CARD SELLER ACADEMY

FREE DOWNLOAD

SELLER TEMPLATE PACK

CHECKLISTS / FEE CHEAT SHEET

TITLES / DESCRIPTIONS / PHOTOS

SAVED REPLIES / PACKING / LIVE SHOWS

FOR POKÉMON AND SPORTS CARD SELLERS

Copy, fill in the brackets and make them your own.

Contents

One explanation of each idea, with worked examples next to the chapter they belong to.

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START HERE

How to use this pack

These templates are starting points. Copy what you need into your own notes, replace the [brackets] with your details, and adjust the wording to match your style and your own policies. Before you send a message or publish a listing, check the current rules of the platform you use.

What is inside

- A pre-buy checklist and the maximum buy price formula
- A one-page fee cheat sheet with a worked $45 sale
- Title and description templates for Pokémon and sports cards
- Condition wording and a photo checklist
- Ten saved replies for common buyer messages
- Packing, live-show and weekly routine checklists

> **Keep it honest.** Describe what you are selling accurately, keep conversations and payments on the platform, and never promise a grade, a price rise or a profit. These templates are educational material, not legal, tax or financial advice.

CHECKLIST

Pre-buy checklist

Run this before every purchase, for a single card or a whole collection. If you cannot answer a line, pause and research before you pay.

1. **Exact card:** set or year, card number, rarity or parallel, language and condition are written down.
2. **Comps:** at least five recent sold listings that match the exact version and condition.
3. **Expected sale price:** a conservative figure, not the best result.
4. **Fees:** the real fees on the channel you will use.
5. **Shipping and supplies:** postage, mailer, sleeve and top loader.
6. **Maximum buy price:** worked out from the formula below, and written down before you message the seller.
7. **Authenticity and alteration checks:** front, back, edges, print quality, and the cert number for slabs.
8. **Seller and payment:** profile checked, photos clear, return terms known, payment method traceable.
9. **Exit plan:** target listing price, lowest acceptable net sale, review date and price-drop policy.
10. **Fit:** it matches my niche and does not break my exposure limits.

> **Maximum buy price.** Expected sale price, minus selling fees, minus shipping and supplies, minus target profit, minus a risk reserve. Pay more and you are choosing a thinner margin or hoping the market rises.

My decision

Field	Entry
Card and SKU	
Expected sale price	
Maximum buy price	
Buy or pass, and why	

CHEAT SHEET

Fee cheat sheet (November 2026)

Rates are reported figures from marketplace fee pages and third-party trackers checked in November 2026. Always confirm in your own seller account before pricing.

Channel	Reported fees	You keep on a $45 sale before shipping
eBay (trading cards)	13.25% of the total sale (item plus shipping plus sales tax), plus $0.30 per order up to $10 or $0.40 above $10	$38.64
TCGplayer Marketplace	10.75% commission (capped at $75 per item) plus 2.5% + $0.30 payment processing	$38.74
Whatnot (US)	8% commission on the item price in most categories plus 2.9% + $0.30 payment processing on the full order	$39.79
eBay Live	Reports range from about 6% plus processing to 8.9% + $0.30	Confirm in Seller Hub
TikTok Shop	Reported 6% referral fee on most US categories	Confirm in Seller Center

Minimum sale price

Formula. Minimum sale price = (cost + fulfillment cost + fixed fees + target profit) / (1 minus the percentage fees). Example: ($12 + $2 + $0.30 + $4) / 0.90 = $20.33.

Quick reminders

- Fees are charged on more than the item price on some channels, so a buyer paying shipping can raise your fee.
- Fee rate alone does not decide where to sell. Count discounts, giveaways, unsold cards, shipping and your time.
- Recompute with your own account's schedule whenever rates or tiers change.

LISTINGS

Title and description templates

Title patterns

Put the details buyers search for near the front, and skip hype words that do not describe the card.

Niche	Pattern
Pokémon	Pokémon [Card name] [Number/Set total] [Set name] [Rarity] [Language] [Condition or grade]
Sports	[Year] [Brand/Set] [Player] #[Card No.] [Parallel] [Serial #] [Rookie] [Auto] [Grade or Raw]

Description template: raw card

Template. [Card name], [number], [set or year]. Language: [language]. Condition: [NM / LP / MP / HP]. [Describe anything a buyer might care about: corners, edges, surface, centering, print lines.] The photos show the actual card, front and back. It ships in a sleeve and top loader within [handling time] with tracking. Message me with any questions before you buy.

Description template: graded card

Template. [Card name], [number], [set or year]. Graded [company] [grade], certification number [number]. The photos show the actual slab, front and back, including the label. [Mention any case marks or scratches.] It ships boxed or padded within [handling time] with tracking and insurance matched to value.

Condition wording

Grade	What it usually means
Near Mint (NM)	Minimal wear. At most very slight edge whitening or a tiny surface mark.
Lightly Played (LP)	Minor border or corner wear, light scratches or scuffs.
Moderately Played (MP)	Obvious wear, more whitening, light creasing or heavier scuffing.
Heavily Played (HP)	Significant wear, creases or edge damage.
Damaged (DMG)	Major flaws such as heavy creasing, tears, water damage or writing.

Photo checklist

- Front and back, in even daylight or indirect light, on a plain background.
- Close-ups of all four corners, the edges and the surface at an angle.
- Every defect photographed, with no filters.
- For slabs, the label, the certification number and the card inside the slab.
- Never use a stock image for a single card.
- Name each file by SKU.

SAVED REPLIES

Saved replies for buyer messages

Replace the [brackets], keep your tone friendly and factual, and use the platform's own messaging and return tools.

1. Condition question. Hi [name], thanks for asking. The card has [describe the condition, for example light whitening on two back corners and no creases]. I am happy to send close-up photos of any area you would like. Just let me know what would help.

2. Is it authentic? Thanks for asking. I [bought this from / pulled this myself from] [source] and checked it against [reference]. [For a slab: the certification number is [number] and it matches the grader's lookup.] I can send extra photos if you would like.

3. Lowball offer. Thanks for the offer. The lowest I can go on this one is [price], based on recent sold prices for the same version and condition. If you would like more cards, I am glad to look at a combined price.

4. Combine shipping. Yes, I can combine your cards. Please add them to your cart and use the platform's combined shipping option, or message me if you need a revised invoice. Please wait for the new total before paying.

5. Shipping delay. Hi [name], a quick update on order [number]. It will ship on [date] instead of [date] because [reason]. I will send tracking as soon as it goes out. If you would rather cancel, tell me and I will take care of it.

6. Damaged in transit. I am sorry the card arrived damaged. Please send photos of the card and the packaging, and I will start the claim with [carrier or platform] right away. I will work this out with you as soon as the claim steps allow.

7. Return request. Thanks for letting me know, and I am sorry it was not what you expected. Please open the return through [platform] so we both have a record, and ship the card back in protective packaging. I will process the refund once it arrives and I have checked it.

8. Declining off-platform payment. Thanks for asking, but I can only complete sales through [platform]. That protects both of us. You are welcome to buy the listing here.

9. Order shipped. Thanks for your order! It shipped on [date] with tracking number [number]. If everything looks good when it arrives, a quick review would mean a lot.

10. Following up on an unpaid order. Hi [name], I noticed order [number] has not been paid yet. I can hold the card until [date]. If you have changed your mind, no problem, just let me know.

ROUTINES

Packing, live-show and weekly checklists

Packing checklist

- Sleeve each card, then protect it with a rigid holder or top loader.
- Immobilize the card in the mailer so it cannot slide.
- Never tape directly onto a card or a sleeve opening.
- Use a stiffener or padded box, tracking and insurance matched to value.
- Photograph the packed item before sealing.
- Shake-test one packed order. If the card moves, repack.
- Confirm the address through the platform and keep proof of shipment.

Before every live show

- Numbered run sheet with SKU, exact card, cost, comp range, floor price and order.
- A floor on every auction, and every lot priced in advance.
- Lighting, overhead camera, audio, internet and shipping presets tested. Foil cards need angled light.
- Packing station ready, with a second device or notes for order tracking.
- Current platform rules for breaks, repacks and formats re-read.
- Show notes or listings state the format and rules clearly.

The weekly rhythm

Day	Focus
Monday	Reconcile sales, fees, refunds and inventory
Tuesday	Research comps and source only against a written maximum offer
Wednesday and Thursday	Photograph and publish new inventory
Friday	Pack orders, review stale listings and plan live lots
Weekend	Run a show or visit a card event; update cash and KPI dashboard

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