes, pilling, missing buttons, odor and wear.
- ☐ Note every flaw you will need to photograph and disclose.

2. Research

- ☐ Identify the brand, item type, size, color, material and style name if available.
- ☐ Search comparable **sold** listings, not just active asking prices.
- ☐ Write down a realistic price range.

3. Prep the Item

- ☐ Launder or clean appropriately.
- ☐ Steam wrinkles and remove lint or pet hair.
- ☐ Make sure buttons, zippers and closures are ready for photos.

4. Photograph

- ☐ Front and back views.
- ☐ Brand label, size tag and fabric/care tag.
- ☐ Close-ups of texture, special details and closures.
- ☐ Clear photos of any flaw or visible wear.

5. Measure

- ☐ Tops: pit-to-pit, length, sleeve and shoulder when useful.
- ☐ Pants: waist, hips, rise, inseam and leg opening.
- ☐ Photograph the measuring tape when it helps the buyer.

6. Build the Listing

- ☐ Title uses searchable words: brand + item + color + style/material + size.
- ☐ Description includes condition, features, measurements and flaws.
- ☐ Select the most accurate category, size, color and item specifics.

7. Price + Publish

- ☐ Choose a price based on sold comps and your desired sale speed.
- ☐ Leave reasonable room for offers if the platform encourages them.
- ☐ Review every photo and detail, then publish the listing.

8. Store + Ship

- ☐ Fold and place the item in a protective bag.
- ☐ Assign an inventory number or storage location.
- ☐ After the sale, inspect again, package neatly and ship on time.

Before you hit publish:

Photos clear

Measurements added

Flaws disclosed

Price checked

First Listing Worksheet

Use this page while you research and create the listing. Keep it beside you so the details do not get lost between photos, measurements and posting.

ITEM BASICS			
Brand		Size	
Item Type / Style		Color	
Material		Condition	

SOLD COMPS

Sold Comp	Sold Price

MEASUREMENTS

Measurement	Value
Pit-to-pit / Waist	
Length / Rise	
Sleeve / Inseam	

PRICING PLAN			
Lowest sold comp		Highest sold comp	
My list price		Lowest offer I would accept	

LISTING TITLE

DESCRIPTION NOTES

PHOTO CHECK

☐ Front	☐ Back	☐ Brand tag	☐ Size tag	☐ Care tag	☐ Detail	☐ Flaw	☐ Measurement
--------------------------------	-------------------------------	------------------------------------	-----------------------------------	-----------------------------------	---------------------------------	-------------------------------	--------------------------------------

PLATFORM	INVENTORY / BIN #	DATE LISTED