

How To Make Money @ Swap Meets and Flea Markets

Complete with a 30-day action plan!



Swap Meets

A Fun Way To Make Money On The Weekends

If your looking for a way to make extra money, meet lots of interesting people, spend quality time with your family, enjoy the great outdoors... and do it all without missing a day of work?

Or maybe your goal is to make two or three-day weekends the only working days of the week.

You may be able to do all of that and more as a Swap Meet/Flea marketer!

You can find regularly scheduled Swap Meets and Flea Markets in cities and towns of all sizes across the nation, each attracting many hundreds, even thousands of bargain hunters.

They may be held at the local drive-in theatre, in large parking lots, warehouses, parks, and community centers – Just about anywhere there's enough room to put up some booths and bring in a crowd.

The majority of the time these meets are held on weekends, although in some locations you can find them starting on Thursdays and running four consecutive days.

Swap meets and flea markets are fun, profitable, and can be a great launching pad for your business. Some people begin with Swap Meet sales go on to open Gift Shops or run a sizable Mail Order business.

What Should I Sell

Almost anything will sell but it is much easier to have a good source of supply. This will save you time and you will be able to continue selling your fastest selling merchandise!

My merchandise is available at my wholesale website

<http://wholesale.BOverlySales.com>

or you can order our wholesale kit that you can find at this web page

<http://www.boverlysales.com/wholesale.html>

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We have no minimum order and we can ship to your customers for you. This is called a *drop-shipment*. Everyone does this today. Even the largest merchandiser in the country, Wal-Mart, does it.

If you use our kit you will have a yellow price list. This is your price for the items that you will sell. **Do not show this to your customer.**

You can sell the items for any price that you like. The goal is to have a profit at the end of the day. So you need to set your sale price high enough that you will have some room if your customer wants to negotiate the price.

One way to make it easy is to mark your product with a sale price and add a code that will reflect your actual cost.

Sample: (Feel free to modify it for you own use)

G O A L P R I C E S
0 1 2 3 4 5 6 7 8 9

Your item costs \$2.50 shipping included. So the code would be ARG. So if you set a sale price of \$4.95 your label might look like this:

\$4.95
ARG

Only you will know the cost and you can act fast so you don't lose the sale.

Simple yet effective!

You can use the Retail Price listed in our catalog and give a 25%-30% discount.

The prices in our catalog are marked up (about 100% your cost in most cases) high enough for you to deal.

Whatever the pricing method that you use it should be simple and easy for your customers to understand.

You should scout the swap meet to see if new products are already being sold. New items may not sell well at some meets. Ask some of the vendors to see what is selling best. You never know they may be interested in something that you carry.

Selling wholesale and supplying vendors is an easy way to make a profit. You can 25%-30% on to your cost and still make a fine profit.

Lightning-Fast Turbo Charged Campaign Kick-Off

Step 1: Find a local swap meet, and reserve your space

Step 2: Order a swap meet Kit from BOverlySales.com, along with any merchandise that you think might sell well in your area.

Step 3: Set up at the meet.

Step 4: Watch the sales begin!

A Swap Meet By Any Other Name

1. Outdoor Swap Meets

These usually run the gamut in terms of merchandise. Here, you can find anything from high-end stereos to fashion jewelry to families clearing out Auntie Emma's garage of old tools, toys, and various parts and pieces from who-knows-what. Ordinarily these events attract folks looking for some big time discounts and bargains.

2. Indoor "Malls"

These usually attract a more professional class of marketer. The displays tend to be more organized in appearance, and the merchandise is generally of a consistently higher quality through out the meet. Rather than tables there may be booths, and each marketer tends to specialize in specific product categories.

3. Craft Fairs

These may be held indoors or outside; you'll find them in parks, or as part of a local carnival, fund-raiser, county fair, or similar event. Usually the marketers show their wares from booths, offerings can vary from homemade to high-ticket, (or homemade and high-ticket) depending on the location.

A Few Things To Do Before You Can Start

1. First, find out where the local Swap Meets are, if you don't already know

You can ask people that you know where they are, look in the newspaper, or phone book.

2. Next, Scout the meet yourself

Take a look around, observing the tables and booths with a marketer's eye. What are vendors carrying? More importantly, what aren't they carrying? Chances are that with over 3000 items to choose from you will find something that will make your table unique and you can set competitive prices that will still allow you plenty of profit.

3. Reserve a table (or booth, as the case may be)

Do this by contacting the meet manager, who will provide you with the pricing, along with any list of rules and regulations you must follow when you're marketing at the meet. Try to begin at an inexpensive yet well attended.

4. Select your merchandise

We recommend that you purchase between \$300-\$500 worth of merchandise. Add a selection of merchandise that you feel "fits" with the Swap Meet you have selected. It's a good bet to add at least one Swap Meet Kit to your order.

5. Get your other supplies ready.

Depending on the meet, you may need to bring all or some of the following:

- At least one folding table
- A cash box, with some small bills and change
- Folding chairs
- A clean table cloth
- A large umbrella, tarp or other type of canopy to protect your customers (and you) from the sun
- Some clear plastic to protect your merchandise if it rains (obviously this applies to outdoor meets)

- Plenty of business cards – We recommend VistaPrint.com
<http://www.vistaprint.com/frf?frf=304431976749>
- Some catalogs or other giveaways to help promote further sales
- Your Price list, if you do not use a code to make you merchandise. So you will know your bottom line when it's time to haggle
- An order book so you can write receipts and capture names, addresses, and phone numbers of all your customers. Get one at a local stationary store.
- A calculator
- A rubber stamp for endorsing checks

TIP!

Do everything you can to capture as much information that you can about your customers.

The Big Day Arrives...

If you're well prepared, the day at the meet should go smoothly. Sure you'll have some work to do, but it'll be a lot of fun, too – especially when you start making some sales and putting cash in your pocket!

Two most important things to bring to a Swap Meet:

1. A friendly, upbeat attitude.
2. Willingness to barter and "Play the game."

Rehearse your set-up at home, so you can plan the most attractive display for your merchandise.

Decide on your "bottom line". The lowest price you will accept for your merchandise.

Be prepared to accept checks. Some customers may prefer to pay this way. Remember, it helps to write a drivers license number on the check. Marketer's report only a very small number of checks will be "bad". Ask other vendors what they do when you scout the meet.

You might want a partner along to watch the cash box while you handle the sales.

While Your Counting Your Money...

1. **Reorder merchandise** – If you've got some items moving exceptionally fast, order a larger supply for the next time.
2. **Build your mailing list** – Add all the customer names that you collected to your customer mailing list. Over time this will become an important part of your follow-up marketing efforts.
3. **Plan/implement mailings** – Depending on the size of your list, you'll want to start sending your customers follow-up mailings.

That pretty much covers the basics of Swap meet marketing. But the main thing is to have a good time. Many marketers like to involve the whole family, (including kids!) and turn the weekends into quality time, with everyone working together toward a common cause.

Swap Meet marketing is enjoyable, highly profitable, and can be done successfully by devoting just a few hours a week.

Contact BOverlySales.com for the current price for a Swap Meet kit.

wholesale@BOverlySales.com

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30-Day Action Plan

Day 1: Read the instruction materials if you have one of our wholesaler kits. Become familiar with the products in your line. Take note of your price list.

Day 2-3: Contact managers of Swap Meets to get the prices and other information.

Day 4-7: Take time to visit some of the Swap Meets. Research the types of merchandise being sold, the "look" of the tables or booths, general price points, etc. Take particular notice to what's NOT being sold; that's your opportunity for you to bring something unique to the meet. At this point you should be able to decide which meet you'll try first.

Day 8: A good-sized initial order for your booth could be \$300-\$500 in merchandise. You will want to have a supply of business cards, catalogs or flyers that you will hand out with each purchase.

Day 18: Do a "dry run" of your booth display. Figure out the most attractive way to present your products. Be sure to make some signs to help you make the sale.

Day 20: The Big day arrives! Get to the event in plenty of time to complete your set-up before it opens for the public. Have a drawing for one or more of your items. It's an easy way to collect information from prospective customers. Make a sign to clearly tell when you will have your drawing.

Day 22: Count up your profits, designate a portion of them to reinvest in your business and place an order for more merchandise. If you order your merchandise from BOverlySales.com you can send an email asking us about the hot new items we might have available for you to purchase. We may have some items that are selling at a reduced price. It might be something that is perfect for you meets.

Day 23: Send an email to everyone that registered for your drawing. If you have a website you tell them about it. Invite them to visit you again or tell them where you will be if you're moving to another meet. Ask for the email address too.

Day 27: Another day at the swap meet! The opening day jitters are gone. You might even notice other vendors shopping at your booth, because your prices are so low. Talk to them about a trade (if they sell completely different stuff).

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You'll provide them with a catalog; they will give you some of their marketing materials to include with sales. Anything is possible.

Day 30: **You're a Swat Meet veteran!** Offer an additional discount to vendors (provided they don't turn around and sell those items in their booths!)

If you're just checking out a meet for the first time and may not sell at the meet again... By all means sell to other vendors and let them sell the items. Make sure they know where to get more merchandise. Give them a business card, a catalog and a schedule of where you will be, etc. You may want to visit new meets just to find buyers for your merchandise!

***Your goal should be to try to become a supplier to vendors at other meets. That way you can enjoy sales from several Swap Meets at once!**

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The purpose of this document is to help promote Flea Market and Swap Meet Marketer's and to guide them in starting their own business.

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