Sales secrets of success and other illusions

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Kirk Bailey

Dedication

To all freedom loving persons, who wish to work for themselves, and lift themselves out of hardship through much hard SMART work, refusing to quit, even when it hurts; they WILL eventually succeed.

Hammer, Hammer, Hammer.

Begin- with adjusting your attitude

You can build your own business on a shoestring; some shoes use longer laces than others, but they all are small change considered to one's typical brick and mortar store startup costs. And the place to do this is a good flea market. If you are VERY careful, you can start for less than $1000. Just turn every dollar of income into building the business; calves have to grow up to be cows before you can start milking them. Moo.

SALES is an artform; you are studying it. The day you think you know it all is the day you become either arrogant or senile- or both. BTW, me too; NONE of this is 'DIVINELY REVEALED TRUTH'. NONE of this is 'GARBAGE'. Use what works for you.

WTF?

Almost anything I tell you may not work in some unusual situation; almost all of it works, at least now and then. BUT, most of it works most of the time for most of the people. (How's THAT for some wiggle words?)

Example: "Find out what the people want to buy, then sell THAT to them at a competitive and profitable price." Sounds good, tight? So, you do that, and it flops. What went wrong? YOU did. HOW?

You made an undependable assumption is all; they don't know (usually) what they TRULY want. SHOCK!

OFTEN, they don't understand their own internal motives; so the thing they REALLY WANT is something else (a successful kid, a happy spouse, better health, soothing relaxing music) so they buy something they THINK will help them get what they TRULY want. Often, the prospect does not know WHAT their motive really is.

And really, you CANNOT know- short of a long grueling and quite illegal psychoanalysis of the customers' headspace and timing.

SO, you must first greet and chat; get to KNOW your guest. You must have on display several choices within your chosen field of sales. Soft sales builds friendships, trust, and repeated business; and best of all, WORD OF MOUTH FREE ADVERTISING.

EXAMPLE: my own flea market business; I gret them all wirtrh warmth in my voice, welcoming them to the flea market.I sell radios, which are plainly visible; I say nothing about the business. IF they walk ver to lok things over, I smile and shut up; they are CONSIDERING.. BEWARE, for YOUR belief in what YOU think THEY want to buy and what THEY think (well, FEEL) may totally disagree; you MIGHT have to change you line of products to fit them current mood of most of the local public (a good reason for several different products). If interested, they will ask questions. KNOW YOUR PRODUCTS. Fools or not, it is what it is. (but what is it?)

Also, I offer radio related accessories (travel cases, earphones, BATTERIES) . I stock a range of goods, from a decent $CHEAP$ kid's first radio up to a TECSUN portable that is a fine communication receiver of much merit- and fairly expensive price compared to my other radios.

Oh- I live in Florida, USAs' hurricane magnet #1. Therefore, I carry several good storm radios, which are also good go to the beach or a backyard BBQ radio;won of them is a economy model, but it still is good enough for serving when it really matters.

EXAMPLES: For gardeners and construction workers there's a good pocket radio designed to be used and controlled WHILE IN THE SHIRT POCKET- and for old time radio nostalgia, sets that can play mp3 files from a nano SD memory chip. It might be that mommy and daddy do not want a set- but junior gets all fired up when I ask it the child has a radio yet- and then pointed at my entry level pocket radio. (*'Oh boy daddy, can I have one?')*: Sale made. Frequently.

Being small, these also make a good stocking stuffer, or a good child' s first. BTW, it is also rather GOOD, with good selectivity and sensitivity, which impresses parents that even a $5.95 set at my both is a good radio, leaving them impressed with my quality AND economy. THAT approach makes sales where nothing else works.

Mister construction worker wants that pocket set with no 'whip' FM antenna- instead, it's a flexible wire in the carry strap, so he (usually) can work and never poke an eye with a whip antenna, as there IS none! Get to know your customer- gently; first, become their new friend.

IN SHORT: PIck a line of product you know; sell what you KNOW. I know radio and electronics, and am an ISCET (#FL800). I'm STILL learning PEOPLE- and always will be. (You too.)

ADVERTISING

Business cards are almost mandatory, yet earn very few sales per 1000 purchased.They are NOT ideal for a fleamarketer, unless you have ONE location and are there EVERY WEEKEND. They can call you and ask questions, place orders, yadda yadda yadda. AGAIN, this MIGHT not work for you; if so, skip the business cards expense. If your FleaMarket has a newsletter or flier, Insert an ad.

VENUE- visibility sells!

The 3 most important factors in sales:

- Location,
- location,
- location.

Well, not really, but it gets the point across.

The MOST important factor in your business is YOU. THEN location, THEN a suitable choice of product or service offered, THEN competitive prices. This LAST factor may influence choosing your location; so will the cost of your privilege of being there, and what services the fleas' management offers. 5 things draw the shoppers' attention:

- Bright colors,
- motion, (flags? Banners?)
- yummy smells
- sound. (talk shows, music, old time radio shows…

(Alas, my radios do not have an aroma. But they sing nicely.)

Signs are important; they can be big rigid things, or flexible banners (motion!). Pennants flapping in the breeze also draw the eye, and are rather inexpensive; flags also, but are costlier than signs. Sound? For me, I use a good radio playing LOCALLY popular music- or an old time radio show recording. ('The Shadow, Gunsmoke, It Pays to be Ignorant, Inner sanctum..') all things being equal (which in *The Real World*™ they are not): it can get them to look at you. NOTE: flashing lights can give some people fits; you might get sued.

Here's another 'all things being equal' nugget:

more eyeballs looking = more sales made,

so pick a good spot and wear neon. Pity radios don't smell good (but they SOUND good!), but YO: all you popcorn and italian sausage sandwich vendors, blow the ventilator TOWARDS the flow of people! They can SMELL a good deal! Alas, the house usually sells soda and bottled water. If not, get the kids busy. Remember, appealing to primitive instinctive desires usually works.

COMMERCIAL WEBVERTISING

This can be a huge cash sink, a real money pit. Gaining eyeballs on Google is HOWLINGLY expensive. Flyers on doorknobs CAN get you a citation in some communities. Ads in newsletters might help, and in publications for working class families and retirees. A small sign in a laundromat might draw some eyes out. But those are the flea market MANAGEMENTS' responsibility, NOT YOURS. There are OTHER inexpensive ways to get advertised, sometimes even FREE! IF the flea market has a newsletter, ask about advertising there.

And remember: 'BoB' told us '

They will pay to know what they think.'

Alas, quite a lot don't know. Gently, try suggesting something.

Best of all is to help the marketplace hosting the flea draw more people out to the fair/flea/ trunk sale. Remember ‘More eyes, more sales”? Generally, this is the hosting firms’ job to promote- but some managers think they smell so good that folks can discover a flea from 5 blocks downwind of it, so you vendors need to get out the folks on their own. Or sell elsewhere- then the host wonders why the market failed… Clueless, what? But if they ignore recommendations and requests from the vendors, it’s their fault, not yours- but when you figure it out that they are screwing you and mining you for cash (laundering?), MOVE ELSEWHERE.

SOURCING MERCHANDISE

SO, find quality, thrifty wholesale pricing, and discover the shipping cost. BE CAREFUL, because SOME Wholesalers offer low MERCHANDISE prices, and then pad the shipping fee A LOT. DETERMINE the TOTAL amount BEFORE final approval. OR, cancel the order and refuse to pay when you discover you are getting screwed. Order well ahead of your scheduled appearance in a marketplace; do NOT let yourself be trapped into paying for airfreight at the last minute, as jet aircraft shipping is EXPENSIVE. ASSUME two or three month before arrival, to INSURE you have the merchandise in hand well before the event.

MOST consumer products now come from China- and they are QUITE well organized to support this, thanks to a wholesale E-shopping mall called ALIBABA (https://www.alibaba.com/); **there is no fee to be a member**. (be sure you specify ‘the least expensive sipping possible’.) Get a sample first;order bulk after evaluating the product. Look it over, but DO NOT order before you have a sales and use tax id, they are given the information, and Alibaba approve it- or you will pay sales tax. Twice. So next, let’s discuss exactly that.

SALES AND USE TAXES

They exist in all 50 states, although details do differ, so I recommend that you research, find, and visit the website for the governmental body in YOUR state which manages all things sales tax. SOME offer online filing- use it. SOME allow tiny business' to file quarterly, or even semiannually (once each 6 months); Florida is one of them. DO THIS; do NOT let them make an example of YOU; it's expensive, and embarrassing.

WHEN THE CERTIFICATE ARRIVES, you must COLOR COPY it several times, and hide the original in an envelope someplace safe where you can find it again, clean and unblemished, if there is a need to find it.. DISPLAY it at your official address- in my case, a home office; (a COLOR COPY) is up on the door to the office. PHOTOGRAPH it- or scan in an image of it if you have that ability in your printer and use THAT image file in your application to Alibaba. Once this is accepted, you will NOT have to pay sales taxes on wholesale goods. Granted, shipping from China is a bitch, but nobody makes consumer goods in the states, except for things made to order like windows, as they have to fit your existing windows' hole in the wall. YES, state income tax is collected on behalf of your state IN CHINA by Alibaba.Yay… Oh- Likely Canada Mexico and all the European nation states do so as well. DO NOT cheat on this, unless you like being audited and fined bigtime.

ADVICE: have a home office; it can be a walk in closet.

DO NOT take it as an expense on your income taxes,
or You WILL be audited (0r so I am told by friends).

YOU ARE NOT COMMANDED BY LAW TO TAKE IT AS A DEDUCTIBLE EXPENSE ON YOUR TAX RETURN (in my humble opinion). If in doubt, ask your tax person.

Keep your records and office equipment in that room/closet/basement/attic/shed. If the stock is stored somewhere that can be damp, have shelves to keep it off the floor- this is IMPORTANT if you store things in the garage or basement, as the concrete floor lets moisture percolate up through it to slowly damage and/or discolor goods so you cannot sell them. Make CERTAIN the garage is VERY well secured, or else $3000 of stuff may vanish while you are out celebrating Juniors' birthday. A concealed camera might be a sweet revenge factory however, although you will not get $ out of it. Just remember, these losers have just about nothing; suing them, obtaining a judgment against them, will probably gain you nothing. Given, revenge is a dish best served cold (A Klingon proverb); it will inconvenience them for many years.

BE HONEST; it’s the most practical and simple life tactic.

MONEY

This means CASH *on hand*, NOT a credit card, **nor** a tasty bank account balance, (both of which are tasty assets you DO need); it is CURRENCY in hand, and is used to make change. **The money in question is GONE, it is now a resource of the firm, *NOT YOURS* for pizza night.** There is **NO CLAW BACK** once it's in the firms' hands; if this means you are now in the dog house, sleep on the old towel next to Rover with pride. **Start with ABOUT $160 (maybe $220?), in 1,5,and 10$ bills, and NOTHING larger. *ACCEPT*** $20 bills (with forgery detection used) and **NOTHING** larger. There's a bank just up the street, tell them where.

AFTER the flea closes, take that stack of tested $20 bills and PUT IT IN THE BANK YOU USE, one that is **NOT** conveniently close to your work or home (but it helps if it is convenient to visit on the ride home). Put no one else is on the account, or the debit card- and keep the debit cards' pin number secret. Credit/debit purchases are stored in the firms' Square account, and can be spent using the debit card they sent you. HUH? More later on that. If the cash is to be used as the 'bank' of cash on hand to make change with, hide it! Tie it up. **LOCK IT UP.**

This assumes members of the household who do not approve, or who cannot master their impulses- as well as for people who are a bit dishonest. Children (of any age) are a blend of potentials on this subject. Remember, without a supply of cash to make change, you are NOT ready to do business; that person who seizes your cash is sabotaging everything you are doing, and is NOT your friend. **DO NOT tolerate this!** Lock that cash apron or cash box up!

OK, let's assume you usually eat vegetarian (meat is expensive) and wear your old clothes when acceptable, and wash you own duds at home- or a friends' washer/dryer setup, and manage to scrape up $1000* (more is better of course, but be incredibly reluctant to spend any unless you absolutely MUST). That's your golden egg. DO NOT GIVE IT AWAY TO PLEADING CHILDREN OF ANY AGE. (This MIGHT spark a few arguements.)

This cash becomes 2 things:

- CASH: a 'bank' for making change, and to hold one's money received in payment for your sold goods. $50 in $1 bills; $100 in $5 dollar bills; $100 in $10 dollar bills is a default recommendation- but YMMV*, so do what seems best. DO NOT accept any cash larger than a $20 bill. AT THE LEAST, you need $160, spread over $1, $5, and $10. This lives in your cash apron tired around your waist.

- CAPITAL , used to purchase merchandise and essential supplies, tools. And booth space rental.

LEARN TO IMPROVISE! IT SAVES $$$!

***:Your Milage May Very.**

SQUARE

And on the subject of MONEY, YOU MAY (very) OCCASIONALLY* NEED A CREDIT CARD PROCESSER SERVICE, even though flea marketing is a mostly cash situation, you still get the occasional shopper who wants, but is short on cash- but has a credit or debit card. **The simple answer is your smart phone, and SQUARE.** There is NO signup fee, NO equipment rental, NO monthly fee, and the per transaction is 15 cents, plus (at this time) 3.5% of the transaction. The reader plugs into the earphone socket of your smartphone; you get the app at the google app store **FREE**.

They can be found at **http::/www.square.com/** and will give (!) you a free magnetic card reader when you sign up. Card sales revenues are stored for you on your square debit card they will also mail you. You will someday need this; do it.

*: credit/debit purchases are UNCOMMON in the world of flea marketing. As Square is fre ro have, it's the way to go.

And refuse ANY child waving a crerdit/debit card; something smells funny, as children CANNOT enter into contracts, and therefore CANNOT have a credit card. Was it pilfered by the child- or by mommy? You stand to lose the money when the owner reports it stolen- and you indian with a clock in its' tummy is gone forever.

SECURITY

- **NEVER leave the booth unsupervised.** Ask your next door vender to keep an eye on it, or (preferrably) have a trustworthy helper. LEAVE the family member who disapproves home, they do not give you good will. (hard but true.)

- **NEVER take your eyes off your stock; do 'it' by touch.** Shoplifters will wait for you to look away. THAT means a plan of layout that you soon learn by touch, both table and cash apron. On that last: Wear a change making apron, it speeds the process.

- **watch the table and customer while you make change.** Look DOWN at the business, NOT up at the customer, once you begin discussing merchandise. This sets the overwatch innocently.

- **IF possible, have a TRUSTWORTHY helper.** A teen or almost-teen, young adult, SPOUSE, your sibling, a niece or nephew, anyone interested and able to stay focused on the fact that they are our APPRENTICE, that this is WORK, and they are getting a (very) little for the privilege of learning how to do flea marketing,

CASH SECURITY
Flea marketing is almost entirely a cash based business. This means at the (inferior) minimum, you have a wad of cash in your pocket or hand that could choke a horse. That is an OPEN INVITATION to a crook to assault you, grab the bankroll, and run like hell. DO NOT DO THAT! Control your cash!

MONEY is more important than merchandise, much more. If they can get the bankroll you are out of business; you cannot make change, you cannot replace stock; if they steal a clock with an indian in it's stomach, you still are in business, even if at a smaller profit for the day. To avoid this sort of theft, you MUST increase your control over your cash. APRONS ARE IMPORTANT! You look down while making change- and can still see the table in front of you. This discourages shop listing. Best of all, the apron is TIED AROUND YOU which makes a grab and go robbery VERY difficult. (It also might benefit you to have a day-stick (a shorter version of a night-stick).

The alternative is a cash box with a cash tray to keep the money organized. HOWEVER, this can be grabbed and run away with, unless it is connected to the table by a chain and a lock. Aprons with 3 or 4 pockets are not that hard to find; try Amazon.

The apron is organized YOUR left to right as: $1, $5, $10, $20 (which is the largest bill you accept); Learn to do this by feel. This organization makes change making quick and easy. Use big paper clips to bundle money into wads; take from the outer surface of the bankroll one at a time. Nickels are sitting at the bottom of the $5 pocket. Notice my pricing structure ends in .95; the change is a multiple of 5 cents, plus 1 or more $1, $5, and a single $10 AT MOST. Why? The biggest bill you should accept is the $20; larger bills are FREQUENTLY forgeries.

Refuse any and all $50 and $100 bills. They are often counterfeits- and such up a lot of change making cash. Therefore, **TEST all $10 and $20 bills.** But how?

(the items below that are clickable in an Ebook version)

- Get a STRONG .**UV flashlight** (I sell them!) Which both ACE Hardware and Amazon sell. This detects bad currency which started as REAL $5 bills- and was bleached out and reprinted as $20, $50, or $100 bills. Fake of course, and the embedded plastic strips that glow assorted colors which are NOT EFFECTED by bleach, so they reveal that it is a reprinted $5 bill. DO NOT omit this.

- Get **Forgery Detection Pens**, they discover using incorrect paper to make much of the forged paper currency. This item is what inspired 'bleaching' $5 bills; that now blank $5 is REAL treasury currency paper, and passes the chemistry test that special marker uses. This is what motivated forgers to begin bleaching $5 bills. The UV light reveals the truth however, so GET ONE!

PRICING

Psychology: People are strongly affected by the appearance of a bargain- so drop the price by FIVE CENTS to invoke it, or raise it (yum) to $FOO.95. DO NOT charge six dollars, charge $5.95, and watch sales increase! Also, there are certain price points that really resonate. $4.95, $5.95, $9.95, $14.95, $19.95. THESE numbers all by themselves increase your sales. JUST BE SURE you charge a bit less than stores charge- and undercut Amazon, at least a little. BUT GET YOUR PROFIT! NEVER work for free.

MARKUP

You need to turn a profit; **the worker is worthy of his wages.** I calculate ALL my costs, then mark that up by setting the sales price at or slightly above +25%. My least expensive radio would price at $5.56; I charge $5.95, so there is a little wiggle room for 'horse trading'.

PRICE CATEGORIES Example

Example: me. I have 9 price-points:

1. $5.95
2. $9.95
3. $10.95
4. $11.95
5. $12.95
6. $14.95
7. $15.95
8. $19.95
9. $44.95

Notice the +$.95 ending to them; it's that nnnnnnnpsychology thing that helps you to make sales. It also makes for easier change making. And on THAT note remember:

ALL PRICES *MUST* INCLUDE
APPLICABLE SALES TAXES.

(do the math at home, ONCE.)
(Then price label your product.)
(Then do the next item. See?)
(All your thinking is pre-thunk!)
(THIS makes the job faster and easier!)

PRICING FOR ADVANTAGE

Studies revealed that for a given product, 3 similar items (economy model, main model, deluxe model) increases the main item sales, AND SELLS SOME OF THE OTHER TWO, making for a larger bottom line at the end of the day- and ALL of them turn a profit, no loss leader ‘comeon’ products in MY booth! Now products differ, and 3 may not be the charm for you- nor for me, I have those 8. ALL of them are set at or near that 25%.

EXAMPLE Inventory: me. My DELUXE radio (A VERY good TECSUN am/fm/sw radio $49.95) almost never sells- but recoiling from the best items’ price, they reconsider the $19.95 model. Another one is a big ‘lunchbox’ am/fm; excellent sound quality, and PLENTY of sound. The other is a smaller but quite capable am/fm/sw radio. Then U have a small ‘lunchbox format portable that’s rather nice at $12.95. Examining the economy model at $11.95, either they buy one, or then they pay more attention to the $10.95 offering. The ‘recoil’ from a cheap product AND from an expensive product make for more sales in the inner range- and I still get A FEW sales at the extreme ends of the range. And that itty bitty child’s first radio, carefully selected for my business, as it has far better quality than expected, and sells well for children, travellers, or folks with a ‘bug out’ bag for $5.95.vNo kidding, and it leads to future sales.,

THIS MAY NOT WORK WITH ART, as the emotions are much more involved in a very complex way. Love and natural beauty are popular subjects; so is nostalgia;personal history aldo may cause a customer to purchase something as a memento of a personal experience.

VENUES

WHERE are you selling? NOW I am referring to the character of the flea market, not WHERE IN THAT FLEA you put your booth- we already discussed that aspect of location. The flea market ITSELF is your venue. Make sure that YOUR line of goods fits That markets' character. This can prosper you, or bankrupt you. If it's rust and dust, consider moving. If it's farm produce and such, maybe, but maybe not. If it's a market of new goods venders, but nobody sells XYZ, GET IN THERE! Which leads us to:

WHAT SORT OF PRODUCT DOES IT FAVOR?

A carpet stall will flounder in a farmer's market; Corn does poorly in a car swapfest- unless it is hot and freshly cooked and buttered. Evaluate the market you are considering, to see if your business and the market's character match up. ALSO, see if there's a lot of folk already there doing the same thing. The best dumb luck I ever had was when my wife and I applied to open in the Oldsmar flea market selling birds. They had no people at all selling parrots.They referred all inquiries to us! Management good will is a valuable asset; cultivate it.

HOW COSTLY IS IT? I was presented with a lovely opportunity to attend a 1 day flea at a VERY nice venue: The Colosseum, in Saint Petersburg Florida, in the downtown area. It was 1 day, 10-4pm, Saturday, for 1 day only, indoors, and Air Conditioned in the heat of the summer. Sounds wonderful!

The cost to be there? $100 for 1 day, 5-6 hours of selling. At my 20% markup, my profit is 1/5th of my sales volume. To just earn the rent, I would have to have sold $500 to just **BREAK EVEN! BOY that flea better be productive!** Summers being the off season in Florida, I thought this unlikely, so I stayed home. SOMETIMES, **NO** is the smart answer.

SOME market operators run a good flea; many of these once sold in a flea, and are friendly to you and understand your concerns and within limits, try to help you succeed. Others care not, pay up or get out, there's a list of people waiting to get your spot. Learn to spot the short sighted money lusters, the exploiters, and avoid them. YOUR success is THEIR success in the long run.

Others MEAN WELL, but they don't understand the environment; they probably ran a business, but never a FLEA MARKET or TRADED In ONE. So make sure you understand the markets' character; chat with the friendlier venders there, listen- and **WATCH ALL THEIR BODY ENGLISH.** (learn to read it also; there ARE books on it.)

You MIGHT (unlikely, but possible) be able to inspire policy changes; it's worth a gentle try. Gently try to advise the decision maker, not the clerk at the window accepting your rent payment. Clearly explain the advantages of your idea. If they tell you to go to hell, or just politely dismiss you, politely pack up and leave. FOREVER. PERMANENTLY. Quietly, BUT BE SURE YOU ARE RIGHT. And KEEP YOUR YAP SHUT, you don't need ill will or SLANDER LAW SUITS.

SELLING

SALES is an art, NOT a science. It is a thing of emotions, visions, desires, many of which the prospect has little or no awareness or understanding of- and neither do you, BUT YOU CAN LEARN.

Watch a skilled salesman sell things. A good sales (wo)man is smooth, friendly, gentle, alert, intelligent, sympathetic, and a HUGELY GOOD listener . Are you? If not, it's time to grow your skillset, possibly your perspectives as well.

HARD SELL VS SOFT SELL

You cannot conquer a prospect- but you CAN repulse them with aggressive sales methods. DO NOT DO THAT, *be their new best friend*. BE WARM AND GENTLE. Discuss, LISTEN, and learn them, then sell what they think they want. And remember: If not today, tomorrow is another day my friend; let me help you get what you want- WHEN you want it.

Sell the Sizzle! Popcorn sells when they see it overflow the pot, they hear the popping sound, they SMELL the popcorn. They SEE the emergency flashing led safety beacons you normally put down behind a disabled car. They SEE the T-shirts. They SAMPLE a chocolate covered peanut, raisin, or peanut brittle hunk. Appeal to their instinctive desires.

ALWAYS soft sell, as aggression awakens the defend reflex, and the chance of a sale drops to just barely more than ZERO; Be EVERYONES' friend. SMILE! Love their children, their pet (if with them), their spouse (if with them). Be aware of upcoming holidays, but gently; being a stranger, asking about these things can put them off, but if they mention it, it's yours to explore… gently. Point out that they make a nice gift for anniversaries of marriages, birthdays, graduations, upcoming retirements; ANY excuse to give a gift is a good thing to explore IF they bring the event up.

If not, drop it, you want a friend NOW; friends turn into sales, if not today, at least later; they also refer friends to YOU. Do everything you say or do GENTLY, ***never*** rouse the defend yourself instinct. Tell corny jokes. SMILE. Even if there is no sale, you made a fine first impression, and made a new friend. REMEMBER THAT FACE. Play music, as loud as permitted.

And remember, that this may may not be the right day- for THEM to make the purchase. Be a friend they can return to on a later day. DO NOT do ANYTHING that closes the door on that future day. Watch other vendors handle a prospect; LEARN SOMETHING, be it to do, or to avoid. And always, be the shoppers' friend-and those hard working flea marketers near you; we watch out for each other.

And Enjoy your day at the flea. Happy music helps.

(NEVER)

THE END

(This book WILL be updated now and then under no schedule.)

(resources follow, next page please.)

RESOURCES

BOOKS I found in Amazons' kindle Ebook department

- **The Stealth of Nations** - Informal marketing and economics (system D) worldwide. The informal situation of micro merchants, and the love/hate relationship with government and large manufacturing firms- and wholesalers.
- **FleaMarket America**- A good overview of flea marketing today in the USA, a good foundational text.
- **Fast Start Guide to Flea Marketing-** An experienced based guide to getting into and operating a flea market business in a booth.
- **The Body Language Code Deciphered:** A Beginner's Guide for Mastering the Art of Reading People, Interpreting Subtle Cues, and Projecting Confidence

MORE:

Websites

- **MY OWN beginning 'booth'!**- https://www.kirkbaileyenterprises.com/ It CAN can be done for under $1K! Hey, it was MY beginning. It's an Example!
- **The best things to sell, and market research** https://thisworkfromhomelife.com/best-things-to-sell-at-flea markets/

  What sells best. Also, character of a market- rust and dust, or new commercial, or herbs,, or crafts, or just what IS a market all about?
- **How to start a flea-market** https://businessguru.co/how-to-start-a-flea-market/

  Understanding what the hosting firm has to deal with and do helps. BE NICE to them, make them our friends; it will help you prosper amazingly. THEY will tell others about YOU; make that message sweet and inviting by how you treat people.

- **WikiHow on how to flea market**
  https://www.wikihow.com/Become-a-Flea-Market-Vendor
  Basic good advice, written from a person experienced in California fleas.

- **Alibaba wholesale market http://www.alibaba.com/**
  Where to get- ANYTHING legal. Really.

- **Fast start guide to flea market selling**
  https://www.amazon.com/Fast-Start-Guide-Market-Selling-ebook/dp/B00BWVO2UU/ref=sr_1_1?crid=3RUCM51L0RM85&dib=eyJ2IjoiMSJ9.f9QoaoOIZgpeicTIV2xDtBZ2p6o-RW7q7mhTlxtGePHGjHj071QN20LucGBJIEps.kmCNDG0aEy2M177oVusAuvbvNmFwuMDdTOC4QcOSte8&dib_tag=se&keywords=Fast+start+guide+to+flea+market+selling&qid=1717509839&s=digital-text&sprefix=fast+start+guide+to+flea+market+selling%2Cdigital-text%2C124&sr=1-1
  Good advice.

- **U.S. based wholesale directory**
  https://www.amazon.com/USA-Based-Wholesale-Directory2015-ebook/dp/B00S3AE27Q/ref=sr_1_1?crid=3OGL9ZHS49I2O&dib=eyJ2IjoiMSJ9.br96cEvddX6ZsDm8WZSC42pjlx0QoyeZlJs_OBH-skVc44TzBeUPpRjnoS5szlFrSmkkg9KGYeRGPKhAFoMHImu7NAHJ8YGBeVpa23ePOY-i4S5igrl98uay-UDQGf509pZD8sFSljVH2r24LDVSpQ.g3ui_LsnuHo8OQ2eLJw_JtbW0yrR-7Nwu2bfxeUomh8&dib_tag=se&keywords=US+based+Wholesale+Directory&qid=1717510123&s=digital-text&sprefix=us+based+wholesale+directory%2Cdigital-text%2C134&sr=1-1
  Domestic sources!

- **Amazon** - http://www.amazon.com/
  Find information AND PRICING of what you want to sell, then sell it for less. PS: not a bad source for wholesale, particularly for Panasonic flashlight ‘D’ cells.

THE END- of your beginning.
Good Luck, you will need some.
-Kirk