

# The Live Seller Stream Checklist

A practical checklist for Whatnot and live auction sellers.

Created by **Monarchbrix**

**Purpose** — Use this guide to run cleaner shows, move faster, and create a better buyer experience from start to finish.

## Before You Go Live

Strong shows usually start long before the camera turns on. The goal is simple: prepare better, stream smoother, ship faster, and build trust.

## 1. Show Planning

Before scheduling a show, think beyond the stream itself. A two-hour show also includes setup, order review, packing, cleanup, and shipping.

### Schedule the full cycle

- Choose a day and time when you can focus on the full show process
- Block enough time for the stream itself
- Leave time after the show for labels, packing, and cleanup
- Avoid scheduling a show if you cannot ship in a timely manner afterward
- Decide whether this is a regular show, themed show, raid train, collaboration, or special event

### Set up the show

- Schedule the show on Whatnot or your live-selling platform
- Give buyers enough notice to bookmark or save the show
- Use a clear title that tells buyers what to expect
- Add a short description explaining the inventory, format, or theme
- Use a standard thumbnail for regular shows
- Create a custom thumbnail for larger, seasonal, themed, or promoted events
- Make sure the thumbnail is readable on mobile and desktop

### Plan the format

- Decide whether the show will be casual, fast-paced, premium-focused, giveaway-heavy, or mixed
- Confirm any raid train, collaboration, or event requirements
- Check the required time slot, theme, show length, and seller expectations
- Decide whether you will run standard auctions, sudden death auctions, short-timer auctions, Buy It Now items, or a mix
- Match your inventory and pacing to the show type

## 2. Inventory Prep

Inventory prep is ongoing work, not just a day-of task. The goal is to know what you have, where it belongs, and how it should be sold.

### Sort inventory by purpose

- Pull inventory that fits the theme or goal of the show
- Separate auction items from Buy It Now items
- Identify high-interest items that may draw buyers into the room
- Identify lower-price items that can keep the show moving during slower moments
- Set aside backup inventory in case the show moves faster than expected
- Keep requested or commonly asked-for items close by when possible

### Decide what belongs in auctions

- Add used, rare, desirable, or high-demand items to the auction tab
- Add premium new items when they are strong enough to attract bids
- Use your best auction items strategically instead of running them randomly
- Keep some strong items available for when the room is most active
- Have a few lower-start items ready to build momentum if the show slows down

Decide what belongs in Buy It Now

- Add repeatable products to Buy It Now
  - Add new items, accessories, parts, supplies, or bundles where appropriate
  - Add lower-friction items buyers can purchase without waiting for an auction
  - Check that prices, quantities, and descriptions are correct
  - Consider whether Buy It Now items support the theme of the show
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## 3. Listing Setup

Once inventory is chosen, build the listings so they support the show. The item matters, but the settings matter too.

Build listings intentionally

- Add auction items to the auction tab
- Add fixed-price items to Buy It Now
- Use simple, clear listing titles
- Check item quantities before the show starts
- Add condition notes when needed
- Add important details that buyers may ask about later
- Double-check prices before going live

Review selling settings

- Set auction start prices intentionally
  - Decide which items should allow offers
  - Review auction duration or timer settings
  - Match timer settings to the pace of the show
  - Confirm giveaway items are loaded correctly if using giveaways
  - Make sure your first few items are ready before the show begins
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## 4. Physical Setup

Your physical setup should support two things: buyer confidence and seller efficiency.

Buyers need to see what they are bidding on. You need to run the show without constantly stopping or searching.

Set up the selling area

- Arrange your main display so it looks clean and organized
- Keep high-interest or featured inventory visible when possible
- Stage inventory in the order you plan to run it
- Keep requested, popular, or backup items within reach
- Create a separate area for quick-run items, lower-price items, or filler lots
- Prepare buyer's choice plates, dollar-start items, or quick auction groups
- Keep giveaway items nearby and easy to access

Prepare shipping supplies before the show

Fast shipping starts before the stream ends.

- Set up boxes, mailers, bags, tape, labels, and packing material before going live
- Prep commonly used boxes ahead of time
- Keep empty boxes or order containers close to your selling area
- Have sticky notes, labels, or another buyer-name system ready
- Create a system for separating each buyer's purchases during the show

- Bag small items as they sell when appropriate
- Keep sold items organized so nothing gets mixed up

## 5. Tech and OBS Check

Every setup is different. Some sellers use only a phone. Others use multiple cameras, OBS, lighting, overlays, music, and stream decks.

The point is not a complicated setup. The point is testing the setup you actually use.

### Check video and camera setup

- Confirm your main camera is working
- Check any secondary cameras
- Make sure camera angles show the item clearly
- Test close-up views for small or detailed items
- Check that the buyer can see condition, details, and scale
- Confirm your background looks clean and intentional

### Check audio and media

- Test your microphone before going live
- Confirm buyers can hear your voice clearly
- Check any background music or media sources
- Make sure music or video does not overpower your voice
- Decide what background entertainment, music, or video you will use, if any
- Keep the show vibe intentional, not distracting

### Check OBS, overlays, and controls

- Open OBS or your streaming software before the show
- Confirm the correct scene collection is loaded
- Check overlays, tickers, graphics, or alerts
- Test Stream Deck buttons or scene shortcuts if using them
- Confirm lighting is turned on and adjusted correctly
- Test display stands, turntables, or spinners if using them
- Make sure everything needed for the first few items is working before going live

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## 6. Live Show Flow

Even experienced sellers cannot fully predict the flow of a live show. Preparation does not guarantee a great show, but it gives you a better chance of handling whatever kind of show you get.

### Start with control

- Welcome buyers as they enter
- Explain what kind of show this is
- Mention the type of inventory available
- Explain any important show format details
- Let buyers know if you are running giveaways, Buy It Now items, or special lots
- Start with items that help build momentum

### Keep the show moving

- Show each item clearly before starting the auction
- Mention condition, quantity, size, or important details
- Keep your pace consistent
- Watch the chat for questions and requests
- Adjust the order of items based on buyer interest
- Have lower-price or quick-run items ready for slow moments
- Use stronger items when the room is more active
- Avoid spending too long on items with little interest

### Prioritize serious buyer interest

Not every question has the same value in the moment. If a buyer is asking about or pre-bidding on a high-value item, treat that as a serious opportunity.

- Pay attention to buyers asking about high-value items
- Prioritize active interest in premium inventory
- Do not lose a serious buyer by getting distracted at the wrong moment
- Answer lower-value questions too, but manage the timing carefully
- Keep the room engaged while still focusing on the best opportunities

Add personality

- Be yourself on camera
- Keep the tone positive, even during slow moments
- Thank buyers after purchases
- Greet returning buyers when you recognize them
- Make the show feel like an experience, not just a transaction
- Use your theme, category, humor, or personality to stand out

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## 7. Post-Show Shipping

The post-show process is where buyer trust is strengthened or weakened. Fast, accurate shipping is one of the easiest ways to build a better reputation.

Review orders

- Open your sales or shipping dashboard after the show
- Review all purchases before printing labels
- Check for combined orders
- Match buyers to the correct boxes, trays, or containers
- Confirm any fragile, expensive, or unusual items
- Resolve any obvious order issues before packing

Print and match labels

- Generate shipping labels for each buyer
- Print all needed labels
- Match each label to the correct buyer box or package
- Double-check names before sealing packages
- Keep packages separated while labeling

Pack and verify

- Pack items securely
- Use the right box, mailer, or envelope for the order
- Protect small, fragile, or collectible items
- Check the contents before sealing the package
- Scan packages through the platform app when needed
- Confirm packages are marked appropriately in the system
- Drop off packages at the post office, mailbox, or with your mail carrier

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## 8. Review and Improve

The show is not really finished when the packages leave. The best sellers pay attention to what worked, what did not, and what buyers say afterward.

Review the show

- Look at what sold quickly
- Look at what did not move
- Note which items created the most bidding or chat activity
- Identify which formats worked best
- Track pricing mistakes or missed opportunities

- Save ideas for your next show

### Review buyer feedback

- Read customer reviews when they come in
- Pay attention to repeated compliments
- Pay attention to repeated issues
- Use feedback to improve packing, pacing, item quality, or communication
- Appreciate buyers who take time to leave thoughtful reviews

### Improve the system

- Adjust your inventory prep based on buyer behavior
- Improve your listings based on common questions
- Improve your physical setup if you were reaching or searching too often
- Improve your tech setup if buyers could not see or hear clearly
- Improve your shipping setup if packing took too long
- Keep building repeatable systems

## Final Reminder

Every seller's setup is different.

Your category, inventory, personality, audience, space, and goals all shape the way you sell. The goal is not to copy another seller exactly. The goal is to build a system that helps you run smoother shows, serve buyers better, and grow over time.

**Prepare better. Stream smoother. Ship faster. Build trust.**

— Monarchbrix