

# THE *Fast Cash* COMPENDIUM

*The Best Money Making Ideas from the Archives of Canonbury Publishing Ltd*

Hello

Thank you for taking the time to read this very special edition of *The Fast Cash Compendium*.

Why special? Well, the timing couldn't be better. As I write the bad news on the economy is coming in thick and fast. If you are at all worried about your finances then NOW is the time to do something about it. I have thrown the net wide and brought together the very best money-making ideas from the last 6 months, focusing on those plans that thrive during a recession.

You'll find in-depth blueprints on how to make money from buying and selling used mobile phones, flipping pound shop bargains into eBay profits, how to get started trading Forex from home plus a very clever betting strategy!

But we kick off with something very special indeed. In fact this is so good I really didn't want to share it with anyone else! I have built my own multi-million pound business using these techniques and now Jon Street of *Internet Income Detective* has gone and figured out how anyone can use the same strategy to make big money online - without previous experience or technical know-how. Enjoy!

Nick

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**Online Business Strategy Revealed**

**“I Made £31,000 in 24hrs Using a Simple Email Marketing Plan – Here’s How You Could do it Too!”**

*Jon Street – Editor – Internet Income Detective*

If you'd have told me 4 years ago I could earn £31,000+ in just 24 hours I'd have called up the men in white coats and sent them round your house. Maybe for you right now that seems like some kind of pie-in-the-sky dream that only the lucky (or scamsters) experience.

Well, what if I told you that I did just that a few weeks ago? That in 24 hours I made over £31K from an email list of just 670 or so people? And what if I told you that I can teach you how to do the exactly same using my simple-to-follow formula – and that you could build an email list of that size in just a few weeks for free?

Would you be interested? I thought so. I'm about to pull back the curtain on a very exciting online money-maker that will change the way you look at the Internet and email forever.

You see from a young age we are taught “you have to work hard for your money” and “you need to get a good education to live well”. Nowadays I know that's simply not true. Yes you can work hard for your money. And by all means if that's what you like doing keep doing it. If, on the other hand, you'd like to earn thousands, tens of thousands or even hundreds of thousands of pounds by pushing a button, this blueprint is for you.

**And yes, for once ‘push button’ profits really does mean just that!**

Let me state this from the beginning: what we are talking about here is NOT spam, unsolicited email, chain email or any other nonsense you may have had to endure in the past. No. What we are talking about is a proven step-by-step system for making money by curing people's problems.

What we are going to be doing is actually very simple. Here are the steps outlined so that you can get the gist before we get into the nuts and bolts:

*please turn over*

- 1) Identify a market with a common problem who are willing to spend money to solve that problem.
- 2) Create a simple one page website (don't panic I'm going to give you a video that shows you how) that gives people some kind of freebie, such as a special report that helps cure their problem, in exchange for them giving you their email address.
- 3) Start driving visitors to the website using free and simple eFormula advertising methods.
- 4) Build a relationship with people who sign up to your list by giving away regular, good quality content – over deliver upon their expectations.
- 5) Find products that help cure their problem and sign up as an affiliate to them. Send a simple “recommendation” email to your list telling them they need to check out the product
- 6) Sit back and count your commissions!

Email marketing is based on age-old business principles. It's just like direct mail or mail order where you generate a list of leads and then send them promotions of relevant products that the list may be interested in.

The Internet has allowed normal people like you and I to get in on the act of lead generation and promotion without the huge upfront costs of direct mail and offline advertising. In fact, if you can spare £20 or so, you can be in this business by tomorrow – and quite possibly on your way to your own £30K day.

Seriously, if you're wearing socks prepare to have them blown off!

## **EMARKETING MYTHS EXPOSED**

When it comes to building an email list and marketing to it there is a hell of a lot of rubbish out there. “Experts” who claim to know what they are talking about are, on the whole, clueless (I'll prove this to you in a moment) and are teaching one thing but doing something completely different. So let me begin by debunking some of the common email marketing myths:

### **Myth 1: It's hard to build a list**

Anyone who thinks/says that either just isn't clued up when it comes to list building or is making excuses for why they aren't out there building their own email list right now. Truth is, it's bloomin' easy when you follow what I am about to teach you.

### **Myth 2: To make good money you need a huge list**

Balls! This is what the moron gurus will have

you believe. Truth is they're all going about it completely wrong.

For example, I recently reviewed a course on list building and email marketing by a guy who boasts how he made “\$80,000 in a week from a list of 200,000 people”. To the untrained eye that sounds impressive, but it isn't. I made the equivalent of around \$50,000 from a list of 670 in one day. So who is getting better returns? Me of course!

The reason? Because an email list is useless if you don't have a relationship with that list. If you just send out promotion after promotion people will see what you're like and delete your emails before they've even read them. I'd rather have 670 people who know and trust me than 200,000 people, the majority of which won't even read my email.

The fact is even a small, targeted and responsive email list can make you crazy money. And that's what I'll be teaching you today.

### **Myth 3: No one reads email anymore**

This leads on nicely from number two. A lot of people will have you think email doesn't work anymore. These people will then follow up with “...oh by the way. My new software is an alternative to email that you can use if you just pay me blah blah blah”. First off, email is here to stay. Fact. People love reading emails if they know it'll be worth their while.

Think of when you get an email or text message from a good friend. Hard to not read it right? That's the way we're going to position ourselves.

Also people say “open rates of emails these days are so shocking you might as well not bother”. Again the only reason people won't open your emails is because they know it's not going to be worth their while. Done correctly, you'll have the majority of people on your list opening your emails the second they get it.

Ok. Myths debunked, it's time to get you started with your own £30K day income windfall business.

### **How to pick a profitable market**

For me, the easiest way to find which market you want to promote is to start with [www.ClickBank.com](http://www.ClickBank.com). Pick a market that you are interested in because you'll be doing a lot of “work” in the niche.

When picking a market you are looking for a few factors:

**Are Internet surfers in the market easy to find?**  
You'll know how to find them by the end of this blueprint. It's all easy to do.

**Are there a range of products to promote?** Let's say you chose to create a £30K a day business for the niche market of beekeepers. It wouldn't be that profitable. Firstly, because it's too niche. You want to go for a much broader niche market like self help, weight loss, Forex trading, muscle building, making money online, writers... you want to be able to target a really large group of people and, let's face it, bee keepers are few and far between.

The other reason you'd avoid this market is because, if you think about it how much can you actually sell wannabee keepers (see what I did there)? You could maybe sell them an eBook, maybe a DVD course, maybe even bee keeping equipment... but eventually you're going to run out of things to sell them.

If, on the other hand, you pick a really big niche like self-help, you could sell them products on an endless number of topics. And don't worry, you won't be creating any products yourself. You'll be finding suitable products in that niche and promoting them for a commission.

**Are the people in this niche willing to spend money?** This is a BIG one. I've had people email me with business ideas aimed at students. I have to say to them they need to have a rethink because students are, on the whole, pretty broke. Are they going to spend \$297 on a home study course? Probably not. They'd prefer to buy 150 £1 pints at the student union. I know I would have when I was at uni!

## **So when picking a niche ask yourself: Is this market willing to spend money?**

The easiest way to answer that is to aim at markets with a problem to be solved, or a hobby they are passionate about. These are the types of people who, if you position yourself correctly, will buy pretty much everything you recommend.

The reason I suggest you look around ClickBank is because digital products are, for me, the easiest and best to promote. They cater to people's instant gratification. If you hear about a new weight loss program and are desperate to lose weight, do you want it now or do you want to wait two weeks for it to be shipped to your door? You want it now right? And as ClickBank is a 100% digital marketplace it's a great place to find niches and products to promote. Eventually you'll want to sell higher ticket products (the max at ClickBank is generally \$97) but to get you started it's perfect.

Also many of the sites in the ClickBank marketplace will actually give you the email to send to your list to promote their product, meaning you don't even have to sit down and write out a sales promotion, or endorsement email.

So go to [www.ClickBank.com](http://www.ClickBank.com) and click on "Marketplace" at the top. Then type in the niche market you're interested in promoting. Have a look around, write down at least five suitable products and get ready to move on.

## **Creating your website**

I'm not going to go into too much detail here because I've created a simple to follow twenty minute video that will show you exactly how to set up your new site. Please, please don't panic. It's simplicity in itself. When you watch me do it live 'on screen' you'll be surprised and excited how easy it all is. I'll tell you where you can watch the free video shortly.

In the mean time let me break down the three components you'll need to get started.

### **1) An autoresponder and email broadcasting service**

In order to build a list, people need to "opt in" to your site. This is where they land on what is called a "squeeze page" where you hit them with an incentive.

Now in order to add one of these forms to your site you'll need to use a service such as [www.aweber.com](http://www.aweber.com). I can personally recommend them. Firstly they're cheap at \$19.97 a month and secondly they have a great relationships with ISP providers such as AOL and Yahoo.

So in other words 99% of your emails will get through without a problem (more on this shortly). The last thing you want is to build up a list of thousands only to find that no one is getting your emails.

So for me go with Aweber. You can also try [www.getresponse.com](http://www.getresponse.com) or [www.1shoppingcart.com](http://www.1shoppingcart.com) who also have great reputations.

### **2) A domain name and hosting**

In order to get your site online you need to "rent" a place in cyberspace. To do this I use [www.dreamhost.com](http://www.dreamhost.com). You pick a domain name (this is what people type into the net to find you. So eBay's is [www.ebay.com](http://www.ebay.com)) and you get a hosting package. A basic package will do.

I have used Dreamhost for dozens of websites and never had any problems. Their customer service is top notch and they're very, very easy to use.

### **3) An incentivised offer: Why people should give you their email address**

In today's Internet world people are very wary about giving their email address out. So you can't just say "sign up to our weekly email newsletter" and get

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subscribers like you used to be able to. These days you need to give them some red hot information they are desperate for and they will willingly give you their email address for.

In fact, let me teach you how to do that now. And at the end of the blueprint I'll give you the free set up video.

## Hitting your reader "hot buttons"

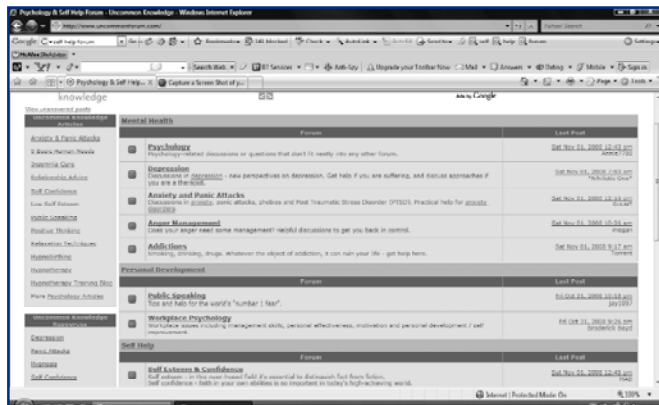
This is the first part of my £30K a day eFormula system. It's proven to work like crazy and starts off your relationship with your email list on the right foot.

What we want to do is find out a common problem our market has that is really, really annoying them... and then solve it!

It's easy to do. Start by going to [www.google.com](http://www.google.com) and typing in "(niche) forum". A forum is like an online notice board where people can post messages to each other.

Throughout this blueprint I'm going to be using the self-help niche as an example because this is a hugely profitable one.

Below I've gone to Google.com and typed in "self help forum":

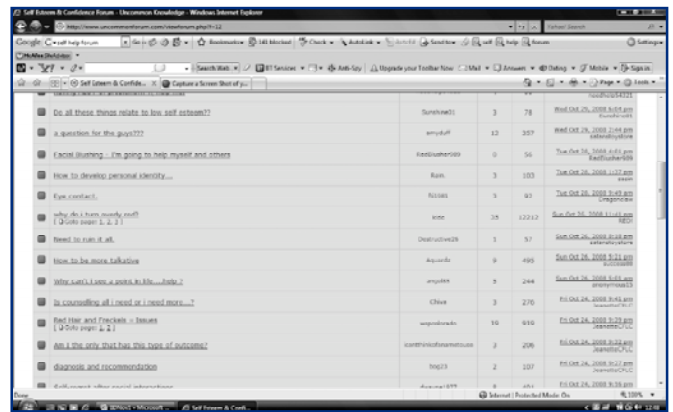


This is a forum that came out top called [www.uncommonforum.com](http://www.uncommonforum.com). I am going to focus on the specific area of self help "Self Esteem And Confidence" so I've clicked on the underlined link which is a sub topic of self help.

NB: All forums are different so please just follow the outline to this method.

**What I want you to do is just click around in the forum and try to identify a common problem that people want an answer to. I cannot emphasise that enough. If you find your markets hot button this whole process becomes so much easier.**

From just looking at the screen on the next column I see two topics related to blushing and going red. In fact, what you can't see is that there are six separate topics posted about this subject. Not only that, a lot of



people are answering the topic, getting involved and talking about their problem with it too.

## Bingo! We've found our hot button!

If you look at the sub topic "Why Do I Turn Overly Red?" you'll see that there are a "1, 2, 3" underneath it. That means there are three pages of people answering and getting involved with the topic. If you see the same thing posted a number of times, and there are a fair few people answering those questions, you've found a hot button.

It's very important you do spend some time looking through the posts until you find something red hot. You're looking for:

- **A common problem.** Look for posts where a lot of people are saying things like "Me too!" and "I thought I was the only person who had this problem"
- **Also look for posts where people are saying things like "Does anyone know where I can find some good info on this?"** and there are either no replies or people say things like "I can't find any sites on this subject either"

I found that problem within minutes of doing a "self help forum" search in Google. Truth is in some markets it may take a few visits to a few different forums before you see the hot button. But once you do you've completed the first part of the formula.

## Creating your incentive

As I have said we will be giving away a "freebie" in order to persuade people to sign up to receive emails from us. The best way to do this is to find something people are desperate to solve and then to provide them with a free eBook or audio download (preferably both) that help them solve it. If you do this you're setting yourself up for success from the off.

Remember I said that we want to build relationships with people? Well this is the first step. If people have been looking for a solution to a problem, and you help solve it for free, they will look to you as their kind of

“saviour”. Seriously. I know it sounds a bit weird but it’s true. People will immediately associate good feelings with you and look out for your emails. And that my friend is exactly what we want.

Creating an incentive is easy. You can either go to [www.google.com](http://www.google.com) and type in whatever the problem is (so for my example it could be “solve facial blushing” or “cure blushing”). Then visit as many sites as you can making notes of the best tips they give it out for how to cure the problem.

Next write a short ten-fifteen page book in word or a text editor that pulls all the best bits into one report. Make sure you rewrite the ideas in your own words and don’t just steal them from the sites you visit. I take no responsibility if you just lazily copy someone else’s work.

You don’t need to be Shakespeare or an English graduate to do this. I sure as hell am not. But that’s a good thing. As I said we want people on our lists to perceive us as a friend who is just letting them in on some secrets to help them. So write the report kind of like you would if you were speaking to them face to face. Write it like you’d say it in other words. Don’t put in fancy words to try and impress. The main thing here is you help solve their problem.

A really good way to do this from the off is at the beginning of the report write a short one or two page story on how “I cured my (problem)”. You can use your creative licence here and create a story that makes them go “hey...this guy/girl is just like me!”

For example...

*“Just a couple of months ago I was at a dinner party and all eyes were on me. I got asked a question which I found a little embarrassing and wouldn’t you know it I started to go a little red. Only it wasn’t the type of red others go. Because as I started I became aware of it and it just got worse and worse until I actually had to make excuses to leave the dinner table.*

*For weeks after that I became more and more aware of this problem and it got worse and worse. I found myself going red in situations even when I was not embarrassed.*

*And that’s why I set out to solve it. And now I have cured myself of this problem I want to help others do it. I could have easily charged for this book but I have such empathy with those who suffered as I did I thought it was better I gave it away for free. Money to me is not as important as helping others.”*

A few things here. Firstly notice how I have put in a situation that the reader could relate to? Anyone who suffers from blushing isn’t going to go red sitting in a room on their own. No. They’d have people around

them. So I’ve put in a situation where they go “this guy/girl is just like me.”

Secondly look at how I say “And now I have cured myself of the problem”. I’m actually saying to them “I cured myself and this is my system”. No point saying “this will probably work” is there? You want to be up front and positive.

Finally, look at the last paragraph where I say “Money to me is not as important as helping others”. What. A. Line. Use it! It instantly creates a bond with the reader where they feel empathy and a relationship with you.

Clever huh?

So once you have found your markets hot button go to [www.google.com](http://www.google.com) and type in “cure (problem)” or something like that, visit a few websites, take out the best ideas and rewrite them in your own words.

If you really don’t want to write it, go to [www.elance.com](http://www.elance.com) and post a project asking for a writer to compile a ten to fifteen page report on the subject. It’ll cost you around \$150.

Now. If you want to build a list fast you can turn the report into an audio download. Go to PC World or eBay and buy a simple USB microphone. It’ll set you back about £20. Download the free software at [www.audacity.com](http://www.audacity.com) and read the report out. Now you can offer them a free report AND an MP3 audio download of the report. Trust me it’ll help you build a big list, and a stronger bond, a lot quicker.

In the free video at the end of this blueprint I’ll show you how to upload the incentive with your entire website.

Now all you’re missing is visitors to the site!

## **Free traffic tactic one: stealth forum posting**

This is really simple but incredibly powerful. What you want to do is sign up to as many forums in your niche market as you can, it’ll be free, and start posting answers to what other people have posted. Make friends, create bonds, help other people... and do it as someone else.

Let me explain...

If you sign up to the forum and immediately say “Hi everyone. I’ve just created this great free report on (problem) you can get it from my website at [www.example.com](http://www.example.com)” not only will your post probably be deleted by the forum moderators (people who keep the forum ‘clean’ of advertisements or any naughtiness) but you’ll get an appalling response and probably a few people “flaming” you for being a marketer.

You see people go onto forums to mix with people

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who have problems/interests like themselves. They didn't go on there to be marketed to.

## So you need to be stealthy and go under the radar

Sign up to as many forums as you can under a pseudonym, a different name to what is on your website. Pick anything.

Then just keep posting in these forums for a couple of weeks at least. Make friends as I have said and build trust and bonds.

The reason we do this is when you have created an atmosphere where people respond to your posts and know who you are you post something like this...

*"Hey guys and gals,*

*I hope this message finds you well.*

*Kids are still being a pain in the backside but I suppose that's all part and parcel of being a mother these days... any days in fact?*

*Anyway I found something that I thought I'd share with you. As you know one of my main problems is blushing in social situations. Well my best friend Jane knows about this, it's only her and this forum that does, and she found this site for me [www.example.com](http://www.example.com). I downloaded that free report on... Thursday I think it was and already I have cut my blushing down to a minimum. I genuinely think I'll have cured the problem soon. The reports amazing, so if you suffer from the problem it's well worth a look.*

*By the way Nigel if you read this did you get on OK with your meeting?"*

Let's break this down again....

Firstly get into a routine of starting all posts with something colloquial and friendly. "Hey guys and gals" is a good one.

Secondly make sure that in your posts as time progresses you "open up" to the forum. So start pretty closed off and after the first week say something like "I feel as though I know you now so here's a bit about myself. I'm married with two kids who are terrors at the moment (they must be at that age) and..." What this does is it gets people to trust you. Also as time progresses tell people your problem (which is the markets hot button remember). You'll get people saying "I have that problem too" and then you reply "No? Really? Oh that is such a relief I thought it was just me..."

Hehe.

Thirdly you "drop in" a story of how you found a website that has helped you cure your problem. Never

say "and now I'm cured" always say something like "...I'm getting there thanks to this report I genuinely think I'll have cured the problem completely soon."

And finally, end the post asking someone in the forum you've built a bond with a question.

Why do it in this way? Because it seems natural. It's not a marketing post is it? Just a natural conversation between friends.

Here's what'll happen. If you use this strategy in as many of your niche markets forums as you can, I guarantee you'll build a tasty sized list. Definitely hundreds, more than likely thousands.

Ok it might take a couple of weeks but it's 100% free. And trust me it works like crazy.

You may be thinking "Aye up Jon this is all a little bit naughty isn't it? Misleading people like that?". No way. Your report is going to help them solve their problem (which it should do or you'll balls up the entire process. Don't give away rubbish) and they will be happier as a result. So this little stealth method is for their benefit as well. Bottom line is if you go into the forums as a marketer they won't visit your site and they won't cure their problem quickly. If you go in "under cover" you'll help them and build a really tasty and responsive email list.

Listen. Everything you do online has to be quality, ethical and straight down the line. If it's not you won't be in business for long. So if you say you can help cure blushing make sure your free report can. If you say you have a "miracle weight loss cure" make sure you have one. This is not misleading people in any way. This is about becoming a problem solver on the net. Do you think that Doctors invented the cure for illnesses they help cure people from? No. They are ethically using other peoples discovery. You need to think in the same way.

## Free traffic tactic two: content is king

Article marketing is up there with the best free and quick methods for getting visitors to your website. And it's so so easy to do. Which makes it all the more bizarre why so many avoid it and use expensive and "hit and miss" methods for generating traffic.

Think about this. All website owners need either content for their website, or content for their email newsletters. These site or email list owners visit what are called article directories in order to legally "steal" ready made content. The reason they can get this for free is because other site owners create these articles and submit them to article directories in order to get free publicity.

Let me give you an example.

Jim owns a self help website and has built up an

email list of 10,000 people. He wants to send them an article for his weekly email newsletter. So he visits [www.ezinearticles.com](http://www.ezinearticles.com), grabs a good article and sends it to his list.

Now let's say that was your article he picked up and it was called "Stopping Blushing In Five Simple Steps". We know this is a hot subject so people would be interested in reading it. At the end of the article you have a resource box that says something like:

**For a complimentary eBook and audio program on how to stop blushing by tomorrow visit [www.mywebsite.com](http://www.mywebsite.com).**

At the end of your resource box put the link to your website. This means free publicity!

Think about it. If Jim sends that out to his email list how many subscribers could you get? If he's got ten thousand let's be really, really conservative and say you get 50. That's from just one site or email list owner. Done correctly with every article you submit to directories you can have hundreds of site/list owners getting your article and therefore your website name in front of possible hundreds of thousands of people.

Think you could pick up a few subscribers? You bet you could!

Again writing an article is a formula you just need to follow. Look in forums for hot button subjects and write an article around them. Make it breezy and easy to read. A good idea is to create tips articles like "Seven Ways To Combat Shyness" for example. That way you can just give them short, quick tips and then lead them to your resource box/authors bio box at the end which has a call to action such as the one we have seen above. It's always a good idea to tell them they can pick up a free complementary report at your site. Works wonders believe me.

Your article needs to be between 500-750 words. Anyone, I don't care who you are, can write one of them easily within an hour. As I have said they don't need to be perfect, although use your computer's spellchecker program for any spelling mistakes.

If you aim to write an article a day every week day for a month and submit them to [www.ezinearticles.com](http://www.ezinearticles.com) and [www.goarticles.com](http://www.goarticles.com) you can be sure you will have a very nice sized email list by the end the month. Do it!

### **Free traffic tactic three: the piggyback method**

This is a strategy I've never revealed before. You're gonna love this one!

As I have said time and time again, building

relationships with your list is a key to long-term success. Which is why it's so suprising so few do it. In order to build relationships with your list you need to give them regular and quality free content. If you don't do that you're not going to make as much money.

This is good news for us. We can email product owners in our niche market and use the power of leverage to get them to help us build our email list.

I first came up with this strategy when I heard marketing legend Jay Abraham say "Always, always, always ask yourself 'what can I do for other people in my market to make them more money'. Do this and you will make more money". I got my thinking cap on and realised people could make more money if they emailed their list regular content. So if I provided them with regular, free, quality content with a link back to my site I could benefit too. They'd build relationships without writing, and I get mass exposure for free.

All you do is send product owners in your niche an email that explains they are not capitalising on their email list properly by not sending them quality content. If they want to, you will send them a weekly email newsletter to send to their list. All they need to do is have a link to your website at the end.

### **It doesn't stop there...**

You also say to them, and this is the key part, that you will promote their products to the email list you build up. Explain you are doing this for a number of sites in your niche, all of who get separate weekly newsletters from you (so they won't be sending out the same content). And here's the clincher... explain that you will promote their products to the monster email list you create using this method.

I cannot put into words just how powerful this is. If you do this you can literally piggyback on people's email lists containing tens of thousands of subscribers. And guess what – YOU get seen as the expert. They have spent time and money to come in and you've piggy-backed on that to get your new site out there and build your own list.

I'll be honest, this won't work 100% of the time. Some of them will say you're trying to steal their email list. I've found most don't because they can see the value. You're helping build a relationship with their list AND helping them grow their business by promoting their products to the list you build from this strategy

Again this is 100% free and works. Do it!

### **Free traffic tactic four: viral atom bomb**

This is the crème de le crème of tactics. It brings everything that we've covered into one all powerful

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strategy that can bring you more visitors and build as big a list as you could ever imagine.

Remember that free report we created. Well at the beginning of the report you put the following line:

*“This report comes with full distribution rights. You may pass this on to as many people as you wish to who you feel will benefit from this information. You may give it to friends and family, give it away on your website, send to your email list or anything that you wish to do providing the information is not changed.”*

On the first page of your report you have your title, your website name and your name. Then just below it you have that line. The reason for this is let's say you have 500 people sign up for your report in a month. Chances are that out of that 500 people some of them will know others with the same problem as them that the report cures. So they can send it to them. Who can send it to others. Who then pass it to others...

Imagine a snowball at the top of a hill. You push it down and it starts small. As it rolls it gathers more snow, gets faster and in turn picks up more snow, picks up even more until it is unrecognisable to that small snowball it started at.

The same concept occurs with this method. Only ten people on the Internet may see the report originally, but before you know it tens of thousands are spreading it all over the Internet. With your name and website in it. Bringing you tons and tons of new subscribers for free. In the book you link to a separate web page on your site that gives way another report that answers the markets hot buttons. Your email list will sky rocket. Fast.

And it gets better...

When you contact people with email lists asking to give them free content, offer them this report. And tell them if they wish, as long as they include your website link they can add their website link too. Explain to them about the snowball theory and how it could get them tons and tons of free traffic.

Just imagine if you did this with just ten list owners who all had 10,000 each. That's not hard to do or find. That would mean 100,000 people saw your report (obviously they wouldn't all read it). They might pass it on to others... who pass it on to others...

Getting excited yet? You bloomin' well should be. These traffic tactics can take you to the £30K day stage (and beyond) in record time.

## Vital rapport building

As I have said I'd rather have a few hundred targeted subscribers who trust me and who I have a relationship with than a few hundred thousand people

who never read any of my emails. With email marketing if your emails don't get opened, you don't make any money. So you need to do everything you possibly can to ensure that when you send an email the vast majority of your email list read it. Quickly.

In order to have successes like my £30K Day you need to build relationships with your email list. The easiest way to do this, is by over-delivering on all of your content. You want to give them more than they signed up for.

The best way to do this is by sending them quality free content. And it must be regular. Your email list must know that they are getting an email from you on a certain day of the week. For example they must know that on a Tuesday afternoon your email with great free information will arrive in their email box. You can do this by creating a weekly eletter, or email newsletter.

I've had my own eletters for two years now. Very, very rarely will I fail to send out an eletter on a Tuesday afternoon. And the content I give away is better than what most others in my market are charging for. This builds rapport with my subscribers. People have got to know me and trust me and therefore when I send out an email promotion people know it's for something worthwhile.

Here are some simple ways to build strong relationships by over delivering:

- 1) Give away a quality free eletter on a certain day every week.** This needs to be between 750-1500 words long and the information needs to be so good that people think “I've paid other people for this kind of information and this guy/gal is sending it to me for free!”
- 2) Send them to videos on Youtube.com that are related to your subject.** For example if you had an email list of people in the self-help niche market why not send them to videos on Youtube.com of top gun guru Antony Robbins?

This trick is a very, very, very clever one. On a subconscious level you are aligning yourself with Anthony Robbins in the subscribers mind. If the reader clicks on your link, watches the video and thinks “blimey that was good” they will associate YOU with that quality information.

- 3) Get books from the public domain in your subject and use them for content.** You can just give away the book as a freebie, use it for content in your weekly email, read parts out as an audio series and give them away, turn them into video... anything you want. Public domain products are awesome when it comes to content the lazy way.

**4) Be honest.** I can't put across just how important this is. If people think once, just once, that you're telling lies you'll lose them. Forever.

**5) Only ever promote quality products.** These last two are crucial to long term success. If you want to be making money from your email list for many, many years to come, you can never promote anything just for a quick buck. I don't care if the missus wants a new car NOW and you know that one quick email would pay for it... you can't promote any old thing just to make commissions. I actually know of someone who did that in the Internet marketing world who promoted a product that turned out to be a scam and he lost an email list of 30,000 people because of it. Always, always check out the product before promoting it to make sure it's a good'un.

**6) Make sure you put your personality into your eletters.** My subscribers know that I'm a little bit strange and have a weird sense of humour. This makes me more "real" to people. You want to create a personality in your emails that people grow fond of. Rather than just an email that goes out from "that company" you want people to know that when they open an email from you it will be both interesting and informative.

As I have said your main job is to get your emails opened. If you follow what I have just outlined the vast majority of your list will read your emails over anyone else's.

One last thing on this topic. Always post your eletter online so people can read through the "archive". You can do this by setting up a simple blog at [www.blogger.com](http://www.blogger.com) or [www.wordpress.com](http://www.wordpress.com). Both of which are free and easy to set up.

## Picking products to promote

You make money from your email list by promoting products that help solve a problem. You can either create the products yourself and keep all the profits, or promote other websites products for a commission. Let's concentrate on the second strategy for now.

Imagine if you had a list of 10,000 people and you asked them all what they would be willing to spend money on. That would be cool right? It's just like them saying "if you find a product like this and let me know about it, I'll get my wallet out".

And that's exactly what we're going to do.

Once your list hits around the 1,000 subscriber mark it's time to promote a product. You can promote before that if you wish, but 1,000 subscribers can easily be done in a month or so with the methods I have taught you and you don't want to run before you can walk. So I'd advise

you wait until you hit 1,000 subscribers (aweber.com will show you how many subs you have), or at least until you are comfortable with the whole process.

So when do you do your first promotion? Well the main thing here is you build a relationship with your email list. Obviously if you create a list of 1,000 in a couple of weeks (which can be done by the way) then you won't have enough time to build rapport with the subscriber. No instead you want to spend the first part of your business building the list and bulding relationships. Without trust you won't sell any products, not the big time commissions we're talking about today anyway. So take your time, give away quality content and build rapport. It will all pay off in the end.

Now in order to make the really big returns you need to find out what your list wants. The easiest way to do this is to just ask them! Go to [www.askdatabase.com](http://www.askdatabase.com) and set up a simple survey that says something like "What is your biggest problem when it comes to (niche)?" "So for example it could be "what is your biggest problem when it comes to weight loss?"

Next, all you do is, at the beginning of one of your eletters you say something like "Complimentary Book/Audio Download. Please visit ([ask database link](#)) and fill in the one question survey and I'll send you your free eBook on (niche)". You can use a public domain book as an incentive for them helping you with the survey.

It will take a few days before you get enough information to be able to see exactly what the common problem is. You'll identify a pattern of a very specific problem people on your list want solved, much in the same way as we did with facial blushing. Then it's just a case of going on to the Internet to find a website selling a product that solves that problem.

As I have said, for me digital products are a great place to start. So go to [www.ClickBank.com](http://www.ClickBank.com) and search the marketplace for a product that solves that problem. Make sure the sales letter reads well and the site looks professional. Also email the site owner (use the "Contact Us" or "Support" links) and tell them you want to promote their website and that you want to know what their conversion rate is. Conversion rate means how many of the visitors to the site who turn into customers. The average is 1.5% or so.

If you can't find a product at ClickBank just go to Google and type in "(problem) eBook" or "(problem) home study course". Again just search around until you find a site that is suitable for your list.

Commissions on products will vary. Many people go wrong by only promoting products with the highest commissions. Whilst on the face of it you might earn

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more money, the reality is that the product offers high commissions, but isn't directly related to what your list wants solved, meaning sales won't be as good. I'd rather have 40% of \$10,000 than 75% of \$1,000.

I shouldn't need to say this but you'd be amazed how many people get this wrong.

Only ever promote products that are directly related to why people signed up to your list. If they signed up for golf information, only promote golf products. If they signed up for self help information, only promote self help products – don't send them an email about a revolutionary new golf club – they'll unsubscribe in their droves.

One great thing about this business is that most websites will actually provide you with the email to send to your list promoting their product. In other words they'll give you the marketing materials and all you need to do is copy and paste it into your email broadcasting service and hit the send button.

## Creating a frenzy

If you want to make the real big money, fast, then you need to whip your subscribers up into a frenzy so that they're actually waiting for you to email them with information about the product you are going to promote.

For example with my £30K a day I sent them a free video on the Tuesday that outlined this amazing new concept that would help solve their problem pretty much overnight. It was twenty five minutes long and was pure quality content that others would have charged for.

At the end of the video I explained that I was going to be sending out an email on the following Friday afternoon between 3-4pm. I also explained that I could only sell limited copies of the product before I pulled the offer down.

The email was sent out dead on 3pm. My first sale was at 3.02pm. In other words people weren't even reading the sales letter! I had got them into such a frenzy about the quality of the product they were ready to buy without ever reading the pitch.

So how do you do that? How can you whip your list up into such a frenzy that they're ready to buy before the email even arrives? Use the following techniques:

- 1) Create limitation.** Offer a bonus for the first 50 people who buy and send you their receipt. This could be anything from a simple report to a free video. People love bonuses and getting more for their money.
- 2) Tell the list exactly what time you're sending the email out.** I had people email me on the day of launch telling me they were sitting at work watching their

email inbox from 2:30 even though I said the email was going on at 3 just in case I sent the email early.

- 3) Make sure they know if they miss out on this they'll lose out.** It sounds pretty obvious but make sure that people know that the money they'll spend is nothing compared to what they'll be getting – otherwise they won't buy. So make sure they know that. Create value and prove it.
- 4) TELL THEM TO BUY!** Don't go for the soft touch here and say things like "this might be for you". Tell them it is! Say things like "Listen. You know me by now, I never promote rubbish or do anything that is not to your benefit. So trust me you need this one. Go to the link below and sign up for this program right away. If you don't you'll regret it."
- 5) Arrange a discount with the product owner.** Email them and tell them "I want to promote your website but want to be able to give my list an incentive to buy quickly. I can make you some money so can we come to an agreement that for 72 hours you'll set up a special web page with a ten dollar or so discount for my list? If not, I'm afraid I'll have to look for other products to promote, which is a shame because yours is perfect for my list".

The final method is a really cool strategy that hardly anyone uses and is perfect for creating a frenzy. You say to your list "I've managed to arrange a discount for you but it's only available for 72 hours after I send out the email on Friday at 3pm. So if you want to get your bonuses, be in the first fifty to sign up when I send the email. If you want to get the discount make sure you sign up within three days or you'll lose out."

Over the years I have developed a specific formula for my email marketing promotions. It is an exact template that I used to make the £30K and I'm willing to give it to you for free. All you need to do is type in the information of the product you're promoting and hit send... then sit back and watch an avalanche of commissions come your way. More shortly...

## Outsourcing - how to get other people to do all the hard work for you

I'm sure that you can now see why this is pretty much an exact formula. I "stole" this formula by studying what companies who were making millions a year from email marketing. I've tweaked it for "the little guy" and I've proven it works time and time again. This really is the ultimate cash on demand business.

And you don't need to lift a finger yourself if you don't want to.

Imagine that everything, and I do mean everything,

we have done so far is done for you. All you do is manage the odd thing here and there and you still make all the commissions. That would be pretty cool right?

The amazing thing about this business is that you can outsource the entire thing. Outsourcing is the process of hiring other people on a freelance basis to do work for you online. So you can outsource the building of your website. You can outsource articles, your viral report, emailing partners, the content side of your weekly eletter and even the writing of the email promotion.

You can outsource EVERYTHING.

Obviously this is only if you're willing to put a bit of cash into the business, only £500 or so to get started. But if you are, and would prefer to make the money but not really do any work, here's what you do:

- 1) Go to either [www.guru.com](http://www.guru.com) or [www.elance.com](http://www.elance.com)
- 2) Sign up for a free account and post a project asking for what you want done. This could be writing the eletter, web design, setting up with aweber... anything.
- 3) Wait for the freelancers to bid on your project. It's kind of like a reverse eBay. You post the project, people bid and you pick the best one.
- 4) Email those who are reasonably priced and ask to see their previous work. If it's not any good, or if they can't send you any, avoid them.
- 5) DON'T pick the cheapest to save money. Remember we're looking for quality content or this won't work. So find someone with good feedback who are within your budget.

Once your project is finished by them you just need to "put it together". So if you had someone write your eletter you just upload it to your aweber account, hit "broadcast" and your eletter is sent. It will take you just five minutes a week.

Incredible isn't it? I could have made £30K in a day from doing quite literally nothing myself. I did do it myself because of my love for writing, but I know there are those who loathe typing, or those who just want the cash but not the "work". If you're one of those people, outsourcing is a godsend.

### **A freebie kit to get you on your way**

I'm sure you're really pumped-up now. And so you should be! Making tens of thousands, or even millions (trust me that's where I intend to be soon) from a simple email is the greatest online money maker there is. Not only is it pretty much free, and incredibly simple and formulaic to carry out, but there's nothing quite like the adrenalin rush you get when you see orders or commissions come flying in.

Because of this, Nick and I want to help you on

your way. I have put together a free start up kit that includes a free video, email and site templates you can use to get started. In order to download it please visit [www.canonburypublishing.com/30k](http://www.canonburypublishing.com/30k)

### **JUST ANNOUNCED!**

If you enjoyed reading the blueprint, then you'll love this: Jon Street and Nick Laight will be releasing a complete email marketing 'business in a box' programme in January 2009. This will reveal the exact step-by-step instructions on how to really make money online without any previous experience or technical know-how. If you would like to gain advanced notice on the release date then register your interest at [www.canonburypublishing.com/nickandjon](http://www.canonburypublishing.com/nickandjon)

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### **Bettign System Revealed**

## **Why the Distance from the Stables to the Racecourse Could be The Key to Picking a Winner**

*The Patriarch – Special Correspondent –  
What Really Wins Money*

**W**ho knows best when a horse is out to win a race: is it the punter? The jockey? The owner? The trainer? The tipster? The bookie? The stable lad? The handicapper?

All of them may have a part of the answer, but in my opinion there is only one of them who really knows – and that is the trainer. Of course he may well inform the owner and friends, and the jockey will be involved too, but it all comes back to the trainer. So wouldn't it be marvellous if we had access to the trainer's intentions and knowledge?

There is a system doing the rounds at the moment that claims to be able to do just that, to reveal when the trainer is really trying to win a race. It's not a new idea, however. I've seen different forms of it over the years, but here I'll give my current version which at least has the merit of being easy to apply. It all has to do with distance. And I don't mean the distance of the race (five, six furlongs, etc), I mean the distance to the races. Let me explain.

Transporting a horse to the racecourse is an expensive business, especially these days. The longer the journey, the greater the cost. So what are we to think when we see a trainer sending a horse on a long trip? Especially if it is his only runner at the meeting

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with the total cost being borne by just the one runner. And what if the race in question has prize money that would barely cover the cost of the diesel? The thinking is that the trainer is not just going for a win, but is hoping to land a gamble too. And it is the profit from the gamble that will finance the expensive outing – and then some more. I'll get back to formulating the rules later, but first of all you might be wondering how to discover such far-travelled horses.

As is so often the case we have *The Racing Post* to thank for the information. You can get it either online (<http://www.racingpost.com/>) or in the paper version. In both cases it comes in the Signposts section under the heading – rather smartly named – Travellers' Check. Online, look at each meeting and there is a tab at the bottom that says Signposts. Click that and up will come Travellers' Check – a list of horses that have the furthest to travel to that meeting, starting with the longest distances. I'd suggest that we concentrate on those set to travel 200 miles or more, making a round trip of over 400 miles. The same table will also show if it is the trainer's only runner at the meeting, or not. If it is his sole runner, then pay particular attention to it. Next, look at the value of the race in which it is entered. It is difficult to be dogmatic here, and there's always scope for some leeway, but I'd suggest that you discard the traveller if the race is valued at over £5,000.

### Let me give a couple of examples of the plan in action before going on to the rules...

I'm writing this on the 28th October 2008, and when I consulted Travellers' Check today two horses stood out straightaway. The relatively little-known trainer A.B. Haynes was sending a single runner to Yarmouth, a distance of 231 miles. When I looked at the race value it was less than £2,000, hardly enough to pay the fare. The horse was Ricci de Mare and it won at 9-2. That same day, the better-known trainer Paul Cole sent a sole runner from his stables in Wantage, Oxfordshire on a 235 mile journey to run at Catterick. The race was of low value and the horse, Harlech Castle, won at 100-30. Another important thing to look for – both horses had been well backed, and I would certainly like to see that happen before investing any of my hard-earned cash. Even if all the other conditions were fulfilled, but the lone traveller drifted in the betting, then I would not back it. To see the money going on is the final clincher that the trainer is out to win with his lone raider.

Now to formulate the rules:

1. Look at the Signposts feature in *The Racing Post* and find the section called Travellers' Check.
2. Look for horses that are set to travel 200 miles or

more to a meeting.

3. Check to see if it is the trainer's only horse going to that meeting. Travellers' Check will tell you.
4. If it is the only one then look at the race in which it is entered.
5. The value of the race, as given in *The Racing Post*, must be £5,000 or less.
6. The betting market must indicate that the horse is being backed. In other words, there must be signs that the horse's price is shortening.
7. If all these conditions are met then the horse is worth a bet. But always remember that it is not certain to win – it just has a good chance of doing so.

P.S. I'm typing this on the 4th November. One travelling horse stood out today. Trainer A.G. Newcombe sent a horse 302 miles from his stables in Devon to Catterick, his only runner, for a race worth £2,000. It was well supported in the morning betting. The horse was Godfrey Street and it won at 16-1!

**Want to get your hands on more of The Patriarch's money-making info? Then take a look at What Really Wins Money. Just go to the online report here: <http://whatreallywinsmoney.co.uk>**

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## eBay Recession Buster

# Who Else Wants to Turn Pound Shop Bargains into Big Profits on eBay?

Avril Harper – Editor – *eBay Confidential*

There's talk of recession everywhere, but I'm really upbeat about the opportunities to make money from eBay, no matter how bad it gets.

It isn't just switched on eBay sellers who stand to profit in an economic downturn as you'll see from recent television reports revealing pawnbrokers and Cash Converters franchisees as the new nouveau rich, along with second-hand shops, and resellers of bankruptcy and liquidation stock.

Okay, you may not fancy being a pawnbroker or opening your own Cash Converters store, both have high start-up costs. However you might be interested in investing a few pounds in stock at rock-bottom prices which regularly fetch 500% (usually much higher) profit margins on eBay. Imagine this: you spend £100 on stock from places I'll tell you about soon, you list them on eBay and next week you bank £500 pure

profit which you spend on more stock. That £500 banks you another £2,500 about two weeks from now, you reinvest it and that makes you – well, you work it out for yourself, and multiply your bank balance by five every time you reinvest your profits in new stock in expectation of 500% or even higher profit margins when your next auctions end.

It's a bit like compound interest gone crazy and you'll find it all waiting for you at low cost product suppliers like pound shops, liquidation auctions, charity shops, even car boot sales, flea markets and more besides.

By far the best opportunity for making big money fast is pound shops, there's one in almost every town, most are open daily, so you can obtain new stock in minutes without waiting days or weeks to visit liquidation auctions, car boot sales, or other less frequent sellers.

## **You can start making money from pound shops right away**

Pound shops (also 99p and £5 shops) are what the name implies, namely retail outlets where everything's on sale at the same low price. They're places for families to save money on household goods and gifts, and they're also the perfect locations for business owners to buy stock to resell at much higher prices elsewhere, in our case on eBay.

That's because a great many products available from pound shops are worth more than £1, sometimes much more, and they represent good mark-up potential for our readers.

Most pound shop items are quality goods bought by shop owners in bulk at a big discount price with some of those savings passed on to consumers. But alongside everyday consumer items you'll also find countless high value items making their way into pound shops because they are the wrong colour, for example, or there's a slight fault in the packaging that only hawk-eyed quality control testers know about sometimes they're last season's styles, often they're items returned from consumers who've used them once and now they fancy a refund, or they're from business owners who've defaulted on payment or gone out of business!

However you look at it, pound shops represent a very real opportunity for you to buy items at way below their real value to resell on eBay at much nearer their true market worth.

Research shows pound shops become more profitable the further an economy declines, which explains why more pound shops are being opened every week by astute entrepreneurs keen to profit from our country's growing demand for discount goods.

Reselling pound shop finds on eBay, also at car boot sales and other traditional retail outlets, is just one way to profit from a proliferation of pound shops currently springing up in towns and cities across the country. Increasingly, you'll find pound shops opening online, with established general traders and niche market specialists adding £1 sections to their basic endeavours.

Most pound shops, online and off, sell wide-ranging products, usually general interest items like food and cosmetics, kitchen accessories, pocket money toys and books, of which, books are a particularly good profit maker. My research today tells me pound shop books are usually publishers' remainders and often include high profit sellers on eBay. These books may be top selling titles which are very often 'remaindered', that is, sold inexpensively in job lots because a new print run is expected with different covers or recent updates, so older copies are discarded and replaced with the new.

When searching for niche market items, for eBay specialist shops for example, I came across the 'The Craft Pound Shop', part of the 'Mad About Cards' website (<http://www.madaboutcards.com>) and labouring under its own long and complicated URL, but well worth checking out at: <http://snipurl.com/5csri>

At 'Mad About Cards' the pound shop contains an incredible range of products that easily sell at three or four pounds a time in shops targeting two of eBay's most profitable niches, that is craftworkers and scrapbookers.

Find your own pound product suppliers at Google.com by keying in 'pound + shops + PRODUCT TYPE', or use the information provided at the end of this article.

## **Work smart, not hard**

Try not to stock low volume products that people buy just once, even though they cost us so little and fly out the door at £3/£4/£5 a time, or even more. Listing potentially thousands of different products for thousands of different buyers is too much like hard work to me, and I bet you don't fancy it either.

So, what we're looking for is identical or very similar items people usually buy in bulk, or products where one purchase invariably leads to several sales across a complete product range. Take our craftworking & scrapbooking products, for instance, where people tend to buy embroidery and crochet cottons in bulk (most people, needing just one colour, will invariably buy several, even if only to combine several products into one postage amount); also wool skins (few items can be knitted with just one ball of wool); and beads (who wants a single bead or even a packet of 10 beads when 100 beads cost exactly the same as one bead to post?).

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But it's not just pound shops we're considering here, you'll find much the same high demand, low cost products available singly or in bulk from:

- **job lot companies** (usually selling manufacturers' surplus or bankruptcy stock);
- **liquidation auctions** (also bankruptcy stock, set to escalate come the recession);
- **charity shops** (not many established pound lines, but some sell inexpensive local craftworker products with repeat availability);
- **retail shop clearance sales** (can include big batches of similar products to make way for new season models. You'll usually find these items close to the checkout where they make great impulse buys for ordinary consumers and wonderful high profit products for you);
- **eBay wholesale suppliers** (try to buy in bulk from overseas suppliers and resell individually on eBay UK). Proving the immense profits you can enjoy from eBay wholesalers, I once purchased a bundle of 300 Masonic badges from a USA PowerSeller; across the board and including import taxes and delivery they cost me about 25p each. They sold from £2 each to a whopping £22 for one particular design featuring a favourite Masonic icon, the forget-me-not.

Back to pound shops where you have several pros and cons at play which are unique to trade buyers:

- **Prices are obviously very low**, offering good profit potential, and in most cases you can purchase identical or similar items in bulk, thereby catering for lots of Second Chance offers as well as multiple purchase and repeat buy potential.
- **Most pound shops stock many different designs of branded and non-branded goods**. Because you only want to stock goods offering the highest profits, it's a good idea to buy and sell just a few samples of each product to test resale and profit potential before buying in bulk.
- **Products are usually good quality**, especially branded items, but the odd bad product may well find its way into pound shops and your stockroom also, and that can be incredibly bad news for you. Despite their best efforts, pound shops and other discount sellers can't possibly hope to research safety and quality of every item they sell, especially on low cost, high turnover stock. This makes it a good idea to opt for branded goods on high problem products like toys and soft furnishings, electrical goods and some skin products which can cause allergic reactions. Manufacturers of branded goods are obliged to make known any serious product faults which you can then convey to your buyers or remove products from stock. It's much more

difficult, perhaps impossible, to be 100% confident about quality and safety of non-branded goods especially if no one knows who made them.

Just recently, for example, Renfrewshire Trading Standards officers found faulty electrical extension leads being sold through a network of pound shops close by, including one that led to a family having a lucky escape when the lead burst into flames and their home caught fire. As a rule of thumb, the cheaper they are, the more likely you'll encounter poor quality items. Play safe by avoiding most frequently faulted goods like cosmetics mentioned earlier, alongside electrical goods, toys, soft furnishings. Poor quality electrical goods can cause fires; toys with sharp pieces or removable parts can lead to injury or death, and today all soft furnishings must be made from non-flammable materials as well as carrying specific safety notices. Selling dangerous goods can land you in court or prison or, at the very least, earn you lots of negative feedback and possible dismissal from eBay.

Get information about dangerous goods and other items you are prohibited from selling from Trading Standards Officers at your local town hall and from local Customs & Excise officials, find contact details in local telephone directories and *Yellow Pages*. Check items you are prohibited from selling on eBay at: <http://pages.ebay.co.uk/help/policies/items-ov.html>

- **Fake and counterfeit goods are possible from less professional suppliers**, especially itinerant traders at boot sales (you'll find lots of pound sellers at car boot sales), and others who rent and operate pound shops for a few weeks over a busy season, like Christmas, then move on without trace. The exception is traders offering contact details on business letterheads or vehicle advertisements, and car boot sales where traders are obliged to leave their names and contact details on a notice board near the entrance. Stay legal by avoiding frequently faked items like CDs and videos, designer belts and purses, watches costing £1 and bearing names like Rolex and Omega! No matter where you buy from insist on a receipt on a business letterhead giving the company's VAT number and, for limited companies, the address of their registered office. Ask to see a sample invoice or letterhead containing those details before ordering stock.
- **Because pound shops are so popular, and becoming more popular still**, you may be unable to buy items to test market on eBay and return a week or 10 days later to replenish stock for Second Chance offers and multiple sales. Some lines sell out fast, sometimes in days, and you could go home disappointed if you wait to reorder when your auction ends. Counteract this by listing your test product right away on eBay then

monitor your auction day by day, checking for multiple bidders, meaning likely Second Chance offer potential. Monitor any listings likely to fetch double-figure sums and decide whether to take a risk on stocking up on these items before stocks run dry.

- **As mentioned in this month's article on low auction starting prices**, you should not list dozens of identical items all at one time; you'll lose out on possible bidding wars between people thinking your item is a one off and worth bidding high. Instead, auction just one-of each item, wait for the auction to end, then make Second Chance offers. For faster turnover of stock try a Dutch auction where multiple similar products are listed and several winning buyers are possible. Dutch auctions work best for products which people tend to purchase repeatedly or in bulk which makes them more likely to bid for several items in one Dutch auction and grow your final selling prices. Once you know the optimum selling price for your product you might opt to sell 'Buy It Now'.
- **Consider buying fad and gimmicky products at pound shops** but only while the frenzy lasts or you could find your money tied up in stock that's never going to sell. Promoting before or when a product peaks can be immensely profitable, less so once demand goes into freefall.
- **Consider bundling several pound items into an appealing package** and cut time listing, packing and posting individual items. Right now you could bundle Christmas cards with crackers and party poppers, for example, or pack biscuits and a few squeaky toys into a Christmas stocking for dogs, you might even offer a bespoke Santa's sack service where contents are chosen specifically to match a child's hobbies and interests.
- **Consider buying products for less than £1 and starting your own pound shop on eBay**, but only if you're thick-skinned and able to grow it even thicker. Be especially careful about quality this time as pound shops, along with other discount suppliers, are hot favourites for a visit from Trading Standards who tend to think inexpensive almost always means poor quality. Also expect more negative feedback from eBay buyers, even for top quality products. It's a sad fact of life that many budget buyers expect price and quality to be poles apart and expect to pay rock-bottom prices for top of the range products. Don't argue with me on this one, please, I'm talking from personal experience!

## Other low cost product sources

Pound shops are not your only source of low cost products with high profit potential, though they are usually your best source for products to sell now and well into the future. Many pound shops receive

ongoing supplies from the same suppliers, meaning you could test a product just once and potentially sell it for many years to come, so I recommend you favour pound shops over the likes of charity shops and liquidation auctions, also factory shops and job lot suppliers. We'll consider those other outlets in our January issue. For now, take a trip to town with a big shopping bag, get your hands on a hundred or so items, list them this weekend and seven or 10 days later when your auctions end, plough your profits back into more pound stock. See how quickly that tiny £100 investment turns into a big monthly income for you.

Before you leave, check out the next article, by Brian McGregor, just in case you have time for a quick visit to your local factory clearance centre where you'll find more fast profit products just perfect for you to resell on eBay!

## Further information

- Poundland has pound shops dotted across the country which you can read about at: [www.poundland.com](http://www.poundland.com)
- For two more quality providers visit: [www.poundshop.co.uk](http://www.poundshop.co.uk) and [www.onlinepoundshop.com](http://www.onlinepoundshop.com)

**This article originally appeared in *eBay Confidential*. If you want to make money on eBay, then this is a must read! For a risk free trial just go to: <http://ebayconfidential.co.uk>**

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## Financial Trading Quick Start

# Here's How to Trade Forex From Home Around a Full-Time Job

*Dave Evans – Editor – What Really Profits*

Most of us work full-time, which can make it hard to trade very short-term systems. While we all dream of trading full-time for a living, we've still got bills to pay so until we're pulling in a decent wage from our trading activities, the day job serves a useful function. It can be hard to know where to start and where to apply your time when you come in tired after work, but that doesn't mean that you cannot trade, far from it, there are still plenty of trading opportunities available to you across different markets.

It's perfectly possible to trade the very short-term five-minute charts or even one minute charts and make decent money before most people have had their breakfast.

*please turn over*

However, short-term trading isn't accessible for everyone, especially if you've got a train to catch and a trade is still running. It's a popular misconception that you need to trade more and in shorter time scales in order to make profits trading. You can make just as much money, if not more trading the markets on a daily or weekly basis. Sure, your stops need to be tighter, but you are also able to catch the really big moves.

There are pros and cons to each method of trading and a person with a full-time job could certainly trade very short-term moves in the morning or in the evening, but for the purposes of this article I'm going to focus on end of day trading only. I hope to bring you some articles with specific techniques for breakfast trades in forthcoming editions, but for now I'll focus on the less demanding style of end of day trading.

I've split this article into two parts. This part focuses on the nuts and bolts of trading Forex focusing on all the things you need to know before you make a trade. Part 2 looks at what moves the Forex market and how you could trade it, including using a fundamental approach as well as the most popular technical indicators used by traders in the Forex market. You can download Part 2 free. Full details at the end of this article.

## Why trade the Forex markets?

One advantage that Forex markets have is that they have nowhere near the same volatility as the stock market and nothing like the volatility of individual stocks. Sure you have the odd shock like when the pound was kicked out of the ERM, but it would be very rare for you to wake up and find the Euro down by 50%, as can happen with some stocks.

Let's take a look at some popular markets and their corresponding volatility levels taken from Malcolm Pryor's excellent introduction to spread betting.

The higher the number, the more volatile a particular market is.

Regus Group PLC: 6.17

Vodafone: 2.39

Dow Jones: 1.09

FTSE 100: 1.07

Gold: 1.06

GBP/ USD 0.53

GBP/ EUR 0.45

As you can see, the GBP/ USD exchange rate is around half as volatile as the FTSE. There are differences between various currencies, as I'll come on to later, with some currencies being more volatile than others. Note: These figures do not take into account leverage which I'll come on to later.

## Introduction to currency pairs

Forex rates are displayed in pairs. On a chart of EUR/USD, for example, it is always the first currency expressed in the second currency. So if you look at a chart of the EUR/ USD and it is going up it means that the euro is becoming more expensive in dollar terms if the chart is going down, it means the euro is becoming cheaper in dollar terms. Forex prices are usually made up of five digits quoted up to 4 decimal places, except for Yen pairs which are often quoted to two decimal places. The last digit is referred to as a PIP or Price Interest Point. A movement from 1.4465 to 1.4469 would be a 5-pip movement.

Spread betting firms often move this decimal point so that the EUR/ USD is expressed as 14465.0. All they've done is moved the decimal point across so it's clearer what one unit represents. A move from 14465.0 to 14469.0 is still 4 pips.

## The major pairs

There are four major pairs. I have listed these and the minor pairs below. The average daily range is provided in brackets for an idea of the price movements you might expect trading that currency pair.

**1. Euro/ US Dollar: EUR/ USD (110):** The euro/ US dollar has by far the most trading volume and therefore the tightest spreads. It also has the lowest daily volatility.

**2. US Dollar/ Japanese Yen: USD/ JPY (100):** The yen is often used for carry trade trading which involves borrowing in yen at the Japanese exchange rate of 0.5% and putting it in other assets such as the US dollar at 2%. More often it is put in higher rate countries such as the Aussie dollar.

**3. British Pound/ US Dollar: GBP/ USD (150):** One of the oldest currency pairs and still one of the most popular. With London a global centre for commerce, demand for dollar/ sterling exchanges is still high.

**4. US Dollar/ Swiss Franc: USD/ CHF (125):** With its relatively stable economy, the Swiss franc is often seen as a relative safe haven in times of trouble.

## Minor pairs

Minor pairs can be more volatile and have wider spreads.

**1. US dollar/ Canadian dollar: USD/ CAD (105):** Often seen as a commodity pair along with the Australian dollar. The USD/ CAD can often be influenced by the price of oil

**2. Australian dollar/ US dollar: AUD/ USD (80):** A commodity pair similar to the USD/ CAD, this time linked to the price of gold due to Australia's

gold production.

**3. EURO/ Swiss franc: EUR/ CHF (50)**

**4. Euro/ British pound: EUR/ GBP (45)**

**5. Euro: Japanese yen: EUR/ JPY (105)**

**6. British pound/ Japanese yen: GBP/ JPY (180)**

## How to trade the Forex markets: spread betting

The most popular way of trading Forex in the UK is through spread betting, but this isn't the only method. I'll only quickly cover the basics of this as I've covered spread betting in previous articles. Spread betting involves two methods of trading. Going long (predicting something will go up) and going short (predicting something will go down).

You will see two prices, one if you wanted to buy and one if you wanted to sell. If you think it will go up you buy first and hope the sell price rises by the time you want to close the trade. If you think it will go down you sell first and hope the buy price drops by the time you want to close the trade. You can go long and short with equal ease, it is all about the points difference between the point you entered and the point you closed.

You pay no brokerage fees, but are not trading for free. Spread betting firms make their money through the spread. The tightest spread is usually on the EUR/ USD which is just 2 pips, while the other majors have a 3 pip spread. Other minor currencies can have much bigger spreads, for example the spread on the GBP/ JPY is 8 pips. That means the price has to move 8 pips before you can break even.

The amount of money you make on each trade depends on the amount you put on per point. This might be £1.00, it might be £100. The more you put on, the more you can make from smaller movements, but at the same time, the more you will lose. The minimum trade per point is usually £0.50p to £1.00

Example trades:

You think the euro will rise. You buy EUR/ USD at 14467.50. £1 per point

The euro actually drops. You sell EUR/ USD at 14460.50, a difference of 7 pips. At £1 per point that's a total loss of £7.

## Long-term trades

As this article is not about day trading, it will be useful to discuss which type of trade to take. The prices you see on the news are based on the spot price. This is the current Interbank trading price. Unfortunately, when spread betting, your trades based

on the spot market last just one day. Your trade will automatically be closed at the end of each day.

However, fear not, any spot trade left open over night automatically becomes a rolling spot trade. While the trade is still open, it will be closed at the end of each day then reopened automatically at the start of the next day's trading. Your trade will roll as long as you have enough funds in your account to cover the trade.

Be aware that there's no such thing as a free lunch and spread betting companies levy fees on rolling spot trades which are based around the trade being closed and reopened each day and small charges based on the interest rates in the underlying country. Initially these charges are small, but if you are planning on holding the trade for a month or more, these charges start to be noticeable. You need to check the terms and conditions of your spread betting firm.

Rollover interest can actually provide an added stream of profit or loss. For example, if you believe that the Great Britain Pound's exchange rate will stay roughly equal to the Japanese yen's for the next year, you will buy the GBP/JPY pair since the pound has a higher interest rate and will accrue rollover interest. The opposite is also true.

Thankfully, there is an alternative: The Futures Price.

The futures price is based on the derivatives market. There are usually two futures prices quoted, the near quarter and the far quarter. This refers to the point that the contract is due to expire.

Let's have a look at some prices and spreads to display the differences on the EUR/ USD.

SPOT: 14465.5/ 14467.5. Spread 2 pips.

Near Quarter (December 08 Expiry):  
14431.0/14443.0. Spread 12 pips.

Far Quarter (March 09 Expiry): 14384.0/ 14396.0.  
Spread 12 pips.

So you can see that the futures contracts have bigger spreads, but not only that, the prices are different.

There's a full 120 pips difference between the spot and the near quarter prices. The reason for this is that the future prices suggest just that, where they think the price will be in the future. As time progresses and you move closer to expiry, the future price will become closer and closer to the spot price. Your trade's success or failure will be based on the futures price not the spot price.

You may be thinking, why bother with the futures prices? That's a good point, but you need to be aware of the mounting cost of the rolling spot charges. There are no charges with the futures trades, apart from the wider spread.

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As a general rule of thumb, if you intend to hold a trade for less than a month, then the futures trade starts to become a better deal. However, if you're taking a longer-term perspective, then as your trade lasts six weeks to three months then the near quarter trade might actually be better.

## Recommended spread betting firms:

**Finspreads:** <http://www.finspreads.com/> (Ability to trade with 50p a point initially.)

**CMC Markets:** <http://www.cmcmarkets.co.uk> (Good charting package.)

**ETX Capital (Formerly Tradindex):**  
<http://www.etxcapital.co.uk> (Great demo account.)

**ODL:** <http://www.odlmarkets.co.uk> (Arguably the best software available.)

**IG Index:** <http://www.igindex.co.uk> (Best all round service in my opinion, especially with the Tradesense program that allows you to trade with 10p a point.)

**Bull Bearings:** <http://www.bullbearings.co.uk/> (If you've never made a spread bet before. I highly suggest you start here. A great free virtual trading facility.)

## Currency brokers

With spread betting you risk a certain amount per point, however, with US style currency brokers you open either a standard (maxi) account or a mini account. Some brokers now allow you to operate both from one account.

With currency brokers, you buy 'lots'. If you wanted to go long the EUR/ USD you'd buy one 'lot' of Euros. With a standard contract one 'lot' is \$100,000. A mini account trades in lots of \$10,000. You buy so much because of the small daily changes in currency prices. If you've ever shopped around for the best currency rates for around a £100 worth of currency, you'll see what I mean. The spot rate might change over 100 pips, but you won't notice a jot of difference with your tourist spending money (on a daily basis that is).

As currencies are unlikely to halve overnight like some stocks can, the Forex brokers are willing to offer you huge leverage, often around 100:1 or 1%. This means that your \$10,000 worth of euros with a mini lot would actually cost you just \$100 (1%). Some brokers even offer leverage as high as 400:1. \$100 would be the opening cost, but in reality you'd need more than \$100 to trade effectively. If you wanted to bigger trade, you'd buy more 'lots', provided of course you had enough money in your account.

Many brokers allow you to open accounts denominated in your home currency so your exposure

to dollar fluctuations is only during open trades. Your unused money will remain as sterling. Many currency brokers charge no commission and have similar spread sizes to the UK spread betting firms. They also charge similar rates on rolling spot trades. Please note: profits from currency broker trading are taxable.

Apart from the method of trading lots, not amounts, per point movement, the trading method is very similar to spread betting. For the most part, you're probably better off spread betting, not least from the tax perspective.

However, higher end brokers such as Tradestation or Interactive Brokers could be a very good alternative to spread betting. These brokers operate like other currency brokers but often require a minimum account opening balance of around \$5,000. The advantage is that you are less likely to be subject to price manipulation from the spread betting firm as can happen from time to time.

## Recommended currency brokers:

<http://www.cmsfx.com/>

<http://www.fxcm.com>

<http://www.alpari-idc.com>

<http://www.tradestation.com>

<http://www.interactiverbrokers.com>

## Futures

I briefly explored the futures market for currency exchange rates in relation to spread betting. With futures trading you trade the actual futures market not a spread betting companies derivation of it. Currency futures are usually listed in dollars because this is the currency in which most of the transactions occur. The dollar future contract allows you to trade the US dollar on its own against a basket of other currencies.

This means that you might see 'British pound futures'. This refers to the GBP/ USD exchange rate. Futures are listed in quarterly contracts (December, March, June, September) with the date representing the expiry date of the contract. Often though, you just see the price of the 'front' contract which is the price of the contract with the nearest expiry date.

If you remember our spread betting example on the Euro/ USD:

Near Quarter (December 08 Expiry):  
14431.0/14443.0. Spread 12 pips.

The actual futures price is as follows:

Near Quarter (December 08 Expiry): 14443.0/  
14443.5. Spread 0.5 pips.

As you can see the spread betting firm's price isn't far off the futures price, but the futures trade offers a

tiny spread. You do have to pay a commission, but this is often less than £3.00 a round trip.

Futures contracts move in pip movements just like spread betting and you are rewarded per pip movement. The difference is that futures have a fixed return per pip movement. This is usually \$12.50 per pip (around £7.50 per pip). However, there are Emini futures contracts available on the euro and yen which trade at \$6.00 (£3.75) per pip. To take on a bigger trade, you would buy more contracts.

If you reach the stage of trading £4.00 per point with your spread betting, you might want to look at futures trading. What you lose in commission costs, you more than make back in the tiny spreads available. If you are making trades lasting a month or more and have progressed to a higher trade size, then futures trading might be a viable alternative to spread betting. It's not tax free, but you will be trading the live market, not the spread betting companies derivation of it. You also have much tighter spreads.

## Currency Options

Currency options are based on the price of the futures contracts. With options, your risk is limited to the price you pay for the option, but your rewards are potentially unlimited. Perhaps not for complete beginners with out the aid of a service such as [www.currencyoptionsinsider.com](http://www.currencyoptionsinsider.com), but if you reach a stage where you feel experienced, currency options can be a very good way to trade longer term moves with limited risk. See the previous month's edition for more details.

## Fixed Odds Trading

Fixed odds trading is like betting on the financial markets. Fixed odds firms use complex computer algorithms to price up the likelihood of various things happening in the market. Like betting on sports, the more something is likely to happen, the lower the odds, but the more likely you are to win. The less likely something is to happen, the higher the odds, but you are less likely to win. Also like fixed odds betting on sports, your risk is limited to your stake at the time of purchase. Similarly, you'll never win more than the amount offered when you opened the trade.

The two basic fixed odds trades are the One Touch and No Touch. The one touch trade involves you predicting a level that you think the market will hit by a certain time in the future. In only has to hit it once for you to win and the level can be above or below the current price.

Here's a quick example:

The current spot price on the Euro is 1.4466. You

think the Euro will plunge and hit 1.3500 within the next 16 days. Let's say you want to make £10. The current return for this is 852%. It would cost you just £1.05 to make £10, i.e. your total risk is £1.05, and your potential profit is £8.95. Great return, but the Euro would need to drop 7% in just over 2 weeks, something I'm not sure it's ever done.

You can either bring your one touch level closer to the spot level or extend the time period (or both). You might think that 1.35 will be hit, but perhaps not in 16 days. You make the same one touch trade, but extend the time limit to 60 days. Now the return is 272%, meaning you'd have to risk £2.69 to make £10 i.e. your total risk is £2.69, your potential profit is £7.31. You might think that this offers a better risk/ reward and take the trade.

Other types of bets operate in a similar manner and generally involve you predicting a level that will or won't be hit within a certain period. Some trades involve the market being above or below the level at expiry instead of just hitting/ missing it while other trades involve predicting two levels that the market will trade within or hit.

You can trade all the major and minor pairs with fixed odds trading with the time limit varying from 5 days to 6 months. Fixed odds trading can be a great place to start for the newbie trader with losses limited to the amount risked on each trade. The fixed odds firms aren't exactly over generous with their prices though and some traders prefer to make lots of small yielding trades that mount up rather than waiting for the big pay offs. E.g. you might be risking £70 in order to make a £30 profit. Less return per trade, but you are more likely to win.

There are only two fixed odds service providers and these are listed below. It's worth checking the prices on trades with both as they use different pricing models. Both offer demo accounts for you to play around with.

<http://www.betonmarkets.com/>

<http://www.betsfortraders.com>

## FREE FOREX DOWNLOAD

To get your hands on part 2 of this guide to trading Forex, just go to [www.canonburypublishing.com/fx2](http://www.canonburypublishing.com/fx2)

**Also, if you are interested in getting more insights into financial trading take a look at Dave Evans's *What Really Profits*. Just go to the online report here: <http://www.whatreallyprofits.com>**

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## Business Blueprint

# As the Recession Bites, Here's How You Can Profit from the Booming Market in Used Mobile Phones

I've been looking for the inside information to bring you this blueprint for a while. Now that I've found out how it works I want to bring it to you as soon as possible.

Everywhere you look people are chatting or texting away on mobiles. From school kids to pensioners, you can hardly walk down any high street without passing several mobile phone shops. It's estimated 15 million new mobile phones are bought each year.

While the mobile phone industry is a big business dominated by big multinationals, there just has to be a niche in there somewhere for the small entrepreneur.

And I think I've found it! I'm not going to suggest you try and set up your own mobile phone network or a high street store and compete with the giants like Vodafone and Orange. I'm going to outline a profitable little niche in the mobile phone biz.

**This opportunity is easy and quick to set up.** You won't need much, if any, technical knowledge. You won't need much capital. You can work from home and it's ideal as a part-time sideline, possibly leading to something much bigger.

**This is going to be a winner over the coming year.**

I can hear you saying... "But there's a recession on at the moment. No one's going to be spending £££s on a flashy new mobile!"

Yes, that's true to some extent. But you're not going to be selling expensive mobile phones. This opportunity nestles nicely at the middle-lower end of the market, dealing with used phones – perfect for the market in the current economic climate.

Right now, there are millions of people on expensive mobile phone contracts that they can no longer afford... up to £80 or more a month in some cases. Lots of them will want to downsize to a more affordable mobile and you can tap into that market perfectly. Also bear in mind a lot of people are almost addicted to their mobile phone. They would much rather do without a lot of things than a mobile. So that's another plus for this opportunity at the moment.

## Multi-opportunities in one

One of the good things about this opportunity is that it's actually three opportunities in one. You can start as many or as few as you want to be involved in.

First, I'm going to look at mobile phone recycling. Then a clever eBay arbitrage opportunity. Both of these are very simple, and can make you between £5 and £50 or so per phone. Then I'm going to outline a more involved opportunity – buying, refurbishing and selling good value mobile phones.

So let's get started...

### A Quick and Easy Mobile Phone Money-Making Opportunity

You may or may not already know about mobile phone recycling operators. Mobile phone recycling companies buy old phones from the public. These buyers then either refurbish the phones, often selling them to other countries in Asia, Africa or South America, or break them down into component parts and sell them as scrap.

These services are primarily aimed at buyers who want to sell their own surplus mobile phones. But there is absolutely no reason why you can't turn it into a business. Buy surplus mobiles from people locally... then sell them to these recycling companies for a small but worthwhile mark-up.

You might ask why people don't do this themselves. Well, some people do. But the fact is most don't. Many people don't know about these phone buying services. Other people simply can't be bothered to do a bit of research and post them off. With an estimated 80 or 90 million redundant mobile phones in the UK today you can see the potential for doing this.

Here's how to cash in on phone recycling:

**1. Go to the mobile phone recycling companies' websites.** The main ones are listed later. Make a note of the type of phones they are currently looking for and how much they pay for them. Concentrate on the phones that are worth £10 to £20 minimum.

The amount of money on offer depends on the make, model and age of the phone. It's rarely less than £5 even for a good older model, while some newish models are worth £120 or more to the phone recyclers.

Note: Most companies buy non-working phones as well as working ones but pay much less – so avoid these.

**2. Now run some ads along the lines of 'Mobile Phones Bought For Cash'.** Put them in your local newspapers, freesheets and advertising magazines. Try to use mainly the ones that offer free ads.

Here's the sort of ad to place:

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## Mobile Phones Wanted

### Instant Cash Paid

**All Makes, All Models — Nokia,  
Samsung, Sony Ericsson, LG, etc.**

**Minimum £5 Cash Per Working Phone**

**Tel. 01000 000000. E-mail:  
you@youremail.co.uk**

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**3. When you get calls from sellers check with the recyclers to find out who will pay the most money for it.** Make the seller an offer that is the lowest you think they will accept, but which allows you a decent profit margin on top.

**4. Send the phone off to the recycler who will pay the most money for it.** (They will pay the postage.) Within a week or two they'll send you a cheque!

A couple of points... Normally, phones sold this way must be complete with a battery but you shouldn't send the SIM card, charger, manuals, etc. if the phone has them – so it doesn't matter if the seller doesn't have these.

So let's run through a few figures showing how this opportunity works... Occasionally you might buy a used phone for £50 and recycle it for £100. But more usually you'll be paying £10 for phones that fetch you £20 or £30. Or £5 for phones that fetch you £8 or £10. So we're not talking about big money here, but it could certainly be a handy little sideline income!

## Phone recycling companies

### *Mopay*

[www.mopay.co.uk](http://www.mopay.co.uk)

One of the biggest recyclers who buy around 1,900 models of phone. Will also pay you out in Marks & Spencer vouchers if you prefer. (But the voucher value may be less.)

### *Mazuma*

[www.mazumamobile.com](http://www.mazumamobile.com)

One of the biggest buyers. Accept most makes and models. Usually pays top prices for high-end phones.

### *Envirofone*

[www.envirofone.com](http://www.envirofone.com)

Easy to use and offers quick payouts, up to £180. Pays out 15% more if you request Argos vouchers.

### *Mobile 2 Cash*

[www.mobile2cash.co.uk](http://www.mobile2cash.co.uk)

Recycles over a million phones annually.

### *Mobile Phone Xchange*

[www.mobilephonexchange.co.uk](http://www.mobilephonexchange.co.uk)

One of the largest. Also offers recycling in conjunction with high street stores. Up to £150 cash paid.

### *Fonebank*

[www.fonebank.com](http://www.fonebank.com)

Buys over 70,000 phones per month, paying out up to £165.

### *Banana Green*

[www.bananagreen.com](http://www.bananagreen.com)

### *Mobile Phone Buyer*

[www.mobilephonebuyer.net](http://www.mobilephonebuyer.net)

## Most popular phones

The most popular and profitable phones change from time to time. So keep checking back with the recycling company sites. For example, over the last year popular new phones have been the Nokia 6300, Moto Z8, Sony Ericsson K810i and W880i.

Another good idea is to keep an eye on eBay (even if you don't actually usually use it). You'll soon get an idea for what types of mobile phones are most popular and most valuable. Also, consider subscribing to a mobile phone magazine like *What Mobile*: [www.whatmobile.net](http://www.whatmobile.net). This will tell you what new phones are being released and whether they're likely to be big sellers. In a few months these will be the ones to look for.

Here's a rough guide to the most popular mobile phone makes in the UK, in descending order of popularity:

1. Nokia
2. Sony Ericsson
3. Samsung
4. Motorola
5. LG
6. Orange
7. Siemens
8. Panasonic
9. O2
10. NEC
11. T-Mobile
12. Alcatel
13. Sagem
14. Sharp
15. Philips
16. Toshiba

## Use this simple eBay arbitrage opportunity to make £100 a week

If you're into eBay here's another simple little buy-  
*please turn over*

sell opportunity you might be interested in.

Search on eBay for used mobile phones using the 'Completed Listings' facility. You are looking for phones that finish around £10 minimum. Make a list of all the makes and models of phone that do this. Come back to the search in about a week. Do another search and add the same phones to your list.

Now run some ads in your local newspapers, freesheets and advertising magazines. Use the same ad I showed you earlier but ask SPECIFICALLY for the type of phones you have identified as strong eBay sellers, offering a minimum £5 for them.

**Now you can list all the phones on eBay, knowing that you're virtually guaranteed to make a profit.** Ten phones a week at the minimum £5 mark-up will make you £50, twenty phones a week will make you £100. OK, we're not talking big money but it's not bad at all for a couple of hours work a week!

Better still, if you run this alongside the recycling opportunity you will soon know which is the most profitable outlet for a phone you buy. If you can get more for it on eBay sell it on eBay (which is how some of the recycling companies resell their phones anyway). If you can't, or you're unsure, just send it off to the recycling company!

## Mobile phone buy, refurbish and sell opportunity

Now I've gone through a couple of simple mobile phone opps I will take a look at a more involved one. It's a bit more complex but it is also more profitable. **It involves buying, refurbishing and reselling used mobile phones.**

Why would you want to take this step up? Well, you can buy mobile phones that need a bit of a refurb (and unlocking – more about this later) for LESS. Then resell them directly yourself for MORE. Simple really.

In the rest of this blueprint I'm going to explain all the basics you need to know to run your own successful mobile phone resale business. First I'll look at sourcing used phones in volume at low prices. Then I'll tell you what you need to know about avoiding stolen phones, unlocking, refurbishing and finally selling.

## Sourcing cheap mobile mobiles

When you're buying mobile phones for resale you can buy either used or new phones. Used phones are easiest when you start and need much less capital.

Here's how you can start building up a stock of used mobiles:

**Advertise for phones wanted.** If you are running

the first two parts of this opportunity you will already be being offered phones. Pick out the best to refurbish and sell.

Extend your advertising nationally. Check out what the recycling companies are offering for popular phones. If you know you can resell them for more pitch your offer prices a little higher, than theirs.

**Exploit eBay.** Keep an eye out on eBay for phones you know you can resell for more. In particular, look for misspelled mobile phone listings. You'll be amazed how often Motorola is spelt Motorolla and Sony Ericsson is spelt Ericcson, Ericson, Erikson or some other way. Or just try a cheeky low bid.

**Wholesale.** Buy used mobiles from a wholesale trader or dealer.

**Auctions.** Some auctions sell used mobile phones.

A few tips about buying wholesale or from auctions: Phones are often sold in job lots made up of different makes and models. Make sure there are enough popular makes and models and allow for the fact that some of the lot might not be saleable. Check whether the phones are guaranteed working or not, and whether they're locked to a particular network or unlocked.

**You can find more details of wholesalers and auctions by joining up to the Secret Source Finder subscription website at [www.secretsourcefinder.com](http://www.secretsourcefinder.com).**

**Sourcing new mobile phones.** Once you have a little experience and capital to lay out you might look at the opportunities for buying brand new mobile phones. This is a little more tricky. You have to know your makes and models pretty well and buy in bulk – anything from 10 to 100 or more units at a time.

One way to source phones is to buy them through an international mobile phone trading site. Here are a couple to try: GSM Exchange at [www.gsmexchange.com](http://www.gsmexchange.com). This is an international trading platform with over 23,000 members, including phone distributors, accessory traders, mobile network operators and handset manufacturers. Bulk GSM at [www.bulkgsm.com](http://www.bulkgsm.com) is another live, web-based trading platform for the mobile phone industry.

You need to be quite cautious when buying in bulk, especially from abroad. Get detailed descriptions of the phones on offer and their specifications. Ensure they come with batteries, chargers, boxes and instruction manuals in English.

Good Tip. Remember, bells and whistles are all important in the mobile phone world today. Basic phone-only phones are cheap as chips. Features like

higher-definition cameras, MP3 and Bluetooth make a phone easier to sell and worth more.

## Avoiding stolen mobile phones

It's sensible to take a few precautions to ensure that you don't buy stolen mobile phones.

This handy service, Checkmend, allows you to check if a phone you want to buy is stolen or blocked: [www.checkmend.com/uk/](http://www.checkmend.com/uk/). It costs £1.99. Checkmend will also issue a certificate which you can use to prove to your buyer that your phone is legitimate.

A free way is to ask the seller to prove that they own the phone. Ask them for the original receipt or a mobile phone bill showing their name and address – plus some corroborating evidence that they actually live there such as a driving licence.

The National Phone Mobile Crime Unit at [www.met.police.uk/mobilephone](http://www.met.police.uk/mobilephone) has more useful information about avoiding stolen phones.

## How to test a used mobile phone

When you're offered a used mobile phone you need to quickly test it to ensure that it seems to be working. This doesn't need any technical knowledge or equipment. All you need to do is a very basic test.

What I suggest you do is get a pay as you go SIM card (the little chip that slots into the phone and makes it work) for each of the main networks. These are O2, Orange, T-Mobile and Vodafone. They usually give these out free, either from their shops or their websites. Just put the minimum credit on there as you won't be using it up anyway. This will mean that if you're offered a used phone you can test it – no matter what network it might be locked to – using the relevant SIM.

Turn the phone off, then turn it back on. If it asks for a PIN number make sure the seller can give you that. Check whether there's a battery charge there, and what charge there is doesn't vanish immediately, which would suggest an almost-dead battery.

Navigate round the phone a little so you can be fairly sure it works. Then write a simple text – it doesn't matter what, as you won't be sending it anywhere. Make sure all the keys work.

**Good Tip.** Always try to buy the phone at what the recycling companies will pay for it or thereabouts. This way, if you later find it doesn't work you can always sell it to the recyclers and get most of your money back!

## What you need to know about mobile phone unlocking

In this section I'm going to talk to you about

**unlocking.** This is very important. To get the best price for a mobile phone ideally it needs to be unlocked, so that it will work on any network.

Although there are exceptions, most phones around today were sold locked to the network that they were originally supplied to work with. The networks do this because they sell phones at highly subsidised prices – then make this up from monthly rental contracts and call charges.

An unlocked phone is always much more valuable than a locked one. Because this way your buyer can use it with any network they like – whichever one that offers the cheapest tariff or charges for them. In the credit crunch more and more users are looking for good value mobile phone tariffs and downgrading from expensive contract deals – so this is a great selling point for your phones right now. Also, unlocked phones can be sold abroad – so the market for your phones is potentially much bigger.

Note that unlocking is perfectly legal. It isn't the same as unblocking – which is illegal. Phones are blocked by all the networks if they are reported stolen. Be sure not to confuse unlocking with unblocking!

There are broadly three ways to get a phone unlocked. You can use some or all of them. Normally, you will go for the one which is either free or, if not, the cheapest.

First a bit of technical stuff. To unlock a phone you need to know the make and model (normally on the phone), what network it is currently locked to (I've already told you how to do this) and the IMEI number...

The IMEI or International Mobile Equipment Identity is a unique number given to all mobile phones. To find the IMEI, tap `*#06#` into the handset and note down the number that appears.

**Unlocking for free:** Whatever phone you have, try and unlock it free first. There are many websites which list unlocking codes for free and this method works best of all for very popular phones – especially Nokia.

Do a Google search for the phone make and/or model and 'unlock free' or similar.

Here are some sites to try: Trycktill at [www.trycktill.com/eng/](http://www.trycktill.com/eng/) which does Nokia, LG, Siemens and Panasonic; Unlock It Free at [www.unlockitfree.com](http://www.unlockitfree.com) and Nokiafree at [unlock.nokiafree.org](http://unlock.nokiafree.org).

Unlocking sites supply a code based on the details you provide. It should look something like these: `#pw+28566840978+1#` (Nokia), or `*2858*768#` (other makes). To unlock the phone put in any SIM card and

*please turn over*

then enter the code. Instead of using the number/letter keys use the \* key if you want to input letters. Press it quickly, within two seconds, until you reach the letter you want. Tip: You only get five attempts to do this properly or the phone is relocked and you will need to use one of the methods discussed next.

**Buying unlocking codes:** If you can't get a free code then you can often buy one. (It's sensible to look into the cost before buying the phone.) First, call the network the phone is locked to and ask how much they will charge. It can vary from a few pounds to over £100. The main exception here is Vodafone who will unlock a lot of their phones free. (But not all, so again you need to double check.) If your network cannot give you a price for an unlock code, then the chances are the phone isn't unlockable by code... you will need to try the next method.

**Next, go to some independent unlocking services.** Do an Internet search and also try some local, independent mobile phone shops. Shop round and get a quote. A lot of places are willing to negotiate on the charges, especially if you plan to give them a lot of unlocking work.

A couple of websites to try are Instant Unlock Codes at [www.instantunlockcodes.co.uk](http://www.instantunlockcodes.co.uk), where codes cost either £1.99 or £2.99. Also Unlock Telecom at [www.unlocktelecom.co.uk](http://www.unlocktelecom.co.uk), where prices start at £2.99.

Once you have the code follow the instructions above to unlock the phone.

**Cable/clip unlocking.** If you can't get an unlocking code, or it's too expensive, then you may be able to unlock using a physical cable and clip attachment.

If you've got a bit of technical knowledge (which I haven't so I won't try to explain it here!) then you can do this yourself. You can get the cables and clips needed – there are different ones for different makes and models – and the software needed on eBay. If you don't want to do this try some local independent mobile phone shops who can do it for you. Again, shop around to find the best prices as their charges are very often negotiable.

## Network contacts

O2	<a href="http://www.o2.co.uk">www.o2.co.uk</a>
Orange	<a href="http://www.orange.co.uk">www.orange.co.uk</a>
T-Mobile	<a href="http://www.t-mobile.co.uk">www.t-mobile.co.uk</a>
Vodafone	<a href="http://www.vodafone.co.uk">www.vodafone.co.uk</a>

## Refurbishing methods

Once you've got your phone unlocked then you can

get set about refurbishing it. What you need to do depends on the phone itself. If it's nearly new it might not need any refurbishing at all.

You can get tools and equipment which are purpose-made for cleaning mobile phones and computer keyboards from online stationers like Viking Direct ([www.viking-direct.co.uk](http://www.viking-direct.co.uk)). Compressed air in an aerosol can be used to blast fluff and other grime out of the keys. Apparently, spectacle lens cleaning spray and lens cleaning cloths will buff a phone up very nicely too. If the screen is scratched (a very common problem with phones that have been kept with change and keys in pockets and so on) a special compound called Displex Display Polish is very good for polishing out scratches.

Generally, I wouldn't advise you go as far as trying to repair mobile phones, which is technical and time-consuming. But, sometimes, if all a phone needs is a new keypad, cover or battery you can buy the phone for peanuts, easily repair it and sell it for much more. Companies like Foneshop at [www.foneshop.com](http://www.foneshop.com) sell kwik-fit type replacement parts.

## Time for profit: Reselling your phones

Now we get onto the exciting bit... selling your phones and making some money.

Quite honestly, I don't think this is going to be a hard sell right now. You'll be offering a product that almost everybody wants and uses, almost as good as new at much less than new prices. That's going to be a great proposition in the current climate.

**But you will need to be professional.** Remember, there are some very big names in the mobile phone industry. While you'll be vastly undercutting their fat-cat pricing you still need to be professional, and offer good service.

**Package up your phones nicely.** Source and include a charger if the phone didn't come to you with one. And a manual. You can download manuals for many mobile phones free from the Internet. Enclose your phone in a new box. If you have a PC and a digital camera, you can even design a smart label for the box, using a photo of the phone.

**When marketing your phone, be sure to push your USP or unique selling proposition.** That is, your phones are not tied to any network. They can be used with any SIM card of the buyer's choice. This is a big selling point over the High Street phone shops that are often tied to one network and push expensive contract deals.

So how about selling methods?

Here are a few ideas to get you started:

**Family, friends and colleagues.** Selling your phones to family, friends and colleagues is great if you want a small sideline money-spinner. Lots of them will probably jump at the chance of a refurbished, unlocked mobile at a fraction of the new price.

**The Internet.** Sell on good old eBay. Amazon is also a good place to sell mobiles, it's not just for books. And the advantage is that you can sell at fixed prices. One point, if selling on eBay be aware that scammers, usually based abroad, often target mobile phone sellers – so be extra careful there.

**Local ads.** In local newspapers, freesheets and window cards. The same places you advertise for phones wanted in fact.

**Stalls.** Try markets and Sunday markets, also car boot sales. If you car boot you'll have to make sure everything looks totally professional, as buyers are wary of buying stolen goods at car boot sales.

**Local shops.** Find local shops who will display and sell your good value, used mobiles for you. Pay them a commission on every one they sell.

**Party plan.** OK, so I dreamt this one up! I've never heard of anyone selling mobile phones by party plan. But when you think about it, it could make a lot of sense.

One more thing... when you're selling do what the big mobile phone shops do and make more money from your customers by selling accessories. Things like cases, covers, extra batteries, hands-free kits and Bluetooth earpieces. Buy them from wholesalers (see Secret Source Finder) and add on a mark-up.

Whichever methods of reselling your mobiles you plump for I'm sure you won't be disappointed with the potential. I think this opportunity will be fantastic over the next few years. Everybody wants a mobile phone. No matter how tough things get they won't want to give it up (who wants to go back to using phone boxes?). But a lot of people won't be able to afford expensive contracts, or swanky new phones. You're offering a great cost-effective solution in these cash-strapped times.

It's also a great business that you can expand or change to suit the climate, your experience and the type of commitment you want. It could offer you anything from an extra £50 or £100 a week pin money, to potentially a couple of thousand or so for a bigger business.

This blueprint originally appeared in the pages of *What Really Makes Money*. For full details of a 1 year risk-free subscription, go to [www.whatreallymakesmoney.co.uk](http://www.whatreallymakesmoney.co.uk)

## eBay Business Blueprint Classic

# Make Money Tearing Up Old Books and Magazines and Selling Them on eBay!

*Avril Harper – Editor – eBay Confidential*

I'm forever writing about ways to turn old newspapers, books and magazines into saleable products on eBay and I'm also a dab hand at making money that way myself.

It all started in 2003 when I first considered eBay as a viable business and I was gobsmacked to discover old pages from vintage and sometimes modern magazines fetching double and triple figure sums on eBay.

I've collected ephemera (paper collectables) all my adult life, I already knew how valuable these things can be, but I was totally unprepared for the kind of money being paid for odd pages or even tiny part page cuttings from publications that can easily be picked up for pennies, at most a few pounds apiece at car boot sales and flea markets, and also auction salerooms.

My biggest shock was someone selling a single page from a well-known dog book and getting £80 for it, literally one solitary page from a book I already had which contained thousands of similar prints of different dog breeds. That one page was a picture of a Pug and the seller boasted double figure sums for over 100 pages from the same book – *Hutchinson's Dog Encyclopaedia* – published as a three-volume set in the 1930s. I had that set myself, it cost me about £10 many years before, you can buy it today for about £200 in good condition and much less in damaged, often called 'breaker', condition.

'Breakers' are books that no serious collector wants, they're usually dirty on the outside and sometimes the cover is missing or torn. But inside those books can be in perfect condition and just perfect for tearing apart and selling as individual pages or chapters on eBay.

This has been such a profitable venture for me and I don't mind sharing my secrets with you, purely because few others are following this simple strategy on eBay and also because, with so many subjects lending themselves to this easy business, I'm unlikely ever to face competition.

So I sell doggy stuff from original vintage publications which are now in the public domain. I never sell from modern publications because there are trademark and copyright issues to contend with. I

*please turn over*

haven't even touched thousands of subjects for which an easy market exists on eBay. Subjects like: cats, travel, exploration, plants, birds, ships, trains, and many more in old publications, all just waiting for someone to buy and dismantle and find customers aplenty on eBay.

In my first three months on eBay I dismantled my own *Hutchinson's Dog Encyclopaedia* and sold hundreds of prints, all at a £10 starting price which is what most actually fetched, with about five in 10 fetching £20 plus and around 10% reaching the £50 plus mark.

That got me thinking, as well it might, about how else I might make easy cash from old magazines and newspapers. I actually came up with many different methods, all immensely profitable, and covering everything from crossword puzzle clipping packs to knitting patterns and articles, prints and photographs to mounted maps and individual newspapers, and a great deal more besides.

It was easy money, but taking pictures and creating descriptions for countless very different items takes time even though £100 a day is the least you'd expect to make for a few hours' easy work in this business.

I needed to locate 'roughly similar' products, the kind you list just once which then forms a template from which to sell hundreds or even thousands of 'roughly similar' items. I achieved my objective, I found those products, and within a few days I had a hugely profitable business ahead of me.

Fifteen minutes or so creating that first template was a worthy investment which allowed me to list at least 20 similar products every hour for as long as I had 'roughly similar' products available. I found those products in two very special publication types, namely bound newspapers and atlases.

We all know what atlases are, they are books filled with maps, and in Victorian and earlier times those maps were generally plain-backed, not double-sided as happens today, and they were often hand-coloured or with borders marked out individually by artists. Early maps from atlases were often printed on parchment or cloth-backed paper, making them sturdy and with greater perceived value than any atlas-based map you'll encounter today. This meant, once removed from the atlas, the maps resembled a work of art, quite unlike their modern day, double-sided, mass printed counterparts. And they sell like hot cakes on eBay as you will very soon see.

On to newspapers (also magazines) which, in Victorian and earlier times, were often bound into year volumes, often with ornate leather or hand-tooled covers, and many remain perfectly preserved today. Most early publications contain fabulous engravings

which can be removed and hand-coloured and listed on eBay. Towards the end of the 19th century photographs began appearing in weekly and monthly publications and these also are regular big price sellers on eBay.

For proof of late 19th century photographs fetching good prices on eBay, look at specialist sellers, such as *daleoftheavon*, who regularly makes double figures for individual photographs and prints from publications known to house hundreds of such depictions each issue. *Illustrated London News* (ILN), for example, published for over a century, can be bought on eBay at £7 to £10 apiece or in bound annual format at online or offline auction for up to £100 per issue. Invest that £100, usually much less, as I do each time ILN comes up at auction and expect to make £1,000 plus every time, admittedly over several weeks.

- **I've spotted people like *daleoftheavon* making three figure sums for some prints**, notably iconic social history subjects such as pre-1900 football teams, naval battles, Boer war prints, suffragettes, foreign royalty, and so on. These are results from the past two weeks, nothing flash, but notice these are quite 'recent' publications compared to many vintage newspapers commonly available:
- **WWI BRITISH SOLDIERS IN GAS MASKS – SPLENDID 1916 PRINT** fetched £26.00
- **MALTA HARBOUR & P & O SHIP – SUPERB 1896 PHOTOGRAPH** fetched £22.00

## Find big bargains on eBay

Currently on eBay there's a bound volume of *Illustrated London News*, dated 1845, which features Texas, Brunel, and the hugely profitable though despicable subject of Slavery. With one day to go, bidding currently stands at a paltry £31.10! I'm bidding, of course, spurred on by the fact that articles on slavery often fetch £40 plus each.

## Tips

- **Avoid any newspaper or publication dated 1930 onwards.** Most are just too modern to generate interest and most are available intact via online bookshops. Generally, avoid anything dated 1902 onwards which marked the end and the aftermath of Victoria's reign as well as hugely collectable Boer War illustrations and commentaries. Exceptions to the 1902 rule are later publications dealing with iconic social issues such as suffragettes and the Titanic disaster, also some animated views from WWI battlefields, or containing quality topographical prints (named locations, preferably smaller towns and villages; you should avoid major towns and cities

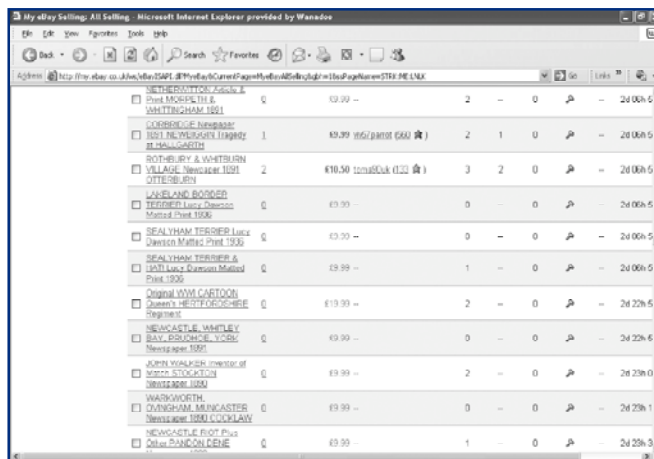
which were often photographed and early prints remain very common).

- **Most prints** (also advertisements, photographs, etc.) can be sold mounted, what some people call 'matted' and simply means adding a picture mount to the print. Be aware that most prints, due to their very nature as part of a conventional publication, have printing on the reverse of the item. This, sadly, is the source of much negative feedback on eBay, purely because people fail to properly understand the term 'print'. Many people think a print is a reproduction of some artistic creation, most fail to consider pages from magazines as prints. I have researched this extensively, among many of the world's top print sellers, on and off eBay, and the experts conclude a picture or advertisement, or similar, from a book is actually a print. To prevent the problems mention this fact in your listing, as I do, and always describe your items as PRINT/BOOK PLATE. Mention any text or illustrations on the reverse of the item and DO NOT list items where details on the reverse can be seen from the front as often happens with flimsy paper or early printing processes that typically used heavy text that embosses through to the picture part. For higher price prints you might consider using mounts that come with backing materials which hide all 'foreign objects' though you should still mention any pictures or text existing on the reverse of whatever you are selling.

- **Packaging is hugely important for fulfilling orders** and even the slightest damage can cut a print's value by close to 100%. Prints with mounts should be posted in cellophane bags and hard-backed envelopes with extra packing inserted. I use old book covers or even covers from breakfast cereals boxes as extra protection inside those hard-backed envelopes. Many hard-backed envelopes have flimsy fronts and this is where most damage is caused in the posting process. Counteract this by adding a thick piece of cardboard between the envelope front cover and the mount. Always place the print with the front facing the back of the envelope where it won't be in contact with stamping machines. Unmounted prints and maps can be rolled and posted in tubes, but only for fairly thin paper prints. Thicker paper and parchment cracks or even tear when rolled and should be posted flat, in hard-back envelopes. If in doubt, use hard-back envelopes every time and use as much extra packaging as you can up to postal weight limits.

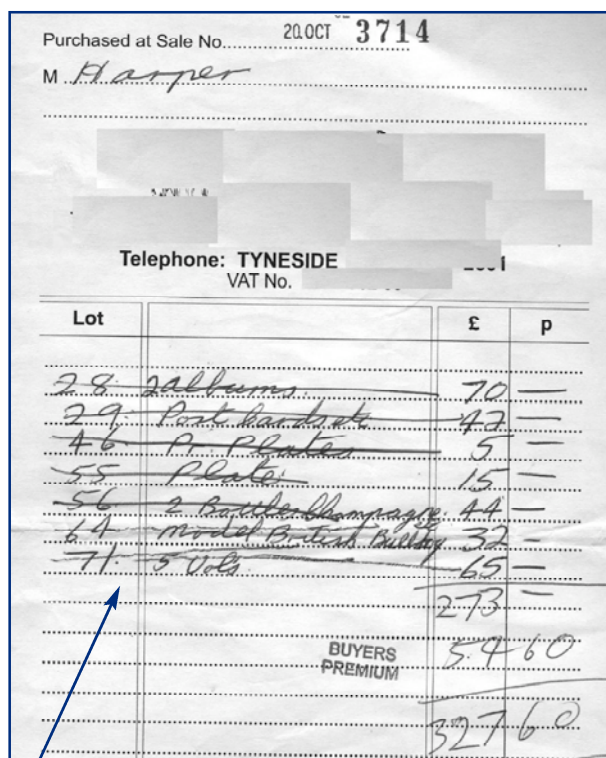
- **Most newspapers and magazines can be sold intact** and still generate high prices and often a bidding war among potential buyers for individual subjects within the same publication. Unless some other subject, like slavery or suffrage, jumps out at me, I list my newspapers intact by including as much about the

contents as possible in both title and description, like this for my current offerings:



Notice in the two listings with bids, I have included as many topics as possible from each publication. Only two with bidders, so far, but notice many have multiple watchers. I'm confident the 60 individual newspapers from five bound year volumes of *The Monthly Chronicle of North-Country Lore and Legend* will fetch at least £9.99 unit profit overall. How much did I pay for those five volumes, containing 12 newspapers each?

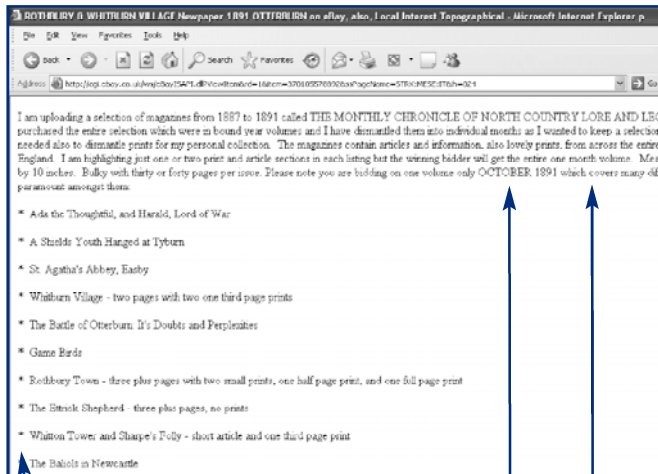
Two hundred pounds, maybe three? How about £65 PLUS BUYERS' PREMIUM? As shown here:



Sixty-five pounds plus Buyers' Premium and eventually I hope to make anything up to £1,000 pure profit, maybe even more!

It's very important to add as much information as possible about the contents of each publication; this is because most people search eBay purely by title without ticking the box to request a content search also.

Because I know some people do tick the appropriate box and because others, not seeing their collecting interest in the title, might still check my description, I describe the contents of each publication inside my listing, like this:



Individual article titles with asterisk (\*) to bring them to prominence

Date changes for each listing

This paragraph forms the template for the first newspaper listed which is amended to suit each subsequent newspapers' date, title, and contents. This cuts my listing time by at least three quarters of the time usually taken to list the first newspaper.

### Maps can be extremely profitable!

Much of what was said earlier about prints and other pages from old books and magazines applies to maps taken from atlases and some other book types. You will often find maps, usually folded, inserted between the pages of early encyclopaedias and these are also profitable sellers. But with some exceptions, mentioned later, maps that are folded are much less popular than full page maps taken from large size atlases and these are the type you should focus on.

The big exception to the rule about avoiding folded maps reminds me of an atlas I bought a few weeks ago, for £10, at a flea market at Gateshead Stadium. The atlas, dated 1878, contained 75 maps of which three were damaged. The others were in perfect condition and had plain backs which is always a major benefit. Most maps are folded at the centre but for quality atlases, like this one, the publishers used a tag to bind the map into the atlas so the actual map remained free of the binding. My maps were in perfect condition and, having listed the publisher details, maps sizes date, and such just once, I created a template

from which to list the remaining 70 plus maps. It took me less than one day to remove the maps from the book, take photographs, write descriptions, and finally to upload my maps to eBay, starting price £9.99 each.

Most maps sold at £9.99 or more, sometimes much more, on their first listing. The remainder should also fetch 50% or so orders at £9.99 each. What's left after the second listing should be uploaded '£9.99 or Best Offer' and most should sell within two or three months.

This article just touches on the subject of making money from pages removed from old books and magazines and in reality a great many product types exist for you to exploit on eBay. You'll find these other product types featured in my book, *Make Money Tearing Up Old Books and Magazines*, which you can read about at: [www.auctionmaverick.com](http://www.auctionmaverick.com)

**This article originally appeared in *eBay Confidential*. If you want to make money on eBay, then this is a must read! For a risk free trial just go to: <http://ebayconfidential.co.uk/>**

And finally...

## Revealed! The Housing Market Story No-one Else is Telling...

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