



## Seventeen (17) Different HOME-BASED BUSINESSES *You Can Start & Operate From Your Home!*

watch the Classified Ads in your local newspapers for announcements of coming Auctions.

Before attempting to use the Auctions to make money, go to a few Auctions. When you go, take a note-pad and pencil and make notes of "what" is sold and how much it brings. This will give you a pretty good idea of the value of seemingly worthless items.

**NOTE:** DON' T make the mistake of going to just one Auction and assuming you have a good-enough idea about prices, etc. Do yourself a favor and attend at least 5 or 6 Auctions.

While attending these Auctions, you will slowly, but surely, come to the conclusion that people will actually buy anything (and I do mean literally anything) at an Auction. You will see real "junk" being sold for prices you will not believe.

Once you have attended a few of these Auctions, check with the Auctioneer and find out how much he charges to sell items for you. In most cases, his charges will be in the neighborhood of 20% of the amount the item sells for. Also, find out when you should have your items at the Auction House, so they can be marked and entered for Auction.

When you have all of these facts in hand (coupled with your notes on items and prices), you are ready to start making money. All you need now are some items to sell at the Auctions.

Take your notes, go down to the Basement, up to the Attic, or out to the Garage - these are the places people most commonly store discarded "stuff." Look over the items you have but no longer have a use for. These can be your first Auction items and can generate some quick cash to get you really started.

Get all of these items out where you can clean them up. Wash the items that are washable. Use a Vacuum Cleaner to clean off dust and cob-webs. Use a cheap furniture polish on wooden surfaces and try a spray-on Rug Shampoo to clean upholstered items. Make any minor repairs, such as tightening screws, nailing loose pieces, and the like.

**NOTE:** DO NOT make major repairs or try to refurbish items. Leave that for the buyer to do. Most Auction Buyers buy to save money by fixing things themselves. Just make your items presentable.

When you have these items cleaned-up, deliver them to the Auction House on the proper day, so they can be sold at the next Auction. One of the real beauties of selling by Auction is that you do none of the actual selling. And, the Auctioneer will do his dead-level-best to sell everything at its highest possible price (it means more commission to him).

Before advising you on where and how to get more items to sell at Auctions, let's get into the Auction process itself. This way, you will know how to help the Auctioneer get top-dollar for your items and make more money for you.

To do this, go to the Auction where your items will be sold. When one of your items comes up, pay close attention to the bidding. If no one makes an opening bid for your item, bid on it yourself.

Should it be necessary to make this first bid yourself, keep it very, very low - say \$1 or less. This will prompt the other bidders to bid it up, because they don't want you to get the item so cheap.

Further along, if the bidding stops, and you really don't want to sell that item for the last bid offered, make another bid just a little-bit above the last bid. This will usually start the bidding again and increase the price.

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If the bidding does not start up again, and you end up buying one of your own items, you only pay about one-half the regular commission to the Auctioneer. And, you still have the item to sell at another Auction. (Be sure to check these percentages with the Auctioneer before you take the items to the Auction.)

**NOTE:** Buyers at Auctions are a curious breed. They buy, like anyone else, to get the best buy for their money, but they are also intrigued by the action; the battle of bidding-wits. Winning the bid means a victory, so, if they really think they want the item, they will make every effort to "win the bid" (purest competition). This quirk gives you, the seller, the maximum edge; no matter who "wins the bid," you come out the real victor with cash in your pockets.

Even if you buy your own item, all is not lost. I have seen a number of instances when, after the Auction, the party you "beat-out" for the bid will come to you and offer you a "profit" on your purchase, if you will only sell them the item for a few bucks more than you supposedly paid for it.

The most important piece of advice I can give you about attending the Auctions is to get to know the Auctioneers. Let them know what items are yours. Then, during the Auction, they will sneak a look in your direction when your items are on the block. This will allow you to signal them whether or not to sell for the last bid; giving you the chance to determine your own profit.

**NOTE:** Although I have given you a general outline of the procedures to follow at the Auctions, once again I will advise you to go to your local Auctions to learn, first-hand, the procedures and attitudes that prevail. BECAUSE - each Auction has its own personality.

Once you have sold the discarded items from your own Basement, Attic, or Garage, you should understand the process well enough to start getting other items to sell for a profit at the Auctions.

There are literally so many different places to locate and acquire items to sell at Auctions that a full scale book couldn't cover them all. This being the case, I will attempt to give you a few general ideas so you can develop the others.

1) Keep your eyes open for people moving from one residence (or apartment) to another. Inevitably there will be some items they are leaving behind. Drop-by and ASK if there are any items they intend leaving. If there are, ASK if you can have them - or - after you know "what" items they are leaving, offer them \$10, or so, for ALL of the items.

2) READ the Classified Ads in the newspapers. After you have attended a good number of Auctions, you will pretty well know what items will sell, and for how much. By studying the Classified Ads, you can come across items that people are selling for less than the same items will bring at the Auctions.

3) Listen to your friends, neighbors, and relatives. If they have bought new furniture and/or appliances, find out what they did with the old ones. Offer to haul it away for them - or - offer them a few bucks for everything.

4) Keeping in mind the kind of items and how much they bring at the Auctions, attend all of the Flea Markets, Garage Sales, and Yard Sales you can. If you see any items that bring good prices at the Auctions, buy them. When buying them, DON'T be afraid to "haggle." Get the best possible price so you can make more at the Auctions.

5) Every community has some kind of Sanitary Landfill (Garbage Dump). Find out where it is located in your community. Go out and browse around every week or so. You will be absolutely amazed at the "good stuff" people throw away. Pick-up what you can sell at the Auctions.

**NOTE:** It used to be that anyone could just wander around the Garbage Dump and pick-up whatever discards they wanted. Today, in our more officious society, some cities, towns, counties or states require you to pay a fee, or have a license, to scrounge around in the landfill; others don't. Check out your local requirements.





Even before you meet the ladies who grow flowers in their homes, go around to the various florist shops in your area and do some browsing. Check out what kinds of potted plants they sell. - How much they get for the various sizes of each plant. - What kind of pots or planters the plants are sold in, and which plants they seem to have the greatest quantity of and which the least (florists stock more of the plants they sell the most).

It is best to check-out as many florist shops as you can. Be sure to write down all of the information and details you have observed at each shop.

Once you have a pretty fair idea of the prices, etc., at the florist shops, get in touch with the ladies who grow those plants in their homes. The contact with these ladies should be in person. (See Hint #1.)

### **Here's how to approach these ladies:**

1) TELL her that you heard from a mutual friend or acquaintance that she had a "Green Thumb" and that her flowers and plants were some of the loveliest in the area (a little "soft soap" never hurt anyone).

2) ASK her if she has ever thought of making a few "extra dollars" from her hobby (somewhere deep inside, each of these ladies would like to own their own florist shop or green house).

3) TELL her that you are setting up a deal with ladies like her who grow plants in their homes, so they can make some extra money from their hobby. She has the talent, enjoys doing it, and already has plants growing - why not make a little money at it too?

4) OFFER her this deal: If she is interested, you will supply her with a price list showing how much you will pay for various plants (see Hint #4). She in turn will keep you updated with a list of plants she has available (how many and what kind). You will sell those plants for her, then come by and pay for them when you pick them up.

**REMEMBER:** These ladies are already growing plants so, you don't have to convince them to grow a few more - especially since they can make a few dollars doing it.

### **- SELLING THE PLANTS -**

There are a number of ways to sell the plants you will be getting from your "Growers," such as:

1) Run a classified ad in your local newspaper, and newspapers in the surrounding area, something like this:

"POTTED PLANTS - Call me before you call a high-priced florist.  
Phone:....."

When someone calls, ask them what the occasion is, then give them a list of the flowers you have available from your "Growers." Also, tell them what kind of pots and planters you have available. (See Hint #5.)

When they order the plant, pick it up from the "Grower" and deliver it to the person who ordered it and get the cash.

**NOTE:** Keep your "Quality" standards high. If you go to pick up a plant and that "Grower" only has some rather frail looking plants available, simply tell her you can't sell them. (Always have a second source for every kind of plant.) - By the way, this won't happen very often; if every, because the ladies who grow plants in their homes love their plants too much to even offer you a frail plant.

2) Place placards in all of the hospitals in your area, something like this:

"LIVING PLANTS for your loved ones. Call me before you call a high-priced florist. Phone:....."

3) WHOLESALE. Sell plants in lots to florists (see Hint #6). Go around to some plant nurseries that supply your local florists and find out how much they get for the various plants. Offer your local florists plants at a little better price.





First, you will need to find a vacant lot where you can display the Used Cars. These lots can usually be rented from the owner for a small amount; because they are just sitting idle, producing no income, and costing taxes.

Once you have located a lot, and made arrangements to use it, set up a sign on the street, reading: **"USED CARS - For Sale By Owners"** (make the sign readable from both directions).

You make your MONEY by letting owners/sellers set their cars on this lot. You charge them a fee of \$20 per month for each car they leave on display. (This price is much lower than what it would cost to run a classified ad in the Newspaper for one month.)

**NOTE:** The \$20 per month fee was the fee I charged over 30 years ago. Today, check with your local newspaper to see how much it costs to run a classified ad offering a car for sale. Figure how much it would be to run the ad for 1 month; then, set your price at from one-third to one-half of that price.

To get your first Used Cars to display on your lot, pick up a copy of your local Newspaper and phone the people who are advertising their cars for sale. Explain your service to them and ask them to meet you at the lot - sign them up. (See details further on.)

In order to get more and more cars for display, run a Classified Ad, something like this:

"SELLING YOUR CAR? Sell it faster on display. Phone: ...."

Have the people who call in response to the ad bring their car and meet you at the lot. When they arrive at the lot, tell them something like this:

"In order to sell your car, you need to advertise it For Sale. Newspaper Advertising is fine, but people can't see your car in the Ad. Here on the lot, they can look at it, think about it, and call you if they are at all interested. Using Newspaper ads, you have to show your car to a lot of people who really aren't interested. It costs you money for the ad and then more money to show it to people who respond. Here on the lot, the people see the car. They only call you if they are really interested. - PLUS - We run ads constantly to bring prospective buyers to the lot to look at the cars on display."

If the owner/seller wants to leave his car on display, get him to sign an Advertising Agreement and pay one month, in advance. Your advertising agreement can read something like this:

"I, the undersigned, hereby authorize....(your name)....to display my car "For Sale" on his lot, located at ....(lot address).

"For this service, I agree to pay \$XX (amount depending upon the economy in your community), in advance, per month for display space. I understand that....(your name)...will not endeavor to sell my car for me, but will advertise the lot and its location in order to bring prospective buyers to see my car and others on display.

"If the prospective buyer wishes to test drive or inspect my car further, it will be my responsibility to make such arrangements with the prospective buyer. I will pay NO sales commission or fees beyond my display space rental.

"I further understand that ....(your name)...assumes no liability for loss, damage, or injury incurred by having my car on display on his lot."

Date:

Signature

**NOTE:** Be sure to include seller's Name, Address, and Telephone Number on the Agreement.

After the owner has signed the Agreement (two copies) and paid the first month's rent, put a sign in the window of the car, showing: Price, Owner's Name, Telephone Number, and Times to call. (Get a set of bright-colored Magic Markers.)

In order to bring prospective buyers to see the cars on display, run a classified ad, something like this:

"USED CARS For Sale By Owners. See them on display at ...(lot address).."

Once you get a few cars on the lot, you will have people stopping to look at the cars all the time. Put up a sign at the back of the lot, telling the people to:

**LOOK AROUND - Call the owners to test-drive the cars you like. - Buy direct from the Owner. - NO Sales Agents or Commissions to pay. - Phone...(your phone number)...if you want to display your car For Sale on this lot.**

It won't be too long before your lot will be full of cars and people looking at them. - After just a short time, it will become the place to go looking for a good Used Car, in your area.

Fifty (50) Cars, at only \$20 per month, will bring-in \$1,000 per month. Your costs of Advertising and lot rent will probably be around \$250 per month, so you can make an easy 75% profit; with NO WORK!

#### - HINTS -

1) After you get going, it would be a good idea to have the telephone company put four or five pay-phones on the side of your lot; so the buyers can call the sellers, then and there. - You'll also be able to pick-up a few bucks from the telephone company each month, for the calls they make from your pay phones.

2) In order to get your lot, you might offer the property owner a percentage of your gross instead of a flat monthly rental, until the lot proves profitable.

**NOTE:** A friend of mine rents unused space on the parking lots at shopping centers; on the weekends. He uses bright colored flags and tape - with signs on each corner - to mark his space. Charges the sellers \$20 for the weekend. Advertises "**CARS For Sale By Owners - Saturday & Sunday only - 9 a.m. to 9 p.m. - (name & location of the shopping center)**" He even has a Finance Company agent on hand to offer 'financing' for the cars - for which he gets a 'commission' on each car they finance.

3) **ADDITIONAL REVENUE:** You can offer the seller/owner a clean-up service for his car. Charge him or her about half the going rate in your area (check with the "car detailers" in your area) to wax & shine the car, vacuum it out, and generally clean it up for display. - Hire high-school kids to do the actual work for 50% - or - let the Boy Scouts, or some other group, do it as a fund raising project.

4) You can reduce your Advertising cost by setting up a contract with the Newspapers to run both of your classified ads every day for a set amount per month.

5) In the beginning, you can let Used Car Dealers set some of their cars on your lot - if they pay your price - using their name and home phone number (not their business number) in the window of the car.

6) **WARNING - DO NOT, repeat DO NOT, get involved in the sales of the cars.** If you do, you might have to get a Dealer's License.

7) **DO NOT** have an office on the lot. Let your signs tell the prospective buyers what to do. Also, notify the Police so they can drive through your lot at night.

8) Keeping with my philosophy of not doing anything that you can get someone else to do for you: Get someone to answer the phone calls, get the Agreements signed, etc. - pay them 25% of what they take in. You'll still make a bundle.

9) After you get your first lot operating, why not set up similar lots in all the surrounding towns. - An easy way to compound your earnings.

**NOTE:** Shortly after this report was originally published, one man used a rather unique twist and is making bundles of MONEY every weekend. - Instead of renting a lot, and displaying cars there, this fellow uses down-town covered parking garages (the ones with 4, 5, or 6 floors) on Sundays; when they aren't being used.



RED letters will have the eye appeal you need. - If you don't have much artistic ability, it might be a good idea to get an High School or College Art Student to do the lettering for you on each board.

Now, you are going to need some 3" x 5" Index Cards; plain white, without lines (110 cards per board), and some Thumb Tacks with bright colored heads.

Each "AD BOARD" should have enough space for 11 rows across; with 10 cards in each row (110 cards). - The cards are held on the board, in rows, by means of the Thumb Tacks (using the thumb tacks with colored heads, form color patterns as you tack on the cards).

On about 10 of the 3"x5" cards, list in BOLD letters various headings, such as: HELP WANTED - USED CARS - FURNITURE FOR SALE - ANTIQUES - BUSINESS OPPORTUNITIES - SERVICES OFFERED; and other headings normally used in the Classified Advertising section of the Newspaper. (A blue Magic Marker will set these headings off.)

On 99 of the remaining 100 cards, letter the following message: **"Your Ad Can Appear In This Space. Telephone:....."** - Again, this might be better done by an Art Student; and, at a later date (when your business is rolling), you can have a printer print you a few hundred cards with that message.

Put a bright RED border around the 5th card down in the 6th row of cards (center of the board); with the bright RED heading, "SPECIAL." - This card is for the merchant who displays your AD BOARD in his window.

When you have your AD BOARD set up, get it into a good location, and start selling Advertising.

#### - LOCATION -

The best locations for your AD BOARDS are where there is quite a bit of walking traffic (i.e. Shopping Centers, Malls, Airports, Bus Terminals, City Streets, etc.). Contact the owners of shops in these areas with an offer something like this:

"Mr. Merchant, how would you like to be able to stop the people passing in front of your shop, and get them to look in your window? - I've got the way to do it, and it won't cost you a nickel."

Explain to the merchant how your AD BOARD can be displayed in his window. It will stop the people passing by. And, the RED bordered card in the center of the board will bring some of them inside to take advantage of the "SPECIAL" he is offering. (Of course, you should only contact shops that have an ample amount of window space.) - A good idea is to take a "Color Photograph" of your AD BOARD with you to show to the merchants.

If it is absolutely necessary, you can offer the merchant \$10 to \$20 per month for the use of his window space - but - if you do, don't give him the center card for free; use it yourself to tell people where to call to rent your cards.

After the merchant agrees to your idea, get the wording he wants to appear as a "SPECIAL" on the center card on your board. Look to see how best to arrange your AD BOARD in his window. And, tell the merchant that you will bring the AD BOARD back and put it in the window the next day. (Set-up his "SPECIAL" card, put it in the center of the board, and go put your AD BOARD in his window.)

Now that you have a location for your first AD BOARD start selling the available cards to Advertisers.

#### - SELLING THE ADVERTISING -

Your best list of prospective customers can be found in the Classified Advertising section of your local Newspaper. - Call on the people who run Classified Ads; EXPLAIN your AD BOARD to them; and tell them where it is located.

Another good source of Advertisers is your local telephone book Yellow Pages. - You can cut out the display ads of the various Used Car Dealers, Antique Shops, Beauty Salons, Furniture Stores, etc., and paste them on 3"x5" cards (by cutting them into smaller pieces and spreading the copy out to cover the card).

- Take these cards to those people, show them what you offer, and get their money.

**- MONEY -**

Charge \$20 per month for each 3"x5" card - or - for the businesses who want continuous Advertising, charge \$200 per year, per card (a saving of \$40 per year).

On the average, you should have at least 100 ad-cards on each AD BOARD each month. This will give you \$2,000 per month from each board. Set up 5 boards; \$10,000 per month - 10 boards; \$20,000 per month - depending on the size of your Trade Area (and, you can always expand into other areas by just making more AD BOARDS).

Each time an Ad expires, replace it with a card saying that the space is for rent, and where to call. - In the beginning, you will probably have to check your boards every 2 or 3 days; to add new Ads, until your boards are full. After they are full, it can become a weekly chore.

Keeping with my philosophy of getting others to do the work, while you make the profits; get someone to handle all of the leg-work of putting up ADS, answering the phone calls, laying-out Ad Cards, etc. - Pay them 50% of all the Ads they sell. - An Art Student, who wants to make a nice sideline income, would be perfect because he or she can design Hand-drawn & Lettered 3"x5" Ads that are really eye-catching.

Get into the AD BOARD Advertising Game; the work is easy, the hours are short, and the money is GREAT!!

**- HINTS -**

1) LOCATION: Always select your locations with the greatest of care. Be sure that it is a place where there is always a good amount of walking traffic. - If you can manage it, a Shopping Center or Mall is your best bet.

**NOTE:** When you are selling the Advertising space, your location can be one of your best selling points - especially for year-long business advertisers (and a Shopping Center or Mall location could sell for \$40 per month, rather than \$20; doubling your profits).

2) NEVER run Ads on your board that would be in direct competition with the business of your selected location. - If your AD BOARD is in the window of a Furniture Store, you shouldn't put up any other Furniture Store Ads on that board.

3) After you have more than one AD BOARD, offer your Advertisers a choice of using the various locations - or - all of the locations, for a slightly lower price each.

4) In selling your space, compare your price of \$20 per month to the price of a newspaper Classified Ad for the same period. Also, mention the SIZE difference and the fact that everyone who stops in front of the board will read the Ads.

5) When placing your AD BOARD in locations you will be able to get some of them in the window. Others can be suspended (hung) by wires from the ceiling of the window area. - Each location will be a little different, but try to get your AD BOARD about eye-level to the people passing by.

6) As your business picks up, you might want to build a few free-standing mounts for your AD BOARDS; and cover the face of it with glass and stand it in the center of a Shopping Mall, Airport, Bus Terminal, etc. (the glass over the front will keep the graffiti artists away).

7) You can make yourself a bundle of EXTRA MONEY by running Commission Ads on your AD BOARD. Just offer to sell various items for people on your board; without charging them the usual \$20 per month. - On the Ad, direct all responses to yourself; sell the items; and keep the prearranged commission on the sale. (Should be worth 10% to 50% of the selling price; depending on what you're selling.)



## DISTRIBUTORSHIPS

**Explanation:** In our Free Enterprise System, a Distributor is usually the person, or firm, that sells products for the manufacturer in a specific Sales territory.

Manufacturers usually appoint Distributors for their products in exclusive territories. The Distributors appointed must be able to show that they are able to represent the product (make sales) in that territory. This capability is usually shown by good balance sheets, and the ability of the prospective Distributor to buy a specific initial quantity of the product for distribution.

In other words, **DISTRIBUTORSHIPS COST MONEY** - but, if you follow the instructions in this memo, you can get almost any Distributorship without putting up any money at all.

### - HOW TO -

The first thing you have to do is decide what Distributorship you want. To do this, read over the many "Distributors Wanted" Ads in various business publications.

When selecting the products you may want to Distribute, it is a good idea to stay in a field where you are somewhat knowledgeable. - For instance, if you have spent time working in a factory, you pretty well know the machinery and equipment with which you worked. - The same holds true for any other field in which you may have been involved.

Another point to consider when selecting the product you may want to distribute, is its price. - You can easily pick-up Distributorships on less expensive items, and make the correspondingly small amounts of money. - Select higher priced *necessity* items, such as equipment and machinery.

If you will note, above, I italicized the word "Necessity." This is the key to making BIG money as a Distributor. Stay completely away from any item that would be "nice to have" but isn't really necessary.

Once you have selected a number of products that you may want to distribute, write to the companies requesting information on their Distributorship offers. (See HINT #4)

When these companies send you their material "READ" it thoroughly. - One of the big mistakes made by the vast majority of people (even those in the upper echelons of business) is that they do not read carefully. - Then select the "one" that you want to handle and "study" it carefully.

While reading the material on the one you have selected, study the product. Determine what it does, how it does it, and (most importantly) who would have a necessary use for it. - AND - Try to think of someone you know, personally, who could use it. Also, while reading, note the "price" of the product and the amount you will make, per item sold, as your commission. - Figure your profit (commission) first in dollars per sale and then as a percentage of the selling price. DON'T FORGET to check the Freight costs, etc.

Now, look at the "bottom line." - How many units must you buy in order to get the Distributorship.

Once you have determined your initial cost factor for the Distributorship, divide the dollar figure by the dollar commission per item on the product. This will give you the number of units you must sell in order to pay for your Distributorship; only using this plan it becomes your deferred profit.

Armed with this information, and figures, you are ready to "EARN" your way to a Distributorship (rather than paying for it).

HOW do you "earn" your Distributorship?? - Simple. - Get out and pre-sell enough units to "earn" the cost of the Distributorship in commissions.

Lets pretend that in order to acquire the Distributorship the company requires that you purchase 6 units for display and sales. - Your commission is, say 25%, and the items sell for \$1,000.

That means that the Distributorship would cost you \$4,500 -or- you would have to sell 18 units (18 x \$250 = \$4,500) in order to pay for your Distributorship in commissions. - AND - The \$4,500 in commissions would be represented by 6 units setting in your warehouse ready to be sold.

By selecting a product in a field in which you have some knowledge, and know somebody, you can open the Distributorship doors.

Go to the person you know in that field; he has a "need" for the item you will be handling. - Show him the catalogs you have received from the company, and ASK him if there is a big enough "need" within his field to justify your getting a Distributorship on this item.

Next, ASK him if he could use the item in his business. - If his answer is in the affirmative (he won't say YES, because he will think you are trying to sell him one), TELL him something like this:

"Alright, I'm going to level with you. I want to get the Distributorship on this item in this area, but, I don't have the Capital. You need the item and I want the Distributorship, so, let's make a deal. - Help me pre-sell 18 units to the people you know in your field. This will allow me to get the Distributorship. - Once I have the Distributorship, I will give you one unit; NO COST, and any more units you want, you can buy at 10% discount."

If he goes for the deal, put it in writing, and have him set-up appointments with his contacts for you. - Sell them the item and get their company "Purchase Order." - Be SURE that the companies that you sell to are rated high enough financially so their "Purchase Orders" are acceptable. It will do you no good at all to have a bunch of "Purchase Orders" on companies that aren't able to pay for the product.

When you have enough "Purchase Orders" to have the number of units sold that you need to get the Distributorship, go to your Banker.

TELL your banker what you have done and show him the Purchase Orders. - If the companies you have sold to are strong enough, your banker will be more than pleased to loan you your "cost" (75% per our "for instance"). - DO NOT tell your banker about the "free" unit or discount you will be giving to your contact.

Send in your Distributorship application, with your first order for 18 units (or more) along with the check from your bank.

When the 18 units arrive, have them delivered to the buyers. Collect the full amount. Pay off the bank. And, using your commissions, reorder 3 more units. - Your reorder gives you the "free" unit for your contact, and at the same time makes the company sit-up and take notice of a high powered "NEW" Distributor.

Now, deliver the "free" unit to your contact and THANK HIM properly - and - get his order for more units at 10% discount.

Then, offer to give him 5% finder's fee on any other sales leads he can furnish. - If he helped you turn 18 initial sales, he can probably help you make twice as many more for the 5%.

**- ANOTHER WAY -**

If you cannot convince your banker to go along with lending you the money you need, write a letter to the company; something like this:

Dear .....

I became so enthusiastic about the possibility of becoming a distributor for your (name the product), I have pre-sold (how many) of them. - Each order has been made on a verifiable Purchase Order from the buyer.

If you will establish my distributorship for your (product); subject to verification of the Purchase Orders, I will be happy to send those orders to you.





job is typing addresses, etc., at home, on a piece-meal basis. They get paid on each job, when it is done.

If the caller is interested, have them come by to see you and bring with them a sample of the type from their typewriter. - Have them type all lower case and upper case letters and numbers on a sheet of paper. This way, you will know who has any especially fancy type faces, etc. (Don't "hire" those who have old, beat-up type faces; unless they can get the use of a better machine.)

When these people come-by, write their Name, Address, and Telephone Number on the sheet of paper with the sample from their typewriter.

Then, set them down at your typewriter and give them a typing test. - Have a 'page' of typewritten material for them to type for you. (Count and number the words on a copy of the page before hand; so you don't have to count the words after they finish typing.) Time them for 2 or 3 minutes. Determine the number of words they typed by looking at your copy of the material. Then, go through their typing to see how many errors there are; subtract 3 words for every word with an error in it.

**NOTE:** Before you give them a typing test, give them 10 to 15 minutes to familiarize themselves with your typewriter. - Not all typewriters are the same and the operation of some typewriters is downright strange.

If they can type at least 60 words per minute, give them a copy of your "Pay Sheet" which tells them how much you will pay them for typing in their home. (Sample "Pay Sheet" is in this business plan).

After they have looked over your "Pay Sheet," ASK them how many hours each day they can spend on typing. Write this information on the paper with their Name and Address.

Now, ASK them if they are really willing to sit down at their typewriter and spend the time doing the typing. If they are; give them your Name, Address, and Telephone Number, and tell them that you will be calling them to come get some typing jobs very soon.

At the same time that you are Advertising for, and interviewing, typists, start lining-up your typing jobs. This is really rather easy because, as I have told you, there is a great need for "reliable" Home Typists.

First, make up some signs on regular Typing Paper (using a Magic Marker) - something like this:

LETTER SERVICE - Addressing, Stuffing, Folding, Rubber Stamp Coding,  
Stamping - Phone:.....

**NOTE:** If you live in, or near, a College Town, check to see if they have an "Art" department. It should be easy to get an Art Student to make the signs for you for a couple bucks each.

Go to all of the Printing Shops in your area. - ASK them to give you the names & addresses of companies, or persons, in the area who are engaged in any form of small-time Mail Order (some Department Stores, Service Stations, and other small businesses use Mailers to advertise their services and products to attract new customers). - The printers should know who they are, because they do the printing for these people.

Next, do the same thing with all of the Office Supply Houses.

Before leaving the Printers, or Supply Houses, get their permission to put up one of your signs. - Try to get it put up where everyone coming into the place of business will see it. (Be sure to use bright colors to attract attention.)

Now, get around to see all of the people on the lists that you got from the Printers and Supply Houses. - See them, DON'T telephone them!

When you call on these people, TELL them that you own and operate a Home Typing service. (DON'T tell them that you are thinking about, or might, maybe; you ARE!!)

Give them a copy of your "Price Sheet" and ask them if they need any of the services listed. (Sample "Price Sheet" is in this business plan.)

Some of these people will give you their jobs right then. Others will call you when they have a job for you. - On those who tell you they will call you, set up a schedule and drop-in to see them every two weeks or so.

When you get a typing job, find out exactly how they want it done, exactly when they want it back, and tell them exactly how much they will owe you on delivery.

Give these jobs to your typists, telling them exactly how they are to be done, exactly when they want it back, and tell them exactly how much they will be paid on delivery. Impress upon your typists that the sooner they finish the job, the sooner they get the long-green!

When the typing job is done, give your typist her pay, deliver the job to the client, and pick-up your MONEY. - DON'T let your client charge-it or pay you at the end of the month. Get the money when you deliver the completed job.

**NOTE:** As long as you have the client's envelopes, or whatever, in your possession, you have bargaining power. - NO pay; NO delivery.

You, of course, make your MONEY from the difference between what you charge your clients, and what you pay your typists. - This amount can be considerable. As a matter of fact, if you have enough typists, your profits could run into thousands of dollars.

Following are "sample" copies of both the "Pay Sheet" and the "Price Sheet" as mentioned in this Memo. (To determine the "going" price in your area, all you need do is telephone the "SECRETARIAL SERVICES" listed in your local telephone book Yellow Pages and ask them how much they charge; pretending to need their services. Charge your clients a little less in order to assure a continuing clientele.)

**NOTE:** The amounts listed on the following "Pay Sheet" are what you "pay" your typists.

**- PAY SHEET -**

<b>Operation</b>	<b>Pay</b>
Addressing:	
On Envelopes	3¢/address
On Label Sets*	2¢/address
Folding (per fold)	50¢/100 sheets
Inserting into Envelopes (per piece)	10¢/100
Rubber Stamping	15¢/100
Sealing Envelopes	15¢/100
Affixing Gummed Labels	15¢/100
Affixing Postage Stamps **	15¢/100
Other Services Subject to Agreement	

\* - This amount paid on original typed address only; regardless of number of carbon copies.

\*\* - Postage Stamps furnished by client.

**NOTE:** The prices listed on this "Price Sheet" are what you charge your clients.

**- PRICE SHEET -**

<b>Operation</b>	<b>Price</b>
Addressing:	
On Envelopes	5¢/address
On Label Sets*	3¢/address
Folding (per fold)	75¢/100 sheets
Inserting into Envelopes (per piece)	15¢/100
Rubber Stamping	20¢/100
Sealing Envelopes	20¢/100
Affixing Gummed Labels	20¢/100
Affixing Postage Stamps**	20¢/100
Other Services Subject to Negotiation & Agreement	

\* - This amount paid on original typed address only; regardless of number of carbon copies.

\*\* - Postage stamps furnished by client.

**- NOTICE -**

The "Price" and "Pay" amounts on the above samples are for illustration purposes only! - Before you set your prices and pay schedules, telephone the "Secretarial Services" listed in your telephone book Yellow Pages. If there are no "Secretarial Services" listed in your directory, look in the telephone directories of cities and towns close to you.

**- HINTS -**

1) A very good source of typists is your local High School, or College. Post "Help Wanted" notices on the Bulletin Boards and talk with Typing & Secretarial Teachers. Students always seem to need extra money, but regular work schedules conflict with their school work. Your job offer is just right for students because they can work anytime. Just be sure they are reliable.

2) Your clients must furnish all necessary materials, such as: Envelopes, Lists to be typed, Label Sets, Stamps, Mailers, etc. - It is a good idea to have your client furnish a few more envelopes than required. This will take care of typing errors that will occur.

3) When assigning jobs to your typists, it is best, if you can, to give the whole job to one typist. This can't be done with big jobs, or jobs with short deadlines. In these cases, divide the job among your typists using this method: Refer back to your original interview with each typist. Check the number of hours available for typing of each. Multiply the number of hours times 100 addresses. This is a rule of thumb (100 addresses/hour), because most of your typists should be able to do twice that many. Divide the big jobs into enough smaller jobs to meet the established deadline.

4) DEADLINES: As I have told you, reliability is the key to a successful Home Typing business. - Keeping deadlines proves your reliability. - Make it a policy to keep in contact with your typists each day while they have a job out. Know where they live and, if you suspect that they aren't going to meet your deadline, go by and pick-up the job so you can give it to someone else.

**NOTE:** ALWAYS give your typists an exact and absolute deadline. - If you just tell them "sometime next week," they will, being human, wait until Friday next week to start on the job. - Set absolute dates and times.



You name it! - Just about any kind of equipment or machinery you can imagine, like some of these:

Vehicles (cars, buses, trucks, etc.), Electrical Powered Equipment (lathes, presses, etc.), Earth Moving Equipment, Aircraft Maintenance Equipment, Oil Production Equipment, Restaurant Equipment & Fixtures (stoves, grills, potato peelers, tables, silverware, china, etc.), Construction Equipment (cranes, back hoes, borers, trenchers, etc.), Tool & Die Machines, Computer & Office Equipment (computers, printers, sorting equipment), etc., etc.

The list is endless; from the smallest Commercial Equipment to the heaviest Industrial Machinery. Just let your imagination run wild.

Even "spare parts" for the same Equipment & Machinery can be a fabulous fortune maker. - I know of one fellow who bought all of the spare parts offered by Western Union when they quit using an older, out-dated model Telex machine. Later, the machines were sold to the government of Mexico for their Telex service; and the only place they could get replacement parts was from this fellow.

In order to locate the Equipment & Machinery, all you have to do is keep your eyes and ears open. Watch for businesses, of any kind, that are going out of business, cutting back on production, expanding production, moving to a new location, or making any kind of changes in their production facilities.

This information is, usually, published in your local newspaper, business section. Simply, clip these newspaper articles for ready reference. - Be sure to watch for newspaper articles in newspapers from your surrounding area too.

Also, listen to the news on your local radio & TV stations. Keep a note pad handy and write down the names of companies that are laying-off employees, closing their doors, opening their doors, or of any changing their production capabilities. - You can get the company address from the Telephone Book.

Take a drive around your local area. Drive by the various businesses and see if they have any equipment sitting idle on their yard.

One fellow I know, drove by a Golf Course and noticed a line of 60 old Golf Carts sitting behind the Pro-Shop. He stopped and asked about them. They had just purchased all new Carts for the Golf Course and the old ones were up for sale. He got a firm purchase price and, then, offered them to a volume buyer at \$50 more for each. He came away with a \$3,000 profit for almost no work.- You could do the same.

As you find out about companies that may have equipment and/or machinery available, go and see them. - DON' T telephone, or write, them.

Tell them that you read, or heard, about the changes in the operation (whatever that might be; closing, cutting back, renewing equipment, changing production), and you were wondering if they had any excess Equipment or Machinery they would like to get rid of. Some will. Some won' t.

If they do have excess Equipment or Machinery, get a complete description of the items; and personally look over the items to determine their condition. Find out what the item of equipment cost them; new, and how much they will take for each item.

You may either add-on an appropriate commission for yourself, or ask if they will pay you a commission if you bring them a buyer. Then, offer the Equipment or Machinery you have located to companies or businesses who may have a need for that kind of item.

When making your offer to buyers, start your letter with the phrase, "Available For Immediate Sale." (I do NOT recommend trying to sell the equipment or machinery by telephone. It is a waste of your time, effort, and money.)

Your letter to the buyer should give a complete description of the item, or items (including the manufacturer' s name) it' s condition, and the asking price. - At the close of your offering letter, include this statement, "All items offered subject to prior sale."





you will have nothing on the rack to detract from it's single purpose; to sell your item. - Of course, this 'one item' rule does not preclude selling different styles and sizes of the same item (i.e. Earrings - different styles, but all Earrings).

Once you have selected your item, you must put it on racks to sell. - Your observations should have shown you that most racks are light weight metal and each one looks pretty much the same as the others.

To make your racks sell your item, design and build them yourself. Take a great deal of care in the construction of these racks so the store owner will be willing to display them. - Each rack that you construct should be unique. Use about the same basic design, but make each one different.

**REMEMBER:** People are used to seeing 'the same old stuff on the same old racks,' so dare to be different. - Try using Velvet, or Satin, as a shelf covering. - Colored Ribbons, as well as Balloons, can attract buyers to your racks. - Painting the racks with bright colors, and color combinations, can also help. - Sprinkling part of your rack with 'sparkles' while the paint is still wet can also create interest. BE LOUD, but above all be neat.

**NOTE:** Since you will have to carry your racks into the stores to place them, it is a good idea to make them light weight - or - make them in 3 or 4 pieces so you can assemble them in the store.

When you have your item, and your rack, put it together with the item displayed for sale and take a Color Photograph. - Take this photograph, and a sample of your item, to the stores you have selected to place your racks.

**NOTE:** Since most 'chain' stores required that you be a 'registered vendor' to sell to their stores, you can either have the manager of your local 'chain' store contact their headquarters for you and help you in getting registered - or - you can limit the stores you call-on to 'independently' owned and operated stores in your area. (When I was doing this, I found them more profitable anyway!)

Talk to the store owner (or buyer) and get permission to place a rack in his store. - In order to do this, TELL the store owner that you will place the rack, filled with merchandise, on consignment. He pays you only for the items sold from your rack. (See HINT #4)

The customary commission allowed to the store is 25% to 30% of the Retail Price. This percentage is somewhat lower than the owner would make if he bought and resold for his own account. But, the inventory costs him nothing, so he will accept it. (As a matter of fact, some racks on consignment only pay 15% to 20% to the Store Owner).

**NOTE:** Although you could probably get away with a lower commission to the store, it is a good idea to give a little more and get the better locations. MONEY in the form of higher commissions still talks.

When the store owner accepts your offer, bring in a rack and set it up; filling it with your item. - Prepare an invoice to the store showing how many items are on the rack and their retail price. - Mark the invoice, "CONSIGNMENT at .....% discount on sales." - Have the store owner sign this invoice at the bottom, after he counts to be sure the rack is right.

**NOTE:** On this first invoice, also list: 1-Display Rack - ON LOAN. - This shows that you, not the store, own the rack.

Each time you return to service your rack, count the items left on the rack. Prepare an invoice showing the number of items replaced and their retail price. Deduct the store commission and have the store owner pay you the balance and sign the bottom of the invoice. (See HINT #4).

By securing your own item, producing your own eye-catching racks, and servicing your racks regularly, you will not only make a good living, but, in fact, make yourself a goodly fortune.

If you doubt it can be done, look around you. - Every store has 'Rack' sales. Somebody is making money at it, so, why not YOU!!





Once you have chosen your textbook, contact the publisher and ask if you can buy that book in quantity (for your students). This will allow you to "sell" the textbook to your students at the regular retail price and make a profit. - If the publisher will not sell to you in quantity, make a deal with a Book Store to provide the books to you at a discount; since you will be buying a quantity of that book, rather than just one.

Take the book you have chosen as your textbook, and divide it into lessons. - In most cases, this is nothing more than the chapters of the book; sections; or divisions.

Go through each lesson (chapter; section; or division of your textbook) and make-up 10 to 20 questions from each (better make these multiple choice). Type these questions up, and have them printed at your local quick printing shop.

You now have your subject, your textbook, your lesson outline, and corresponding test. - BUT - In order to make the money, you need paying students.

To get paying students, run a Classified Ad in the "Personal" column of your local newspaper; something like this:

"Learn How To \_\_\_\_\_ (your subject) \_\_\_\_\_ Telephone: \_\_\_\_\_"

When someone calls about the ad, tell them that a new class on How To - (whatever) - will be starting soon. If they are interested in attending, tell them to drop-by your classroom (see HINT #2) at a specific time, on a specific day, for a "FREE Introductory Lesson."

**NOTE:** In order to keep from wasting time with Curiosity Seekers, don't give anymore information than the time, date, and location of the Free Introductory Lesson in the first telephone call. You can do this effectively by using an answering service - or - pretend to be an answering service, giving only that information.

When the people arrive for their FREE Introductory Lesson, give them an introduction to your subject (from the Textbook Introduction, Dust Jacket & Publisher's Description). Give them the titles of the various lessons. Tell them when the course will start. And, sign them up for the complete course (see HINT #3).

**NOTE:** During the Free Introductory Lesson, DO NOT disclose the name of the book you will be teaching from.

Charge each of those who want to take the course a \$20 registration fee; plus the retail price of your text book. The price of the complete course will be established by the number of lessons. Each student will pay for each lesson when they attend. Set your price at \$10 per lesson; payable in advance at each class meeting (if they don't show up, they don't pay; if they drop-out, they don't pay). - The registration fee pays for their "first lesson" and their textbook.

Since you aren't out to "hook" your students, it isn't necessary to get them to sign any notes or contracts for the course. - Give each person who wants to take the course a receipt for their registration fee; and, at each lesson give them a receipt for their payment that night.

After you have collected the registration fees, tell your students when & where to meet for their first lesson. - Go to your Book Store and pick-up enough books for your students (keeping your profits); or order the books from the publisher.

**NOTE:** If you will be ordering your books direct from the publisher, you had better allow at least 3 weeks for delivery. For some reason (known only to the publishers), they simply cannot fill orders with any speed.

When your students meet for their first lesson, pass out their textbooks. Your first lesson will be the same as the Introductory Lesson, only you will use the textbook to outline the course. - At the end of the first lesson, assign the reading to be done for the next lesson and tell your students not to read ahead; tell them to stay with the class in order to get the most from the course.

Have your class meet (and pay their lesson fees) ONE NIGHT EACH WEEK until all the lessons are covered.

Start each lesson (starting with the second lesson) by giving a test on the assignment your students read the week before between lessons. - Grade the tests immediately by trading papers (like you did in high school).

After the tests are graded, collect them and mark the test scores next to each student's name in your records (notebook); then return the tests to the students. - Now, go through the questions & answers, one by one, letting your students discuss the questions, answers & material in the book. This discussion is your lesson. - The students actually teach themselves (just like they do in our 'public schools' today).

When the lesson is concluded, assign the reading for the next lesson. - That's all you have to do to make a big batch of money; and learn a subject, too.

Think about it! - Ten students paying you \$10 each is \$100; for about 2 hours of fun work (one evening). - If you teach a lesson each night of the week (different students), it's an easy \$500 per week for 10 hours of fun-work. - Of course, the more students, the more money you make.

Keeping with my philosophy of doing nothing yourself that you can get someone else to do; while you still make the money; try this: Get a "Cracker Jack" Salesman to conduct the Free Introductory Lesson for you; using your prepared materials (see HINT #4).

The salesman will change & revise the material to suit himself. Let this salesman keep 50% of the registration fees collected. - You can teach the course yourself and keep all of the weekly lesson fees collected; or, find an unemployed or retired school teacher (they know the ropes) and let them teach the classes for you. Pay this teacher 40% of the weekly receipts. You make all the difference, after expenses, and you do absolutely nothing.

**NOTE:** Although 50% of the registration fee sounds high, you will more than make up for it because a professional salesman will sell substantially more courses than you will; increasing your gross significantly.

#### - HINTS -

1) Here a just a few subjects that you might consider: HOW TO - play Chess; write Short Stories; Trade Commodity Futures; play Bridge; Stop Smoking; play Backgammon; sell anything; succeed in Life, Business, or On The Job; get the Job You Want; etc. - If you can't decide, drop by your local Public Library and peruse the wide variety of "How To" books available on just about every subject; until you find one that interests you.

2) CLASSROOM: Although you could use your Living Room or Garage to conduct your lessons, your best bet is a Motel or Hotel. - Motels & Hotels have meeting rooms that you can rent. They set them up the way you want them and, more importantly, it makes you look professional.

3) INTRODUCTORY LESSON: Your Free Introductory Lesson is primarily a Sales Talk to get the people to "pay" for the complete course. To this end, use the information on your book's dust cover and (if available) the Sales Ad produced by the publisher, to build the curiosity of the people to the point that they cannot even consider living without taking your course.

**REMEMBER:** DO NOT disclose the name of the book to be studied until you hand them out at the first lesson. - If you do, some people will just buy the book and try to learn it themselves; without taking your course. That won't help your pocketbook.

4) To prepare your Free Introductory Lesson, it is a good idea to write it out completely and then practice giving it, aloud, in front of a mirror. - Try to imagine, and devise answers for, any questions you might get from people attending the Free Introductory Lesson.

**NOTE:** Once you've held 2 or 3 Introductory Lessons, you will know what questions to expect & be ready to answer them. So, expect to conduct 3 or 4 Introductory Lessons before you fill your first class.

5) READ & RE-READ: Once you have decided upon your subject, and selected



Company and hope to make a "dime" each on the sale. - Believe me, those deals are few and far between. The people who finally close these deals are the ones with a lot of expense money to start with.

What you need to do (what I have done) is to contact the small manufacturing companies in your local area. These companies are, usually, considered too small by the Big Time Operators, and those operators wouldn't be interested in the small quantities of overruns and irregulars which are available. - This is your key to steady and repeat earnings.

First, contact the Sales Manager of the small manufacturer. - This call should be in person; NOT by telephone or letter. - Approach him something like this:

1) TELL him that you are in the business of selling closeouts, overruns, irregulars, and seconds. (Don't tell him that you are thinking about, maybe, selling overruns, etc. - You ARE in the business.)

2) ASK him if his company has any overruns, etc. Be sure that you also ask about discontinued items. - If they have some items:

3) ASK him to show you the items; tell you how many there are; what the regular retail price is; what the regular wholesale price is; and what he will take for the items. (Make notes of these quantities and prices as you go.)

Once you have a knowledge of what he has to offer, TELL him that in order to sell his overruns, etc., you will need a letter from him stating the quantities, catalog descriptions, retail prices, wholesale prices, and a firm price quotation.

The letter should also state whether the item is an overrun, closeout, or irregular. - You should also get a copy of the company's wholesale catalog that offered the item to their dealers. - Also, pick-up a couple of samples.

When you have the letter, catalog, and samples, TELL the Sales Manager that you will be back to see him as soon as you have some orders.

**NOTE:** Most manufacturers are ready and willing to give you the letter, etc., if they think there is a chance of selling their mistakes.

Now, you are ready to start offering these items to the buyers. - Contrary to popular belief, locating these buyers is the easiest thing in the process; just check the telephone book, yellow pages, under the general heading, "SALVAGE & SURPLUS MERCHANDISE." These businesses are always looking for more items at the "right" prices.

Prepare a mailing list of those companies listed in the yellow pages of telephone books from outside your local areas. - Also, add the names & addresses of companies you find listed in Business Newsletters, THE WALL STREET JOURNAL, and metropolitan newspapers as buyers of Closeouts and/or Surplus.

When you have an item to offer these buyers, prepare a letter (on your business letterhead) and mail it to the list of buyers you have compiled. - This letter should contain the following information:

- 1) A complete description of the item offered.
- 2) The total quantity available.
- 3) The regular retail price and the regular wholesale price; as quoted by the manufacturer.
- 4) Your price quotation; noting minimum orders, etc.
- 5) A "sample" price; so the buyer can purchase a sample to check quality.
- 6) Order instructions.

The point to remember when preparing this letter is that closeout buyers are more interested in "prices" than they are in the product itself. The philosophy in this field of endeavor has always been that anything will sell, if the price is low enough. - Be sure to keep this in mind when making your offer to the buyers. And, when you are negotiating with the "seller" for the best prices.

Before we get into the "HINTS" for handling these deals, here are some absolute -

**- DO NOTS -**

1) DO NOT send "free" samples to anyone. (A little secret: On really small lots, you can sometimes sell the whole lot, one sample at a time.)

2) DO NOT divulge your source to anyone.

3) DO NOT accept telephone orders. - If you have an order in writing, you have an order.

4) DO NOT split your earnings with any broker. (You made the contact with the source. If they want the product, they can pay your price and then resell it.)

5) DO NOT offer, for sale to your buyers, any item that you don't have direct contact with the source.

6) DO NOT list more than one item per letter (unless the "lot" includes a variety of items.)

7) DO NOT ship anything on open account (C.O.D. or Cash with Order, only!!)

If you get an order for a sample, go to the company and pick-up a sample and ship it to the buyer.

**REMEMBER:** DO NOT send the sample, if the buyer didn't pay for it.

If you receive an order for a small quantity of the item, you may just purchase that amount from your source and ship them to the buyer; Freight Collect C.O.D. If your order is fairly good size, you can have your source ship them C.O.D. to your customer.

If you have the source ship an order, don't give them the buyer's name and address until they have given you a letter stating that they will pay you the difference between your "cost" price and your "sales" price - AND - that any future orders from your buyer will earn the same commission per item for you. - Be sure to get it in writing!

Once you have established your buyers, and had a few dealings with them, you will be able to work bigger and bigger deals with them. - The big mistake that most people make when going into this type of business is that they try to make the "big score" - so they pass up all of these little deals that could make them a wad of good green money to finance the bigger deals.

As I have always said ...

**"Slow & Steady; a little here, a little there, builds an empire that financial tremors cannot shake."**

I wrote that some time ago and I am the proof of its validity.

**- HINTS -**

1) NEVER let the buyer know the seller, or vice versa, before the sale is made and you have a signed order in hand. - Then, be sure to protect your future sales to the same buyer by getting a letter from the seller to that effect.

2) Read your local newspapers each day; watch for places going out of business. Contact the owners and offer to sell anything they have left after the sale is over. (You might also have your lawyer watch for Bankruptcies filed and contact the "receiver" and see if you can sell the Bankrupted inventories, etc.).

3) To figure your "sales price," subtract your "cost" from the regular wholesale price of the item and add 1/3 the difference to the cost price. (On higher priced items, you can get away with less than 1/3.)

**REMEMBER:** The lower the price, the more buyer interest; since this business operates on prices.

4) Your "sample price" should be your "sales price" plus an amount sufficient to cover your postage or shipping costs to the buyer.





**NOTE:** You may have to go to a few shops before you get one to accept your proposition, but your efforts will be rewarded.

One you have your shoe repair shop lined up, you have to get some shoes so you can make the commissions.

You could go around through the neighborhoods, knocking on doors and picking up shoe repair jobs. You might want to try this approach when you first start to get some indications of the response. - BUT - There is a much easier and more profitable way to accomplish the same end.

Select the neighborhood that you want to "work." Go through the telephone book and mark the names of people who live in that neighborhood by checking the street names. Then, telephone the people you have marked; approaching them something like this:

"Good Evening....I'm - (your name) - the shoe repair agent for your neighborhood. Since the prices of new shoes have gone sky high, many people are saving a great deal of money on their shoe needs by having their shoes reconditioned rather than buying new ones. If you have any shoes that you want re-soled or repaired in any way, we would be glad to drop by, pick them up, have the repair job done, and then bring them back to you."

This short sales pitch and introduction will start the ball rolling. Answer the questions the person has, set a time to pick up the shoes, and move on to the next name in the phone book.

Some people will tell you that they have some shoes they would like repaired, but they will have to look and see where they are, etc. - Make arrangements to call them back later, at a "specific" time.

**NOTE:** Try to set all of your pick-ups in that neighborhood on the same day and in a two hour time period (say 6 p.m. to 8 p.m.).

By having your price list on hand as you make the telephone calls, you can quote prices, etc. You can also explain your service as an agency set-up, whereby, you get good prices for them by taking quantities of shoe repair jobs to the repair shops all at one time. You can also mention the time and trouble you save them by picking up and delivering their shoes right to their door.

Using the telephone solicitation, you can make as many as 20 to 30 calls per hour - AND - save your shoe leather.

At an average of about \$1. commission per pair of shoes, you will very shortly be adding a few hundred dollars per week to your income. - You might say that you will become "well-heeled."

#### - HINTS -

1) Get a package of 3" x 5" index cards. Using a paper punch, punch a hole in the corner of each card. You can use these cards to identify your customers, the repair job to be done, and then tie it to the pair of shoes.

2) When making your proposal to the shoe repair shops, don't let them know about how you will be getting your customers. Only tell them that you will be picking up repair jobs for them.

3) On the 3" x 5" cards that go with each pair of shoes, it is best not to list your customer's name and address. Set up a spiral notebook with your customer's identification number, address, and name, dates shoes were picked up, and date delivered. This way your repair shop cannot call your customers and get them to pay the bill direct; as they will only have the identification number.

4) If you cannot get a repair shop to agree to pay you a commission, take down their price and add your commission to that figure. Be sure to quote only your price to the customer.

5) Your telephone solicitations should be made in the early evening.

**REMEMBER:** One of the reasons people don't take their shoes to the repair shop is because they are at work during shop hours. Your pick-ups and deliveries are done in the evenings.





The first month's listing fee is paid herewith. – In return for the payment of the monthly listing fee, the company agrees to actively seek part time job opportunities for me; to be accomplished during the times I have available for such work, subject to my acceptance of the job and my capabilities.”

**NOTE:** Be sure the applicant's name and address; and the date, are included on the form with the applicant's signature.

This agreement places you in the position of a Job Agency, only. Without such an agreement, you might assume full responsibility and liability as would any Employer.

**NOTE:** Even a medium-size community can list from 500 to 1,000 part time workers. Giving you \$5,000 to \$10,000 in gross revenue per month.

By the way, the \$10 per month listing fee can be increased ... depending upon your locale - but - by keeping the fee low, you can sign up more potential workers and substantially increase your total monthly revenues.

### **- GETTING THE JOBS -**

Once you have a few part time workers listed, start getting the jobs for them to do. – You will find that this is relatively easy, if you approach it systematically.

If you have more women than men in your files - which you probably will in the beginning - make up a handbill with the following message on it:

**“HOUSE CLEANING - PACKING & UNPACKING - WINDOW WASHING - LIGHT YARD WORK - BABY SITTING - Any kind of job around the home, yard or garden - by the Hour, Job, Day or Week. Call us for the help you need, when you need it. - (Your Company Name) - Phone: ...”**

**NOTE:** List as many different kinds of jobs around the house as you can think of.

Leave a few of these handbills in Laundromats and at Churches. – Have some delivered door-to-door in the upper middle-class areas of your community (hire some of your own part timers to do it). – Place the handbills on every public Bulletin Board you can find.

For the men on your list, – make up a handbill with the following message on it:

**“DAY LABOR - PART TIME EMPLOYEES - HEAVY LIFTING - LOADING & UNLOADING - No Job Too Small! - Any kind of temporary job - by the Hour, Job, Day or Week. Call us for the help you need, when you need it. - (Your Company Name) - Phone:.....”**

Have a copy of this handbill delivered to EVERY business in your community (hire some of your own part timers to do it). – Don't forget to leave a small stack of them at every Truck Stop in the area - and the Unemployment Office, too.

Follow the same procedure for all the jobs; whether in the Home, on the Farm, or for a Business:

1) When people call, find out what they need to be done and when they need it done.

2) Have a “Job Order” form of some kind made up to use when answering the phone. The form would simply have a place for the caller's name, address and telephone number; the date and time of the call; a place to write down what they need done and when; the person to contact and when and where to contact them.

3) TELL the caller that you will have some applicants there for them to choose from; at the specified time and place.

**NOTE:** Have the caller telephone you the minute they hire someone to do the job, so you won't keep sending people to see them. (Might be a good idea for you to call them back yourself after you have sent them a few applicants.)

When you have a “Job Order” to fill, simply get on the telephone and call a number of your workers who have agreed to do that type of work. Ask them if

they are available for the job. If they are, have them drop by and pick up a "Job Ticket," so they can go see the person offering the job.

**NOTE:** Back when I was doing this, I had to rewrite each "Job Order" on a "Job Ticket" for each worker. Today, you can buy a cheap copy machine and simply give the worker a photocopy of the "Job Order."

When your business really gets going, you can even let your part time workers come by every day - or whenever they finish a job - just to see if there are any "Job Orders" in that they want to follow up on. Or, let them call you every day - or 2 or 3 times every day - to check on "Job Orders" that might be available.

For the first month or so, your business will be somewhat slow - BUT - be prepared. This type of business is like a snowball; once it gets rolling, it gets bigger and bigger, faster and faster. So, be prepared. - Many people who weren't prepared simply "succeeded" themselves to death by not being prepared to handle the work load.

**- HINTS -**

1) You'll start getting jobs from your handbills almost immediately after you begin distributing them - but - don't rest on your laurels; have the handbill distributed the same way at least once a month, to keep the jobs coming in.

2) The wording on your handbills can also be placed as classified ads in your local newspaper.

**NOTE:** Placing the handbill as a newspaper ad can be a powerful tool in publicizing your business. - Shortly after reading this report (when it was originally published), one of my readers placed the handbill ad offering the various services. He, then, went to one of the newspaper reporters and told him about his "new" service in town. - The reporter himself needed some yard work done and thought it was a marvelous idea ... which lead to a feature story about the "new" job agency in the Sunday edition of the paper. - Last I heard, that job agency was being operated by the son of the man who started it.

3) In order to maintain this business, you must constantly be bringing in more and more part time job applicants. The more people you have listed, the more jobs you will be able to fill, and the more money you will make.

4) TELEPHONE. In the beginning, you will be able to operate effectively with only one phone to handle the job orders and applicants - BUT - be prepared. When the snowball starts, be ready to put in a second (maybe even a third & fourth) telephone.

5) Keeping with my philosophy of never doing anything for yourself that you can get somebody else to do, it should be easy to get some of your part time workers to answer the phones; call the workers to pick up job tickets; take employment applications and get the agreements signed. Then, all you would have to do would be to keep track of everything.



**USED TELEVISION SETS**

**Explanation:** TeeVee viewing has become a way of life in these United States. The poor, the rich, the young, the old, the laborer, the entrepreneur, and the welfare recipient all watch the boob-tube.

There have been enough Television sets manufactured for every man, woman, and child in this country to have a dozen of them. Where people used to judge a person's affluence by the number of cars in their driveway, they now judge by the number of TV sets in the house.

These facts, coupled with the desire for more cheap, and time consuming, entertainment, gives you a wide open road to more money!!

**- HOW TO -**

First, you will need a source of supply. - You can't sell TV sets, if you don't have any. - You can find your source of supply in your local telephone book, Yellow Pages, under the general heading, "Television & Radio Service."

Go around to these TV repair shops and make them a deal to sell their used Televisions for them - something like this:

- 1) ASK them if they have any used TV sets for sale. - If they do:
- 2) ASK them if they would be willing to pay you a commission for selling them - or - if they will give you a rock-bottom price that you can buy the sets from them; for resale.
- 3) TELL them that you have a way to sell a good number of TV sets per week, if you can find someone willing to supply them to you. (DO NOT tell them "how" you plan to sell the sets.)

Get 2 or 3 of these repair shops to agree to supply you with the TV sets to sell. - Have them supply the sets to you with an invoice describing the set by make and model, and serial numbers. This invoice should also indicate the amount to be paid to the repair shop when the set is sold. (What you will be doing is accepting the sets on consignment for resale. Unless you have money enough to buy the sets, and then resell them, this is your best bet.) - As in other of my business plans, if you can't get a TeeVee repairman to trust you with his sets, give him a post-dated check for the purchase amount. Then, either return his TeeVee sets and pick-up your check - or - call him and tell him to deposit the check.)

Once you have your sources of supply lined-up, get 3 or 4 TV sets to start your sales effort with. - Using a rather unique and unusual approach to selling these sets, you should need 3 or 4 more TV sets within the next week.

As we get into the way to sell these TV sets, we will also investigate some basic sales psychology and how to use it to your advantage.

**NOTE:** It would be a good idea to remember these psychological techniques, because they work equally well no matter what you are selling.

People, by and large, are susceptible to a "bargain" appeal. - They believe that the best bargains are made between "people," not between people and companies. So, they will more readily buy from an individual, rather than a place of business, even if the prices are the same.

Using this basic human nature to your advantage, simply sell the TV sets on a people-to-people basis. Run a classified ad in your local newspaper - something like this:

TV FOR SALE - Black & White, 17" portable. Phone.....

**NOTE:** When this report was originally published, Black & White television sets were what everyone had. Only the upper middle class enjoyed Color Television. - Today, Black & White televisions are all but nonexistent - so - I will leave the references to Black & White sets in this report but the value of such sets may only be as collector items (which may actually make them more valuable to sell).

You can, of course, put in a little more detail and it can be a Color TV as easily as a Black & White; portable or console; any size screen.

When someone calls to find out about the set, tell them about one of the sets you have on hand that matches the description in the ad. (Start with the most expensive one.) Quote them a price. - If they're interested, invite them to drop by your "home" to look at the set.

If they happen to make a comment about the price being too high - or they had something cheaper in mind - TELL them something like this:

"Well, I've got another TV that I didn't list in the ad. You can have it for \$....(give them a description)."

If one of your callers ask the question (and many will), "Why are you selling it?" - tell them: "I need the money."

This gives you another psychological sales aid, because people like to think they are helping someone. It makes both their heart and head swell a bit. Use it to your advantage.

When the callers come by your home to see the set, have it set-up somewhere away from the main flow of family traffic. - Let them see it in operation, check the channels for reception, and whatever.

You will find that, if a person calls about the ad, they need or want a TV. AND, after you have told them the price over the telephone, if they come by to see the set, they probably have the money and have accepted your price. Your only concern, once they are in your home, is that the TV set functions properly.

**REMEMBER:** A TV set is also a piece of furniture. So, invest in a can of spray-type furniture polish. Make the TV set you are offering look like a nice addition to their home furnishings.

Keeping with my philosophy of doing nothing yourself that you can get someone else to do for you, while you still make the money; set-up 3 or 4 people to run ads and sell TV sets from their homes. - Teach them the sales psychology and techniques in this business plan. Let them keep 50% of the commissions on each TV set they sell. - All you have to do is get the TV sets from your sources (which you WILL NOT divulge to your agents), distribute them to your agents, and pick-up the money. Let your agents pay for their own classified ads. They will do the selling to keep from losing the cost of the ads. (Make them place their ads BEFORE you deliver the TV sets to them. Deliver the sets the same day the ad appears in the newspaper.)

How much can you make? - One lady I knew worked this plan full time. She regularly earned from \$300 to \$500 per week for her efforts (that was back when a full-grown man; working 40 hours a week, was earning about \$200 per week). - Think what it could be with 3 or 4 people selling TV sets for you.

Once you find out how easy it is to sell used TV sets from your home, you will wonder why you hadn't been doing it all along. - The product is available. The market is receptive. All you have to do is fill the need.

### - HINTS -

1) SOURCES OF SUPPLY: Other than the TV repair shops listed in your telephone book Yellow Pages, you will find that there are a number of small one-man TV repair services operating from garages, basements and back rooms. (To find them, watch the classified ads in your local newspaper.) These operations do the same repairs offered by the "commercial" TV repair shops - BUT - they usually lack the display space, and location, necessary to sell many used TV sets. - These independent TV repair services can be a fabulous source of supply, and they will welcome the chance to increase their earnings. Also, try the Pawn Shops. They usually have a number of TV sets that haven't been redeemed and would welcome the chance to offer them for sale through you.

2) STEREO & COMPUTER EQUIPMENT: There is just as big a demand for used Stereo & Computer Equipment, and related devices, as there is for used TV sets. - You can even use the same sources of supply and the same sales technique. (There is, usually, an even higher profit on these items.)

3) DO NOT ever consider a TV set to be sold until you have the M-O-N-E-Y in your grubby little fist. - When someone calls about the ad, you HAVE that particular TV set; until you have the money instead. - Never tell someone that the set is sold, simply because you have someone coming to see it.

**REMEMBER:** If you let 2 or 3 people come to see the TV set at the same time, they will convince each other to buy. - It becomes a contest to see who will buy the set. - Another psychological sales tool. To the victor goes the spoils; even if he has to pay for them.



## HAND CRAFTS

**Explanation:** For the past 50 years, the industries of this country have developed the finest advances in mass production. These advances have created more products, for more people, at very economical prices. - BUT - In the market places of this country, the consumer is seeking the one-of-a-kind, super quality, item to add to their cache of "personal possessions."

Although the mass produced items are functional, it is the opinion of most people that real "quality" is available only in hand crafted items. - Hand crafted items represent the REAL, while mass produced items are accepted as only phony reproductions.

These attitudes and opinions can turn a steady and huge profit for you.

### - HOW TO -

First, you will have to locate some Hand Crafters; the people who produce the REAL items that the consumers think they want.

In order to contact these Hand Crafters, simply run a Classified Ad in your local Newspaper - something like this:

"HAND CRAFTERS - sell your Hand Made items. Telephone: - (your number) -"

You will be absolutely amazed at the number of calls you will receive. Inside every Hand Crafter there is a small flickering hope of one day turning their hobby into a profit-making venture. (See HINT #1)

When these Hand Crafters call, make arrangements to meet with them and look over their Hand Crafted items. - Whatever you do, don't handle shoddy or poorly made Hand Crafts. There are too many superior items around to jeopardize your profits by offering poor quality merchandise.

After you have determined the quality of the Hand Crafts, ASK the Hand Crafter to quote the lowest price possible on the items available. (See HINT #2)

When you have the lowest prices possible, decide whether or not you can sell that particular item for at least twice that amount. If you can - TELL the Hand Crafter that you will accept his/her Hand Made items, on consignment, and start selling them immediately.

**REMEMBER:** You can get a great deal more for Hand Crafted items than you can for look-alike mass produced items of the same type. So, don't be afraid of asking higher prices; but, don't get ridiculous.

When you have settled prices, etc., with the Hand Crafter, pick up all of the available items. - Give a receipt for the items, listing: quantities, descriptions, prices (your cost), and any other terms and/or consignment conditions you have agreed to. - Both you and the Hand Crafter should sign, and date, this receipt. (See HINT #4)

Now.....you have all Hand Made merchandise - BUT - "where" and "how" do you sell it to the eagerly awaiting customers?

You could go out and knock on doors - BUT - why not do it the simple, no-fuss, no-work way; the way your local kingpin would do it.

Find 5 or 6 people who would like to make some "extra money." - As usual housewives and college students should top your list of prospects.

Check out your local and surrounding areas and locate the Flea Markets, Yard Sales, Bazaars, Garage Sales, and the like. - Contact the person, or persons, running the sales and make arrangements to rent a Table, or Booth, at their sale.

Send each of your Sales People to a different sale with a load of Hand Made items, from your Hand Crafters. - Be sure to have an accurate inventory of all the items that each of your Sales People take with them. - Check this inventory back after the sale to determine the amount of money your Sales People owe you.

Let your Sales People keep 25% of their gross sales. If you have only doubled

the prices of the Hand Crafter, you will make a 25% profit for yourself.

In no time at all, you will be turning tremendous profits - the kind of profits that make fortunes possible.

**- HINTS -**

1) This you **MUST** remember: Most Hand Crafters are not profit motivated. They create and make Hand Crafted items as a hobby to satisfy some psychological need. Don't try to gear-up their production. Sell what they have, and do not take forward orders. - The fewer items made, the higher the prices you can charge. That's the old law of Supply & Demand in action.

2) When bargaining with your Hand Crafters, do not quote them prices that you will pay. Let them offer prices to you. - The reason is that they are primarily hobbyists and will, more often than not, sell you their items simply to recover material costs; so they can produce more items.

3) **PRICING:** When pricing the Hand Made items for resale, keep in mind that you must be able to sell it for no less than twice your cost. On most items, you should be able to get 3 to 4 times your cost. - Again, remember, do not deal with shoddy or poorly made Hand Crafts.

4) Depending upon where you live, some Hand Crafters may be somewhat skeptical about giving you their Hand Made items on consignment. - You can overcome this skepticism by giving them a post-dated check for all of the items (at the prices they have quoted you), with the understanding that it is not to be cashed until you advise them to. - After you have sold all of their items, telephone and tell them to cash the check; or return any unsold items and replace the check with one of the proper amount. - As your profits grow, and you become more familiar with what you sell, you can go ahead and buy the items for resale.

**NOTE:** If you choose to "buy" for resale, just remember ... a person may reject an offer of \$1 for a single item - but - eagerly accept \$10 for a dozen items. So, don't make an offer of any single item. Make a single offer for all of the items the Hand Crafter has to offer.

5) If you cannot feel comfortable trusting your Sales People to sell their items and bring their money to you, you can use the same technique as in HINT #4 with them. Have them give you a post-dated check for the "full" retail value of all of the merchandise they take with them to the Flea Markets, etc. When they return with the unsold merchandise, and cash, return their post-dated check.

6) In order to sell your Hand Made items at the Flea Markets, Bazaars, etc., have a sign made to hang on the front of your display table - "HAND MADE ITEMS." This sign will bring the people to look over the items and sales will result. You will soon learn the magic in those words, "HAND MADE."

**- EXTRA SPECIAL HINT -**

Since there will probably be a number of tables at the Flea Markets, you will have to do something a little different to draw a crowd to your table. - Try this:

Get about a dozen bright colored Balloons (filled with Helium) and tie them to the ends of your table. - Make the strings from 3 to 5 feet long. - Everybody will come to see what's under the Balloons, see the "HAND MADE ITEMS" sign, and look over what you have. - A sneaky way to get noticed.

**CAUTION:** There are a great many people involved in this type of endeavor, because it is very, very lucrative - BUT - they don't talk about it! You shouldn't either.

Once you get started, and the money starts moving, keep your mouth shut. Hand Crafters do not mass produce their merchandise, so there are only a limited number available. If you blab, others will take the hint and do the same thing, greatly reducing the number of items you can acquire profitably. This is one business that does not thrive on competition.



## PAINTINGS

**Explanation:** Europeans have, for years, claimed that we Americans have no love of Art, and yet, we have more Artists and more Art Buyers than any other country. Across this country, there are many thousands of fine Artists working their craft every day.

These Artists (as with most other hand crafters) are so involved in creating their "masterpieces," they fail to give much thought to the sales & promotion of their completed works. This predilection to the act of creating, on the part of the Artists, is why very few of them make any money until after they are dead. They usually make very infrequent sales of their work and, then, only in order to get enough money to buy more supplies, or to keep body and soul together.

By setting yourself up as a promoter and salesman for the paintings created by these talented local artists, you can create a sizable income for yourself and the artists.

### - HOW TO -

The first step, as with any business, is to locate a "source of supply;" in this case some local artists who can provide you with finished paintings that you can sell.

In order to locate your local artists, simply run a small Classified Ad, in your local Newspaper, something like this:

"ARTISTS - I can sell your Paintings. Phone:....."

When the artists contact you (which they will; by the dozens), tell them you can accept their paintings, on consignment, for display and sale to the general public. If they have paintings that they would like to offer, have them bring them by your home (or other convenient location) - or - visit them in their 'studio' (the place they do their paintings).

EXPLAIN to the artists that you will do ALL of the work involved in promoting & selling their paintings; leaving them free to create other and more paintings for your sales efforts. The more paintings they can provide, the greater your, and their, profits.

As the artists bring their paintings to you, give them a receipt; worded something like this:

### - Receipt -

We have, this ..... day of ..... 20...., received from....(Artist's name & address)...the original painting, entitled..(name of painting)..., depicting...(description of painting).....

This painting is to be sold for \$..... - Fifty Percent (50%) of this price is to be paid to ... (Your name & address) ... as a sales commission; upon sale of the painting.

Both you and the artist should sign this receipt.

Once you have a number of paintings on hand (which you can probably get from just your first artist), you are ready to start selling them.

There are countless ways sales can be generated, but, the best ways are the simplest. - You can take them to your local Flea Markets; sell them at the local Auction Houses (bidding them in at the agreed upon price); put them on display in local business establishments; or - the way I prefer -

Find a location (vacant lot, parking lot, etc.) on a main street or highway where you can set up 10 to 20 easels; each with a painting on it.

**NOTE:** Extra paintings, to refill the easels, can be kept in your car, or stacked; leaning against the easels, where they can also be viewed by your customers.

Have one of your artists you are dealing with paint two signs for you -

"ART FAIR" - and place these signs on the street, or highway, in front of your location, one facing in each direction. These signs should be in bold, easy-to-read letters without scroll work or design. Passing motorists must be able to read the sign at a glance.

To get the effect you want; to sell the paintings, wear a beret and an artist's smock when you are selling. - As an added touch, you can get a long artist's brush to wear behind your ear, and add a few dabs and smears of bright colored oil paint on the artist's smock, in places where an artist might wipe his brush (don't overdo it - you don't want a clown outfit).

Each painting should be clearly marked with its price - and, you should make it very clear to the people who stop to look that the paintings are For Sale; not just on exhibition.

When the passers-by stop to look, sell them. Get the money. - Pay your artists their share, and pocket a full 50% profit - OR - keeping with my philosophy of not doing anything yourself that you can get others to do for you - find a person who wants to make Extra Money on the week-ends. Pay them 20% of the money they take-in; you keep 30%; and pay your artists the remaining 50%.

Operating this way, there isn't any reason you can't have as many as a dozen "ART FAIRS" going every week end at various locations in, and around, your community.

### - HINTS -

1) LOCATION: The best location for your "ART FAIR" is on a main street, or highway, which is heavily traveled. And, along this main street, one of the best locations is a small Motel. These small Motels have parking space, direct street access from both directions, and will usually welcome your Fair set-up because it stops week-end traffic for them. Check with the Motel manager and tell him what you want to do. If the manager wants you to pay for the space, check with other Motels in the area first. - Don't pay for something you can get FREE. -

**Remember:** The people who stop to see the paintings will also be potential customers for the Motel, so you are offering the Motel a week-end advertising gimmick.

2) PRICING: It is usually best to let your artists set their own prices for their paintings - as long as they understand that 50% of that price is yours. Don't be too selective in taking paintings. What, to you, may look like very poor work or grotesque, may strike the fancy of someone else. (Artists don't usually try to sell paintings that they feel are sub-standard. Their ego won't let them.)

**NOTE:** To get better prices from your artists, try boosting their ego by printing their biography on a sheet of paper to be attached to the back of each of their paintings. - List your name and address at the bottom of each; so your customers can call you for more paintings by the same artist.

3) On your receipt to the artist, for his work, be sure to itemize the paintings by their title and description; with each individually priced. - Have an accurate and complete inventory of all paintings you have for display, their prices, etc., so you can tell what has been sold and to which artists you owe money.

4) SALES GIMMICKS: Besides the costume you (or your sales person) will be wearing, there are two other sales gimmicks which can increase your response:

A) Every couple of hours or so during the day, when you don't have any customers, take a couple of friends with you and walk around among the paintings. This will prompt passers-by to stop and look, because they see other people looking at the paintings.

B) Above 5 or 6 of the best paintings, tie a cluster of bright colored helium-filled balloons. Strings on these balloons should be from 18" to 36" long. - Passers-by will see the balloons and stop to see what is going on.



In this country, there are literally millions of "backyard" mechanics. Most of these men (some women too) own a wide variety of tools, in order to repair their own cars and the cars of their friends and neighbors.

These "backyard" mechanics are usually as skilled as the mechanics you will find in most garages. But, they don't solicit business, preferring to take on jobs for people they know, or friends of those people.

Many of them have thought of starting their own shop or garage, but lack the initiative to go ahead - fearing the possibility of leaving their present employment, losing their job security, and then failing.

To locate these mechanics, run a classified ad, something like this, in your local newspaper under "Help Wanted:"

"AUTO MECHANICS - Part time second income. Must have tools. Phone...."

When these mechanics respond to your ad, tell them that before you can "hire" them, you will have to know what kind of tools they have. Ask them to make up a list of the tools they have and come by to see you; at your home, or some central location - set all appointments at the same time and place.

Those who don't show up shouldn't even be considered.

**NOTE:** As a general rule, you will find that the better a mechanic can do his work, the more "special purpose" and power tools he will have. A mechanic is always adding to his tools in order to do a better, more efficient job.

When you have all of the mechanics together, in your living room or wherever, tell them what you plan to do and how. Here is a format to follow:

1) Get the names, addresses, and telephone numbers of each of the mechanics who show up (exclude those who do not show up, they aren't serious).

2) Tell them first thing, that you will only be able to use four (4) of them, but you will keep the names and addresses of any others for future reference.

3) Tell them that you are starting a small company to be known as "General Auto Repairs." It will require four mechanics who have their own tools, their own place to work (home garage, back yard or shade tree), and want to make money.

4) Explain the "Company" operation to them and "How" it will make money for them (operation outline is included in this business plan).

5) Ask them if they are interested in working in this type of arrangement.

6) Select four of those who want to work with you (the four who have the most tools) and have them sign a "Working Agreement." Let the others go, telling them that you will keep their names and addresses on hand for future reference. Make notes, on your list, of others who were most interested and had the most tools.

#### **- WORKING AGREEMENT -**

A copy of an agreement, something like this, should be completed by each of the four mechanics, dated, and signed by you and him.

"I, - (Mechanic's name) -, hereby, agree to accept and accomplish any and all jobs of automotive repair assigned to me by "General Auto Repairs" herein referred to as the company. I will use my own tools, or those to be furnished by the company, to finish these jobs of repair with all due haste and as efficiently as is possible. I will also furnish my own working area.

The company will procure the jobs of automotive repair for my completion. I understand that failure to complete a job, or shoddy work, will mean an automatic termination of this agreement.

During the first week of each month, upon receipt of bank statement, I, and three other mechanics, thus contracted will meet with the company for a division of profits.





## **CHARITY SALES**

**Explanation:** All Charitable Organizations and Churches must raise money to carry on their work; whatever it may be. - To this end, you will find that these organizations are forever having Fund Raising Drives.

These Fund Raising Drives usually consist of: Rummage Sales, Flea Markets, Raffles, Auctions, etc. - and - just plain-old knocking on doors and asking for money.

The two big problems with these Fund Raising Drives are: 1) They cannot be held on a continuing basis because the public would very soon quit responding. - 2) They are usually disorganized, mismanaged, and ineptly implemented.

These inherent weaknesses in local Fund Raising Drives can mean a great deal of money to you - with NO investment and almost NO work - and give the Churches and other Charitable Organizations in your community a steady cash flow.

### - HOW TO -

In order to start making money from Charity Sales, you will need:

- 1) A place to sell from.
- 2) A number of Charitable Organizations and Churches to supply the merchandise to sell.
- 3) Keeping with my philosophy of never doing anything yourself that you can get someone else to do; while you still make the money - a Sales Person (or two) to keep the money rolling in.

First, get out and locate a big old store, warehouse, or barn that has been vacant for some time. (You will usually find these on side streets away from the heart of town.) - Rent on these buildings is usually very low because the owner simply wants to realize something from its rental.

**NOTE:** If you would like a really nice building (cost free), you can try the technique outlined in HINT #1.

After you have located the building, you have to get something to sell - For Charity.

Go around to all of the Churches, Civic Organizations, etc., in your local area and offer them a continuous Fund Raising plan. - Besides the Churches, some of those to contact are: U.S.O., AmVets, V.F.W., American Legion, Boy Scouts, Girl Scouts, Salvation Army, Senior Citizen's Clubs, Civitan, and Jaycees.

In order to get these organizations to go along with your offer, use an approach something like this:

- 1) ASK them if they would be interested in a continuous Fund Raising program that would bring money to them each day. - If they would;
- 2) TELL them that you are opening a Fund Raising Store for the purpose of allowing them to raise Funds every day.
- 3) EXPLAIN your operation to them (as outlined in this business plan) and ASK them to start getting items from their supporters.

All through your interview with these Charitable Organizations, emphasize the point that people who may not be willing to give cold-cash to their organization, may well be willing to contribute Used Clothing, Used Shoes, Old Furniture, Books, Used Toys & Games, and other castoffs.

### - YOUR OPERATION -

Your operation is really, very, very simple. - The Charitable Organizations receive the contributed items from their supporters and tag them (see HINT #3).

They deliver these items to your "CHARITY BARGAIN HOUSE" for you to sell. - You sell the items and give 50% of the Gross Revenue from the sales of their items to their cause.

Since your "CHARITY BARGAIN HOUSE" will be open every day (except Sunday, of course), these organizations will be bringing in Money for their cause each day.

The Charitable Organizations that use your service and store, will have NO Advertising Expense, NO Bookkeeping, NO Management responsibilities, NO Overhead Expenses, NO Organization & Implementation problems, and they won't turn-off the public with constant Fund Raising Drives.

In order to obtain the items from their supporters, the Charitable Organizations can put up notices on Bulletin Boards, establish Drop-Boxes, or just go around soliciting discarded items. - Ministers, Priests, and other cause leaders can direct their congregations to bring the items with them to the church, club house, or other meeting place. (They can also tell their congregation to shop for bargains at your store, because the purchases help support their cause.)

In order to bring customers into your store, you will have to Advertise like any other place of business. You can best accomplish this with a Classified Ad in your local newspaper, under the general heading, "Merchandise For Sale." Your ad can read something like this:

**BARGAINS - Used Clothing, Shoes, Furniture, Books, Toys, Games, etc. Your purchases help support local Charitable Organizations. - CHARITY BARGAIN HOUSE (your address).**

The best idea is to have this ad run constantly; every day. The exposure will increase your customers daily and each of them, in turn, will bring in others; just to browse around.

**NOTE:** You should also be able to get some public interest built by getting your local newspaper to write a story about your "charity" store.

When setting up your store, DO NOT, and I must repeat - DO NOT - put in fancy up-to-date fixtures, racks and displays. The public expects Charitable Organizations to be home-made and make-do. If you use "good" fixtures, the public will shun your store because it appears too prosperous.

Use old tables, pipes for Clothes Racks, Boxes for displays, etc. - Make your store neat, but keep it home-made in appearance.

Now that you have items to sell, and a place to sell them, you will need somebody to do the selling (so you can spend your time enjoying the profits).

Your best bet is to drop by your local Senior Citizen's Club and let them know that you are looking for 2 elderly ladies who want to work. - You will be surprised at how quickly you get the Sales Ladies you need, because these ladies can't find jobs.

**NOTE:** Two elderly ladies, acting as Sales People in your store, will enhance the psychological public acceptance of your operation.

Pay these Sales Ladies 20% of the Gross Revenue from the store. - That's 10% each, on all sales. - This way, they work together, like crazy, to sell something to everybody who comes in.

Your operating expenses (Advertising, Rent & Utilities) should run about 10% of your gross. This will leave you a nice healthy 20% profit with NO work.

The profit potential in this type of operation is truly phenomenal. - As a matter of fact, it's so good that in a few months, you should be able to park your Cadillac behind the store when you go in to tally the results. (Don't park it in front of the store. If the customers think you're making too much money, they might not shop with you.)

### - HINTS -

1) You may be able to get a really good building completely Rent Free. - Locate a building where the landlord supports one of the Charitable Organizations that will be using your service/store. - Have the landlord donate the use of the building to that Charitable Organization (a healthy tax break). - Have that Charitable Organization allow you the use of the building. - In return, you can

allow them 60% to 70% on the sale of their items. (You still make money on their items and you cut down your operating expenses; allowing you a greater profit on other organization's items.)

2) In about 4 or 5 strategic locations in your store, place signs, something like this: "REMEMBER - Your purchases help support these Organizations (list all of the organizations)."

3) In order to keep the items brought in by the various organizations separate, give each organization a different colored tag to put on their items. - All that appears on that tag is the price of the item and maybe its description. - At the end of each day, or week, divide the tags into stacks, by color. Total the amount for each stack, and write a check for 50% to the proper organization.

4) PRICING: Keep the prices in your store super-low. The items didn't cost the organization anything, so anything you get is a profit for them. - The lower the prices, the more sales you will make. - Either you or the organization can price the items; on the colored tags.

5) Be sure that all of the Charitable Organizations know that all items of clothing MUST be cleaned before they can be accepted. - If you don't the State Health people will have your hide.

6) FREE ADVERTISING: If the publisher of a local newspaper or magazine is a supporter of one of your charitable organizations, use the same technique as in HINT #1 to get Free Advertising. - Let the director of the Charitable Organization place the ads, so the publisher will know that they are tax deductible.

7) You will need a telephone in the store, so people can telephone to see if you are open, or whatever. - Get the telephone company to put in a "Pay Telephone." This way customers can call in, and you don't have to pay a monthly bill, because people using the phone will pay the bill for you with their dimes and quarters. And, the telephone company will even Pay You a commission on the calls made on your phone (you don't have to share that income with the charities). - List the number of your Pay Phone in your ads.

8) You can greatly increase your gross revenues, by having trustworthy High School & College Students take loads of items from the store to Flea Markets in the local and surrounding area. (You might even have the Charitable Organizations furnish this manpower from their supporters.) Be sure they keep the colored tags when they sell the items. Make sure you keep an accurate inventory of the items each one takes. - Let them keep 20% of their sales.

9) Get the Boy Scouts, and Girl Scouts active. - They will, literally, clean out their families' closets, attics, and basements to get you merchandise to sell.

#### **- BONUS HINT -**

Operating a "Charity Store" has so many possibilities and potentials to make you money, it is almost unbelievable.

For instance: You can let your local TV station know about your operation; there's a good chance they'll run a news item about it. - Or - Have your local TV station prepare a Public Service Announcement about your store; featuring the charitable organizations that profit from your sales. The TV station is required by law to air Public Service Announcements; and what better than a "local" organization to benefit from that free advertising. - Or - you can come up with absolutely hundreds of ways to make a "profit" for the charitable organizations that use your store; such as a snack-bar where the goodies are all supplied by the supporters of the charitable organizations. - Or - you can buy inexpensive imported items (the ones you can mark-up 3 to 4 times your cost) and sell those items in the store; dividing the profit among ALL of the charitable organizations that use your store (an extra income for them; and an extra profit for you).

Although it is best to have at least 2 or 3 commission sales ladies in the store at all times, you can also save a great deal of overhead costs by having almost anything you need done accomplished by "volunteers" from the various charitable organizations that profit from your operation.



Since I had been a "finder" myself (and made some pretty healthy bucks doing it), I gave him a list of what I wanted ... and ... at the same time, I helped him locate buyers for some of the other things he had available. (We split the finder's fees.)

Although I had been a "finder" for years, I was absolutely amazed at the variety and volume of deals this young man had available - everything from Sundry Goods to Machinery & Equipment ... AND ... a list of Financing Sources (for every kind of financing imaginable) that knocked my socks off.

Every time I asked him where he got all this "good stuff," he would only smile and say, "I've got my sources."

We worked together for almost a year - him providing the leads and sources - me buying merchandise for my retail shop at super-discounted prices and "finding" buyers & sellers for the stuff he had available and wanted. (We both made a bundle of money.)

Then ... he dropped a bombshell on me.

Although I knew he was a Lieutenant in the U.S. Army, I wasn't really prepared for it when he told me he had just received his orders to go to Viet Nam ... but ... before he left, he gave me a bunch of copies of the source he had kept secret throughout our association.

### **It was a newsletter.**

When I first saw it - quite frankly - I was not impressed. It was just 3 or 4 sheets of paper with typewritten lists of business opportunities divided under various headings ... both "Availables" and "Wanted" ... but it sure did produce exceptional results.

There were companies offering financing - business & personal - of every kind you could imagine ... and ... people and businesses seeking financing; from "loans" to "venture capital" wanted.

There were businesses (of every kind) for sale ... and ... a list of people wanting to buy specific kinds of businesses.

There were sales organizations and independent sales people looking for products to sell ... and ... companies looking for sales people and distributors.

There were closeouts, liquidations and odd lots of all kinds of goods and merchandise available ... and ... people looking for specific closeout merchandise. (I even found the listing placed by the Lieutenant for the products I wanted.)

There were also "Miscellaneous" columns - both "Available" and "Wanted" - that listed almost anything and everything you could imagine for and from the business community.

And ... on the back page of each issue was a "Free Advertising" form, so the subscribers could send in their own "Available" or "Wanted" listings. - The best of those listings were then published "FREE" in the next issue.

Each and every issue was a hot, fresh list of opportunities. With new, exciting opportunities just waiting to be turned into cold, hard cash ... and ... many offered "Finder's Fees" right in their listings.

I was in hog-heaven. - I ordered my own personal subscription that day and began placing my own listings.

My ads ran for "free" and the money I made from the leads those listings generated was phenomenal. - I became a "real" millionaire.

Of course, when you make a bunch of money, people start asking, "How did you do it?" So ... in my spare time ... I began writing articles and reports about some of the things I had done to make money. - Not textbook stuff. Just my own personal experiences.

In no time at all, I was publishing my own little "how to" newsletter (and making another fortune doing it) because business people really liked reading my experiences and using that information to make money themselves.

But, since I was still making money from the leads and contacts in the business opportunities newsletter, I really wanted a newsletter like it.

As a matter of fact, I even told the publisher that I wanted a newsletter like his - but - I didn't want to be just another copycat. There were already a variety of copycats on the market (still are). I wanted to own the "real thing."

In 1975, I got my wish. The publisher decided to retire and called to ask if I was still interested. - Boy, I was thrilled. - I was on a plane to see him the next day. - On January 1, 1976, I officially became the editor and publisher.

After I bought it, I cleaned-up its physical appearance by using modern typesetting equipment - BUT - I didn't change the content one little bit; it is still what every real entrepreneur dreams of.

And ... I kept the "Free Advertising" for the subscribers, too. - It gives every subscriber a chance to offer what they have available, or request what they want ... at NO COST ... because that's what makes us a "reader's publication."

Now ... **"WorldWide Business Exchange"** is America's Leading Business Opportunities Newsletter.

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**<http://www.businesslyceum.com/wwbx.html>**

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## **PHLANDER Company**

**P.O. Box 5385 • Cleveland, Tennessee 37320-5385**

Telephone: (706) 259-2280 • TeleFAX: (706) 259-2291 • e-Mail: [PHLANDER@BusinessLyceum.com](mailto:PHLANDER@BusinessLyceum.com)