The Beginner's *GUIDE* to Chatteling

By

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ACKNOWLEDGEMENTS.

Although this work is exclusive and proprietary to myself it wasn't accomplished without some help.

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This ain't rocket science folks. My 9 year old daughter Chatteled. Now get busy.

HOW TO GET THE BEST USE OF FROM THE GUIDE.

If you don't want to print it out, then may I suggest you open up a word processor like Word, Open Office, Works, or whatever and CUT AND PASTE those ideas that resonate with you and you can start your own file and make your own notes.

You'll get the best use out of the GUIDE when you start using the information and quickly make a few transactions. The faster you start, the faster you learn and can grow.

I suggest you quickly read through the guide, you're going to anyhow, but then come back and actually do a few of the projects, or begin to make your own scrapbook for your chatteling endeavors.

You, or course, may not want to pursue chatteling as a full time endeavor, but rest assured, once you learn what is in this guide, you'll have a source of practically instant income any time you need it.

Want to start an Internet business but don't have the funds? Start chatteling today and you could easily have the money for any business start-up you want to pursue.

And if you are NOT READY to chattel, well, don't worry. There are NO midnight deadlines nor a point in time where there is never any chattel to buy and sell.

Chatteling will be ready for you when you are ready for it. If that time is now, then get started and have FUN, you will be rewarded for your efforts faster than any other way there is to make a buck or two.

INTRODUCTION.

Chattel is the legal name for personal and corporate property. It comes from an ancient form of the word cattle. In olden days a man's wealth was determined by the amount of livestock he owned.

When you look in the newspapers at real estate auctions, you'll often see that the auction is for real estate and chattels. Auctioneers call the buying and selling of Chattel; Chatteling. NO, I didn't invent the word, but I sure would like to lay claim to it.

NOW write down twenty dollars. If you don't start making at least $20.00 an hour this week for your time Chatteling, then you are doing something wrong. Thank goodness you have this GUIDE.

If you spend 10 hours a week working on Chatteling, you should put at least an extra $200.00 a week in income right straight into your pocket.

However, what you *EARN* is up to you. Sorry, but no one is going to do it for you. IF you are afraid of people, can't talk to people and can't or don't want to travel a little, you won't

make very much Chatteling. This is a people-to-people business and it is quite easy for many people to make 100 to 500 dollars per hour for their efforts. You'll learn how.

This GUIDE takes many looks at ONLINE sites, so you might want to be online when you are reading it and have a browser window ready to go. The best thing might be that you read through it quickly so you can say to yourself; "I know this stuff." Then come back and really study it to see that you really "*Don't* know this stuff", OK?

You can start a separate folder in your favorite files and save the web sites mentioned in the guide. That's how I do it.

HOW I GOT STARTED WITH CHATTELING.

It was 1970 and I was stationed on board the U.S.S. Woodrow Wilson, a nuclear powered ballistic missile submarine. The boat had two crews, a gold crew and a blue crew. When one crew was on board, the other was in Hawaii for training. We alternated every 90 days.

One day in Honolulu I noticed a long line of servicemen and it was at a pawn shop. It took me about 15 minutes of chit-chat to find out most of these guys were shipping out, most to Vietnam, and were "*liquidating*" their assets.

I offered to buy a couple of cameras for a few bucks more than the pawn shop was paying. These guys were eager to do business with me, do you know how many beers 10 bucks can buy? So I bought a couple of cameras and I sold one of them on my way back to my apartment, which was right behind the International Marketplace in Waikiki, for what I had paid for both of them. In other words **I DOUBLED MY MONEY** in minutes. It was the easiest money I've ever made.

Over the next couple of years I bought and sold a ton of cameras, stereos, a few cars, motorcycles, boats, surf boards, furniture, you name it, I probably bought and sold it too.

I left the service with a ton of cash and didn't work for about 3 years except to have a social life.

> NOW you know what "Chatteling" is and how I got started doing it, although you probably haven't called it that, let me just say ***eBay***, and you'll get a very quick and clear idea of what it is about.
>
> But **eBay only represents a small amount of the chattel being exchanged.**

I'm convinced that *Off*-line buying and selling makes eBay look like a miniature doll house next to Bill Gates' mansion. I'll convince you of that too. It appears that more than a **BILLION DOLLARS A DAY** exchanges hands in America with people and corporations or business entities selling their chattel. A billion dollars a day. And that might be with used cars by itself, not even counting other personal chattel.

Think that is an exaggeration? Consider how many used cars, boats, planes are sold every day. Or how many garage sales, yard sales, auctions, closeouts, shut downs,

businesses going out of business, pets being sold (YES, pets are considered chattel, however, they can be messy ones HA!), toys, clothes in second hand and thrift stores, well, you do the math and if it isn't over a billion a day, I'll eat my golf hat (which I got for free anyhow).

When I was in Hawaii, it wasn't only the servicemen who were selling (and buying), but I had a regular *group of students* at the University of Hawaii, where I was taking a couple of classes, who would BUY all the great stuff the servicemen were selling.

Just FYI (for your information) the classes were Marine Biology and Celestial Navigation, if you have a yacht, I might be a good guest to take along on your next adventure, don't be afraid to ask. HA! (Oh, I also cook.)

Anyhow, at the end of the school year, many of those students "liquidated" their chattel and bought surf boards. Man, I loved Hawaii.

As I am writing this my kids are in college, and I've witnessed this "buy and sell" with college students over and over and over again.

IF you have a college near you, be aware that you can pick up all kinds of stuff really, really cheap at the end of the year. I don't advocate "storage" in too many cases, but this is one where a storage unit near a college can be a good investment for you, and a place to have when you have to store some stuff for a while.

Back to the start of my chatteling days:

Buying from servicemen and selling to college students was the first instance of **BUY *HERE*, SELL *THERE***.

It is a fundamental principle of Chatteling that we will get into in-depth and the reason you have the opportunity to make a lot of money in a short period of time. If you are the person that is willing to go over *there* to find stuff, you won't have any problem selling it over *here*. I'll give you some specific examples in this GUIDE.

> **The reason you can make a bundle is because most people won't go to the trouble, *they won't leave their comfort zone* to buy or to sell their chattel. Lucky you.**

Now even some of those stout hearted Marines I bought from in Honolulu, wouldn't even walk a couple of blocks to get a better deal on their "stuff", they assumed all pawn shops were the same (they weren't and aren't), and basically they just got their money at the first convenient place they could, which at that time was ME. Here is the first thing you should write down or copy and paste to your "important info" file:

***TIME** is often more important than money*, that is, those Marines shipping out to Vietnam didn't care if they could make a few extra bucks, they wanted their money NOW, the beer was getting warmer by the minute.

You'll find this "*itchiness*" produces one of my first laws of Chatteling which is: ***MONEY TALKS* and BS *WALKS***.

Wave a wad of 100's under someone's nose who wants to SELL, and you can often get the stuff for a few hundred dollars less than their "bottom line".

CASH speaks LOUDLY and it speaks volumes.

Also, you should note, that if they won't budge on price, then don't waste your time unless you know for certain you can quickly sell it and make a profit.

There is only **ONE CARDINAL RULE** for buying and selling chattel:

SELL IT FOR MORE THAN YOU PAID TO BUY IT.

Here is a concept that will help you understand chattel buying and selling. I call this the

PARADE OF LIFE.

WE are in a parade. It starts when we're born, and ends when we die. We have a tendency to FOCUS on that little part of the parade that we are marching with. And because we are so focused in on our own little part, we sometimes miss great opportunities.

Those servicemen in 1970 were focused on Vietnam, and whether or not they would be coming back from over there. Their preoccupation on survival or possibly not surviving, was more on their minds than the amount of money they were getting for their personal property.

Most of those guys had bought their stuff in Japan, China or somewhere in Southeast Asia where it was much cheaper than they could buy on their bases, which was lower than the civilian person could buy the same thing for.

So, it wasn't about getting what they had *into it* back, it was about getting enough money to do what they wanted to do before they left.

That is where they were at in the *Parade of Life*. In buying and selling chattel, it is important to step out of your little section of the parade, and wander into other areas.

See if you play the drums in a marching band, what you hear are the drums. So if you wanted to listen to flutes, you quit pounding on your own drum and wander back to the flute section. You'll learn more about HOW and WHY this is important in the Quick Start GUIDE, I'll give you some examples you can check out today.

NOW, learn these few words. **IMPULSIVE. IMPATIENT. IMMEDIATE**.

We Americans are IMPATIENT. When it comes to our stuff. We don't like to wait. Have you ever needed MONEY quickly? Most of us, at one time or another in our lives, have.

Just like those soldiers, sailors and jarheads in Hawaii did.

We need money NOW. That NEED/***WANT*** is one of several **motivating factors** that make people sell things for less than the stuff is worth. Because some people would rather take a $1000.00 TODAY, than wait two weeks to take $2,000.00 They become IMPATIENT.

What are some of the other motivating factors? Well a few are under the headings of life changes, like; *Divorce*. *Death*. *Job Loss or Moving*. Look at the probate process. Often after a person dies, their estate has to go to probate.

Chattel gets divided according to a will and of course the State gets some easy cash from the taxes. It is all too often a slow and messy drawn out process that adds more grief.

Today more and more people are "*settling*" their estate before they leave this world. One way that is done is by liquidating all the chattel. Some parents may even give this personal property to their kids to do with as they please. Often to sell. To have some "inheritance" money while the parents are still around.

Sometimes death is sudden, or getting close, and there is an urgency to get things settled. So people may become IMPATIENT.

Another example is **DIVORCE**. And when divorce is a certainty in an affluent family, there is a lot of scrambling around. Sometimes decisions are made IMPULSIVELY. So you will occasionally read of the angry wife that sells the 65 Corvette for 200 bucks. When people are EMOTIONAL, they have a tendency to become IMPULSIVE.

HEY, that is also a fundamental principle of copywriting and marketing too, try to get some emotion into your ads and your successes will soar. But when people are in the throes of a divorce, they want this mess OVER with. The messier the divorce appears, often the quicker the parties will begin liquidating chattel. It is a sad part of life, but it is good for you. You will actually be helping these people to get on with their lives.

There are other "parade points" that cause people to shed their chattel, like when wives decide to redecorate their homes, and they want the old stuff gone, NOW. They too may get *impulsive*. Ask any husband you see if they have experienced this phenomenon.

There are many times that I find stuff that is WAY UNDER market value, and I most often tell the SELLER this: "*You could get more for this if you ran an ad and WAITED a couple of weeks."*

Of course I'm *there* with the CASH right in front of their noses. Almost daily this is what I hear:

"I DON'T CARE. I WANT IT GONE TODAY" ; or "I want the money NOW."

You will discover that there is often URGENCY in disposing of personal property, and that the buyers and sellers live in a world of NOW. If you want something, and there is a chance of NOT getting it if you wait, then YOU will buy it NOW for a higher price than you might have, BECAUSE YOU WANT IT NOW.

URGENCY is what makes Chattel buying and selling so profitable.

OH, that is another little secret copywriters and marketer's know and use too.

Ever been there? Done that? Bought something because you just HAD to have it right then? (How about the latest ebook?) Well if not you are a rare person and you especially need to work on understanding the PARADE OF LIFE. Friend, you must separate what you would do, from what goes on out there in Chattel land.

Those were some of the earliest lessons I learned about Chatteling. Some of the other mysteries I quickly discovered were:

Cameras were a lot easier to carry than a stereo system, and in those days, stereos were heavy suckers at that. And I could carry literally **thousands of dollars** worth of camera equipment in a backpack without anyone even knowing what I had or what I was doing.

In fact, most of my shipmates never knew what I did, because I had adopted the "*fly low, collect the dough*" philosophy...and a lot of those guys were always borrowing money, and I knew where it went...wine, women and the poker table; NO THANKS.

I also found out I didn't like dealing with titles and red tape. Even though I do an occasional car, boat, motorcycle or RV and in this guide I WANT you to do a few too but...for the most part I stay away from things that need to be registered and licensed. With that said, I feel that YOU should do at least one car and one boat a year. I do at least that too. But I don't go hog wild on cars and boats or anything that has to be licensed and registered.

Do you know of anyone that has a license plate on their ***custom*** drapes? HA! And some of those custom made drapes cost over $3,000.00 and can be put into the back seat of a YUGO by a nine year old girl. Don't even tell me you don't have a truck, stick with smaller things.

Now there are 1001 ways to specialize in Chattel, but I prefer the ***daily mundane***, and mostly smaller stuff that fits in an average size car...or on the back of it, like bikes.

You could go the antique route. Collectibles. Ephemera. Toys. Trains. Or any of a hundred different directions. But to me that is putting your money in "storage"...and I advocate circulation. You'll learn all about circulation in a little while. But here is another key:

Buy, then SELL stuff you KNOW that people want.

Don't worry, you're going to learn how to do it in this GUIDE. Start small, do a few transactions and as we progress in the GUIDE you'll go from learning how to make a little bit of money to making quite a bit as a "FINDER" for certain types of corporate chattel...but that comes down the road.

Are you ready to get going now? OK, then get to Chapter One NOW.

CHAPTER ONE:

Let's get started with:

THE 7 TOOLS OF CHATTELING

Here is a list of some basic tools you'll need:

1. Computer and Internet
2. Notebook, pens and markers (highlighters)
3. Yahoo maps and Google Maps
4. A telephone
5. Yellow Pages
6. Newspapers, trader pubs, advertising sheets of your area.
7. Scissors and tape

Let's start with the assumption you have the first 2 items or else you wouldn't be reading this would you? And you've got blank paper in your printer right? Just staple a couple of pieces together for your first notebook.

You may have to go out and find the local Advertising Vehicles, like the Trader Pubs and weekly newspapers, but the sooner you do this, the sooner the light bulb goes off. You'll see what I'm referring at some point in the near future IF you choose to chattel for real.

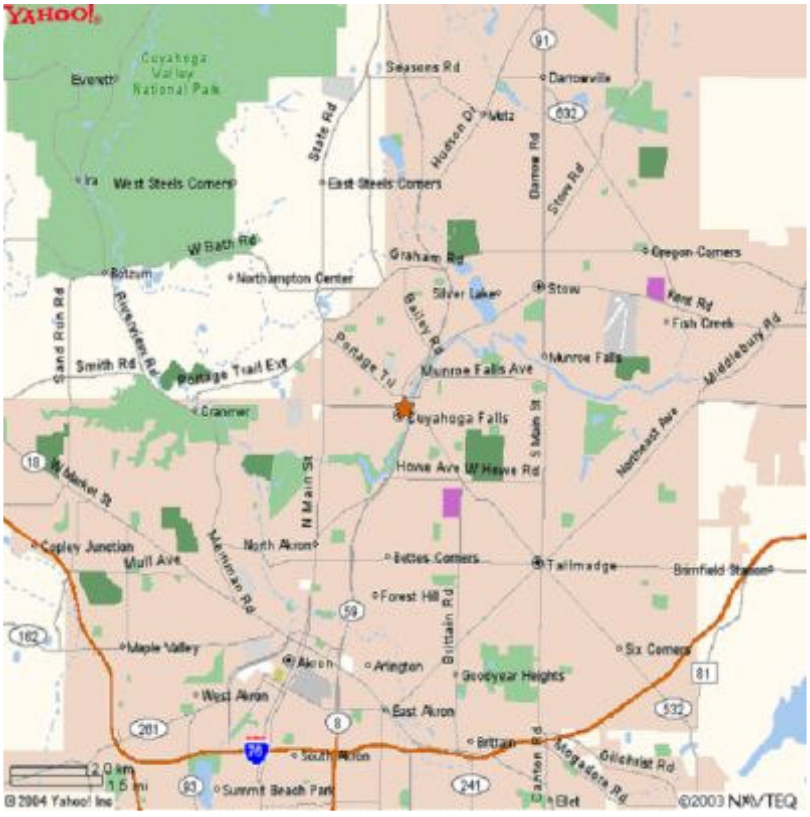
A telephone, a cell phone, is a great tool to have. When you are in the field, trying to find something or someplace, it comes in really handy.

The yellow pages will get used extensively in the A to Z networking chapter. Scissors and tape let you cut things out and tape to your scrapbook or chattel ventures.

Now let's get started using the tools and you'll find that if YOU do the following exercises, you'll be building a solid foundation on which you can build some pretty big profits.

HERE WE GO. You need to open a new browser window and go to Yahoo Maps. I'd like you to type in this zip code: **44221**

Here is the map you will see for the City setting (#4 on the Yahoo Maps left panel) and you'll see Cuyahoga Falls in the middle. This map shows distances about 20-30 minutes from my house. Later, YOU will make a map for your files.



Please draw two lines through this map and try to go right through the STAR from top to bottom and from left to right. You will divide the map into 4 quadrants. The map you are looking at in your browser is probably clearer than the one you are looking at here...so you may want to print it out and write on that one while you read this chapter. That is up to you.

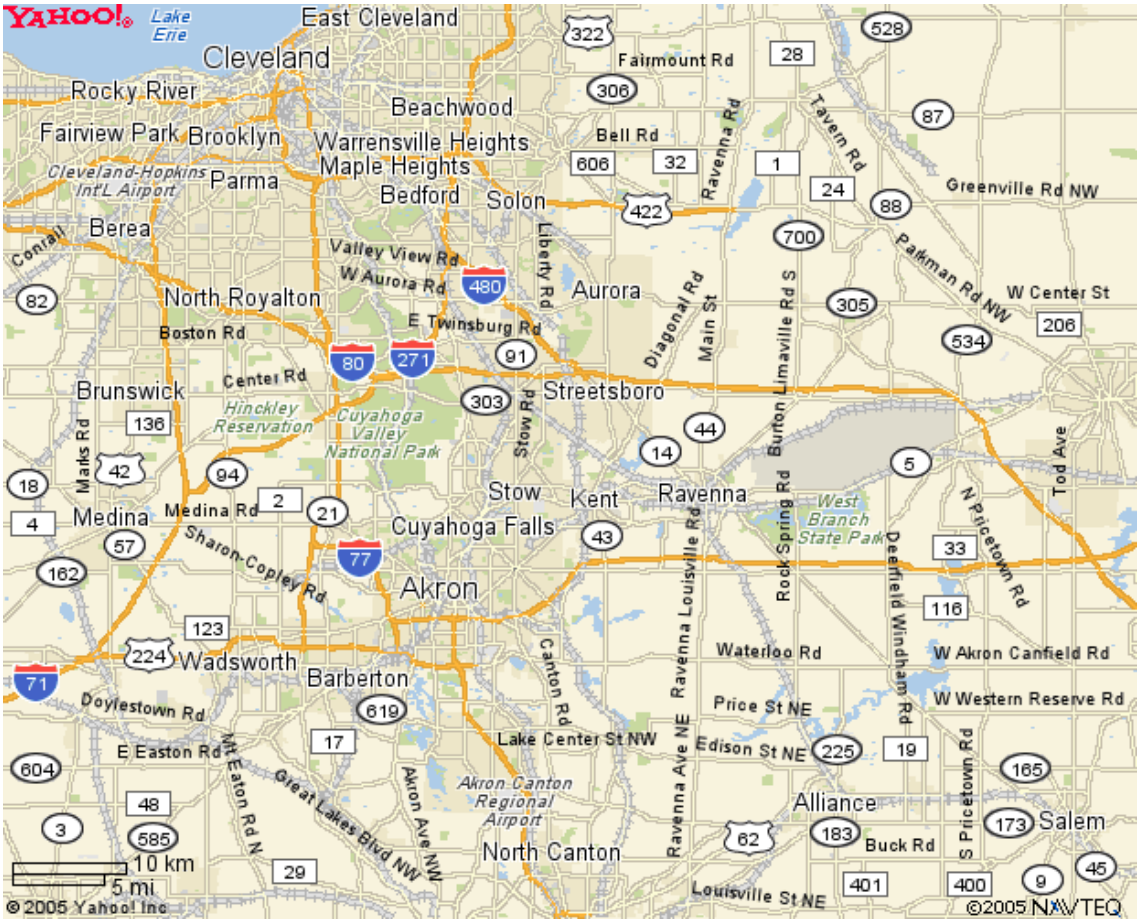
On the left of the map in the upper quadrant you'll see the Cuyahoga Valley National Park. Although the distance from the STAR is about the same to both "ends" of the map East and West, the fact there is a VALLEY to the West (the left side) is a key factor.

Amazingly, people will as a general rule NOT drive through the valley to buy or sell Chattel, but they will go all other directions. You may have something like this too, we'll see.

Now I call this the **COMFORT ZONE** for most people. It is that distance of about a half an hour from their homes.

When you type in your ZIP code (later) you'll know what the Comfort Zone is for your area.

Here is another map, which is also 44221 at Yahoo Maps but at the number 5 Setting.



Things on this map are about an hour to 75 minutes away from Cuyahoga Falls. Divide this map into quadrants too.

Now here is the secret that is going to make you money...people MAY drive to and from the quadrant right next to them but WILL NOT drive to the one that is caddy corner from them.

In other words, people in Wadsworth (lower left) will NOT drive to Aurora (upper and right) for Chattel. OK, now find North Canton on the bottom center and locate Alliance on the bottom right. They look close (and in fact they aren't far apart)...but again, MOST people won't drive that far to find Chattel. If you will, then you are on your way to some *Amazing* Profits.

Cleveland publishes a daily paper and big Sunday edition. Canton and Akron also have dailies and Sunday pubs. Almost every other city you see on this map publishes a WEEKLY pub. There is even a "West Side Leader" that covers West Akron, an area, not a city.

Also every Wed. in my area the "Trader Pubs" come out. Also the "Mini-Merchants". And there are more than a dozen little local "Penny Pinchers" . You will learn what you have in your area.

Here is the MINI Merchant from Canton. It is typical of publications you may find.

You can GOOGLE auto trader and/or Trader Pubs and also Mini Merchant as well as Penny Pincher and put your state in the search too. You may have other local advertising pubs that are unique to your area. It is your JOB to find them all.

Many people I've worked with in the past refuse to do this and you are only hurting and limiting yourself if you choose NOT to get out there. There are diamonds and gold buried in these things, and don't forget your local high schools and colleges where they have both newspapers and at the colleges, and that means frat houses too, they have bulletin boards.

What I'm attempting to show you is the AMOUNT of classified ads and postings that are used to sell things OFF LINE. Things that can make you money. Things you do NOT have to eBay either. Things you COULD eBay if you wanted to. Times are sweet indeed in Chatteland. But only for those who actually spend some time to gather all the materials together.

Every week people are **spending BILLIONS of dollars** across America to advertise their stuff for sale. You just have to stand in the gap between over here and over there.

Don't worry, you'll learn how. The first few weeks of Chatteling are the hardest because it is new and different and you are learning. Soon you will be spotting money making Chattel as if it were second nature to you and once you have your Chattel PROFIT antennae up, it will be.

OK, those are the basic tools you will need. The scissors, as I said, are used to cut out the MARKED items you find in your local advertising pubs and the tape is to put them in your notebook. This will become your history as well as your friend for finding profits.

You can begin today and mark in your local paper with the marker, any of the items you find in our discussions.

CHAPTER TWO.

The Quick Start GUIDE

You are about to learn something very important. And you'll be able to get a small glimpse into this fascinating NON-business too. See, it isn't a business unless you make it one.

- You don't need a license
- You don't need a BOSS
- You don't need employees
- You don't need a storefront or warehouse
- You DO get to "*fly low and collect the dough*" under everyone's radar

You can do it often, or every now and then. There is NO limit to how much money you can make. You could simply become a FINDER and still earn a six figure income (if you are willing to ***EARN***, that is, not afraid of work).

Also you don't need a web site. You can use a lot of FREE tools. You are about to learn a thing or two.

Back to work. In the other browser (if you didn't open one for the maps, go ahead and do so now, and if you've been reading this off line, then goodness sakes, GET ON LINE now and go to www.craigslist.org and hit the Ohio link. That is craigslist DOT org.

You will see SEVERAL areas listed for Ohio. I use four of these, as you can see this on the map. Akron/Canton, Cleveland, Youngstown and Toledo. I also use Erie, PA. Do this exercise first before you go to your own area on Craig's List.

Hit the Akron/Canton link and under the **FOR SALE** section, hit *Bikes*. Any given day there are bikes listed here from 25 to over a thousand dollars. Pick the HIGHEST PRICED bike listed today that is NOT a collectible. Write it down. (I suggest you copy and paste into a word document, or works or open office, and save this as a special file).

Now do the same thing for Cleveland, Toledo and Youngstown. On this day I'm writing this, the highest priced bike is listed at $8,000.00 and is a collectible or antique. I have NO interest in this bike. You want to find the most expensive BIKE listed in these four areas of Ohio that people actually use. Although if you KNOW of a buyer for an antique bike, that is a different story. ONWARD.

It is NOT uncommon to find bikes selling for over 500 dollars...and many of these may be a BARGAIN. See, I wouldn't think of paying a grand or more for a bike, but many people pay 3 and 4 times that amount for their specialty bike. Touring bikes. Mountain Bikes and Competition Dirt bikes.

OK, did you actually DO the craigslist drill? IF so, you now go to eBay and search for BMX bikes. On the left panel hit the COMPLETED button (you'll need to be signed in). Sort by price; **HIGHEST first**.

Any given day you will see these small little bikes that can fit in the back seat of most small cars and certainly on a bike rack, are selling like hotcakes for substantial sums.

If you don't have a bike rack, and you want to do a few bike deals, look for one while you're at eBay, it will probably only cost just a few bucks...ANYHOW, you will see bikes that **have sold for over a thousand dollars** and many for several hundred dollars.

Now look at the number of BIDS per bike. ***Do you get it***? You have now seen a **HOT SELLING ITEM** that could pop-up in your neck of the woods OVER THERE and you sell it over here (eBay) for a quick and easy 200 dollar profit. And guess what?

There IS a bike shop in your area that BUYS bikes. That's what the phone book is for.

I'm NOT being cryptic, I'll tell you everything you need to know later, I'm just SHOWING you...

how to go about finding what is selling, because this gives you a good indication of the TRUE MARKET VALUE.

And if you are smart (I know you are, you bought this GUIDE didn't you)...I've also shown you, via craigslist, a way to FIND and to SELL things for free. FREE. **FREE**. STOP and think about that for just a moment. craigslist is the chattelers best buddy.

The above is homework designed to get you to start to look for things. You looked at only *ONE* section of the *For Sale* listings too. You should spend a couple of hours pouring over the Craig's List nearest you...go through every section in FOR SALE and it wouldn't hurt to go over most of the lists there too.

Now in case you left, go back to the Akron/Canton site, hit the BARTER link under FOR SALE and you'll see ONE of my ads, either for trading Golf Lessons or for an *Independent Marketing Appraisal* or for my *Dutch Uncle* service or for one of several "classes" I offer. And I'll trade for just about anything. BARTER is an integral part of both Chatteling and the Second Economy, which we'll talk about later. But for now;

Back to eBay for a moment. Search for DRAPES. Find the finished auctions. Sort by price, HIGHEST FIRST.

Be *amazed*. And then search for Window Treatments under the Home and Garden/Window Treatments section.

Most custom made drapes and curtains could be put into the back of a Yugo by a 10 year old girl. Get it?

On MY map, I'd find those kind of drapes in Hudson, Fairlawn, Bath, Pepper Pike etc. etc. And I would buy them over there and sell them over here, cause even us middle class folk in Cuyahoga Falls can appreciate Custom made Window Treatments, even if they are Pre-Owned...they are still boootiful!!! And AFFORDABLE too.

Now it is time for you to make your own map. Use Yahoo or Google which ever one your prefer or even MapQuest, it really doesn't matter as long as you have a MAP of your area. Check in your phone book too, cause a lot of them include maps of your area.

YOU probably already know where the "affluent" areas of your town are, but in case you don't, then just look at your Saturday or Sunday homes listings. Find the higher priced homes, and you have an area you want to hit for garage sales and moving sales. SEE, a person selling a house will be MOVING and often they sell off some of their chattel before they go.

And they could be under some stress, so the three I's come into play: Impatient, Impulsive and Immediate. Keep an eye out for **FOR SALE** signs in affluent neighborhoods.

REVIEW OF CHAPTER ONE and TWO:

Just a quick review. You will want to assemble your tools. IF you choose to do this, you will have maps of your own area that you will be using to find great Chatteling deals. You will want to go to eBay and look at bikes and drapes, in the completed auctions section and the highest priced ones first in your search so you can see with your own eyes,

these are NOT nickel and dime pieces of chattel. You have the potential to make substantial income from chattel that people want. And you've just been given ways to find out what it is they want and how much they are willing to pay for it.

You will want to go to *Craigslist* DOT org and look in the Northeast Ohio area as practice and then you will go to your own area on craigslist.

CHAPTER THREE

The A to Z list of Buyers and Sellers in YOUR area.

Before we get started on building your NETWORK of buyers, let's take a quick peek back. The reason I do this is because when you want to learn something, reinforcement is a powerful tool. So, I'll put a lot of little reviews in as you go along.

You've learned a little of the psychology behind Chatteling, and the big thing to remember is: often people want their money NOW and do not want to wait so that is good news for you.

You discovered a trick to using eBay completed auctions to see how "hot" specific chattel can be, you looked at BIKES and DRAPES. Now this isn't to say that these are items you should be looking for, it is an example.

You are in the process of putting your tools together and forming your own customized "Chattel Kit" that will meet your needs. But bikes and drapes may be a good place to start too. They are used to show you how to do a search for popular items and market value.

Now get out your Yellow Pages and we'll start to put together a list from A to Z.

I actually CUT out the ads but you can use Post It™ Notes on the pages if you prefer. Since the phone companies insist on giving you phone books by the stacks, why not put them to good use?

Or if you have a big yellow marker then you can circle the ads or subjects too. You're phone book may have maps in it too that you can use. I make copies of the maps and put big STARS on them to show locations of my NETWORK. You'll do whatever works for you.

One hint: I tear out the maps in my local yellow pages, take them to Copy Max and enlarge them and stick them on my bulletin board. It is a cheap way to make several maps you can use. Use colored push pins to mark locations of your network and write their phone numbers right on the map.

But please LISTEN up here. DO this exercise even though you may think that you will never get involved with any of these items. You just don't know what you may come across on your Chatteling journeys and what your network will want.

I'll give you a brief explanation as to why you want to KNOW who these people are.

So starting with **A**.

Alterations. Remember those thousand dollar custom made drapes you saw at eBay? Well, if you do pick up a pair you could OFFER alteration services included in the price. By knowing WHO does this sort of work, you can establish a NETWORK of people that will help you when you need them.

While you are looking at who does alterations in your area, you may also see people who not only do draperies but also LEATHER. And zippers. Ah, my friend, some of those leather jackets you might come across for a few bucks because the zipper is broke, could put a hundred dollars in your pocket. Know how much a "Bomber" jacket goes for? The college kids really are into them.

But, and this is just to get you to thinking, you know I'M big on thinking, right?

What about a pop-up camper or tent you may find that has a broken zipper? The seller will practically give this to you...and for a few bucks and the help of one of your Network friends, you could fix the camper canvas up, and turn around and sell it for some decent buckaroos.

Many alterations are done at cleaners who can remove spots from leather and fix zippers.

Are you thinking? Have you ever been to an outdoor party that had a tent? HMMM.

Antiques. Almost every listing you'll see is for someone who not only SELLS antiques, they also BUY them, and they can be a great resource if you don't know squat, like me, about antiques. I personally don't like to work with antiques, but once in awhile I'll find something I'm not sure about and so then I seek out the advice of the experts.

Look especially at those dealers who run the "**We Buy Antiques**" in their ads. Also make note (cut out, circle, put a note next too, whatever)...those places that "REPAIR AND RESTORE" too.

Appliances. Not my cup of tea (too heavy). But I ain't a fool either, if I find them and I can turn a buck on em, then I'm into appliances. I've got two big strong brothers for this sort of work, and man, do they come in handy now and then. There was one of my chatteling students, John, who even wrote a little report on this, he specialized in appliances and could make an extra 200 to 400 dollars a week.

Appraisers. Just in case you need one, know who they are in your area. Most specialize.

Aquariums. You'll be amazed at how many you'll find and how easy they are to sell.

OK, you get the point, it will take me a gazillion pages going like this, but what I'm going to do is to LIST the sections I want you to take a look at and mark in your personal Yellow pages.

See, I could give a squat about fish or aquariums, but my Uncle Frank Yoder used to raise tropical fish and sell them and he made a pretty decent living at it too. He was always BUYING aquariums from me if I found them. And I always did. Now back to the list.

Archery, very fanatical group. *Art Galleries*, Dealers & Restoration (good for frames). *Athletic Goods* and Organizations (such as Bike clubs *hee...hee*). ***AUCTIONEERS***, my high school buddy Mary Whelan is an auctioneer and he is always finding good deals.

Spend a few minutes in your phone book under this category, you'll find some great information about liquidations, consignment auctions, etc.

In a later Chapter, I'll get very specific about *Automobiles*, especially the ones you can find at *repo* auctions. Since we've (the WE being my brothers, one builds transmissions and the other specializes in German cars) done this quite a bit, I'll give you some inside hints on what kind of cars to buy that quickly sell and even show you ads I used to sell them. So we'll skip Autos on this list, but do know that there are many people who start with basic Chattel and find out they can specialize and make more just with autos.

Bait. Are you thinking, "**You've got to be kidding me Gordon, BAIT**?"

Friend, we've made thousands of dollars with fishing gear and fishing boats. WHO do you know in your area that has access and knowledge of WHO might be buying or selling? YEP, the guy who is selling them bait. Many bait shops have a bulletin board where you can find some great bargains and BUY there and take em down the street and SELL em for a profit.

Band Instruments (also under musical in many phone books). *Baseball cards* & sports memorabilia. My friend Paul Burdick owns Spellbinders in Kent, OH and I worked for him one summer just to learn Baseball Cards and *Comic Book* values. See the whole chapter on this.

Baskets, here in Northeast Ohio Longaberger baskets are a big deal. *Bathtubs,* find an old four legged "claw foot" cast iron tub and you could be looking at several hundred dollars.

***B*ICYCLES**. Maybe you knew about thousand dollar bikes before Chapter ONE, and some sell for 2 and 3 times that amount. NOT ME, not until a few years ago I came across a Panasonic bike and I didn't have any idea Panasonic made bikes...that I got for a song and a dance and sold for some very tasty hundreds of dollars profits, thank you very much.

Do yourself a favor and spend two hours this Saturday visiting any nearby bike shops to see what they have. And check for Bike Clubs and biking events in your area. And don't forget craigslist.org too.

***B*LINDS.** Make a note on those that repair and clean. And if you want a nice little side-line business, clean blinds for local restaurants. Nothing is less appetizing than a dirty blind on the window next to the booth you are eating at. And restaurants also sell DRAPES now and then too. *Boat dealers*, my old friend Joe Karbo would make thousands of dollars buying and selling boats, you can too. If you don't know a thing about boats, here is where you can start getting an education.

KEEPER POINT. Getting to know people is a key element of Chatteling. You don't have to know everything, just find those people who KNOW what you need to know. With boats, you can easily hire an experienced salesman who knows boats to help you assess a boat you may want to buy. And he'll know what you can sell it for too. Cars and boats and RV's may be a little down the line for you, but I want to emphasize that EXPERTS are everywhere and for HIRE, wave a hundred dollar bill under his nose for a couple of hours of time. Got it?

OH, and if you ever get into information marketing, these "experts" can be a great source of information to help you create a product. Bill Myers created a video on How to Buy an RV, and it was actually done by someone who bought and sold RV's. I'll talk more about Bill later, he's a known Chatteler too (turned me on to Kubota tractors a few years back).

In fact, you'd be surprised at the people who chattel, perhaps you've heard of Yanik Silver, an Internet marketing phenom? He recently listed his Mercedes Benz for sale on eBay. Even gurus and millionaires do it...chattel that is.

And another thing about boat shops is it wouldn't hurt to know where you can rent boat trailers if you need one too.

Book dealers. Just recently I found a book (*Neo-Tech* by Frank Wallace) at Goodwill for 50 cents and sold it for 23.00 on eBay. I'll spend that ten minutes every day of the week. And along with dealers, know who does bookbinding in your area. My neighbor has an old bible falling apart, but for 50 bucks she could get it "fixed" and it would be worth several hundred dollars.

Boutiques often consign. *Bridal* shops, gowns and anything bridal make many people a really nice living. Remember the "**Parade of Life**".

Cameras and camera repair. *Carpet* cleaners. *Clocks*, my friend Harvey Brody (one of the great Entrepreneurs in America) goes to flea markets looking for clocks. He is a collector. We have one clock guy right downtown Cuyahoga Falls; make sure you know where your clock guy is.

Clothing bought and sold; you'll be surprised. *Clubs*, like American Legion and Eagles and Elks are great sources for both buying and selling. You, too, could create a little "I'm BUYING" flyer like I use (you'll see this in a later Chapter). *Coin* dealers. *Community* organizations.

Consignment shops. You should know every consignment shop in your area. Visit them and look at what they sell, talk to owner and ASK what sells quickly. You may be able to sell that bridal gown you paid 75 dollars to get for several hundred on consignment.

Diamond buyers, here you need your "EXPERT" to help if you go this route. *Dolls*, especially repairing. *Drapery*. *Exercise* equipment, buying and selling. *Fishing* bait, often put here instead of under bait. Also you'll find tackle shops, a great place to post your "I'm BUYING" HOTSHEET.

Formal wear, rental and sales. *Fur* business, still a very viable business. *Furniture* repair. ***GAMES***. This is a hot area, my nephew (in high school) makes money buying and selling and TRADING his games from his Gameboy, PlayStation and all his other game devices. There are stores popping up all over the place. He pays cash to kids who sell their old games cheap.

Gold, silver and platinum dealers. Gold is sky high as I'm writing this, and many older people are cashing in, you could make some quick profits, but do it before the crash (there always has been a "day of reckoning" for gold speculators. *Golf* clubs, I still make money almost every week buying and selling golf clubs. You may take note of my ads at craigslist where I barter Chapters for just about anything. And many of these "new" students need clubs, guess who sells them?

Government. YEA, your city, county, state and your Uncle Sam all have auctions now and then, or if they are like Cuyahoga Falls, they now eBay their "junk". Check out Cuyahoga Falls at eBay and see they have sold a lot of stuff. IF you know when your governments are holding auctions, you can find some steals and deals.

GUNS. I no longer do guns for personal reasons. But, and that should be a big BUT, this can be a very lucrative area.

My friend Fred is a gun "nut" (they, {NRA types} hate it when they are called *nuts*...HA!), can make hundreds of dollars in any given weekend selling guns at some gun show somewhere.

My Uncle Bill (Bill HUFF, married to Nelle, my mom's sister) was a long time president of the *Goodyear Hunting and Fishing Club* and he has been a great source of both buyers and sellers of guns back in the day. He (along with several other uncles) is also a member of an American Legion and VFW post. Both organizations will provide you with long lists of gun owners if you care to pursue this.

Hauling, in case you need something hauled of course. *Hobby* and model supplies. *Hub* caps, I kid you not, there is a guy here in Akron who sells hubcaps, one at a time. *Hunting* supplies. *Jewelers*, could become your best friend, I shy away from jewelry at this point. *Junk* dealers.

Lapidaries, you'll always find jewelry makers at these places. *Leather* goods. *Liquidators*. *Locksmiths*, can help you open old trunks and such. *Miniatures*. *Musical* instruments. (I'll have a whole section on this in a later Chapter, it is huge, and think of "**The Parade of Life**".

Newspapers, a quick way to find classified ads. ***NOTARIES***; have at least one or two that you know and do work for you, great for flipping cars or anything titled, especially on a Sunday...and also for bills of sale and possible "notes" you may issue on Chattel.

Office furniture, used. *Pet* supplies; a dog cage or house might be an easy 50 bux for you. *Picture* frames, restoration. *Potato chips*; just kidding, wanted to see if you are paying attention. If you are, then send me an email with Potato chip in the subject header and I'll send you a free gift, a HOTSHEET or little report you may not have seen before.

Recycling centers. *Restaurant* equipment, used. *Saddles* and tack shops, hey, I've got a camel saddle for sale. *Sewing* machine service and repairs and also commercial sewers. *Skateboard* parks and equipment. HEY, we've got one right up the road in Cuyahoga Falls (were a very advanced little city) and those "kids" spend hundreds on their skating equipment. My nephew traded his for an electric guitar, and now my sister wishes he would go "break a leg" skateboarding...HA! Oh, his little garage band, *Upper Class Trash*, is on tour and his CD is available too. What good is writing a report if you can't promote your relatives? he...he.

Small engine repair. *Sporting* goods; they even have used franchises like **Play it Again Sports** and in golf there is **2nd Swing** (I worked part-time one summer at Summit Mall store to learn what was selling and what people WANT to buy).

Sports cards. *Stables*. *Storage* centers; they ALL have auctions now and then to get rid of vacated property. I have the "inside" scoop on these, having worked at one as the on-site manager. *Sweeper (*also under *Vacuum)* repair, one **Kirby** or **Rainbow** might be worth an easy hundred dollars.

Tailors. *Thrift* shops. *Tools* rental. *Toys*; another subject I'll have a whole section on in a later Chapter. *Upholstery*. *Veteran's* and military organizations. *Video* game dealers. *Watches*. *Wedding* shops (often under *Bridal* too). And last but not least:

Wines. YOU could actually buy and sell collectible wines, but I've included it in my list so you know where to pick up a nice bottle of wine once you've closed a couple of nice Chattel deals.

Zoos. Hey, you may come across a Llama or a pony some petting Zoo would buy from you.

IF you have actually opened your yellow pages and followed along, and if you marked any or anything caught your eye, then you may be on a HOT trail of chatteling profits.

This exercise was to show you that YOU do have a readily available network of experts that you can tap into, places you can buy and sell stuff and just to let your mind expand into areas you never thought of or seldom think about.

ONE area, and it could be any of them, might be the one that you enjoy and will focus your time and attention on.

NOW, you have a basic idea, a concept of who is doing what in your area. This is not by any means a complete list, but it should have opened your eyes to how many chatteling opportunities exist.

CHAPTER FOUR:

WHAT TO BUY.

Ah, this is tricky. Not that I'm trying to trick you, but the answer you don't want to hear is also the truest and most honest one I can give you.

Buy anything you know you can sell for a profit.

In the A to Z list you saw guns. I no longer will buy and sell guns for personal reasons, but I know for a fact that this one area alone is a multi-million dollar Chatteling operation that takes place throughout the country. You aren't more than a couple of hours away from a Gun Show at almost any given time of the year.

So you also must have a *willingness* to buy and sell certain things. Most of my students over the years won't bother with Window Treatments, even thought I can prove to them that this is a "**Parade of Life**" opportunity that every community in America has.

In the beginning what you buy might be dictated by your transportation too. If you have a small car, then you won't be towing many boats will ya?

And the other thing to consider when starting is your Chattel Budget. If you can start with 500 dollars, that would be a good place for you. So WHAT you buy in the beginning is determined by your:

1. **Willingness**
2. **Transportation**
3. **Budget**

Let's get into you Chatteling GOALS. Do you have any?

Goals will help you determine what YOU will be buying and what and where to sell it. In the A-Z list, your NETWORK, you have seen there are plenty of places to sell your stuff. For instance, I might come across someone on the golf range with some clubs to sell, and I'm not afraid of approaching strangers and asking, "Do you want to sell _____?

The other day at the gas station, I almost got a nice Toyota pick-up, but the guy thought about it and wanted to keep it. But I asked anyway. See? They may say NO, but they become aware that you buy and sell stuff. At the gas station where I buy my morning cup of coffee, I see several people I've approached in the past, they don't shun me or spit on me, in fact they have moved from stranger to "casual acquaintance" and will often alert me to someone selling something.

I teach people to ***start small*** and get some confidence in the whole thing, but you don't have to. You can start at whatever level you want. Now I'm going to share my experiences, but, the numbers and figures aren't carved in stone, there is NO hard and fast rule about this.

You get to make your own rules up as you go along. So as a *GUIDE* line, you can think about this.

IF you want to make an extra $200.00 a week for about 10 hours of work, you'll need to make 50 dollar profit on four transactions, or 200 on one.

And there are a lot of combinations there too, I'm not big on "garage sales" but that nickel and dime stuff *could* produce 200 to a thousand for the weekend.

So to make that 200 goal, maybe you could find ONE bike that makes you a 100 dollar profit and ONE set of custom drapes that make you the other 100. VIOLA! 200 bux profit.

Spend some time and think about what financial goals you have for the short term (the next 3 months) and for the next year. It will take you about 90 days of continuous activity to get a feel for what is happening in the world of Chattel.

STOP right now and write down a goal for the next 30 days. OK?

Continuing on with WHAT TO BUY. My experience tells me that most people should start off with something they are comfortable about. Here is Skip's story…

My first chattel sale

I bought the chatteling guide for my son-in-law. But I had to read it first. Great guide.

I don't look for items for sale too often but decided to check my area at craigslist. I saw 2 Delta faucets for sale for $65 each. These were new, left over from a construction job as the person stated. I checked the web and found they sell for new for $138 each.

I wrote back and asked if they would take $80 for both. He wrote back and said $90 and we could meet half way, about 15 miles. Bought them and called a friend that owns a mobile home park.

Ask him if he knew anyone that might want them for half of retail $130 for both. Said he would take them as he uses them for his rental mobile homes. Met with him this afternoon and got the cash in my pocket. Total time for all less then 1/2 hour. profit $40

I am going to have to keep my eyes open for more merchandise in the construction area. I was in the trades and know the prices so I know a bargain when I see one. Why leave this money laying around instead of picking up a quick buck?

Skip Rosell

Now Skip has a background in the "Trades". So he knew the general value of the faucets.

It is a good idea for YOU to start in an area you know about. I know golf clubs. Skip knows construction stuff. My brother knows Audi's. My sister knows Tole painting.

Let's have a look at a couple of more examples.

Doc Jackson, a fellow Chatteler, buys and sells Magic items. I mentioned my friend Paul Burdick, who in Kent, OH has a shop called Spellbinders. Paul also sells magic stuff along with gaming things. I think these are mostly "role playing" type of games.

Dien Rice in Australia bought the inventory of a CD shop, and has been quietly selling these CD's on eBay and in bulk and pocketing some very nice chunks of change. You may not yet have the finances to buy the inventory of a business that is going out of business, but you might joint venture or OPTION the inventory and try to flip it.

What you buy depends upon your CONFIDENCE in your ability to sell it for a profit.

Also, your willingness, in some cases to hold onto the chattel. I don't like to do it, but if you find a product like CD's or DVD's that don't spoil, you can "warehouse" them and sell them off as you want.

This is where a storage unit might come in handy. OH, check with your local storage units for their next UNIT SALE, they sell the contents of the storage units when a person hasn't paid for sometime.

I've found some great bargains at these places. YOU will too, IF you have your network of buyers set up. The next page is a work sheet to help you get started choosing what to sell.

Print this next page out and fill in the blanks. Don't like your answers? Do it over. It is a tool that helps you to focus in and get er done, as Larry the Cable Guy (a redneck comedian) might say.

My hobbies or interests are _____.

I have a lot of _____ this kind of stuff.

Here is what I have right now in my basement, attic, garage, spare room or shed:

_____

_____

_____

_____

_____

Now the things on this list that I have not used in the last year are:

- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑
- ❑

Check the box next to the item that you probably can sell and not miss. Then you do a search at eBay for completed listings of similar items, to give you an idea of how much cash you have laying around your house.

Here is where you can put in a financial goal. Here is an example.

> I want to make $1,000.00 in the next 90 days chatteling so I can invest that money into a seminar on how to make money on the Internet. I'm going to achieve this goal by buying and selling at least ONE item per week, the items I'll be selling are going to be mostly golf clubs.

Now write your financial goal here:

If you take the time to print out and fill in the blanks and walk around your home looking for stuff, you'll probably find several things that you can get started with.

So, ONE answer to the question, what to sell? IS, sell your stuff you no longer use or want.

The important thing is to get started, to build up some skills.

I don't know of anyone anywhere offering you this kind of HOW to information when it comes to buying and selling chattel.

You can either get started or not. It is up to you.

Here is ONE last idea on what is **HOT**, that answers your question, What to sell?

Although I don't do autos and RV's and boats all the time, I still do a few a year...especially if I can find a bargain and KNOW that I can pick up a $1,000.00 on it.

This may not be enough for you, but being a "*fly low, collect the dough*" small-potatoes sort of a fellow, a quick and easy THOUSAND dollars comes in handy now and then. This Chattelers Bulletin will give you something to keep an eye for in your neck of the woods.

The small, low cost Class B or Class C RV. I'm only going to give you a glimpse and you can do your own research. But if you find something in your area, you might be able to turn it around in a week on eBay. And that means you may have all of 10 hours into it.

RV's in the 4 to 7 thousand dollar ranges almost always get a lot of bids and get sold. **And they always get *EXTRA* HOT at hunting season**.

Many people in YOUR area with these things sitting around, won't spend much on advertising.

This is where you USE craigslist.org. USE www.rvtraderonline.com Local Penny Pinchers, local newspapers and LOCAL ads.

TODAY (and this is typical) I found 89 RV's at RV Trader Online between 2500 and 5500 dollars for sale. SEVEN of these were within a couple of hours of Akron. Would you drive a couple of hours to pick up a thousand dollars? YES? Then good on you, cause most people won't do it.

IF you are interested in this "easy" money, then you should spend about 2 weeks and study the market...pick Class B and Class C RV's at eBay...search at RV trader online. Compare at mpire.com USE google and ASK.com and search. USE craigslist.org and see what people are selling. Here are just a few and I have over 30 in my "I'm watching" section at

eBay...These things SOLD. Remember, you want to use the TOOLS from LESSON ONE to find out how much people are willing to spend. Then you can go snooping around for the things you KNOW for certain they want. Maybe the 42 bids below were between 2 people (you can find out)...it doesn't matter, ONE person really WANTED it...and they paid to get it. The links may work for you. If not, you know by now how to search eBay completed actions.

21' Class C Motorhome Honey Ford 1 ton Chassis 41k mi $6,101.00 27 BIDS

1994 Dodge Class B RV self-contained ready to travel $6,351.00 36 BIDS

TOYOTA RV MOTORHOME SUNRADER IMMACULATE! SHOWROOM COND! $9,000.00 42 BIDS

Check out yahoo classifieds to see if there is something right in your neck of the woods TODAY.

Now you have some ideas on where to start and what to sell. Let's move on.

CHAPTER FIVE:

Now let's go up the ladder so you see where this gets interesting. I'm going to include a section from ***The Chattel Report, the Sprint to Freedom***. This is week 8, the report within the report. I no longer sell the report under an agreement with the people who do sell it, but I still own it, and can use it as I want, so you'll be getting some of that information in the beginner's GUIDE (but they are very different animals.

This part of that report talks about bigger deals. So if your goals are for a few hundred a week, then you'll find this most interesting.

BEGIN EXCERPT FROM THE CHATTEL REPORT, THE SPRINT TO FREEDOM:

****

WEEK 8 BUY FOR 1250 SELL FOR 1600 OVER THE HUMP WEEK

THE REPORT WITHIN THE REPORT.

Some of you can start here. If you have the money and the confidence. If you have 1500 bucks burning a hole in your pocket.

For me this is the exciting week. Or the FUN transaction. It is where you make one deal, and put in your pocket as much as the average American takes home from working a full time job.

Now I have said from the very beginning that I am not going to hold anyone back. But it does take a little bit more courage. Only because the dollar amounts are bigger. BUT that is the only difference. The system is exactly the same. You buy low. And you sell high. And WHAT you buy is totally irrelevant. It simply does not matter.

Buy for 1250 and sell for 1600. Then do this on PAPER for a few days. Until you have confidence that you can locate some undervalued chattel in this range. Try it first with "play" money. Locate bargains in one area and see if you can sell it in another for MORE MONEY.

BECAUSE this is the turning point in chattel buying and selling, I am going to take a little more time and give you as much as I can think of.

This is the time to buy that Yamaha Alto Sax, or the Selmer Tenor Sax, or the Bronica camera, or the Pentex 6 X 7, or the MARK V SHOPSMITH. Look in your paper.

Chances are you may see one of these name brand items. Here is where going to the retail shops pay off. At the music store you may see a NEW Yamaha Alto Sax (depending on MODEL #) for well over two grand.

These frequently sell used in THIS, our American average, range. So if you can pick one up for the 1250, and flip it over, there you go. $400.00 SMACKEROOS right into your own pocket.

Start keeping some kind of a journal. Keep it simple. I use a sectioned off notebook. About 2 bucks at the drug store. Tabs on the side make it convenient. This is going to be your own personalized HOT little notebook. So when you made the trip to the music store, you got some prices.

Or you can go out on-line. And do a search for musical instruments. Thousands of sites will come up. If you go to a newsgroup, you can see what stuff is selling for nationally. Doesn't mean a thing, just gives you some ideas. Same is true of "blue books" which you can often find at your local library. These are what pawn shops and resellers use to give an industry standard "perceived value" to chattel. What is important at this level is to BUY PERCEIVED VALUE.

Now I don't know if Yamaha is better than any other brand. But I know it is popular, it sells well.

So when I'm at this level, I begin to look for recognized NAMES. Any name that is associated with quality. For example, tools. MATCO has a higher perceived value than CRAFTSMAN. But they are sister companies, and some tools probably come off the same line, just stamped with different name brands. But, on average the MATCO name sells for more than CRAFTSMAN.

PERCEIVED value. Now this is a totally subjective thing. And it differs from MARKET VALUE, although it influences market value. So if a musician **thinks** that Yamaha is better, because his favorite rock star uses one, then the perception is going to increase the market value.

Here is where KNOWING comes in. So start sending away for catalogs. Get as many free ones as you can get. Especially in the BREAD & BUTTER sections. Many public libraries carry catalogs. Give them a call. These are tools that help you determine the market value. Now this is a long way from a hard fast rule, so USE IT ONLY AS A GUIDELINE: but if the price of a used good is within 33% of the NEW price of the goods, then often people will opt for NEW.

How about you? At what point would you say, "I might as well buy new?"

So if the Yamaha Sax sells for 2400 NEW, and the used one is selling for 1800 or ABOVE, it is going to be hard to sell. But at 1500 it could be a good buy, and at 1250 it is a STEAL. In good condition and all. Hey you ever think musicians get a little low on cash?

Check your local PAWN shops and see how many musical instruments are hanging in there. And speaking of PAWN shops I find these an excellent source of information. PAWN shop prices of chattel tend to run at least 40% above what you could buy the same item for from a private party.

These figures are my best GUESSES, based upon my experiences. So you will find they vary. And I speak, of course, in very general figures.

But if you invest a little time LEARNING what the name brand items sell for, especially the ones that are most associated with quality, and remember QUALITY NEVER GOES OUT _____. So if this is going to be your start point, then my best advice to you is to check out all the GREENS and YELLOWS, and give yourself a quick education on what the PERCEIVED VALUES are. Make some road trips. Go sticker shopping.

Now in this category, I like to stick to things that I can still carry. No big items. So musical instruments, and bikes, and window treatments, for example would make a good place to start.

Go make some money. Go forth and **enjoy your days**.
****

End of Excerpt from The Chattel Report, the Sprint to Freedom.

So the short and sweet answer to What to Buy? is that what you buy is determined on

- **how much money you want to make and**
- **what your limitations are as to transportation, capital and desire.**

Over the years the following figures have withstood the test of time BUT your mileage may vary as they say.

It is not uncommon to make 30 to 50 dollars for every 300 you have into something. So, if you have bought for 1000 dollars, you could and should expect a 200 to 300 dollar profit, usually 200 after all expenses. Consider this; 300 bux is the average *take home* pay in America and you could do that in one 6 hour day if you have organized yourself.

Make ONE transaction a week at this level, and you'll be pulling in as much as Joe or Jane America does, and you should be able to do that in less than 10 hours of WORK.

I told you in Chapter One that I liked cameras because they were **small enough to carry** around and had a lot of value. You may like guns. Or golf clubs. OR model trains. Or collectibles.

It helps if you go in the direction of your interests. I'm at the golf course and driving range so it makes perfect sense to me to keep an eye out for potential chattel deals, right?

So where do you hang out? What hobbies do you have or interests? And I would suggest this would be a good area to start with and focus on possible chattel deals. So if you didn't print out that worksheet, now would be a good time to do it.

BUT, buy whatever makes you money. That isn't a cop out to the question, What do I buy? It is my 25 years of experience talking to you. Don't skip over dollar bills that are easy to pick up while you're chasing after that 100 bucks blowing in the wind. Got it? OK then.

CHAPTER SIX.

Let's go online and look at some chatteling resources. Most people think of **eBay** when they think of auctions. I'm going to share with you my personal list of places I visit *to find out what people are buying and how much they are paying for it*. That gives me a GUIDE to use when I'm out and about snooping around.

Kovel's www.kovels.com Antiques (if you must) and collectibles. These people know what they are talking about. You may just love to deal with antiques.

Auction Bytes www.auctionbytes.com Good source of auction info. Don't forget that you can find things in your neck of the woods, you being over there...and sell them online which would be over here.

WARNING: I use these as tools. It is easy to get hung up here, and in the beginning you may want to spend some time searching, just be careful you don't get lost out in cyberspace, **keep to your task**. But the more you know about these resources, the better armed you will be in the real world.

Iron Planet www.ironplanet.com Keep your eyes open in your area. Could produce some very interesting deals for you.

Liquidation Dot Com www.liquidation.com Can give you ideas and every once in awhile...but mostly for research into what people are buying and are getting rid of.

Live Deal www.livedeal.com I'll have a lot more on this later on. Know that is for LOCAL classified ads. It ain't a secret, but, it isn't well known by the man on the street. HINT.

Here are some other auction sites to visit at your leisure...and to check for prices, **hot** items, and do some great CHATTELING research.

www.ubid.com www.mightybids.com www.bid4assets.com www.google.com/base www.swapthing.com

www.edgeio.com www.expo.live.com www.getitsellit.com www.zillow.com www.oodle.com

OF course, amazon auctions.

Do you routinely VISIT all of these places? Once you get your routine down and know what to look for, you can spend about 15 minutes a day visiting your favorite places to see what is going on in Chattel Land.

www.justbeads.com Know anyone making bead jewelry? They KNOW about this site.

www.ioffer.com www.faithbid.com YAHOO auctions.

And here is ONE of the specialty sites...again, I'm not big on collectibles, but MILLIONS of people are. Don't prejudice yourself against any type of chattel that will make you money:

www.penbid.com PENS, like most collectibles, have a fanatical following...and that means they are BUYING...so keep your eyes open for good deals at garage sales or local thrift stores and especially at estate sales and auctions. That should keep you busy for a few hours.

I mentioned Harvey Brody, one of America's great Entrepreneurs in the promotion. Harvey is a clock collector, as you probably have already read about. So as part of your education, do a search at several search engines and look for Clocks Collectibles. And also Watches, collectible.

Do your eBay completed auction searches in these categories and see how it is possible to carry several thousand dollars worth of chattel in your jacket pocket...a couple of OLD Rolex watches could be worth more than most people's cars.

See there are many places you can find things for sale and many more that you can sell from. You don't have enough time in your lifetime to do it all, so pick and choose those areas that interest you and that you might have an affinity with.

This chapter is a quick read, but if you take the time to DO and to visit some of the sites mentioned, you'll be glad I made it so short. But it contains a LOT of very valuable information.

Take a few minutes and visit and SAVE the sites listed in your new Chatteling Resources folder in your Favorites area.

CHAPTER SEVEN:

"**I'm BUYING**" HOTSHEET and some specific examples of transactions. A couple of reminders; this is a way of making money for those folks who like to "*Fly Low and Collect the Dough*".

I do NO chest thumping, NO "lookie at me", and the details of WHO I do business with is strictly confidential. That includes you, unless you want people to know. I leave that up to you. **But I ain't telling**.

Now then. In order for me to make money SELLING chattel, I must first be BUYING. My original *I'm Buying HOTSHEET* ran in the "inner circle" pubs in the 90's. And I still use these today, there are still millions of people who are Internet "Shy" for one reason or another.

But you don't even need to know about those, I only mention it to show you that my I'M BUYING HOTSHEET has been in use for over a decade. NOW, you can put it to work for yourself too.

I send out a few dozen of these a week. They go to various organizations, ones that will post it on their bulletin boards and from this very CHEAP and LOW COST (paper and a stamp) way of advertising, I buy and sell more things than I even care to mention.

Sometimes, I'm just the go between, but I control the TRANSACTION, that is I'll BUY only after I've received a deposit from a BUYER. I'm going to be teaching you how to flip Chattel the exact same way. If you stay around long enough.

It is ONE reason I gave you the A to Z Network in Chapter 2. Hey, before we get too far how's about a quick review. Just check it off if you remember:

- Psychology of wanting money NOW
- Stress and emotions lead to selling stuff cheap
- Buy HERE and sell THERE
- Parade of Life
- Bikes, drapes and maps, OH my
- Craig's list
- Completed eBay auctions (and other auction sites)
- Alterations to Wine and everything in between
- Chatteling Goals
- Sprint to Freedom Report in a Report
- Iron Planet et al

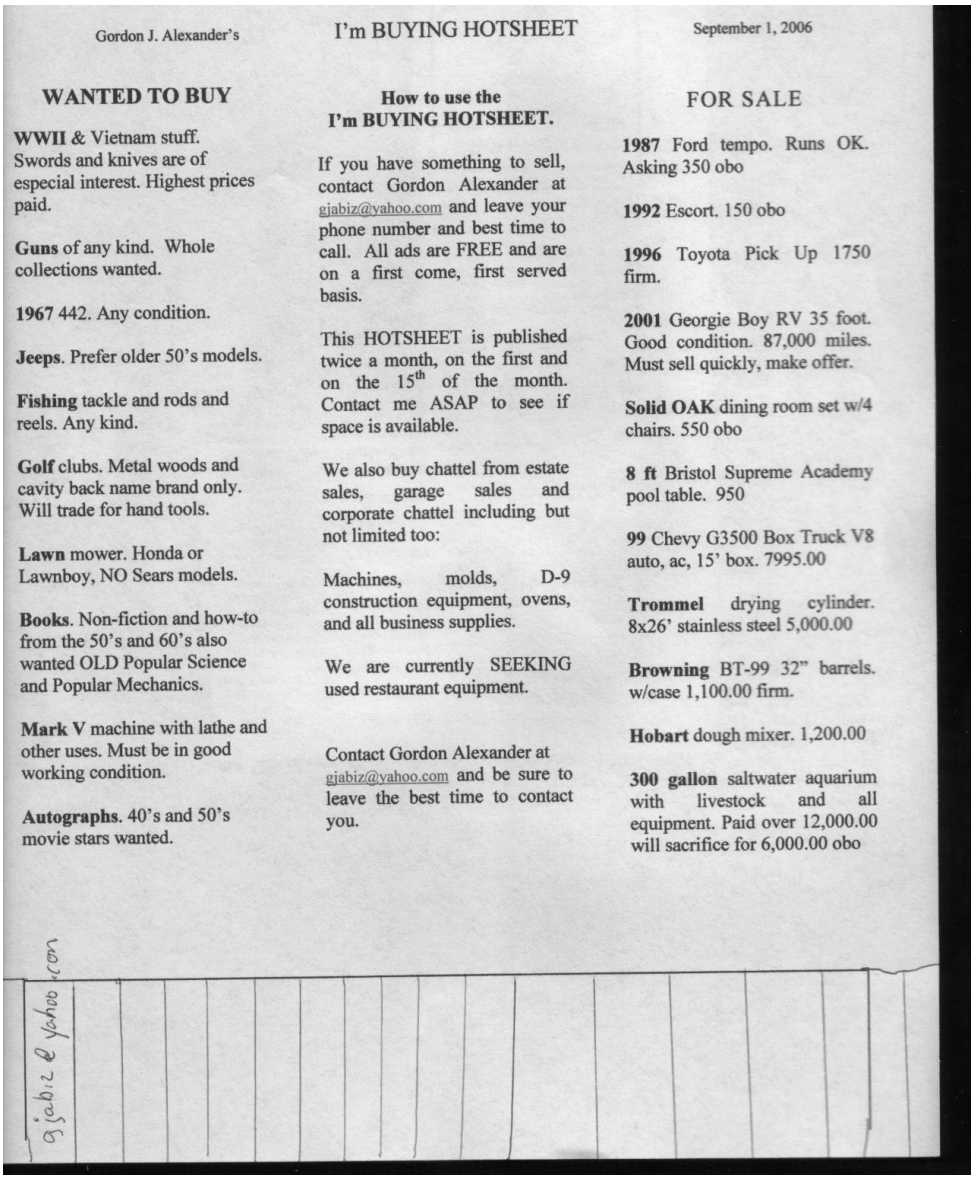
That was a pretty painless review wasn't it?

You can find chattel everywhere you look. But to make some nice money with it, the best advice I can give you is to: let both the buyer and seller FIND YOU.

And the way you do that is with a *HOT*SHEET.

My current HOTSHEET has columns for what I'm buying and what others have to sell, although, I present it as if I were selling it. All contact goes through me, and today, it is exclusively via email. I don't even use the phone unless I have too.

Here is a recent **I'm BUYING HOTSHEET**



Gordon J. Alexander's

I'm BUYING HOTSHEET

September 1, 2006

WANTED TO BUY

WWII & Vietnam stuff. Swords and knives are of especial interest. Highest prices paid.

Guns of any kind. Whole collections wanted.

1967 442. Any condition.

Jeeps. Prefer older 50's models.

Fishing tackle and rods and reels. Any kind.

Golf clubs. Metal woods and cavity back name brand only. Will trade for hand tools.

Lawn mower. Honda or Lawnboy, NO Sears models.

Books. Non-fiction and how-to from the 50's and 60's also wanted OLD Popular Science and Popular Mechanics.

Mark V machine with lathe and other uses. Must be in good working condition.

Autographs. 40's and 50's movie stars wanted.

How to use the I'm BUYING HOTSHEET.

If you have something to sell, contact Gordon Alexander at gjabiz@yahoo.com and leave your phone number and best time to call. All ads are FREE and are on a first come, first served basis.

This HOTSHEET is published twice a month, on the first and on the 15th of the month. Contact me ASAP to see if space is available.

We also buy chattel from estate sales, garage sales and corporate chattel including but not limited too:

Machines, molds, D-9 construction equipment, ovens, and all business supplies.

We are currently SEEKING used restaurant equipment.

Contact Gordon Alexander at gjabiz@yahoo.com and be sure to leave the best time to contact you.

FOR SALE

1987 Ford tempo. Runs OK. Asking 350 obo

1992 Escort. 150 obo

1996 Toyota Pick Up 1750 firm.

2001 Georgie Boy RV 35 foot. Good condition. 87,000 miles. Must sell quickly, make offer.

Solid OAK dining room set w/4 chairs. 550 obo

8 ft Bristol Supreme Academy pool table. 950

99 Chevy G3500 Box Truck V8 auto, ac, 15' box. 7995.00

Trommel drying cylinder. 8x26' stainless steel 5,000.00

Browning BT-99 32" barrels. w/case 1,100.00 firm.

Hobart dough mixer. 1,200.00

300 gallon saltwater aquarium with livestock and all equipment. Paid over 12,000.00 will sacrifice for 6,000.00 obo

gjabiz @ yahoo.com

This ONE page HOTSHEET will get sent to over 40 locations and be seen by 1000's of people.

The back is used to address it, put a little information on it, and a stamp and mail it out. Pretty simple stuff. This one is before I put the email into it. I use a template and this isn't quite ready to go out, but it will have been sent by the time you read this.

I send at least ONE of these a week. Here is how it works;

NOTE that I offer ***FREE*** ads. This gives me first shot at something I know I can sell. I keep it clean and simple and limit the ad sizes. I give more space to the more expensive items...for example, if the aquarium sells in this ad, I stand to pick up about 500.00. You figure my costs for sending about 120 of these out a month is 40 cents each or about 50 to 55 dollars a month on paper and postage...and mostly these get put up on bulletin boards. YOU tell me please if you've got this beat?

And you may see an occasional ad posted at craigslist to see if I can locate a buyer BEFORE I run the ads in the HOTSHEET. I do it this way to maintain strict CONTROL over my publications. I give away FREE ads. NO one pays for these things. But it allows me to funnel things through my system and locate some nice chattel that I can flip pretty quickly. And without a lot of people sticking their nose into my business. Remember,

FLY LOW **AND COLLECT THE** **DOUGH**

YOU can do the exact same thing. I want you to COPYCAT me, if you want. You can create your own I'M BUYING HOTSHEET for your neck of the woods.

I'm NOT going into a great amount of detail in the GUIDE because you might not be interested in doing this. You may just want to buy and sell and make a buck or two hundred as fast as you can. GOOD, let's get going and DO IT. But if you want to get serious in your neck of the woods, I'll even help you set up your very own I'M BUYING HOTSHEET that gives you first access to buyers and sellers.

But, you really don't need my help, use a simple word processor, like Works, and create and mail your own HOTSHEETS too.

Because this is such a short chapter, I'd like for you to READ IT THREE TIMES, before you go on. The reason is simple, this little itty bitty chapter that tells you about HOTSHEETS could be worth several thousand dollars to you in the next 30 days.

ONE little piece of paper mailed to the right people, with the right products listed on it, can easily and quickly generate more cash flow than almost anything you can do in that short amount of time. You can also post these on bulletin boards you encounter in your daily travels.

Don't be foolish and skip over this chapter, or take it lightly. A phone, a HOTSHEET, and a few hours a week can be converted into CASH. **CASH**. **CASH**.

CHAPTER EIGHT:

Let's talk briefly about **FINDER'S FEES**.

I have a standing offer on the table for certain equipment; BIG construction equipment. It is a standing offer because *I have a buyer* who will pay me a FINDER'S FEE and I'll share that with you. It is for D-7 and larger equipment that isn't advertised online. It is hard to find these days, but if you come across some, then you could pick up a very easy 2 grand. We'll sign papers and all that if you find something of interest to my contact.

IF you are interested in this, **send me an email**, there is a certain process I follow and DON'T ever send me or anyone detailed information about the seller until you have a signed agreement. We won't get to that point unless my buyer has an interest in what you find, so the first thing we need are some pretty specific details about the equipment; age, condition, use, etc.

See, I'm a bird dog. I'm out and about anyway. I look. I see. I ask. Sometimes I buy, and sometimes I "option" the chattel. Or just by knowing about it I can leverage it for some decent profits.

Let's talk about how much money you could make from Chatteling.

Seems kind of late into the GUIDE, but, I waited to see if you were going to continue or if your curiosity has been satisfied. I hope you are NOT one of those people who think they can invest 100 bux and make 50,000 in the next few days.

Now these are very *rough figures* but they have withstood the last 25 years of buying and selling personal property and of course, the standard disclaimer, there will always be exceptions to this in both directions.

But it is not unlikely that you can make 200 dollars NET for every thousand you have into chattel. Which means that if you buy for a grand, you should pocket, AFTER expenses 200 dollars profit. Again, these are just GUIDE lines. You will on occasion double your money, and in some instances maybe only make 10%. There are NO rules in Chatteling, make as much as you can as fast as you can.

But if you get serious about buying and selling, then you can safely assume (with exceptions of course) that for every 5 grand you've got into the deal, you'll extract 1000.00 NET profit. I think anyone reading this GUIDE could reach that level in 6 months if they start doing deals the first month.

But what this really means to you is you can make as much money as you are willing to risk and to keep in circulation.

It is September 2006 as I'm writing this. I'm going to show you some potential $1,000.00 NET profit deals that exist today. I'll start with Craigslist dot org. www.craigslist.org

Here is a boat for sale on craigslist for 4100.00 I researched using the tools I gave you. These include eBay, boattraderonline, and mpire as well as other searches. I think this boat is market priced. What I would do (after inspecting it and taking my WAD of money with me)...and having researched the market a little more... I feel very comfortable and confident if I could get this boat for 3800 then I could quickly sell it for 4600 OVER there.

This boat is in Port Clinton, Ohio. I'd look to sell it across the lake, maybe Erie, PA or even around the Portage Lakes in my neck of the woods. With a little *superior marketing*, I could perhaps get my thousand out of it, if I got it for 3700 and sold for 4900. The difference is the SUPERIOR marketing I would use.

It isn't always about **PRICE.**

And SUPERIOR MARKETING is exactly what you will learn to use too. The boat is a "possible" example. The reason I probably wouldn't do a deal like this is...if you said **RED** TAPE, then my friend you are learning. See, I

have to transfer title, pay taxes (buyer pays, but I have to figure it in) on the sale and all that good stuff.

IT could be a good deal IF I had my ducks lined up and knew there was a person who would pay me X numbers of dollars above the cost.

Truth is, you could probably make that 1000.00 with a boat selling at half that cost...let me give you the example. There is this day a 1983 Galaxie 18 Ft with trailer - $2000 obo...which is **Or Best Offer**., the Chattelers most favorite expression. I'd bet this guy would take 1500 CASH on the spot...and I'd be able to pick it up in Parma and drive it to the Portage Lakes and sell it for 2700. And it would sell in about a day or two.

I know this from experience. See, boats are just like cars. It is easier to sell the "transportation" specials, the "fishing" boats, the Grandpa specials, or the beginner because they are HOT to buy. And this is within their budget. Get above 5 grand with a car or a boat and you have delays in the decision making process.

This is an example for you. By the time you read this, these two boats will probably be gone. However, you'll be able to find scores of examples...check out the BOATS section of craigslist.org for your area...and then go the next nearest craigslist.

See, I wouldn't mind spending a day of pick up and delivery for a $1,000.00 cash profit...BUT I probably wouldn't be doing boats or cars (although I tell you to do at least ONE of each your first year)...and I'll tell you what to look for in cars too...in a later Chapter. In fact, I devote a whole chapter to cars.

So there you have an example of picking up a THOUSAND dollars, if you wheel and deal a little, but to make that thousand bux a little bit easier, here are a couple of routes I may have gone. This is to show you that there are different strokes for different folks, use what suits you best.

First I would have been one of the **70 BIDS** on the vintage custom drapes that sold for 380.00 recently on eBay (which I found about through doing a search of ***completed*** auctions)...BECAUSE my Network would gladly give me twice that money for these.

It would have been an easy 300 dollars for "sniping" the bid...and if you really want something, you can set up the ways and means of getting it too. And I never left the easy chair I'm sitting in to have done this deal. SEE?

But even if I had done that, I haven't yet made my 1000 for the week. So I need a couple of more transactions.

OK then I could have bid on the *Bianchi Volpe* bike that went for 187.51 and had **17 bids**.

It would have cost a pretty penny to get it here, maybe 60 bucks...and I'll have to put a new seat on it and have it tuned up...but, this is a 500 dollar bike in this area...and I have contacts at all the local bike clubs...and just letting a few Frat houses in the area (*super HINT*) KNOW that I have it...VIOLA, there is a quick and easy 250 dollars. With the 300 from the Curtains and 250 from the bike...I now only need 450 to hit my thousand for the week...and I've got all of 6 hours into IF I go knocking on doors...

This is an example but represents a typical week when I'm in full Chatteling mode. You may want to FOCUS on those higher priced items, and do fewer transactions. I look for **quick and easy**.

YES, of course it is easier for me, I've been doing this for over 25 years. But with this GUIDE and what I'm showing you...if you have an once of ambition in your bones, you too could be easily making a thousand dollars a week for a handful of transactions.

More about SUPERIOR marketing. In chapter 10 you will see some examples of ads I've used. But right now, **I'm going to give you a special BONUS.**

These next few pages can be life changing. It is knowledge accumulated over 40 years of buying and selling and being involved in marketing.

So fasten your seat belts. I'm going to share with you some of that HOW TO do the research before you even begin to write those superior ads. I show you some things in chapter 10, but

I want to give you a primer on people, one that actually will help you conceive of successful, and superior marketing methods.

And I don't ask that you BELIEVE this. Bounce what I'm saying off of your own personal wall of experience, and see if it rings true for you too, OK?

I have a pretty good idea of what WASN'T on your mind this morning...but, I can only guess as to what you THINK about every day and only guess what you want...**unless in some way you tell me.**

Chances are you had YOUR life on your mind. Your problems. Your family. YOUR friends and your job.

It really is all about you.

NOW, the reason you have received those magalogs, or most any ads through the mail, or even those 1001 email ads you've gotten this month, is

BECAUSE you in some way *led some marketer to believe you were interested* in their stuff...OR, more likely on-line,

You have an email address. That is all it takes in Cyberspace. In the real world you at least need to have an address where you can receive the mail. What are some of the reasons anyone would believe you are interested in their products or services?

One, where you live. A lot of the "junk" mail you get is from local businesses who find that shot gunning an ad to everyone in certain zip codes helps them stay in business. So, your local markets, dry cleaners, pizza shops will buy ads in those coupon type mailers, or share an envelope, or even put flyers on your door.

This type of advertising says, "HEY YOU, we are here when you need new tires, or want a pizza, spend your money with us".

The ads that arrive in you mail box that are NOT from local businesses have a different story...they sent you the ad because your name is on a list somewhere. Either their own in-house list, or on a list they rented from someone else.

I get a lot of golf related "junk" mail, because I subscribe to Golf magazines, and I buy golf products from ads in magazines and from online too.

So, just about every other day, I get someone who is pitching me the latest and greatest golf product that is guaranteed to take 15 strokes off my score. Say, just this year alone, simply by buying a few new golf products I was able to take almost 13 strokes off my score...which takes me down to a minus 7 handicap...should be able to whoop Tiger Wood's butt at the Masters this year...HA!

You should start saving your so-called junk mail too. The reason is it is a good indication of where your interests are and also it points out HOW some of the best copywriters in the world are trying to get to you.

Which brings me to the part that could radically change your life by changing the way you think about certain things.

We live in a **STIMULUS-RESPONSE** world, despite some copywriter's and marketer's attempt to hijack the idea and twist it into something else. The HOT new meaningless buzz word that helps NOT an iota is; cognitive marketing.

Unless you want to invest a few years studying and analyzing psychological studies, then you need to ignore the whole cognitive marketing band wagon and understand that we live in a world of Stimulus/Response.

When you become totally consciously aware of this, then you can alter your behavior, you can reshape the behavior of others, and as far as marketing goes, you can finally, once and for all, learn what really works for YOU, in spite of what the copywriting gurus tell you.

In chapter 10, I talk about Perception and Reception. When you know which side you are on, you can take control over all the transactions you make in your life, even those so-called cognitive or sub-conscious ones.

If you were to receive a Golf promotion in the mail, what would your reaction be to it? If you hate golf, then you would throw it in the trash immediately, wouldn't you? But if you do receive a golf promotion in the mail, chances are good that your name is on a list.

But you hate golf, don't even play it. Maybe you bought a gift for someone else who plays golf...AH HA.

The savvy marketer will cause you to recall that on the carrier, or envelope, to gently remind you that you DID buy someone a golf gift, and with that STIMULUS, then your response could be more favorable, that is, you'll open the envelope. Maybe.

Maybe last year you bought a golf gift for the boss, who is NOT the boss of you anymore...your new boss likes diamonds (oh, let's assume you just got married since last year...HA!).

So under those conditions, the golf promotion is a bust, a total waste of money for the promoter. It was the wrong offer at the wrong time to the wrong person, and this happens frequently because so many marketers FAIL to understand the basics. Thank goodness you got this report.

Timing plays a huge part whether or not your marketing, even whether your SUPERIOR marketing is going to work or not.

Start to think. Start to think TODAY about all the stimuli you receive, and begin with ONLINE. Most of us check our email first thing, or those of us with products, we check our bank accounts, or our PayPal, or our affiliate programs first thing.

When you understand that *YOU are the response*,
your whole world is going to change.

Whatever you paid for this guide, you are about to get much MORE than your money's worth. The earlier versions don't have this in it. I added it so I teach people how to be more effective, more efficient in both your chatteling endeavors and your life in general.

Did you read my personal philosophy on the web promotion? It is very simple:

Give a person a fish, you've fed them for a day, but,
teach a person to fish, you've fed them for a lifetime.

Now I don't really care if you chattel or not, that is entirely up to you. IF you have some financial need, then it is one of the very quickest ways to make money with the least amount of hassle.

I want you to concentrate on chatteling, and for right now, to be focused on ***Stimulus-Response***.

Those emails you get, even the ones you've triple opted, double dived, begged to receive, are trying to get you to do something. They are the STIMULUS.

And the million dollar a year copywriters know this. I've worked right beside some of the best in the business, including Rod Napier, John T. White, Paul Klingaman, Steve Gandee, Kathy Tedeschi and others who pull down those 6 & 7 figure a year incomes.

People are pre-occupied. That is, whenever your promotion or ad enters into their consciousness, they are pre-occupied with several layers of thought. IF you want to be successful, you have to grasp that the TIME they read the ad, or listen or watch is as critical to the mission as is the ad (or stimulus) itself.

WOW. That is marketing heresy. Sorry guys.

If you are a big football fan, and your team is in the Super Bowl, and it is just after half time of a very close game...and your wife comes in and has a MUST DO IT NOW chore for you, like go pick up her dry cleaning...well, can you see some fireworks happening?

That seems like your wife is clueless to what is important to you doesn't it (and could it be one of the reasons for such a high divorce rate?).

If you for the next 24 hours become totally consciously aware of your RESPONSES to the stimuli that you receive, you will emerge on the other side of that brief moment in time, a totally changed person.

YOU can't do it, of course. YOU can't stay totally conscious aware or you'd probably go insane. But, if you make an effort, keep a little notebook, or jot down some of your actions, or activities, you'll get an understanding that is mind boggling. But don't take my word for it, try it and see for yourself.

Before I leave this subject, because it is so important, I want to give you an overview of persuasion techniques, including NLP, salesmanship and basic psychology. But, ALL of the persuasive arts come AFTER an understanding of Stimulus/Response.

"*Well Gordon*", you may be thinking, "*What exactly are the pre-occupations*?"

I'm glad you asked. IF you are antsy to get back to the chatteling part of this, go ahead and race through this, or skip it for now and come back when you have time to fully digest it, it is that important.

There are five basic areas of Pre-Occupations, and each has several sub categories too.

FIVE BASIC PREOCCUPATIONS ARE:

1. **SURVIVAL.**
2. **MONEY.**
3. **RELATIONSHIPS.**
4. **IDEAS.**
5. **EGO or SELF concept.**

OK. Let's break them down and take a look at each one.

It is your nature, built into your DNA and your genes, that you want to LIVE, and the survival instinct is one of the strongest, and most of the time, THE strongest preoccupation we have.

I should note here, there are two levels of preoccupations, Conscious and Subconscious.

Your instinct for survival, just staying alive, is mostly a subconscious one, but it manifests in several conscious areas. Mainly in your health.

Good health is wasted on the young, some old coot once said (OK, it was me). Little did I know at 25 how precious my great health was. Health, which was at one time a very

subconscious preoccupation for me and millions of baby boomers, has suddenly (it seems sudden)...become a TOP of the MIND priority.

Now pay close attention here...you may come across a million dollar idea...

Those million dollar copywriters KNOW that we are an aging, unhealthy nation of people here in the USA. So they APPEAL to our sense of survival, to our subconscious and conscious desire to LIVE and to live "greatly".

I'm looking at a Winter 2006 "issue" of a Health Magalog, which shall remain nameless...and on the left side is a panel that says **INSIDE**...

- **Scientists discover permanent cure for the most common form of arthritis**. Works for joint injuries too. Proven in hospital studies.

Well, who else would discover a cure? Not a doctor, who technically is a scientist, but NO doctor in his/her right mind is going to claim to have a cure for anything, only the fringe guys.

But that isn't the point, I want you to understand this 11 word headline and tiny 3 sentence paragraph was LABORED over by someone who understands stimulus/response.

This promotion was written for us OLD guys. Guys like me with joint pain from all that golf and boxing I did in my youth. Guys like me who ache and creek when we wake up in the morning and dream about a PERMANENT cure.

PERMANENT CURE. Powerful word combination. In this case they are talking about *prolotherapy*, *"Prolo"* is short for *proliferation*, because the treatment causes the proliferation (growth, formation) of new ligament tissue in areas where it has become weak. Prolotherapy uses a *dextrose* (sugar water) solution, which is injected into the ligament or tendon where it attaches to the bone. This causes a localized inflammation in these weak areas which then *increases the blood supply* and flow of nutrients and stimulates the tissue to repair itself.

You will find that the use of these type of word combinations is ONE of the big secrets the copywriters NEVER really share with you.

Back to the Magalog for a moment.

The second headline on the left panel is:

- **Taking calcium for stronger bones?** You can take tablets by the handful and still not get the results you need! Here's the surprising reason why...plus the simple solution.

Now, in the first two subject headlines, they have covered MEN and WOMEN who are aging. Men have more joint injuries and women have more osteoporosis...so on the cover this company was able to **IMMEDIATELY** target two groups, very different and diverse groups at that, and it is an extremely effective way to stimulate your curiosity. The purpose of the front page is to get you to go to the "story" inside, which is again, very carefully crafted as a stimulus.

Now the REAL headline (not the one I made up above) says:

Nobel Prize Winner's Breakthrough Prevents Heart Attack and Stroke, Relieves Impotence.
Make no mistake about it: As an American over 40, you have a 50% chance of having a heart attack or stroke one day. That's right, a 1-in-2 chance. But here's great news:

BLAH, BLAH, BLAH...

I was taught to write copy that revealed a dragon, then offered a dragon slayer
...Problem/Solution sort of thing.

PLEASE, please, please understand this ad will generate MILLIONS of dollars for this company, it was written by big name, well known copy gurus.

But if you are UNDER 40, chances are you will never see this ad. This is a more RIFLE type approach to marketing, that is, it is targeted toward those people, like ME, who have HEALTH, and survival a little closer to our consciousness than YOU, the 25 year old who may have SEX, or relationships on your mind.

HEY, we old *curmudgeonly* fogies ain't forgot about SEX, we still want it too, we just don't want it to KILL us, that's all.

So what Gordon, in the hell does this have to do with chatteling? Good question.

YOU can begin to make fantastico profits by learning how to write superior marketing materials, including ads at craigslist or eBay or for your local publications. I'm taking the time to explain to you HOW to do it, and WHY it works.

When you get your arms around the concepts of Preoccupation and Stimulus/Response, you will be like a soldier armed with an automatic weapon going up against some runt with a slingshot ...just be careful his name isn't David.

MOST people who try to sell stuff, be it chattel or their OWN ebook or kits, or web pages, don't know squat and don't understand WHY after 5 months of effort and work their target market isn't responding.

YOU take the time to understand it, and you will leap frog over people who have been online for years and have yet to make a living from their efforts. Hey, this is BONUS material I'm including for you.

So in the SURVIVAL ARENA there are all kinds of products. Health and fitness. Diets. Weight loss. Muscle building. Exercise equipment.

You won't be selling a **Fitness 2000** with all the bells and whistles, rather you'll be offering the reader:

> **Lose weight and get in shape, quickly and easily when you put a few minutes a day on the Fitness 2000... if you buy this today, you'll be bikini ready when the swim suit season begins.**

Millions of boomers are investing BILLIONS of dollars into products and services that cater to our health. Many of these products can even be dropped ship for you. But, onward.

What has been said about SURVIVAL goes also for the other areas, I think you are smart enough to get it, so I'll give you the highlights.

SURVIVAL.
MONEY.
RELATIONSHIPS.
IDEAS.
EGO or SELF concept.

Money. One of the things that preoccupy so many minds so much of the time. Debt reduction. Making more money, starting a business, doing an auto pilot website, managing money, saving, investing, insuring, increasing...money, money, money.

You can't swing a dead guru on the Net without hitting another guru selling a product or service that has to do with money. HEY, even me selling this HOW to Chattel guide, is about YOU making money.

Remember, I'm giving you this little BONUS to help you create SUPERIOR marketing materials and to not get in the position of that guy who worked for 5 months and is tired, broke and frustrated.

CHAPTER NINE:

This chapter is going to show you how to ADD value to chattel that could give you a steady stream of income.

Go to eBay and type in Lawn Care Business in the search. Up pops up some guy selling a manual, and for only 9.95 plus 2.50 you can buy the manual that tells people HOW to start a lawn care business. Can you see where I'm going...PAY ATTENTION, this could be worth a fortune to you.

Now, go back to craigslist in your area...and I'll bet you a donut under FOR SALE probably under the GENERAL category...you'll find a professional LAWN mower for sale.

And now I'm going to use SUPERIOR ADVERTISING technique to sell a ***ready-to-go business*** to one of those FRAT boys, or high schoolers that graduate next year who want to start their very own business. So I could sell this entire package for 1500 dollars with less than 500 into it...because I put together a TURN KEY package for someone.

WOW. If you want to quit chatteling right now and start a very lucrative business, you've just been given the keys to the bank. Anyone else sharing that kind of secret with you?

You saw the lawnmower on the promotion that a young man, Jason, bought with borrowed money to start his very own lawn mowing service. He made more in one summer than the rest of his football team mates made all summer working for other people.

Now this can be done, if you are paying attention, to so many different kinds of businesses, because people want READY to go... "*here's my money, let me get started*" **solutions** for

their WANTS. With the BUSINESS PLAN that comes with it, they could conceivably walk into the bank and get a loan to get everything else they need.

What I do is to ADD VALUE to chattel that can be used to start a business by adding my own 25 years of experience and knowledge and by using (or having someone else use) some software that others think is too hard or too difficult.

So in many instances, I'm not just flipping chattel, I'm actually HELPING someone get started with their business and for a heck of a lot less than it would cost them without ME...thank goodness they found me. I could set up any serious kid coming out of high school with a nifty little LAWN care business that doesn't require tons of equipment, and in many instances works better if they do "poor mouth" it for awhile.

Ever see one of those brand new huge Hemi's with a big trailer behind them pull up to someone's yard and UNLOAD all that stuff?

My neighbor uses one of these services, and those idiots burned out her yard in July. My 15 dollar NO CONTRACT neighborhood kid edges and picks up the grass. He tells me he has all the work he can handle. Next year, after talking with my neighbor (it wasn't hard, all she had to do was look at her yard, look at mine)..and she'll be going with the "KID" in the neighborhood....for 1/3 of what she had to pay on her contract.

And that "kid" who doesn't even live around here, doesn't have the overhead, doesn't have the helpers to pay...he puts it in HIS pocket.

I'm convinced that the LONE wolf, the hungry dude, the guy or gal who wants it, can do the same thing with almost any service type of business too.

You may be wondering what this has to do with CHATTELING? You must open your mind to possibility, there are people who are absentee owners of these kinds of businesses, that are easy to start, very profitable and offer you a chance to let others do all the work while you make the money...and at some point you can sell them and get onto other things. CHATTELING is about making money, about profits.

YOU get to profit by helping other people out. So, think lawnmowers, think power washers. Do a search at eBay for a manual on HOW TO do a particular business...and you can wrap low cost items around some high priced chattel and get far more than you would just by offering the chattel itself. I almost hate to tell you this secret, but I did promise not to hold anything back. Here's another example of how you could add value.

Check out "Concession cart" at eBay. You'll see items selling for 2 and 3 grand, yet you could buy many of these for a few hundred dollars, spend a little time ADDING value to the chattel, and you may pocket a very easy 500 dollars for HELPING someone out. See, I have a friend who has been a side walk vendor for over 15 years and I KNOW what he makes...I could even interview him, do a video and add that to the cost of the "concession" and up the price.

I have several people in this area who work the FAIR route every summer. And there are millions more with a dream to do it...an idea they'd just like to sell hot dogs for a few hours a day. Why am I telling you this?

BECAUSE, EVERY year people quit this business and you can pick up their biz CHATTEL for pennies on the dollar, and with some creative add-ons, you could pocket several thousand dollars just helping people get into their "dream" business.

Remember in the Introduction you learned that people sell stuff when under stress, or when emotional...and people get emotional about starting or ENDING their own businesses.

You are probably NOT yet ready to get into corporate chattel, like pizza ovens and such...those are the transactions that weekly fill your coffee can up in the back yard with hundred dollar bills...but you have to get started somewhere. Have you started?
But you have to get started because if you don't, then you won't be making any moolah, right?

READ and study this GUIDE again before you go on, because you'll be seeing some advanced Chatteling techniques and you want to make sure you have a good grasp of what has already been revealed.

CHAPTER TEN:

People are PRE-OCCUPIED so use ***Superior Marketing*** on them.

No one is sitting around waiting for you to come buy from them or to sell them something. They have a life too. But, what is important for you to understand is that the Internet allows you to intersect with these people and get on their wave length...quickly. Here are some examples of **SUPERIOR** Marketing.

Help Wanted. Here are a couple of help wanted classified ads that I've either used or been involved in. This first classified ad was placed in the newspapers at Kent State University and the University of Akron.
****
CAREER LAUNCH
Part /Full time. Good pay.
Flex. Hrs. Casual dress.
Promotions asst. Marketing
TV, Radio, Advertising,
PR, New Product Development.
Learn it all by doing.
Call Gordon at 555-5555
For quick phone interview.
****

I received several dozen phone calls, gave a quick assignment to these people and the ones who followed through with the assignment, I interviewed. I found about 6 really good people, 2 were hired, and the other four I've used for other projects. Do you see who my target was and how I tried to rapport with them?

I was looking for upper class or grad students who were about to graduate. I wanted people who were creative but business oriented. Their degree was unimportant to me. When they called, I

gave all of them the same assignment, create a two minute radio ad for a product and then get it to me when it was finished. I told them the type of product, and that was all the information they received.

Giving an assignment is an unique and unusual way to find people who can do what they say or think they can. Out of several dozen assignments, only a small percentage gave it a go, and only a handful did anything that showed they put some effort into it.

I run these type of ads when I'm looking for help, but the elements are the same thing as when trying to sell something, I create the TARGET person, then create with that person in mind.

Here is another example. I answered this classified and I'll show you the SUPERIOR MARKETING I used in landing this job. This ad ran in the Akron Beacon Journal.

PROMOTIONAL IDEA PERSON
Help build 1-year old company
to astronomical heights.
Marketing, advertising,
web site, written material.
We need someone who can
do it all. Act now. P.O. Box
XXXX Akron, OH 44333

And here is my response:

##########

Dear Entrepreneur,

As a Creative Marketing Professional for a 100+ million dollar a year direct marketing company, I had the opportunity to **"do it all"**, including:

- full page space ads in USA TODAY.
- Direct mail promotions.
- Telemarketing promotions.
- New product development and promotion testing.
- Newsletters and web site development.
- Also audio and video presentations.

If you are considering an equity or performance based compensation; commissions or sales performance based, I would be most interested in meeting with you at your earliest convenience.

I believe in results, that is PROFITS from PROMOTIONS, not clever advertising that can't be held accountable.

Thanks for your time and attention.

Respectfully,

Gordon Jay Alexander
#######

I became the Marketing Director of this company and helped it soar.

Here is another successful classified I used to sell a car. This ad also appeared in the Akron Beacon Journal.

CAR LOVER
89 Dynasty. Loved. Respected.
Must sell. 91k miles. Oil changed
regularly. Non-smoker. Many new
Parts. New tires. $4200 or less to
a fellow car lover. Call XXX-xxxx

This classified helped me sell a car in a day. It ran Sunday, one time. It was not the only Dynasty in the paper. But it was the highest priced one, and I got real close to my asking price. The same car in almost the same condition sold for hundreds less because I used the power of SUPERIOR marketing. You may not think it makes a difference, but I spent the same money as the other guys did who had similar cars to sell. Yet I was able to get several hundred dollars more.

Superior Marketing is based upon the knowledge of these two words:

1. RECEPTION
2. PERCEPTION

Your target has to receive your presentation (AD). Then it gets personally filtered. Keep in mind your presentation could be done over any of the media we discussed. Any way other than FACE to FACE represents a ***remote*** presentation. You NOW know your target is pre-occupied. You have to crash this pre-occupation and make them receive your message. Then they must filter it through their own beliefs and ideas and they will put a **PERCEIVED VALUE** on your message.

By understanding this basic and simple concept, you will outfox, out finesse and outflank your competition. Earlier I mentioned TIMING and that has to do with location too. You want to put yourself on the track where the train YOU WANT TO HIT you, runs. But, you have to do it when the train is coming.

Let me explain a little and not be so cryptic or metaphorical, as I've been often accused of.

IF someone has an ad posted a craigslist, and you send them an email via craigslist, then you have met them on common ground, but it still helps to use Superior Marketing on them.

Imagine sending an email to *everyone you know* announcing you have a BIKE for barter and you sent an email out to *random* people online, you'd be NUTS, as well as a spammer that would get his head handed to him on an Internet platter, wouldn't you?.

BUT if you send an email to someone advertising they wanted a bike; then you are almost in instant rapport with that person.

You don't have to expend a lot of energy to break through their PRE-OCCUPATION.

So if you have a bike for sale at craigslist, then the only people (most likely) that see that ad are people LOOKING to buy a bike, or other savvy chattelers like you.

FRIEND, DO YOURSELF A FAVOR. Read that last sentence about three times then write it on a post it note in your own handwriting and put it on your monitor to see every day. YOU want people looking for _____ (something).

Same as when you are looking to buy and find classified items for sale. They are expecting your call, but NOT sitting around waiting for it. There is a big difference. It is not unusual to have to play phone tag a few times with someone who is selling something. But then too, it depends on their need.

Those people who MUST sell quickly, will be sitting around waiting for your call, and those kind of sellers will also take the least amount of CASH, no matter what they say on the phone.

And with craigslist, it is easy, you can meet people looking for all kinds of things there. It is a place to intersect with people and establish instant rapport, which will lead you to all kinds of deals.

It has to do with PRESENTATION. Chances are you have been exposed to marketing and copywriting places on the Net, maybe you even visit one of the forums, like the Copywriter's forum where you can receive a ton of FREE advice and begin to start writing SUPERIOR marketing copy for your chattel if you don't get caught up in the hype of it all.

Here are some GUIDE lines. And it may look familiar if you have any sales training.

ATTENTION The first thing you have to do is to catch their attention. Now if they are looking in a specific category then you need to customize your attention grabber. USE the maximum amount of space or words or letters that you are allowed. You must get them to continue on to the next part.

IF you have gone to craigslist, then here is a good drill for you to do. Copy and paste the headers or subject headlines into a document so you can see what catches your attention and how most of it just gets glossed over.

IF you create an ATTENTION grabber, then you have to get them INTERESTED in what you have to sell. And this is where you separate yourself from the same-old same-old tired and boring advertising that is working BUT it isn't working very hard.

You gain attention by throwing a brick through their front picture window. Now that is, of course, a metaphor ;) !!

Imagine if you're sitting reading the classified ads and someone threw a brick through your window, would that get YOUR attention? I think so. So you do the same thing and then when they come to see what is going on, you grab them by the throat and make them see the castle on the front lawn. Inside the castle is the White Knight, the Prince in shiny armor, or the Princess of their dreams.

It is the **SOLUTION** to their **PROBLEM**. **It is something they WANT**. Something they DESIRE right then and NOW and you must make them to take ACTION to get it.

Make your ads work harder so you get a higher return on your investment.

Here is one of my ads from craigslist:

> **"Bishop's Chair"...Old theater seat for the VIP in your family.**
>
> This old theater chair was used at a local church for the "Bishop" only. You don't have to be a bishop, a Pope or even religious...this great old (heavy) theater chair would be a perfect addition to your rec room.
>
> OR let Grandpa have it in his apartment or room, it is comfortable to sit in.
>
> HEAVY cast iron and wood. We think it to be circa 1920's. It is USED. Many a Holy Butt have been parked in this chair.
>
> We can deliver anywhere in Summit County, but prefer pickup in Cuyahoga Falls; email for an appointment to test park your cheeks in this comfy collectible.
>
> It seems to always bring about great conversation, even from the family dullard (we're NOT saying any of the Bishop's intelligence was left on the chair, but?)!!
>
> Contact Gordon to test sit this chair. We're asking a hundred bux, but please, come wave some CASH under our noses, OK?

Now this was a somewhat "cheeky" ad I ran, and it got a couple of responses from the holier than thou crowd, but that is going to happen no matter what you say. And I did have PICTURES, which I think are essential when selling chattel especially at craigslist.

Here's another one I used at craigslist:

> **Old BED, he can't get away from you on this thing.**
>
> This early 1900's bed (springs say 1907) is a 3/4 bed.
>
> This in-between size is perfect for the loving couple who still likes to snuggle (and appreciates hand made, beautifully crafted furniture) and keep close.
>
> You can get 3/4 size mattresses, most manufacturers still make them. Normally this bed could sell for $600.00 or more, but there are a couple of small dings on

> it and so we will accept REASONABLE offers.
>
> We believe this to be solid Walnut, it is heavy duty and could withstand some serious love making (not recommended for apartments with paper thin walls)...
>
> and of course, it will give you a very restful night of sleep. Even if only your dog or cat is the one you cuddle with...there is plenty of room.
>
> Contact Gordon at to set up an appointment to see this remarkable piece of history. We can't tell you much about it, but we do know for a fact that GEORGE WASHINGTON did not SLEEP on it.

You don't have to always be clever, but the more different you are from the other ads, the more eyes will fall upon your stuff, and that friend is ***SUPERIOR*** MARKETING. And this is an example of using sex to market a product.

Use Superior Marketing tactics when you are chatteling. It is the biggest shortcut to making money there is. Be sure to read the appendix for more on this and other subjects.

CHAPTER ELEVEN:

I think you will agree that you haven't read anything quite like this before. And while I'm on the subject, let me talk just a little about VALUE.

A local pizza shop went out of business, his equipment was sold at auction and one guy there turned around and SOLD this the very next day for a **very quick and easy $3,277.17 *PROFIT***. You'd have to sell a ton of ads to make that kind of money that fast, wouldn't you?

I've got to tell you this; **NOTHING beats Chatteling** for day in and day out profits. **Why?**

Because of the *PARADE OF LIFE*. People go through stuff like I go through a gallon of Bryers Ice Cream and a bag of Lay's potato chips.

So here is the challenge for you: show me ***any*** report, course, GUIDE or information product that shows you more **real-life, practical, *here's how to do it*, put some money in your pocket from your own efforts**, at any cost or price that beats this GUIDE. Quite simply, you can't do it.

If you really want to make some money then you REALLY do know there are **no free lunches** and you *don't get paid for doing nothing*, despite what those "make 200 thousand a month" gurus tell you.

Just a reminder, this GUIDE is for those who want to FLY LOW AND COLLECT THE DOUGH. So there are times when it might be in your best interest to take TRADE over cash. I'll let you decide when those times might be. Start to think about BARTER, and use craigslist to see what people have for trade.

You can do a barter deal as soon as you want. Find something laying around your house and post an ad on craigslist. DO IT.

Here then is a secret of barter...GIVE more than you get. But then, that has to do with perceived value.

CHAPTER TWELVE:

Now a shift of gears.

CARS. You should do one as soon as you can. OH yea, I know I told you that I'm not all that into them, but still, I'll flip a couple or three a year. It depends on your state, in Ohio, we can buy and sell 5 cars a year without having to worry about a dealers license and even then, it isn't exactly the most enforced "law" on the books. But you want to check with your state first, you can't just say, "Well Old Gordon said," cause I may not be very well known in your state...HA!

I've worked as a driver for both the Akron Auto Auction and Adesa. At the Akron Auto Auction I was a fleet pick-up driver. They'd load about 9 to 12 of us into a van and we'd drive to the East Coast, NY, Boston, Baltimore and pick up cars that the lease had expired on.

At Adesa I was a line driver, driving the cars into the auctions to be sold. I took both of these little part-time jobs (which I'm known to do) just to learn from the INSIDE what the business is all about.

Here are MY local auction sites you can look at:

http://www.adesa.com/ Adesa. One of the biggest in the land. Just north of Cuyahoga Falls less than 10 minutes.

http://www.akronautoauction.com/ About 12 minutes away.

http://www.skipco.com/ in Canal Fulton, about 25 minutes. There are others in Cleveland and Columbus, but I seldom go to these. Why would I? I've got more than enough to keep me busy around here.

All of these auction houses hold PUBLIC auctions, usually for repossessions and donated cars. I'm going to give you a quick down and dirty primer on buying from auctions and selling QUICKLY for some fast profits. In fact, I already did with the SUPERIOR marketing ads above.

To get into this, you should have at least 2 grand to spend. Maybe more. But you can easily find cars to sell that will make you 750.00 to 1500.00 for a couple of hours of work, if you use SUPERIOR marketing as I demonstrated to you and you buy what will quickly sell.

But what sort of a car should you buy? Well. Buy one you know will sell. Ah.

Remember, I gave you some very sound research tools to use. BUT here is something else that I know: even though millions of dollars exchange hands on eBay MOTORS, most auto sales, person to person, not DEALERS of course, are made off line, usually from the Sunday classified in the biggest newspaper in your area.

This has been the Standard Operating Procedure for 50 years. And even eBay hasn't changed it all that much. Try eBay if you want...but I feel that SUPERIOR MARKETING will get you the best buy for your money.

I apologize for using so much space, but since these change every week, I copied and pasted this weeks offering from SkipCo so you can see what is being auctioned, and I'll highlight those cars that I would probably bid on, OK?

You are encouraged to visit these places and look and see for yourself.

This Week's Auction Listing -- Current Sale Listing

Listing for: 9/16/2006
Lane # Year Make Model Engine Trans Mileage Color CTRL Comments VIN / Serial #
Lane 1
1 1 2003 LEXUS GX470 JTJBT20X830012617
1 2 2001 PORSCHE BOXSTER 6 CYL AUTO 10108 WHITE 40572 S WP0CB29821U663785
1 3 2004 VOLVO C70 5 CYL AUTO 44720 BLACK 40339 CONVERTIBLE YV1NC62D04J041125
1 4 2004 LEXUS RX330 JTJHA31U440016580
1 5 2002 TOYOTA HIGHLANDER 6 CYL AUTO 48689 SILVER 40307 LIMITED JTEHF21A720086958
1 6 2001 MITSUBISHI MONTERO 6 CYL AUTO 60656 SILVER 39317 LIMITED 4X4 JA4MW51R01J027344
1 7 2004 LEXUS RX330 JTJHA31UX40030175
1 8 2003 TOYOTA AVALON 6 CYL AUTO 59723 BLACK 39981 XLS 4T1BF28B83U278985
1 9 2001 CADILLAC ELDORADO 8 CYL AUTO 47787 WHITE 40673 ESC 1G6EL12431B103590
1 10 2004 LEXUS RX330 JTJHA31UX40008676
1 11 2002 DODGE DURANGO 8 CYL AUTO 70503 BURG 40550 1B4HS48N42F203846
1 12 2002 CHEV TRAILBLAZER 6 CYL AUTO 76071 BLACK 40640 EXT LT 4X4 1GNET16SX26123100
1 13 2002 CHRYSLER PT CRUISER 4 CYL AUTO 51610 SILVER 40341 3C4FY48B42T385942
1 14 2004 LEXUS RX330 JTJHA31UX40012971
1 15 2000 FORD EXPLORER 6 CYL AUTO 84055 WHITE 39876 XLT 4X4 1FMZU73E1YZA07957
1 16 2004 VOLVO XC90 YV1CZ91HX41048563
1 17 2002 TOYOTA SEQUOIA 5TDZT38A02S131216
1 18 2002 MERCEDES E320 WDBJF65J02B488234
1 19 2003 DODGE RAM 1500 8 CYL AUTO 41468 GRAY 40539 SLT 4X4 1D7HU18N43J554921
1 20 2002 TOYOTA SEQUOIA 5TDZT34AX2S132573
1 21 2004 LEXUS RX330 JTJHA31U340007451
1 22 2004 JEEP GRAND CHEROKEE 6 CYL AUTO 43192 PEWTER 40532 LAREDO 4X4 1J4GW48S34C122831
1 23 2003 DODGE RAM 1500 1D7HA18D93S351016
1 24 2001 CHEVY SUBURBAN 8 CYL AUTO 60158 BLACK 40679 3GNFK16TX1G183469
1 25 2001 MITS MONTERO 6 CYL AUTO 63202 BLACK 40717 XLS JA4MW31RX1J027114
1 26 2004 LEXUS RX330 6071
1 27 2002 FORD ESCAPE 1FMYU02122KD97338
1 28 2000 DODGE DURANGO 8 CYL AUTO 58470 PEWTER 40716 1B4HS28N0YF290349
1 29 2001 JEEP CHEROKEE 1J4FF48S91L561233
1 30 2001 DODGE DAKOTA 1B7GL22X31S313643
1 31 2000 FORD EXPLORER 8 CYL AUTO 56812 BLACK 40487 XLT 4X4 1FMZU83P1YZB62077
1 32 2006 FORD TAURUS 6 CYL AUTO 30710 MAROON 41013 1FAFP53U66A143268
1 33 2005 JAGUAR XJ SERIES 8 CYL AUTO 16909 BLACK 39880 SAJWA82B15TG39518
1 34 2002 MERCEDES E320 0 BLACK WDBJF82J02X072090
1 35 2005 CHRYSLER TOWN & COUNTRY 6 CYL AUTO 20024 BLUE 40170 TOURING 2C4GP54L65R157055
1 36 2004 DODGE RAM 1500 8 CYL AUTO 9239 RED 39898 SLT 1D7HA18D04J155361
1 37 2002 CHEVROLET SUBURBAN 8 CYL AUTO 50018 BLACK 39962 LT 4X4 1GNFK16Z42J197288
1 38 2002 FORD F150 8 CYL AUTO 72565 RED 40015 XLT 4X4 1FTRX18L82NA19988
1 39 2005 CHRYSLER TOWN&COUNTRY 6 CYL AUTO 26089 SILVER 40044 LX 2C4GP44R05R130500
1 40 2002 CHEVROLET EXPRESS 8 CYL AUTO 25547 BRONZE 39640 1500 LS 1GNFG15M621129209
1 41 2001 CHEVY TAHOE 8 CYL AUTO 62853 BLUE 40069 LS 1GNEC13T21J294691
1 42 2001 DODGE RAM 2500 8 CYL AUTO 50047 RED 40107 4X4 3B7KF26ZX1M533853
1 43 2001 TOYOTA AVALON 6 CYL AUTO 116228 WHITE 39900 XLS 4T1BF28B91U177712
1 44 2004 DODGE CARAVAN 6 CYL AUTO 51539 WHITE 40305 SXT 1D4GP45R64B579176
1 45 2002 PONTIAC SUNFIRE 4 CYL AUTO 13436 LT TAUPE 40134 4DR 1G2JB52F827313633
1 46 2001 DODGE DAKOTA 6 CYL AUTO 85098 SILVER 39179 SPORT 1B7GL22X81S254394

1 47 2002 FORD F150 6 CYL STD 86024 WHITE 39828 XL 3FTRF17232MA11187
1 48 2000 CHEVROLET MALIBU 6 CYL AUTO 121710 TAN 39651 LS 1G1NE52J3Y6241935
1 49 2001 MERCEDES S500 8 CYL AUTO 72434 SILVER 40155 WDBNG75J61A219504
1 50 2003 FORD F250 8 CYL AUTO 74947 BLUE 40400 4X4 XLT SUPER DUTY 1FTNW21L63ED76878
1 51 2002 MERCEDES C240W 6 CYL AUTO 38397 TAN 40090 WDBRF61J72F198414
1 52 2005 MERCURY GRAND MARQUIS 8 CL AUTO 22763 GREEN 40060 LS 2MEHM75W85X614007
1 53 2004 JEEP LIBERTY 6 CYL AUTO 40317 BLACK 40345 TRAIL RATED 4X4 1J4GL48K14W196885
1 54 2003 FORD ESCAPE 6 CYL AUTO 28181 BLUE 39018 XLS 1FMYU021X3KD90719
1 55 2003 FORD EXPLORER 6 CYL AUTO 69236 TAN 39820 XLT 4X4 1FMZU73K43UA87637
1 56 2004 DODGE NEON 4 CYL AUTO 21666 39830 STX 1B3ES56C84D617645
1 57 2000 GMC SIERRA 8 CYL AUTO 90541 RED 40154 SLE 1GTEC19V6YZ321937
1 58 2002 DODGE DURANGO 8 CYL AUTO 55219 BLUE 39877 SXT 4X4 1B4HS38N12F207671
1 59 2002 CHEVROLET S10 4 CYL AUTO 52927 BLUE 39780 LS 1GCCS195028262374
1 60 2002 FORD EXPLORER 8 CYL AUTO 88838 WHITE 39946 EDDIE BAUER 4X4 1FMZU74W32ZA33992
1 61 2004 PONTIAC GRAND AM 4 CYL AUTO 48814 RED 40369 SE 1G2NE52FX4C244740
1 62 2001 FORD EXPEDITION 8 CYL AUTO 107074 BLUE 39834 XLT 4X4 1FMEU16W91LB46291
1 63 2001 CHRYSLER SEBRING 6 CYL AUTO 51209 BLUE 39401 LXI 1C3EL56U01N503685
1 64 2004 CHEVY SILVERADO 6 CYL STD 52691 BLUE 40099 1GCEC14X84Z124254
1 65 2002 FORD WINDSTAR 6 CYL AUTO 50203 BLUE 39781 LX 2FMZA50422BA31848
1 66 2000 CHEVROLET S10 PICK UP 4 CYL AUTO 58832 WHITE 39987 LS 1GCCS1441YK106824
1 67 2001 JEEP GR CHEROKEE 8 CYL AUTO 116492 SILVER 40182 LAREDO 4X4 1J4GW48N81C689512
1 68 2001 DODGE DAKOTA 6 CYL AUTO 71251 BLACK 39725 4X4 1B7GG26X01S347750
1 69 2000 MERCURY COUGAR 6 CYL AUTO 55039 SILVER 39670 COUPE 1ZWFT61L6Y5644879
1 70 1999 GMC SIERRA 2500 8 CYL AUTO 145689 WHITE 39858 SL 4X4 1GTGK24R2XR714179
1 71 2002 DODGE B1500 8 CYL AUTO 166921 WHITE 39942 CARGO VAN 2B7JB21Z12K101352
1 72 2001 FORD TAURUS 6 CYL AUTO 66835 PEWTER 39302 SE 1FAFP53221G229830
1 73 2000 MERCURY COUGAR 6 CYL AUTO 78604 RED 40184 1ZWFT61LXY5639149
1 74 2000 FORD MUSTANG 6 CYL STD 86116 GREEN 40073 1FAFP4040YF183074
1 75 2000 DODGE DURANGO 8 CYL AUTO 67737 WHITE 40167 SLT 4X4 1B4HS28N9YF142426
1 76 2000 CHEVY BLAZER 6 CYL AUTO 66805 BLACK 40067 LS 1GNCS13W5Y2101846
1 77 1999 CHEVROLET CAVALIER 4 CYL AUTO 50510 PEWTER 40448 2DR 1G1JC1244X7262065
1 78 1998 FORD EXPEDITION 8 CYL AUTO 158886 BLUE 40449 EDDIE BAUER 4X4 1FMPU18L4WLA85550
1 79 2002 PONTIAC SUNFIRE 4 CL AUTO 81513 GREEN 40163 4DR SEDAN 1G2JB524027223021
1 80 2000 CHEVY MALIBU 6 CYL AUTO 107954 GREEN 40351 4DR LS 1G1NE52J6Y6285993
1 81 1998 DODGE DURANGO 8 CYL AUTO 140730 BLACK 40401 SLT 4X4 1B4HS28Y1WF130469
1 82 2002 JEEP WRANGLER 4CYL STD 70799 RED 40242 4X4 1J4FA29P22P710198
1 83 2000 DODGE INTREPID 6 CYL AUTO 82204 WHITE 40001 2B3HD46R0YH335353
1 84 1995 CHEVROLET G20 VAN 6 CYL AUTO 117957 BURG 37780 CONV VAN 1GBEG25Z4SF187736
1 85 2001 DODGE INTREPID 6 CYL AUTO 92917 BLUE 40168 SE 2B3HD46R61H556929
1 86 2000 KIA SEPHIA 4 CYL AUTO 85741 BLACK 39822 4D SEDAN KNAFB1215Y5832848
1 87 1999 CADILLAC SEVILLE 8 CYL AUTO 81094 TAN 40082 STS 1G6KY5495XU930540
1 88 1998 MITSUBISHI MIRAGE 4 CYL STD 107841 RED 39984 JA3AY11A6WU041744
1 89 1998 FORD TAURUS 6 CYL AUTO 107552 GRAY 40315 SE 1FAFP53S3WA268422
1 90 2000 FORD CONTOUR 6 CYL AUTO 112611 GOLD 40491 SE SPORT 1FAFP66L8YK101111
1 91 2000 BUICK CENTURY 6 CYL AUTO 117101 SILVER 40350 LIMITED 2G4WY55J8Y1293532
1 92 1999 PONTIAC GRAND PRIX 6 CYL AUTO 106840 RED 39864 GT 1G2WP12K3XF267882
1 93 1998 CHEVY VENTURE 6 CYL AUTO 159253 GRAY 40370 1GNDX03EXWD275548
1 94 1997 PLYMOUTH BREEZE 4 CYL AUTO 160279 RED 39994 1P3EJ46C2VN503857
1 95 2005 KIA SEDONA 6 CYL AUTO 9052 WHITE 40127 LX KNDUP132656761247
1 96 2002 CHEVROLET TRAILBLAZER 6 CYL AUTO 94571 RED 40058 LT 4X4 1GNDT13S122382940
1 97 2001 KIA SPECTRA 4 CYL AUTO 113515 GREEN 39825 GS KNAFB161815035882
1 98 2001 FORD TAURUS 6 CYL AUTO 79832 SILVER 40157 SE 1FAFP53U91G176755
1 99 2001 FORD RANGER 6 CYL AUTO 71928 WHITE 39730 XLT 4X4 1FTZR15E61TA80671
1 100 2001 FORD MUSTANG 6 CYL AUTO 67340 GRAY 40268 1FAFP404X1F214885
1 101 2000 CADILLAC ELDORADO 8 CYL AUTO 52760 WHITE 40109 ESC 1G6EL12Y6YU177777
1 102 2001 MERCURY MOUNTAINEER 8 CYL AUTO 85946 40834 4X4 4M2ZU86P61UJ11509
Lane 2
2 200 2002 YAMAHA XVS1100 2276 BLACK 40188 MC V-STAR JYAVP11E72A022152
2 201 2002 YAMAHA 4 WHEELER 0 BLUE 39609 JY4AM01Y02C022156
2 202 1938 PLYMOUTH CUSTOM ROD 8 CYL 87000 PURPLE 37721 ODOM DISCREP 10561735
2 203 2005 CHEVROLET SILVERADO 2500 8 CYL AUTO 5452 WHITE 39579 LS 4X4 TOW PKG
1GCHK29U75E119883
2 204 2005 CHEVROLET IMPALA 6 CYL AUTO 41004 WHITE 40340 4DR 2G1WF52E259110892
2 205 2004 CHEVROLET CAVALIER 4 CYL STD 52069 ORANGE 39039 2DR 1G1JC12F147223074
2 206 2003 PONTIAC GRAND AM 6 CYL AUTO 58272 GREEN 40365 4DR GT 1G2NW52E33M612754
2 207 2002 GMC SIERRA 78704 RED 1GTEC14W02Z129307
2 208 2002 BUICK RENDEZVOUS 6 CYL AUTO 62528 PEWTER 39399 4DR CXL 3G5DB03E32S601134

2 209 2005 FORD FOCUS 4CYL STD 40701 BLACK 40583 2DR ZX3 3FAFP31N75R102815
2 210 2003 FORD F250 8 CYL STD 50832 WHITE 40091 2DR XL 1FTNF21L63ED62768
2 211 2002 CHEVROLET VENTURE 6 CYL AUTO 80652 BLUE 40596 4DR 1GNDX03E32D135321
2 212 2004 CHEVROLET TRAILBLAZER 6 CYL AUTO 46286 GRAY 39915 1GNDS13S442380458
2 213 1984 CHEVROLET CORVETTE 8 CYL AUTO 74364 GOLD 39921 2DR 1G1AYO787E5134354
2 214 2002 CHEVROLET TRAIL BLAZER AUTO 71542 WHITE 40739 1GNDT13S522513772
2 215 2001 MERCEDES S500 8 CYL AUTO 61911 BLACK 40546 4DR WDBNG75J21A216647
2 216 2003 PONTIAC GRAND AM 6 CYL AUTO 67074 GREEN 38676 4DR SE 1G2NF52E43M528216
2 217 2001 CHEVROLET SILVERADO 8 CYL AUTO 90974 MAROON 39161 4DR LS 2GCEK19T811296135
2 218 1997 JEEP GRAND CHEROKEE 8 CYL AUTO 186656 GREEN 35045 4DR LAREDO 4X4
1J4GZ58Y5VC682787
2 219 1992 HONDA CIVIC 4 CYL AUTO 277610 CHARCOAL 35030 4DR LX 1HGEG8655NL020867
2 220 2003 TOYOTA CAMRY LEX 6 CYL AUTO 67198 SILVER 40389 XLE 4T1BF30K13U545840
2 221 2002 DODGE RAM WAGON 8 CYL AUTO 94159 WHITE 40388 2B5WB35Z12K130070
2 222 2002 MERCURY COUGAR 6 CYL AUTO 64292 GRAY 41070 1ZWFT61L125611988
2 223 1995 CHEV BERETTA 166028 RED 40920 1G1LW15M4SY311621
2 224 2000 FORD F150 8 CYL AUTO 84952 MAROON 39624 4DR XL 4X4 2FTPX18L0YCA54871
2 225 1999 CHEVROLET MALIBU 4 CYL AUTO 101879 GREEN 38564 4DR 1G1ND52T5X6203867
2 226 2002 FORD EXPLORER 6 CYL AUTO 49883 BLUE 39600 1FMZU72K52ZC58298
2 227 2001 CHEVROLET IMPALA 6 CYL AUTO 126283 WHITE 39248 2G1WF52E119132800
2 228 2001 VOLKSWAGON JETTA GLX 6 CYL AUTO 62510 BLACK 39250 SEDAN 3VWTG29M21M047732
2 229 2002 PONTIAC GRAND PRIX 6 CYL AUTO 63863 RED 40274 GT 1G2WP52K22F177512
2 230 1998 PONTIAC GRAND AM 4 CYL AUTO 99138 BEIGE 40325 2DR 1G2NE12T5WC757881
2 231 1991 FORD ECONOLINE VAN 8 CYL AUTO 59281 40252 1FTDE14Y1MHA63849
2 232 1994 MITSUBISHI GALANT 4 CYL STD 137895 BLACK 40580 REBUILT SALVAGE 4A3AJ46G2RE062915
2 233 1997 FORD EXPLORER 6 CYL AUTO 160049 WHITE 40288 1FMDU34E7VUA29617
2 234 1996 CHEVROLET TAHOE 8 CYL AUTO 136350 MAROON 40287 4X4 1GNEK13R8TJ402063
2 235 1995 FORD EXPLORER 6 CYL AUTO 172740 GREEN 40289 4X4 1FMDU34X052136040
2 236 1994 ISUZU AMIGO 4 CUL STD 167573 BLUE 41062 JACCG07E5R9807017
2 237 1993 JEEP GR CHEROKEE 6 CYL AUTO 167329 BLACK 40290 4X4 JT2SK12E2N0001426
2 238 2004 PONTIAC SUNFIRE 4 CYL AUTO 0 SILVER 41063 1G2JB12F947169294
2 239 1999 PONTIAC GRAND AM AUTO 168000 GREEN 41068 1G2NE52E3XC517576
2 240 1995 CHEV MO CARLO 6 CYL AUTO 124000 MAROON 41067 2G1WW12M6S9246924
2 241 1999 FORD CONTOUR 4 CYL AUTO 120054 TAN 41081 1FAFP653XXK127547
2 242 1999 CADILLAC DEVILLE 8 CYL AUTO 128597 WHITE 40939 1G6KD54Y4XU802535
2 243 1998 FORD EXPLORER 8 CYL AUTO 153049 BLACK 40940 1FMZU35PXWZC29353
2 244 1998 FORD CONTOUR 4 CYL AUTO 114400 RED 41084 1FALP6538WK109243
2 245 1987 TOYOTA MR2 AUTO 121444 40942 JT2AW15C6H0092943
2 246 2002 KIA SPECTRA 4 CYL AUTO 68999 BLUE 39849 4DR KNAFB121425190095
2 247 2000 GMC 2500 8 CYL AUTO 89388 WHITE 40179 SL 1GTGC29R9YF514117
2 248 1998 CADILLAC CATERA 6 CYL AUTO 95200 WHITE 41014 W06VR52RXWR072186
2 249 2002 CHEVROLET C2500 SILVERADO 8 CYL AUTO 77526 GOLD 39967 2DR LS 1GCHC24U12E238660
2 250 1998 FORD RANGER 6 CYL AUTO 127860 ORANGE 40605 2DR XLT 1FTYR14U5WTA02006
2 251 1997 JEEP CHEROKEE 6 CYL AUTO 97254 RED 40187 4DR SPORT 1J4FJ68S7VL502231
2 252 1992 FORD TEMPO 4 CYL STD 34465 GRAY 36298 EXCEEDS 1FAPP31X2NK203528
2 253 1992 FORD F150 8 CYL AUTO 69206 WHITE 40084 2FTDF15Y1NCA86228
2 254 2002 KIA SPECTRA 4 CYL AUTO 71804 SILVER 39545 4DR KNAFB121125173903
2 255 2001 HYUNDAI SONATA 6 CYL AUTO 115937 MAROON 39534 4DR GLS KMHWF35V91A461350
2 256 2001 DODGE INTREPID 6 CYL AUTO 124402 BLUE 38619 4DR SE 2B3HD46R61H545655
2 257 2001 CHEVROLET CAVALIER 4 CYL AUTO 81967 RED 38643 2DR 1G1JC124717203728
2 258 2000 PONTIAC GRAND PRIX 6 CYL AUTO 130928 GOLD 37863 4DR SE 1G2WJ52J4YF228042
2 259 2000 KIA SEPHIA 4 CYL STD 89790 BLUE 38755 4DR KNAFB1216Y5859055
2 260 2000 FORD ESCORT ZX2 4 CYL AUTO 107106 ORANGE 39472 3FAKP1135YR119649
2 261 1999 DODGE STRATUS 4 CYL AUTO 100471 RED 39185 4DR 1B3EJ46X5XN560819
2 262 1999 CHEVROLET MALIBU 6 CYL AUTO 96834 SILVER 39362 4DR LS 1G1NE52MXX6143834
2 263 1999 CHEVROLET CAVALIER 4 CYL AUTO 88598 BURGANDY 35845 2DR 1G1JC5248X7229058
2 264 1998 PONTIAC SUNFIRE 4 CYL AUTO 74463 PURPLE 38500 2DR 1G2JB12T9W7549972
2 265 1998 PONTIAC GRAND AM 4 CYL AUTO 124193 GOLD 39199 2DR SE 1G2NE12T6WC756982
2 266 1998 PLYMOUTH BREEZE 4 CYL AUTO 131832 GOLD 39471 4DR 1P3EJ46C6WN295998
2 267 1998 FORD WINDSTAR 6 CYL AUTO 103313 WHITE 38974 3DR GL 2FMDA5148WBB28695
2 268 1998 FORD WINDSTAR 6 CYL AUTO 122454 GOLD 39264 3DR GL 2FMDA5140WBB60248
2 269 1998 FORD WINDSTAR 6 CYL AUTO 125693 WHITE 39477 3DR GL 2FMZA5142WBD69593
2 270 1998 FORD WINDSTAR 6 CYL AUTO 118682 GRAY 39530 3DR GL 2FMDA5148WBA99179
2 271 1998 DODGE STRATUS 4 CYL AUTO 135104 GREEN 39259 4DR 1B3EJ46X8WN101816
2 272 1998 DODGE STRATUS 4-CYL AUTO 127281 WHITE 39608 4DR 1B3EJ46C4WN111899
2 273 1998 DODGE NEON 4 CYL AUTO 90426 GREY 39134 4DR 3B3ES47C5WT211084
2 274 1998 DODGE NEON 4 CYL AUTO 116728 GREEN 39356 4DR 1B3ES47C7WD608995

2 275 1998 CHEVROLET TRACKER 4 CYL STD 99110 BLACK 39485 2CNBE1869W6918253
2 276 1998 CHEVROLET MALIBU 6 CYL AUTO 128040 GREEN 39468 4DR 1G1ND52M4WY173577
2 277 1998 CHEVROLET CAVALIER 4 CYL AUTO 98115 WHITE 39251 4DR 1G1JC5249W7155874
2 278 1997 SATURN SL2 4 CYL AUTO 129265 BLUE 39352 4DR 1G8ZK5271VZ315315
2 279 1997 PONTIAC SUNFIRE 4 CYL AUTO 136252 GREEN 39195 2DR 1G2JB1244V7522511
2 280 1997 PLYMOUTH NEON 4 CYL AUTO 125926 BLUE 39271 4DR 1P3ES47C9VD275731
2 281 1997 PLYMOUTH BREEZE 4 CYL AUTO 155928 WHITE 38642 4DR 1P3EJ46C4VN509367
2 282 1997 PLYMOUTH BREEZE 4CYL AUTO 117437 GREEN 39254 4DR 1P3EJ46CXVN526805
2 283 1997 DODGE INTREPID 6 CYL AUTO 131895 RED 39354 4DR 2B3HD56F9VH534781
2 284 1996 SATURN SC2 COUPE 4 CYL AUTO 124269 GREEN 39367 2DR 1G8ZH1278TZ124561
2 285 1996 PONTIAC GRAND PRIX 6 CYL AUTO 147108 RED 39135 1G2WJ52M6TF215540
2 286 1996 PLYMOUTH VOYAGER 6 CYL AUTO 136537 GRAY 39256 3DR 2P4GP45RXTR641333
2 287 1996 PLYMOUTH BREEZE 4 CYL AUTO 146233 SILVER 39368 4DR 1P3EJ46C1TB263715
2 288 1996 CHEVROLET LUMINA APV 6 CYL AUTO 124360 BLUE 39487 1GNDU06E1TT107707
2 289 1996 CHEVROLET BLAZER 6 CYL AUTO 117783 GREEN 39197 4DR LS 1GNDT13W0T2271073
2 290 1995 FORD RANGER 4 CYL STD 112474 GREEN 39270 2DR XLT 1FTCR14A6SPA05645
2 291 1995 CHEVROLET CAVALIER 4 CYL AUTO 90551 PURPLE 39355 4DR 1G1JC524XS7125499
Lane 3
3 300 1992 WHITE GMC AERO TRACTOR TRUCK DIESEL 10 SP 473270 BLUE 39148 4V1WDBCH5NN650515
3 301 1991 FORD DUMP TRUCK DIESEL STD 6683 WHITE 39965 ODOM DISCREP 2FDLF47M7MCA86526
3 # ECHO BACK PACK BLOWER 40196
3 # 48 COMMERCIAL ARIATOR 40196
3 # SNAPPER COMMERCIAL WALK BEHIND MOWER WALK BEHIND 40196 MOWER
3 # 02 LITTLE WONDER COMMERCIAL BLOWER COMMERCIAL BLOWER 40196
3 # 03 LITTLE WONDER COMMERCIAL EDGER COMMERCIAL EDGER

Now this was a quick look at the list. Let me explain it. **Yellow** would be a look see for me, something I'd keep an eye on.

Red I might bid on. **Green** I would bid on. Green **BOLD** I'd hang in there on.

And **Purple**, well that is the Chattel/Business opportunity I told you about in an earlier Chapter.

The 02 BUICK RENDEZVOUS 6 CYL AUTO 62528 PEWTER 39399 4DR CXL would be a very quick sell, depending on what it goes for. It has low mileage (anything under 90k is LOW mileage at these things) and if it LOOKS good, this will be a car that gets bid on.

When you look for a car to buy to resell, look for the latest year with the lowest mileage, and something the TARGET would drive. Remember the TARGET? It is the first step in all your chatteling (or business) endeavors.

The Buick is NOT a college kid's car, you'll find a veteran at the VFW or American Legion (remember my HOTSHEET?) who will pay you CASH for the Buick.

The 98 Pontiac Sunfire would be a "kid's" car, and if it were decent, then I might UPGRADE the stereo for a couple of hundred bux to INSURE a fast sell. "Kids" love their stereos.

See, even in buying and selling cars, you want to go into it with an idea of who the MARKET is for it. You need to know and observe what people are driving. You wouldn't offer your exercise equipment to the folks at the senior center would you?

Young people aren't going to buy an OLD fogy's car...likewise, only a few of us geezers want a Corvette convertible (mostly us guys with a YOUNG looking girl friend to show off...HA!).

CHAPTER THIRTEEN:

Corporate chattel.

This is a BIG Chapter, perhaps one that requires the most time from you, however short the reading may be. So let's get started. You are about to get a glimpse, a peek into the high profit world of Business/Corporate Chattel. Let's get started by seeing what is selling.

Go to eBay and sign in. Search for *Hobart Mixer.* Do *Completed Listings*. Then sort by Price: *highest first*.

Now look for the **GREEN** prices that indicate a sold item. You'll see the big Hobarts are selling for 4 to 5 grand. Go at least through 4 or 5 pages just so you can SEE for yourself that these are ***HOT*** items.

Back to eBay HOME. Hit the eBay *Stores* link on the left panel. Search for "ABC Restaurant Equipment". You'll see a store with over 4,500 feedback, a Power Seller.

Go through some of their auctions. SEE? This is business chattel and it is everywhere.

The importance of this to YOU is that there is a TON of Biz Chattel sitting around in your neck of the woods and ONE item could be that $ 1,000.00 per week for a few hours of time that makes it all worthwhile.

OK, go back to eBay home. We're going to spend a little time LOOKING today, and then I'll get into a personal chattel that is very lucrative too. But first, let's brainstorm.

Under *Categories*, click on *Business & Industrial*; and spend a couple of minutes looking at all those categories you probably never think about.

Now find the *Food Service & Retail*. Hit the *Concession Trailers & Carts* link. You know the drill; *Completed Listings*, highest price first, **green** prices.

Go to page 3, 4 and 5 or until you get into things priced under 5 grand. There is a refrigerated trailer that had 23 bids on it and sold for 1625 dollars. People were wanting to know WHERE they could buy a trailer like this. Maybe you have one lurking in your local trader pub, penny pincher, or advertising mag in your area.

I'm pointing out this particular area to you because it ties itself into the Chapter on VALUE added Chatteling. Every year thousands of people want to start a little vending business like this. Tie one of these low cost concession trailers to a Business Plan, an Interview with someone doing it...and you could ADD a few hundred dollars onto your sale.

Concession Trailers, according to eBay, is the NUMBER one searched area of Food Service & Retail (at the time I'm typing this, late 2006). What does that tell YOU, the Chatteler? It should tell you to search your area from one end of the map to the other looking for these kind of deals, and THINK about how you could add value, and who your market might be, and how you could reach them.

Every once in awhile, I'll send out a SPECIAL HOTSHEET with details of a business opportunity like this. Remember, 100 HOTSHEETS with first class postage sent to places where "club members" will see it on a bulletin board will cost you around 50 dollars.

Many boomers, like the kind you'll find in the VFW and American Legion, are looking to start some sort of a part-time business and this is one of their favorites to investigate.

Here are the TOP 10 from eBay, in the *Food Service & Retail* section:

1. Concession Trailers
2. Dough Mixers
3. Commercial Fryers
4. POS Equipment (Point of Sale)
5. Credit Card Terminals
6. Slush and Granita Machines
7. Vending Machines
8. Ice Cream Machines
9. Pizza Equipment
10. Coolers and Refrigerators

Another search. *Business & Industrial*, *Office, Printing & Shipping*, *Completed Listings*, *Items Priced* (on left panel) and use 1,000.00 to 2,500.00 ONE thousand to 25 hundred dollars, just to SEE the **GREEN** that is being made from this category. And many of the items you will be looking at, the printers, laminators, copiers, plotters, embossers, paper folders, etc. can be used to start or expand a business. **Get it**?

Remember this is a glimpse into biz chattel, and this peek is at the LOW side of things too. I picked out items for you to look at that are easy to find, don't require much transportation logistics (some do), are quickly sold that could put 500 to 2500 bux into your pocket every week you choose to do it.

Find an OLD land grader, like the 1962 one that had 27 bids and sold for $ 7,100.00 and you might see something like this at the back of the lot of a dealer, and you could make a few grand quickly. Get into 30 and 40 thousand dollar deals, and IF you have a signed **FINDER'S FEE** agreement, you'll make a nice helping of small potatoes just for hooking people up.

But let's stay with the BEGINNER'S GUIDE for now, shall we?

You need to **STOP** and think about what you have just been shown. If you have compiled your TOOLS per Chapter ONE, then you should spend an hour going through these things LOOKING for the Biz Chattel in your area.

Find something, mark it on one of your maps. I advise you to print out several copies of your BIG area (within 90 minutes of your home in all directions), and see what is FOR SALE over there by looking in the publications you picked up from that area.

Then think about the opposite direction. I guarantee you'll find people in ALL your areas that are about to CLOSE a business or about to START one. And you can HELP these people and you can get to them through what you've already learned in the GUIDE and with SUPERIOR marketing, you can begin to pocket virtually as much as you want.

But you need to get some experience, which is why it is good to start with small 100 dollar items, or things that will make you a couple of hundred bucks for a few hours work like BIKES, drapes and MUSICAL INSTRUMENTS.

CHAPTER FOURTEEN:

MUSICAL INSTRUMENTS.

From the 85 bids on Melissa Etheridge's guitar, that sold for **$110,000.00** all the way down to a Les Paul Gibson that had only 24 bids and sold for $3,500.00 there is some GOLD in that brass, and wood and drums.

HEY, I don't know a thing about musical instruments, although I play a great OFF KEY Kazoo, BUT

BUT I have plenty of people in my NETWORK who do know about them. And how much they will pay me for any given item.

How many kids start band or orchestra every year? How many QUIT? How many musical instruments are laying around in houses collecting dust? MILLIONS.

And with the tools you have in this report, you can begin to buy and sell these fit-in-the-backseat money makers day and night and do nothing else with chattel and still make as much as the busiest doctor in town.

Search completed listings in *Musical Instruments* between 500 and 1500 dollars. And cut and paste all the items (descriptions) that you find in **GREEN** into a document.

Remember those markers and scissors and tape in the TOOLS list? Here is where you get a chance to put em to use. What you will do is spend some time, and although the page count in this Chapter is shorter than most, the TIME spent on the Chapter will probably be the most time spent in the GUIDE. That is, if you DO the assignments.

You have collected advertising vehicles from all the quadrants in your area. NOW you want to go through these and mark all the MUSICAL INSTRUMENTS for sale in the 300 to 1500 dollar range. **YOU are looking for prices, for dollar amounts, not for specific chattel.**

You may want to cut them out and use the tape and put them on a separate piece of paper.

Now on your MAP, mark down every HIGH SCHOOL, junior high, college and prep school in your area. This will be a part of your Network to quickly and easily FIND musical instruments and to SELL them too. Because every year, kids graduate. The no longer need the band instrument they bought a few years ago.

AND, there are many places that RENT out instruments too, don't forget these locations as potential partners.

Now here's NO secret. There is a MUSICAL INST section in the FOR SALE classifieds section of every craigslist.org out there.

Even wonder HOW craigslist decided on their topics? They really don't have all that many do they? But what they do have GETS READ.

So as you are cutting out or MARKING your classified ad sections in your local pubs, then also be surfing all the craigslist locations within your MAP area, or within a couple of hours from you.

Guitars and amps ALWAYS sell and are listed. Band or DJ or Karoke equipment is almost always listed.

IF I just focused on Musical Instruments in Northeast Ohio and Western PA, I'd have a full time job, one that would pay very well too. What YOU need to do RIGHT NOW, while you are reading this (because I *know* you haven't stopped to do the exercises above, have you?)...

IS to go to craigslist.org nearest you and search for MUSICAL INST.

Keep ONE thought in mind as you are looking at these classified ads.

SUPERIOR MARKETING STRATEGY.

YOU can beat these guys all day long. And collect an extra 100 bucks to put into your pocket while you are doing it too simply selling things with better advertising.

CHAPTER FIFTEEN:

Motivation.

> **This little GUIDE has as much real-life, tested and proven, factual, easy to understand and ready to use money making information as anything you'll find.**

But, it isn't an auto pilot, sit on your butt and watch TV, do nothing, make millions kind of a thing.

You have to DO to make some money. And you don't have to keep doing chattel, you can use it to get the money you need to start your own business, or to buy some extras.

IF there is a secret, then it is to DO something right now. Find something in your home and put it up for sale on eBay or at craigslist.

Make 10 bux today. It isn't that hard to do. You probably can run a ONE day auction for the books you have laying around and maybe you'll make a few dollars.

The most common thing I hear is, *"I don't know how to get started, I'm confused about what to buy and sell."*

Let ACTION get rid of your confusion. Just to remind you, you're first transactions are based upon your **willingness** to sell something (I don't do guns or bibles, you may not want to do something either); your **transportation** situation dictates what you can carry; and your **budget** tells you how much you have to work with.

If you have 500 dollars, then you are off to a good start. Keep that 500 in circulation until you get to a 1000 dollars, and you could start to see a steady 200 to 300 bux come in for every transaction you make at that level.

Now let's touch on TIME. According to a recent study by the Stanford Institute for the Quantitative Study of Society (SIQSS); researchers found the average Internet user spends 3 hours per day online, almost double the 1.7 hours the average respondent spends watching television.

So the AVERAGE Internet user (you?) spends almost 5 hours a day online or watching TV.

If half of that time were dedicated to Chatteling, it would be a life changing experience for so many people who are in debt, in financial hot water and who struggle everyday.

I don't know what your current situation is. Truth is, it is none of my business. However, it is YOUR business. And I just want to challenge your use of your time.

There are people whom you know via the Internet who have been online for over 5 years and they still are searching for the magic beans...the course or info product that is really going to reveal those "closely guarded secrets". And real people understand it is not about secrets, it is about taking action and sticking with something.

The beauty of Chatteling is that you can do it part time, every day, once in awhile, and you can do it on line or off line.

You can find things in your neighborhood or across the country. You can put as many dollars in your pocket as you care to.

So you have to have a goal, or a money amount to start with. If you don't have one, see how fast you can make an extra 200 bucks. Then you go from there.

You have the exact same amount of hours in your day as the next guy, it is a question of how you are spending them. Spend them wisely.

It is ALL ABOUT YOU, and Chatteling is the great equalizer in the real world of making money. Now go make some.

Gordon Jay Alexander
2006

PS. I've included some sections of my more popular work. The reason it is included is because it is relevant to what you have just read. You'll find out more information about HOTSHEETS. Before you go out online and spend any more money looking for something better than chatteling (or there are things, but nothing as easy to start and nothing that you can stop and start at will and it will always be there waiting for you); and I don't want you to waste your money or your TIME.

BONUS ONE. HOTSHEETS.

But what the heck is a **HOTSHEET**?

Well, you saw a sample of a HOTSHEET in *The Beginner's GUIDE to Chatteling* it is my "I'M BUYING" HOTSHEET that gets sent out to clubs looking for chattel to buy and to sell.

Now you are about to get a complete course, right here, right now on HOTSHEETS.

HOTSHEET PROFITS How To Create Your Very Own Information Empire:

- **Information is still the *all-time* great product.**
- **Information is easy to create or *acquire*.**
- **It is easy to sell.**
- **It is wanted.**
- **Needed.**
- **And people will pay YOU to get it.**

And technology allows you to sell and market your HOTSHEET with as much automation as possible. YOU **can be** sitting on the beach sipping a cool one and still be making money. Isn't that great!

A HOTSHEET is pithy, concise and without fluff and filler. You won't find any bloviating, pontificating, chest thumping or unrelated anecdotes. Just the meat. NOT even a potato. And when you create your very own HOTSHEETS as you will be guided to do, you will be amazed.

A HOTSHEET is usually a single piece of paper with topical information. We consider Folios, brochures, Instruction Sheets, Plans, Blueprints, Formulas, Cheats, Cheatsheets, Study Guides or any printed ***brief*** sheet of paper to be a HOTSHEET. The size and shape doesn't really matter. It is the brevity that counts.

For this purpose a HOTSHEET is anything printed on one or just a few pieces of paper that contains condensed and useful information, information that people WANT or NEED, to be a HOTSHEET.

Like the I'M BUYING HOTSHEET that gets sent out once a week to help me find chattel.

We think of HOTSHEETS as a FRONT END piece of marketing.

It helps to find people who are interested in a subject and then we can market the back end to them. You could make an extra $2000.00 a month with a simple one page Hotsheet as Pete Egeler has found out. His TN Hunting and Fishing HOTSHEET is selling like donuts at a police convention.

And Pete has just gotten started. Alan Bullington in Alabama has created several hotsheets and combines them into a KIT on how to sell your craft products at craft fairs and with a catalog. Alan and his family sold over 35,000 bars of homemade soap exactly as he describes in his HOTSHEETS, so he knows what he's talking about.

One of the secrets to making HOTSHEETS a profit center, or one of your streams of income, is to offer them in quantity and/or even sell the reprint rights or to try for VOLUME, the gjagroup strategy. Gordon has over 1000 recipes he is converting to HOTSHEETS.

We believe the HOW TO is the key to it all. When you provide pithy and succinct information that is USEFUL, then people are willing to PAY for it. YOU did, right? Imagine if this mini-report gets sold to thousands of people.

Now you can go take a look at some of the most successful sellers of HOTSHEETS.

www.ubild.com For over TWO decades, the Runyans have been offering their version of the HOTSHEET in the form of CRAFT and WOODWORKING **plans**.

You can see their ads in hundreds of weekly newspapers across the country. Even cross stitching **patterns** and sewing projects are HOTSHEETS and my friend Chris and his wife Connie sell quilt patterns. Patterns are another type of Hotsheet.

Rather than put the links in the report, we'll add them at the end and that way you can not be distracted from reading, OK? But there are plenty of places on-line to go and see for yourself all the wonderful PROFITS being made with simple information.

Once you understand how wide and varied they can be (but almost all share the **HOW TO** aspect) and most are on single or just a few sheets of PAPER...you then realize how profitable these little projects can be.

As mentioned above, we use HOTSHEETS as a Front End. We don't expect to get rich with these, but we make a very small profit and at the same time find PEOPLE who are interested in certain subjects. As a

Marketing Group, we are always trying to identify groups of people with a "high passion index" for a subject.

Some call these **Niche** Markets. People who sew buy patterns. People who quilt buy patterns and designs. People who woodwork buy patterns and plans. Once you have identified that a person belongs to a group, it is easier to CREATE OR ACQUIRE a product that they would be interested in. The nifty thing about HOTSHEETS is they can printed on demand when you need them.

A HOTSHEET can take many forms, as mentioned. You can fold a single piece of paper and create a brochure or a mini-booklet even. Grab a piece of paper from your printer (8.5" X 11") and fold it half and then in half again. There you have a nice little 8 page booklet. Use two pieces of paper and you can get a 16 page booklet out of it.

Some HOTSHEETS have illustrations, and some don't. If you have ever bought anything that needed to be put together you got some INSTRUCTIONS...and these are HOTSHEETS.

We'll use Gordon as an example. When he had his golf shop he had simple TIPS sheets. He placed these at golf courses and golf stores. He coded each sheet and offered a referral fee to those that would send students his way.

This is not unlike what Pete Egeler is doing with his hunting and fishing Hotsheet.

Gordon created several Golf **TIPS** sheets that he then put together into a little **REPORT**. Then he combined these TIPS into a Newsletter. As he gained students, and one time he had over 1200 on his roster at the same time, he ASKED them what they wanted.

From this he was able to create his **WORKSHOPS** in golf, the two most popular were *THINK AND REACH PAR* and *HOW TO Play an Unknown Course Like a Big Bux Pro*. These workshops were being sold out at 25 bucks each. He then recorded them and his **AUDIO** products, which are still being sold, were created. At first they were "guerrilla" **cassettes**, then they got polished, and then **CD's** came along, and today his tapes are very professional looking yet they retain his folksy "straight from the horse's mouth" style.

When Gordon worked for Suarez Corporation Industries (SCI); he was recruited by owner Ben Suarez; he saw the same strategy...the golf division had PGA Professional Jerry Heard create some newsletters, audio programs and a book. The book sold MILLIONS of dollars of golf products, the information was mainly the lead generator, but at a very nice profit at that.

It goes back to the purpose of creating HOTSHEETS, and it is our OPINION they are an excellent LOW cost way to Customer Acquisition.

OR CHATTEL ACQUISTION.

Let's return to the INFORMATION ESCALATOR or ladder as called above, and with a slightly different order since we're talking about Hotsheets first.

- **HOTSHEETS**, folios, flyers, brochures, plans, etc. etc.
- **Booklets**, instructions.
- **Audio** programs.
- Audio programs with **Worksheets** or Printed Info.
- **Workshops**, seminars or classes.
- **Video** presentation.
- Internet Specialty Site (Personal, Portal, Members, Blogs, Podcasts)
- Workshops and Seminars.

We LOVE information. As we said it is quick and easy to create or ACQUIRE. There is a high demand for specialty HOW TO information. It is easy to produce on demand and easy to replicate. It has a lot on inherent assets that can be sold or transferred, like reprint and resale rights.

It is in the opinion of the gjagroup to be the perfect product, especially to launch your new business or money making project from. You could even use public domain information to create YOUR Hotsheet.

For example, ***The Civil War at a Glance*** is a full color MAP illustrating and describing major Civil War battles. It is 111M from http://www.pueblo.gsa.gov/ and sells for 2.00.

The Civil War is one of those NICHES that has a large number of BUYERS in it, people who spend money on all things Civil War. Every year scores of new books are published and it is a HOT opportunity. Thousands of people take part in reenactments of battles. There are many LISTS and web sites dedicated to this. My point is, that for the cost of ONE map (and you can duplicate for free, maybe even do it in sections and have EACH section represented on ONE HOTSHEET and you could do a series of 12). Of course you would RESEARCH other items or
now

PAY ATTENTION HERE, or

you could find other people who have something to sell to this market and you could do a CO-OP mailing. a JOINT VENTURE. So you spread the expenses and get your offer into a BUYER'S hands for a very low cost. Think about what you just read. It could be for any market that has a high passion index for what they do. Some examples:

- Model train enthusiasts. Sub niches in different scales and time periods.
- Auto enthusiasts. Scores of niches; muscle cars (HOT right now for the Baby Boomers),Corvettes, Stanley Steamers, Race Cars, NASCAR, etc. etc.
- Home re-modelers. A BOOMING market with dozens of niches.
- Fisherman. Computer users. Cooks. Realtors.
- Travelers, say golfers to Scotland. Or the Caribbean beaches. Or Dog enthusiasts.

Check out 644M at pueblo (the link above), it is a 26 page HOTSHEET called, **Citizens' Preparedness Guide.** Simple but vital steps you should take to prepare and protect your family in a variety of places and circumstances. Do you think this is TOPICAL. And it is FREE, you could download it and create several HOTSHEETS on this topic, and again, maybe offer them as a series, or combine with other PUBLIC DOMAIN info and create an eBook.

So you could EASILY and quickly turn your HOTSHEETS into ***digital products*** (especially if you download from Pueblo or other Dot GOV public domain sources)...something you could create in a few hours.

PDF files are the perfect product in our mind.

Now here another SECRET to PROFITABLE HOTSHEETS: Gordon says;

"*The details of any biz op that get lost in hype are about HOW TO MARKET the product or service. Since I don't HYPE things (anymore, HA!)....here is what you need to know and consider about HOTSHEETS. Your target audience has to first KNOW about them. Then they have to WANT them. They have to be able to PAY for them and you have to DELIVER it to them.*"

The SECRET to making YOUR HOTSHEET profitable is to do a Joint Venture or a CO-OP MAILING or to find a place where people will be looking for them to assist you in your marketing efforts. Remember, we believe the truest and best use of a HOTSHEET is get someone to raise their hand and tell you they *are interested in* ***something***.

Now one person sent some good questions about HOTSHEETS and we'd like to share them with you.

He said; "How do you find HOTSHEET Opportunities? How do you evaluate them?"

Excellent questions and we're going to answer them here so you can consider the lowly HOTSHEET as one more revenue stream or profit center for your money making endeavors.
WE look for MARKETS first.

Consider the I'M BUYING HOTSHEET that finds people with stuff to sell. It is targeted at groups of people who routinely spend time sitting around and talking to each other.

But we still think the SRDS book of lists (found at most good sized libraries) is ONE OF the best places to find what people are SPENDING MONEY ON. See, the Internet search results have a large number of LOOKERS and Freebie seekers.

We want BUYERS. Don't YOU?

YOU want to identify markets that people actually spend their money on. You know that model railroaders **spend** money. You know that Civil War buffs **spend money**. You don't want to guess or hope, YOU want to KNOW.

Do this by looking at the biggest MARKETS out there, and you get this from your local paper.

The biggest markets are:

1. **Small Businesses** for advertising and promotions.
2. *Real Estate*. Homes, apartments, vacations.
3. **Cars**. And boats and motorcycles. Transportation.
4. Hobbies and Crafts . Look for lists.
5. **Self-improvement** and personal development.
6. *Making money.*
7. Love and romance.
8. Entertainment.
9. Sports.

Within each of these HOT topics, topics that newspapers and magazines and newsletters report on are the many, many sub divisions and niches of people. And again, the SRDS will help you pinpoint and locate these people. The PROBLEM is the cost to reach them. On average you'd have to spend over 50 cents, well over, to reach these people, and at 50 cents per person, which would allow maybe a POSTCARD via mail, a list of 2,000 people would cost you $1,000 to reach...and you better have a very good offer or you won't even break even on the response.

Say you sent to 2000 and you had a 20 dollar product, you'd have to sell 50 of them, and doesn't include the cost of your product or the fulfillment costs...just to break even. If you did sell 50 (2.5%) you would probably lose money, unless you had a good BACK END that makes you a ton of money.

But with a HOTSHEET, and using eBay for example, your break even point is pennies. Consider it cost 40 cents to list a 1.99 item at eBay. Once it is delivered, and of course it has to be a quality product like this one, then the rest is pure profit. Get it?

Gordon does not personally like to run his projects. So he has a tendency to Joint Venture with people who can do the fulfillment part of the process. But you may like to "run" your opportunities. Then try to create a *system* or *process* for the whole thing, start to finish.

Keep it simple, it looks a little like this:

- Identify MARKET. Target people with track record of buying things in that market.
- Create or Acquire a PRODUCT or Service for that market...something similar to what they already buy, something complementary.
- Create an OFFER.
- Get the OFFER into their hands, and this is the beauty of HOTSHEETS. They allow you to get your offers into hands of buyers quickly, easily and at a low cost.

- Fulfill the orders. **Automate as much of this as you can.** If you are a ONE person show, make sure you *DATA* base your buyers when they come in. That is the most important part.
- Repeat process.

Gordon likes to create HOTSHEETS that doesn't have him in involved, that is, the customer is buying the **niche information** and not just because of Gordon selling it. If you can separate your self from the info, then you can SELL the project to someone else who may want to get into it.

The great APPEAL of the HOTSHEET is the low costs. A blueprint may only cost a few dollars to print out, but it could sell for hundreds of dollars, as the PERCEIVED VALUE is much higher than the cost of the paper.

People who sew routinely pay 14.95-24-95 for a PATTERN, which is a HOTSHEET printed on special paper.

Fortunes have been made selling plans, patterns, blueprints, instruction guides and I'd bet you have several topics in you. Gordon's friend Bob Downs (gadget bob on eBay) used a ONE page monthly newsletter to market his FLEAMARKET guide. Now then, what INFORMATION or KNOWLEDGE or SKILL do you have that you can share with the world, with those people who share your interest in something?

There was a guy that got rich selling "*blueprints*" of PVC furniture. Remember there are millions of crafters, woodworkers and hobbyists looking for new ideas. Here is a short list of PUBLICATIONS from Pueblo, just to show you that you can JUMP start your HOTSHEET with **free** info from your Uncle Sam. Most of which is NOT copyrighted and you can use to create your own Hotsheet from:

- ☐ How to Get a Great Deal on a New Car.
- ☐ U.S. Government Auto Auctions.
- ☐ Site-Seeing on the Internet.
- ☐ An Interactive Guide to Protecting America's Drinking Water. CD-Rom.
- ☐ Your Family Disaster Supplies Kit.
- ☐ How to Get a Job in the Federal Government.
- ☐ Cooking for Groups.
- ☐ Diabetes Recipes.
- ☐ Botox. Why it is used. How it works.
- ☐ Losing Weight. More than Counting Calories.
- ☐ 100 Questions and Answers about Buying a New Home.
- ☐ Energy Savers: Tips on Saving Energy & Money at Home.
- ☐ National Flood Insurance Guide.
- ☐ Consumer Guide to Check 21 and Substitute Checks (HOT topic).
- ☐ Small Business Resource Guide.
- ☐ Copyright Basics.
- ☐ National Park System MAP & Guide. (Chunk it down to several HOTSHEETS).
- ☐ Going Wireless: A Consumer Guide to Choosing Cellular Service.
- ☐ Fishing is Fun for Everyone.

☐ Lista de publicaciones federales en espanol para el consumidor. (Big Hispanic Market)

This is a list just to get your juices flowing. And we can think of Several HOTSHEETS for all of the above, and this doesn't even scratch the surface of the FREE information and FREE HOTSHEETS (already formatted like maps) that you can use to create a very nice little effort ***fly low-collect the dough*** money maker that could put several thousand dollars of CASH into your hands every month.

COUPLE THE HOTSHEET WITH CHATTELING...AND THE SKY IS THE LIMIT.

When you grasp the simplicity of the HOTSHEET and what it can lead to, that is a group of HOTSHEETS make a REPORT you can sell for more money (or a virtual product you can sell at ClickBank or at eBay), it won't take you long to see the potential.

They can be a book, or part of a COURSE with an audio program that will get you even more money. But the most IMPORTANT thing to remember about HOTSHEETS is that they get you NEW customers at a very low cost or even at a profit. That's cool.

They get people to raise their hands and say they are interested in something. Then you find out if they are willing to spend some "spare change" on their interest. Then maybe a few dollars on MORE information. THEN you can sell them higher priced/more profitable things. HEY, Gordon didn't invent this thing, although some of you think he's been around long enough to have seen the modern era come in...he...he.

The FACT is that thousands of people have used HOTSHEETS to begin or add to their existing product lines and to have additional cash flow coming their way. Gordon says, "I found out about it in the 60's (OK, for some of you, that might have been the ancient times)...and I've profited from them right up until my STUPID (and I hate Stoopid people) decision to abandon them and go Internet only...And that is why I've spent the time testing and RETESTING and dusting off the old HOTSHEETS I have sitting around."

We hope that this has been educating and thought provoking. Remember it only takes ONE idea, one penetrated MARKET to make all the difference in your income streams. There are tons of opportunities out there and when you go through the resource section, you'll see the power and PROFITS of a little "pithy" information. Hey, who's got time to wade through the guru's BS, do YOU?

But FINDING opportunity is only the first part, ACTING upon it is the real KEY.

Do you want to make a million dollars? Then you better learn how to make **ONE** dollar first before you start spending your new fortune.

OK, now you know all about HOTSHEETS. To complete your education, and this will get you excited, then go and visit the following sites and SEE the many different types of HOTSHEETS being sold.

http://www.frankbetz.com Frank Betz sells a ton of "hotsheets".
http://www.countryplans.com Home to John Raabe and his small cabins and homes.
http://www.moritzdesigns.com
http://www.jinnybeyer.com
http://www.letterstochildren.com
http://www.quick-study.com
http://www.tipsbooklets.com

That should give you some ideas. Also, take some time to search eBay for Cheats and Cheet Sheets and Study Guides. Whatever knowledge, skills and experience you have can be turned into a profitable HOTSHEET.

Job hunting is a market that never goes away. RESUMES are what I consider an advanced Hotsheet with a specific purpose. It is in fact an advertising vehicle for people trying to get a job, isn't it? You bet it is.

Here is a site that specializes in these personal promotion HOTSHEETS called resumes;
http://www.callfranklyspeaking.com Or how about http://www.aresumes.com where Arlene Schwartz hangs her Open For Business Sign out. Check out Arlene's FAQ section, the first thing she says is that a resume is an ADVERTISEMENT. No wonder I like the woman.

Another kind of HOTSHEET is the advertising flyer delivered to your door, or put on your car window, or stuck in the newspaper, or delivered to your mailbox. You get these all the time.
These are ***advertising flyers*** with an expiration date.

Other types of HOTSHEETS could be calendars and schedules. If you live near a Border's bookstore, you can pick up their monthly events calendar and see the ADS around the border of the HOTSHEET.
OK, enough about HOTSHEETS.

The next rung up the LADDER TO PROSPERITY is the booklet. Are you willing to spend just a few bucks and LEARN a lot? If so then visit, www.tipsbooklets.com that is tipsbooklets dot com.

This is the home of **Paulette Ensign**, the booklet Baroness.

Paulette has made thousands and thousands of dollars **without spending a single dime on advertising** with her simple HOW TO booklets. I've reviewed her course and it is excellent. This is where you the NEWBIE could break in, AFTER making a few bucks Chatteling.

Start by buying a couple of e-booklets from Paulette.

I suggest you buy her booklet called **110 IDEAS FOR ORGANIZING YOUR BUSINESS LIFE**. And then get at least one or two more of your choosing. This is going to teach you several lessons. How to order a digital product. And how to receive and read one. And you will be involved in the TRANSACTION process and like Dien says, you'll LEARN BY DOING YOURSELF.

NEWBIE, whomever you are, it is my best advice that you start right now and create a HOTSHEET and then a small booklet. Prove to yourself you can COMPLETE at least one little task. We'll talk about how to market them later. But right now, before you go any further, STOP and take a break and spend 15 minutes brainstorming ideas for Hotsheets and booklets. Then come back here.

BONUS TWO: SECRETS OF REMOTE INFLUENCE, MORE ON THAT STUFF

BUYING CHATTEL IS EASY. SELLING IT AT A PROFIT IS THE IMPORTANT PART.

Here is my basic premise: People are preoccupied. You MUST break their preoccupation and harmonize with their thoughts. You do this by understanding and knowing human behavior. Here is the formula I've developed that explains this: E of A = H of R SoM + POI

The **E**ffectiveness of your **A**ttempt to influence someone remotely is equal to the **H**armony between the **R**ecipient's **S**tate **o**f **M**ind and the **P**re-**O**ccupational **I**nterrupter used to gain attention.

When you run an ad on craigslist or list something on eBay, you first must put it into the right category. If you are selling a bike, you wouldn't put that in the auto section, would you?

So, you can create this harmony by getting on the right track, as I've said before.

OK, so you have a bike for sale, and you list it in the right category. But you see there could be hundreds of bikes for sale on eBay. Here is where you use SUPERIOR marketing, by developing HARMONY, and using a POI, which is in most cases your headline, subject header or listing header.

Here is an actual header and ad from craigslist:

Giant NRS3 - $500 (listed under bikes) the copy reads: (and I've left the mistakes)

Giant NRS Excellent condition, Asking 500 or reasonable offer.makes a great christmas gift.Includes extra bars and clipless peds. Im 5'8" fits me fine, room for height adjust in either direction. Come on down, meet me in the best buy parking lot off of Howe ave and try before you buy. Cash sale only.

Now a search on eBay shows this bike has recently sold for $356.00 so the 500 asking price is to high for a Chatteler. But we'll use it as an example anyhow.

Who is the target? Think George W. Bush types, the macho mountain bike type (not the wimpy Touring bike guy like John Kerry...he..he, hey it's a joke already)...

So, write an ad for a "W" type of guy.

HEADLINE: **You could even conquer Everest with this Giant NRS3 bike**

Ad copy: **Utah, Colorado or Western North Carolina mountains will seem like foothills when you mount this Giant NRS3 and put your mettle to the pedal. This bike becomes a part of you, you'll set personal records and defeat your most challenging trail when you hop on this tested and proven (it even has a few scratches, or as you may want to think of them: battle scars) sturdy mountain bike.**

Something like this would help you compete. Can you see the brick I used in the headline? People who ride mountain bikes want to CONQUER. They want to accomplish their missions. They want a Mt. Everest type of a challenge. So I used elements that would appeal to this type of person. See?

The ad copy has a slight "story" element to it. ANY mountain bike rider would get a kick out of riding in the Utah, Colorado and/or N. Carolina mountains. The little twist of mettle is helping to define the reader in his/her own mind. Who doesn't want to set records? And the reference to the "battle scars" tells my target this is a USED bike, used by a fellow "W" type guy. All of this helps to make this a Superior Ad over what you read above.

Note I did not put the price in right up front. That is a mistake I see over and over again, why give your reader a reason to leave too soon?

It is better to "transfer" ownership to them, get them to see themselves using your product and having the success they want, this is known as getting their mouths to water or as the elegant Elmer Wheeler would say, **"Don't sell the steak, sell the sizzle."**

The key to being able to remotely influence someone to do something you want them to do is directly related to your ability to get a

PERSONALIZED **E**MOTIONAL **R**EACTION

from your stimulus. In this case your stimulus is the ad. The Personalized Emotional Reaction (PER) you seek is where you focus your message, and here is on the reasons WHY a person would want to buy such a thing, What's In It for Them?

The more personal your message, the higher your chances of success.

What were the key words I used that PERSONALLY influenced you? Can you identify them?

Was I able to evoke a PER from you, or did you come to the site with a PER from an email sent to you by one of your favorite TRUSTED marketers?

HEY, you do know that is the secret to affiliate programs don't you? Having someone you trust and have bought from before sets the stage for a PER before you ever set foot (or eyes) on the thing they are referring you to.

I told you that you first have to get a person's **ATTENTION**. This is probably where most attempts fail. If you don't get a person's attention, then there is no way to get your message to them. As you read above:

You gain attention by throwing a brick through their window of preoccupation.

Then when they come to see what is going on, you grab them by the throat (*with rapport and being in synch*) and make them see the castle (*that has the solution*) on the front lawn. Inside the castle is the White Knight (*the product they WANT*), the Prince in shiny armor, or the Princess of their dreams. It is the **SOLUTION** to their **PROBLEM**. **It is something they WANT**.

When you begin to think in these terms, with Stimulus/Response, and TARGET on your conscious awareness, it is going to make writing ads so much easier for you.

Only after you gain ATTENTION, can you begin the remote hypnotic techniques. The way to gain attention is by using a strong personalized **emotional appeal**.

Another real life example:

In remote direct marketing a "**universe**" is a group of people with an **affinity** for something. Let's say golf. There are over 30 million golfers in the United States. This is the known universe of U.S. golfers.

So if you were trying to persuade a golfer to do something, say, buy your product, what kind of an emotional appeal would you make?

Well it probably isn't enough information. You might assume that one of the pre-occupied states of mind of any golfer would be for a lower score. Something every golfer would want, right? But that assumption could be costly.

Let me give you an example of how I created a promotion for a local company. This company had a product for people who have joint pain. They were seeking new markets. I know from my 25 years of teaching the game of golf, that older golfers, seniors, have aching joints. So within an affinity group there was a niche. In fact two:

Men and women over 50 who play golf.

They were my **TARGET**. See, I used the bubble of pre-occupation. I put the golfer inside an igloo (I draw it on paper). Then I continued to gather information.

The more you know about someone, the more power you have in being able to influence them.

Write this down. It is a key. Let me share with you the "teaser" copy on the envelope I wrote for this product:

FLORIDA GOLFERS NOW PLAY **PAIN FREE**, while lowering their scores.

Now where did I send this envelope? To Alaska? Of course not. It was targeted to senior golfers in Florida. The EMOTIONAL APPEAL I used to get them to open this envelope was one of self-preservation and Ego, or one of Survival, in the health arena.

Now I added ONE word and was able to zero in on an entirely different niche.

FLORIDA WOMEN GOLFERS PLAY **PAIN FREE**, while lowering their scores.

And of course a different promotion for Men too. What I wanted these people to do was to open the envelope, and then I'd tell about the product, how this Glucosamine and Chondroitin based formula was effective against joint pain, especially for senior golfers.

The offer was for a reduced price trial, and included two bonuses, one for a natural pain relief GEL that could be used before and after a round of golf, and the other was for a cassette tape called **30 MINUTES to a LOWER SCORE GUARANTEED**. This is one of MY golf tapes.

Again, will you take a few minutes and go over a couple of things? Go back to page 47 where I told you about the Magalog I recently received. Then reread the headlines and subject headers that were featured on the front cover, only NOW you'll do it with a better understanding of what I'm talking about in the Stimulus/Response model of marketing, OK?

QUICK REVIEW:

You have selected a remote **TARGET**. This is someone you want to influence or persuade to **DO** something, like buy your chattel. Someone you can not get face to face with. That is why you use **REMOTE** techniques. You want some kind of **ACTION** response. You know exactly what this response is.

You know and understand that your target is: **PREOCCUPIED**.

The effectiveness of your attempt is determined by the **INTERRUPTER** you use, and the **HARMONY** that pre-occupational interrupter has with your target's state of mind. You have learned that there are 5 basic Life Pre-Occupations. The more you know about your target, the easier it is to create the **PRESENTATION** that gives you the highest chance for successful remote influence.

The **MEDIA** that you use to make your presentation are:

- **DIRECT MAIL**, including letters, post cards, packages or co-op advertising
- **E-MAIL**
- **TV, RADIO, NEWSPAPERS**
- **MAGAZINES**
- **TELEPHONE**
- **FAX**
- **WEB SITE**
- **HOTSHEETS**

This bonus, if studied and used, will make a big difference in your marketing efforts, no matter what it is you are trying to sell.

FINAL BONUS (MAYBE). WHAT I'D DO IF I WERE YOU!!!

NOW, I know the GUIDE is a good piece of work, and it can help a lot of people who choose to pursue Chatteling if even just to get a little working capital in their pockets.

The bonuses are just a little icing on the cake. My way of saying THANK you for being a customer.

This FINAL section is the FUN part for me...I get to tell you what to do. IF I WERE YOU.

Take offence, take heart, take it or leave it, all the same to me. SO here we go.

IF I WERE YOU: and YOU:

Were flat broke.

Friend, if I were in your shoes, I'd STOP and take a deep breath, take a walk or go to the library and get into a quiet room. Your emotional state is not only killing you literally, it is preventing you from taking the kind of decisive action you need to take to make things better.

Being broke feels like a hopeless situation. It is stressful beyond your knowing. NOTE that I said your emotional state, which is what I'd address if I were you...the financial part of being broke gets fixed by taking action...BUT,

TAKING action, the kind that actually works requires you to be in a better state of mind...a better place than where you are at right now.

IF I WERE YOU, I'd take a notebook and a couple of pens with me to this quiet spot, and in that notebook I'd write down every debt, every bill, every person I owe. I'd write down every expense I have including my living expenses, car, and everything expense I could think of.

Doing this would give me a PICTURE, something on paper that I could look at, something I could see. But, it wouldn't just be a list. I'd put myself in the middle of the page, in a circle, and all around that circle, I'd make little stick figures, put dollar amounts, put names, draw a little house, a car, family, whatever it is in my life right now.

I'd add up all my debts, every penny I owe, and my total MONTHLY expenses on that single piece of paper. OH, I would do this in a matter of fact manner, pretending I was in an OLD TV show where the cop would always say, "Just the facts."

See, I want to SEE where I'm at without getting all heated up, or having a stroke, or letting my anger at myself surface...I would do this as if I were making this picture for my best friend and was going to show it to him later, perhaps at a financial INTERVENTION.

I'd give myself a couple of hours to do this, and if I didn't like the picture, then I'd tear it out and start over. But, I would want to know EXACTLY where I stood and try to get a clear idea of WHY I was flat broke.

OH, there are millions of people online who are not more than one or tow paychecks away from being in serious financial trouble. ONE extended illness. ONE tornado, hurricane, earthquake, fire, lightening strike, flood, auto accident away from disaster.

On this day, this first quiet day, this non emotional "just the facts" day, I wouldn't beat myself up, or berate myself, or blame anyone, or say "IF ONLY" at all...I'd simply and quietly get a realistic PICTURE of NOW.

Once I had my picture on paper, then I'd take a look and say HOLY Crapoly...I got to get busy.

YOU have got to get busy friend, busy setting realistic goals, hooking up with the right people, and pursuing a path that is going to actually HELP you, and do it quickly. Not get rich quick over night, but to be further down the road in ONE year than you are now.

Then, if I were you, I'd make some money (probably chatteling, but a part time would do) to spend on the tools to get me out of debt. It is obvious that you would need help. But not the help, the magic that the marketing gurus offer, but realism.

If I were you I'd get hold my friend Leo Quinn's "How To Own Your Paycheck Again!" course. OH, heck yes I'm an affiliate, and I'm proud to be one at that. See, Leo is the real deal. He's taught the Get Out of Debt Course for years. It isn't an easy thing to do, but if you really want to get out of debt, then visit Leo's site, http://www.leoquinn.com and read it over and make a decision about getting out of debt.

That's what I would do I were YOU and you were flat broke. I'd also start chatteling my butt off for "spare" money to do more money making activities. Thank goodness you bought this guide, so you know how to do it. .

HERE COMES THE *END* OF THE GUIDE, HOLY SMOKES.

I've tried my very best to deliver and in fact, to OVER deliver quality information that can really work for you if you are willing to work for yourself.

You've gotten everything I said you would get in my promotion, one that states exactly what you are buying without making outlandish promises or appealing to that lazy person lurking inside all of us. There are NO free lunches. There are NO magic bullets, just tested and proven information and even then, what works for the guru, may not work for you.

Good Luck!