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**HIDDEN MARKETING ASSETS**

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**INTERVIEW SERIES**

**How I've Made Thousands  
Off Of Craigslist...  
Without Really Trying**

 Michael Senoff's  
**HardToFind** Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

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## How I've Made Thousands Off Of Craigslist...Without Really Trying

You've probably heard of Craigslist by now. The huge "classified-section" website that lets you place and respond to ads for free. And you've probably guessed that many people in your area are making a killing off this site. Well, you'd be right. But you can too, and it's easier than you probably think.

It's like I always tell my sons, "You make money when you buy." It's the secret to most successful businesses, and it's one of the secrets to making money on Craigslist. And I've made thousands using the site, not just by securing free-to-cheap items and relisting them for much more. But I also use the site to hire cheap help and save money everywhere – car repairs, expert advice, computer-geek help, tutoring for my kids, interior decorating, hauling jobs... you name it. I basically pay about a tenth of the price I'd have to pay if I picked up the Yellow Pages all the time.

And in this two-part audio, you'll hear exactly how I do it.

### Part One: How To Make Your Money For Nothing By Working The Free Section Of Craigslist

After 20 years in the auto industry, my wife's cousin lost his job, and (like many Americans right now) was having a hard time finding a new one. So, I decided to show him how to "hustle" on Craigslist. We brought up the free section and found something in our area right away. And in Part One of this seminar, you'll hear how we made \$540 for three hours of "work" that day.

Not every deal is going to be that easy, and not every free item is going to be worth your time. But there are great deals to be made from the free section of Craigslist, and in this audio, you'll hear how to spot the ones that are worth it, how to secure them so that the owner takes down their ad and only deals with you, and how to flip everything fast. You'll also hear...

- The fastest way to determine an item's real value – and a little story about the lesson I almost learned the hard way

- Key strategies for finding “distressed properties” on Craigslist – Sadly, many people bought expensive items when the economy was good and now have to sell those items for pennies on the dollar – here’s how to spot them on Craigslist
- The four “phrases that pay” for most Craigslist ads – include these and you’ll sell easier, faster, and more
- The easiest way to weed out the flakes you find on Craigslist, so you can get down to serious business
- How to combine garage sales with Craigslist for extra deals – and the one item to always keep your eye out for at garage sales because they sell on Craigslist fast, and go for practically nothing at garage sales
- The real difference between eBay and Craigslist

## Part Two: How To Live Off Of Craigslist

I don’t need another main source of income, but you could easily focus on Craigslist full time and make a living off of it if you wanted to. And in Part Two, you’ll hear some of the creative ways to do that just by buying, selling, saving, and partnering... in your neighborhood and beyond. If you keep your eyes open for deals, you’ll find them, and in this audio you’ll hear some of the best ways including...

- The exact word-for-word ads I use to find cheap mechanics, tutors, computer geeks, interior designers, etc.
- The “no-sweat, no-brainer” way I saved \$420 on car repairs – and had the mechanic come to me!
- 2 of the easiest sellers on Craigslist – and the best places to find these easy-to-turn-around items for cheap
- The little-known way to sell your consulting services on Craigslist
- The weird (but effective) lessons you can learn about Craigslist from the megahit show Storage Wars
- How to be safe when dealing with strangers on Craigslist
- My personal Craigslist horror story – or “why you need to make sure you have a good password for your account”
- The one \$5 item you can buy at Home Depot that will instantly make most old, worn-out unsellable things look brand new again

There are so many opportunities and strategies out there for making money off of Craigslist. You just need to keep your mind (and eyes)

open for ideas and deals. And in this audio, you'll hear everything you need to know to get started.

Michael: Let's concentrate on me helping you understand some of the things that I've learned through my experience with Craigslist. I appreciate you being willing to discuss Craigslist with me, because I love Craigslist, and there's so many things I have used it for. I'm also a big fan of when it comes to telling stories, because I think people can really learn from other people's experiences, and I think within these stories of how I've used Craigslist, how I've bought stuff, how I've sold stuff, how I've hired people to do particular services, you're going to learn a lot.

A lot of the questions that the students from Hard To Find Seminars submitted to me about Craigslist will probably, in one way or another, be answered through these stories. If they're not, we can go through some of those questions, and ones that weren't touched on, we can certainly cover. I don't know if we're going to get through all of this content in the next hour and 50 minutes, but we'll do our best.

I am going to try and be succinct, and I'm going to try and get through these stories quickly, but not too quickly, and I want you to interrupt me at any time. So I want you to be the student. You have an opportunity to pick my brain, call me to the mat. If you have a specific question about a certain deal that I did, I want you to ask me, maybe after each story, or just interrupt me, and after each story I'll say, "Does that make sense?" or, "Do you have any other questions?" and we'll just take each one of these one story at a time.

Clayton: Okay.

Michael: Figured it'd be pretty good to talk about my most recent experiences, and then we'll go back in time. The one at the very bottom of the page is Retail Display Table from Abercrombie & Fitch. I'd like to tell you this story about what transpired here.

My wife's cousin was laid off from a job in the automotive industry. He had been in the industry for 20 years, and the auto dealership had laid him off. So he was without a job. He was going crazy. He had never really been unemployed for an extended period of time, and he started thinking about being an entrepreneur, or doing a business on his own.

He knew I was entrepreneurial, and he said, “Hey, Mike. What can I do? I’m going crazy here. I need to make some money. I had told him some stories about Craigslist. So I said, “Vivian. why don’t you come up to my office, and let’s talk about some ideas of what you can do, maybe possibly buying or selling, or something to keep yourself busy while you’re in the process of looking for a job”.

He came up to my office, and we talked for a while. Then I said, “Well, you know what, Vivian? Let’s go onto Craigslist and let’s take a look in the free section”. Craigslist has a section titled “Free” and this is a section where people can list items that they’re giving away for free. Many people will give their refrigerators away for free because they don’t want to pay to have them disposed or taken to the dump. People will do construction, and they’ll have wood that’s left over, and instead of paying or doing the labor of taking it and disposing of it, they’ll put an ad up on Craigslist and they’ll give it away for free, trying to find someone who can use the scrap wood.

People will give their microwave ovens for free because they believe they have no value. People are in a situation where they have to be out of their apartment, or they’re being evicted from their home, and they have to be out very quickly and they need to dispose of items. So one great way is to put it up on Craigslist for free so someone will come take it away.

All these huge projection TV sets that people paid \$5000 and \$6000 for just a short 7, 8, 9, 10 years ago, you can’t even give them away. They’re worthless because all the flat screens have taken over, and the flat screens are so inexpensive, and I even experienced it. I had a big screen, Sony XBRTV. I remember buying it when my 12 year old son was not even born. We paid \$4000 for it. I couldn’t even sell it for \$50. I had to put it up on Craigslist for free to get someone to take this thing away, because it cost money to dispose of a big screen TV. It worked perfectly.

So we went onto the free section, and the very first thing we saw was a listing that said, “Free tables,” and there was a image. We clicked on the image, and there were these beautiful round display tables. I noticed that the display tables were in Claremont. That’s where my office is located. Under each ad, you can see where the item is located.

Next to the description or the headline of the ad is location. So anyone looking for items to buy, they’re looking for something that is close to

them. They have an idea how far they would have to drive to go get it. I noticed it was very close to us. We clicked on the image. There was no phone number to call, but we had the address.

So I e-mailed the person who placed the ad and I said, "Are the display tables still available?" and she said, "Yes". I said to Vivian, "Do you want to go check them out?" and they looked like little small round tables. You couldn't really tell from the image.

We get in the car and we drive just about a mile and a half, and we go into the building. Then there are these beautiful display tables. There are five of them. They had a wood-like laminate on them, they were round, they had nice square legs, and she needed them out of her place immediately because she was having a truck that same day that was delivering more goods into her little warehouse, and she had no room for these display tables.

They were very heavy and bulky. They were 60 inches in diameter across, round. They were about 30 inches high. These were display tables that came out of the famous retailer called Abercrombie & Fitch. She was giving them away for free, but the problem was, where am I going to put them, do they come apart, who's going to move them, I don't have a truck.

These were the challenges I had. I knew they were valuable. I knew right there, that right there is \$100 a table, easy, if I go ahead and re-list them and I have the patience to sell them. I just need a place to put them. Now, fortunately, my home, I have a large area outside that I can store the tables.

Anyway, what I did is I secured the tables. I gave her \$20 and I said, "This is a deposit. I want the display tables. I'm going to make arrangements to come pick these things up in the next day or two. I want them". So I had an agreement. She took the ad down, so I knew those tables were mine as long as I can get rid of them.

What happened was, I was going to rent a truck, and Vivian and I were going to down, and we were going to disassemble them, put them in the truck, and just store them, because I knew those things could be sold. I always tell people that you make your money when you buy. Now, I didn't end up getting them in a truck. What happened was she called me a couple of hours later and said, "We need these things out of here now. There's a mover here dropping my stuff. He's willing to

bring them to you". I said, "Will he deliver them for \$20?" and she said yes.

Then she called me back and she said, "No, but he'll bring him them to you for \$40". So that truck that dropped off her other stuff loaded the display tables, five of them, and brought them up to me for \$40. That's cheaper than I could have done it myself, and it took a lot less time. I didn't have to go rent a truck, put a deposit down, drive the truck down, use my own labor to get them on the truck.

He brought them up to me within a couple of hours, and I secured the display tables. I had them on the side of my house. Then the deal was done. I knew that that was going to make me money from something that someone was giving away for free. Now, it did cost me \$40 to get them delivered, but I knew I could make enough back to make a profit.

Anyway, I ended up listing the display tables. I was at one of the big malls in Fashion Valley, and I walked by an Abercrombie & Fitch retail store. I went into the store. I saw the identical tables, and I took pictures of the display tables in Abercrombie & Fitch with all the clothing displayed on them, and I used that for my ad on Craigslist, and we'll talk more about how to list the ad.

I took four images of the tables. I put the dimensions. I wrote the ad. We ended up selling the tables for \$120 each, so \$580. It took a while. I had the tables listed, probably for two weeks, and finally I got a call from a gentleman who in North County was opening up a retail pet supply store. He had just bought some cabinetry from an old hotel that they were taking down, that he learned about on Craigslist in Los Angeles.

He said the tables matched perfectly all the display cabinets that he just bought. He wanted these tables for his new retail location that he was opening. I sold the tables for \$580, I had \$40 into the tables, and I showed Vivian, within five minutes, how we could get something for free, secure it with a deposit, get it delivered, or we had the ability to go pick it up, store it, list it, and resell it. We turned \$40 into \$580, and I split it with him.

Clayton: That is great. How much total time do you suppose you had into that one project, when you figure everything together?

Michael: I would say probably about three hours, because one negative thing with that is I had to help the guy unload them off of the truck. That didn't take three hours, that took probably about 30 minutes, but they were very heavy and I wasn't prepared to do that because I've got a bad rotator cuff, as you know, in my shoulder. Another factor was, because they were stored outside and it was about to rain for the next two or three days, I had to cover them.

Now, actually, I did have to go to the 99 Cent Store and I had to buy five \$1 shower curtains, and we covered the tables so they would not get wet. I kept them up against a wall of the house under the eave so they wouldn't get wet and they wouldn't get damaged. It all worked out. The sun came out for that next week and I was able to sell them.

It was just a perfect example. We just happened to go on that one time and saw this. The thing is with Craigslist, and it depends where you're living. I'm in San Diego, a pretty big metropolitan area, and there's got to be more free listings here than in the smaller towns. That will be a negative if you're not in an area where there's a good amount of people.

It's a perfect example that I was able to demonstrate and prove to Vivian that there is opportunity out there, and there's opportunity everywhere. Craigslist just happens to be one great place to find stuff for free, to secure it, to resell it, to list it, and to make a profit.

Clayton: That's a great story. I appreciate you sharing that.

Michael: Here's the next story. This ad was called Hauling Job From Claremont. Now, we're doing some upgrades to our kitchen, and we have a contractor that we've worked with for a few years come in and take down a wall in our kitchen. He also built up the height on our kitchen ceiling. We had a dip where it came down six inches in part of the kitchen, and my wife wanted that built up and have the ceiling the same level all the way through the kitchen and the dining room area.

Our contractor came in. He put all the wood that was used for the structure of what we currently had on the side of the house, and when he gave us the bid for the project, it didn't include hauling away all this material. There was probably three truckloads of material that needed to be hauled away.

Now, if I was to do that myself, I'd have to rent a truck, I'd have to go up to the dump. When you go up to the dump you're going to pay \$50

to \$60 for each truckload. So I put an ad up on Craigslist, Hauling Job, Claremont, \$50. I determined what I was willing to pay for someone to come with their truck, to load this on their truck, and get rid of it.

See, when you place your ad and you click "Submit", that ad goes live within two minutes, and instantly you have haulers and people looking to earn extra money bidding on your job. My e-mail box started to become flooded with responses, "Hey, do you still have the stuff, do you still need to have this stuff hauled away?"

Most people say, "Hey, do you still need a hauler?" They had very short answers in their e-mail. I determined what the price was. I said I'm willing to do it for \$50. I said I would be willing to send you pictures of exactly what needs to be hauled away. I used my iPhone, I took about five or six pictures of exactly what needed to be hauled away. When people responded to the ad they would say, "Send me pictures," I'd send all the pictures through e-mail. So they knew exactly what need to be hauled away.

They could calculate, well is it going to fit in my truck, how many truckloads, and what it's going to cost. Most everyone said the dump fees are going to be \$100 to haul all this stuff. You're going to get some people reply to you, they say, "I can't even pay my gas for \$50". So I did put a low price, but I knew that there's going to be one or two people out there who are willing to do the job, because someone may not have to pay a dump fee, and that's exactly what happened.

A gentleman called me. He had a truck with a regular truck bed, and he told me that his wife had a retail business with a large dumpster, because they're doing some construction. He could dump this stuff in this big dumpster, so he would not have any kind of dumping fees up at the dump. We agreed on \$50, he came with his truck, he took three loads, he dumped it all, he swepted everything up and cleaned it, and that's a perfect example of how you can save money by hiring people to provide services for you at a very discounted price.

I would have probably had to pay \$150 to \$200 to have this load of stuff dumped, to have all this material dumped. So you can use Craigslist to hire people for different services, and you can save a bundle. \$50, it probably took him two hours to do everything. He was still able to make \$25 an hour, and that's not too bad.

Clayton: No, that's good.

Michael: So that was my Hauling Job Claremont ad. Next, For Sale, My Kids' Bugs and Animals. Now, this is a great little story. My kids are getting older so there's a lot of toys sitting around the house. My wife had this big bag of all these plastic bugs, little plastic snakes, and animals, and she wanted to give them away to the school. I said, "Hold on, honey. Let's not give these away. There's a lot of stuff in here. Let me put them on Craigslist".

So I took about 15 minutes and I lined up and displayed about 80 of these little creatures on my outside work table. I took four pictures with my iPhone and I placed an ad up on Craigslist. I was doing an interview with someone that same week that I was interviewing you, Clayton, and I did this text that says, "Do you still have that dinosaur?"

There were three dinosaurs in this collection of bugs and animals. Someone had seen the dinosaur and wanted just the dinosaur. I thought that was kind of odd. They texted me and said, "Does that dinosaur have a JP on it?" Then I wasn't thinking about it until later, and I told my wife, "I think I have someone who wants to buy the bugs and animals. They're really interested."

She goes, "You better go check what that JP is and see exactly what it was. Took a closer look at the dinosaur. I learned that JP stood for Jurassic Park, and this one particular dinosaur which we were going to give away to the school for free, I did some research online and I learned that this – I went onto eBay.

Next to the JP on each dinosaur is a number so you can identify which series it was. It was a Jurassic Park Original Series Dinosaur. I found the exact dinosaur in a completed auction that sold for \$190. I was about to give away three dinosaurs, all these bugs, and I think I had the price for \$20. I had listed it for \$20, but because someone alerted to me there was something special about this dinosaur, I took a little more time and research, and discovered what this dinosaur was.

Then we learned that there were two additional Jurassic Park dinosaurs in this collection. These weren't worth as much, but each one was worth between \$20 or \$30 or \$40 each. So I probably had about \$200 just in those three dinosaurs, and because I was too lazy to kind of look through the bag and to see exactly what it was, I almost missed out on an opportunity.

I almost gave away \$200 to a collector. This person was most definitely a collector. He knew what he was looking for. He probably

goes onto Craigslist in the toy section and types in “Dinosaurs”. He’s looking for Jurassic Park dinosaurs, because he knows these things are valuable, and he knows that other people have no clue. He almost got me.

So the lesson in this is, before you throw something out, do a little research. Go onto eBay, type in the model number, see exactly what you’re throwing out or about to give away. See if there’s value, see if there’s people who collect this stuff. Take a little time.

Then on the other end, if you were that person, Clayton, looking for Jurassic Park dinosaurs, understand that most people are too lazy to do that, and you could have picked up three Jurassic Park dinosaurs for \$20, and you could have resold them and made yourself at least \$100 to \$150. People are really into collecting stuff, and there’s a lot of opportunity in collections, and with the internet and eBay you can determine what some of this stuff is worth.

Clayton: No, the interesting thing is as you go through these stories, you start to see some common threads. It’s just the opportunity you don’t even think about, like the saving money on Craigslist.

Michael: Yes, absolutely. Give you another example. This is a two-pronged story. So we’re redoing some of our kitchen. We’re going to put some cabinets in on one side of the kitchen, and my wife wanted a new refrigerator. We went to an appliance store one afternoon and we were looking at all the new appliances.

Of course, the most beautiful refrigerators are these 48 inch, low profile refrigerators that are built in, that are designed to fit in with your cabinetry. So it’s almost like seamless. It’s almost like part of your cabinetry. Does that make sense?

Clayton: It sure does.

Michael: These things are \$6000, \$7000, and \$8000, these refrigerators. They’re very expensive. There was no way I was going to pay that kind of money for the refrigerator. So we came home and I said, “Honey, let’s go onto Craigslist and see if we can find any of these GE Profile refrigerators,” and we went on. We found one that was exactly what we had looked at at the appliance store that was listed for \$1100.

This was a gentleman in North County who used to be a millionaire, but now he’s not, and his house was being foreclosed on. When he

bought the house he had totally redone the kitchen, so all new appliances. The top of the line, the best of the best of everything. Because it was a foreclosure, and because he remodeled and paid for those items, he had the option to sell those items for cash, because he was moving in with his girlfriend that he had just gotten pregnant, and he's got a new baby on the way.

We secured a verbal agreement that we wanted that refrigerator. He explained to us that it still had a warranty under it and that the warranty was transferable. We gave him a commitment that we would be up there the next evening to come get the refrigerator. We went up there to secure the deal. We gave him the money. This refrigerator is huge, Clayton.

I had to figure out how am I going to get this refrigerator from North County down to my house and secured in my kitchen. I put an ad up on Craigslist: two strong men to move refrigerator. Instantly I probably had 10 or 15 people replying to the ad. This is kind of hard, and I've seen some of the questions.

How do you know who to pick? I look for ads that stand out a little bit. Instead of someone saying, "Hey, do you still need someone to help you with the refrigerator?" or, "I can do the refrigerator, I've got a Ford 210 Tundra". Instead of these short descriptions, I'm looking for someone who stands out. Sometimes it's hit or miss.

In the ad I will tell them to please tell me something about yourself, please include your phone number, and then I will call the people and I will try and talk to them to get an idea what they sound like. The first guy I called, he sounded low energy. He described his car that he had, and I just didn't get a good feeling from him. I said, "I'm not getting a good feeling from you," and then I called the next guy.

The next guy was a guy named Oscar, and he sounded great. He had high energy. He had told me that he had moved appliances before. He assured me that his truck could handle it. He had someone to help him. So I said, "Great, you've got the job," and I said, "Oscar, don't disappointment me," because, Clayton, a lot of people on Craigslist are flakes.

You have to be real clear that if you want this job, there's no BS. You need to be there up in North County to pick this refrigerator up, because I'm going to only have so much time to get it out. It all worked out beautifully. He showed up with his buddy, Ruben. He was handy,

he had tools with him, he understood how to move the refrigerator out, he understood how to unhook the refrigerator from the water supply line.

He had brought dollies, he had brought blankets, and he was able to get the refrigerator onto his truck and transport it to our home. I put for the ad that it would be a \$60 job. So he agreed to do that for \$60. Generally, most of the time when someone does a good job, I usually give them more money. They busted their ass. This thing was a big refrigerator, I'm telling you. They struggled, and I ended up giving them \$100. I gave them a \$40 tip, and you've got to do that, but if I paid a professional moving company to move this refrigerator for me?

Clayton: More.

Michael: Yeah, you're talking probably \$200. So there lies a couple of other lessons. Number one, use Craigslist to save money on hauling services and moving services. Use Craigslist to identify distressed property, for example Todd, the gentleman who had to sell his whole kitchen because he was in foreclosure and needed to get it out because he didn't know when the bank was going to come in and put locks on the home. That was distressed property.

We were able to buy a \$6000 or \$7000 refrigerator/freezer for \$1100. If we didn't want this refrigerator, we could easily flip this refrigerator and easily double our money. He told me, after he committed to us he had people willing to come give him \$2000 for that refrigerator, but he stuck to his word. He didn't renege on what his agreement was. He said to us over and over, "You are getting a sweet deal," but he made an agreement and he tuck to that agreement.

It could have been you who acquired this refrigerator, and you could have flipped to make \$1000. One deal, just because you're looking for distressed property up on Craigslist.

Clayton: Are there certain techniques or things that you look for when you're looking for distressed property, to identify those?

Michael: You kind of use your commonsense. We had already known how expensive these refrigerators were, because we were just at the appliance place. So we typed in the model numbers of the stuff we were looking at. You can identify what the stuff is going for. You want to find, what is the value on the used market, what is this stuff going for.

You can go to eBay and type in, “GE Monogram 48 inch refrigerator/freezer,” and you can even get the model number and type that in. You can go to the completed auctions and you can see what items like this have sold for in the past. You can also go to the Craigslist listings in other cities and type in “GE Monogram double 48 inch wide refrigerator/freezer,” put the model number, and you can see what others who are selling their Monogram GE appliances, see what they’re selling them for. So you can kind of research the market and see what this stuff is going for, and come to a pretty good conclusion of what the value is of these items.

Clayton: Do you see much difference between one city and another?

Michael: I don’t think there’s too much difference between one city or another, other than the quantity of the listing, and I’ve really only kept my Craigslist buying and selling activity here in San Diego. So I don’t have a lot of experience in the other cities, but everyone who had a home, they have refrigerators. You’re going to see generally the same type of stuff.

Clayton: Would the price of a refrigerator maybe be higher in a city versus maybe outside the city, country?

Michael: You know what? It might be. You never know. When you list your item, you can get an idea. You want to list it for a higher amount first. Sometimes selling items and making the good money and the good profit takes time. So don’t expect that you’re going to put up this refrigerator and if I wanted \$3000 for this refrigerator and I know that’s the going market, it may take two weeks or three weeks before I get the right buyer.

You have to be patient, and you have to keep relisting your item, because once that refrigerator goes up, there’s probably another 100 people throughout the next couple of days who are going to list appliances, and your listing is going to start scrolling down the page. Craigslist gives you the opportunity to go into your account and to renew your listing with one click. So if you click on “Renew listing” it’ll put it back up on the top of the list. You have to go in every couple of days and renew your listings. You have to keep your listing in front of the people.

The item’s worth what someone’s willing to buy. If I list a refrigerator for three grand and I don’t get one call or one nibble in the next couple

of weeks, then I may want to lower the price. There'll be an example where I'll talk about this with something that I've purchased, an awning, which I'll tell you a little bit about in a story coming up.

Clayton: Those two weeks to generate, is that the time frame to work with for relisting?

Michael: Play it by ear. You can one week, two weeks, it's up to you. If you have a place to store the item, or you partner with someone who has some space and these are larger items, as long as you own that item and you've got it secured in a safe location, you're as good as gold. If you're not in a situation where you absolutely have to sell it today or next week, be patient. Hold onto it. Relist it. Maybe change the headline on the ad.

If you want to do a business where you want to buy it, flip it, and make 10% or 20% on the item, than you can do a higher volume. I like to try and get a larger margin rather than a lower margin. Margins are where the money's at, and if you can outsell somebody and give them more reasons why they want to buy your refrigerator compared to the other guy who's listed his refrigerator, then you just may get the sale.

You may have your phone number in there, you may say, "Text me anytime, 24/7," you may have the four pictures that they allow you to put on and say, "I've got 10 more pictures including the model number, the condenser coil, the stand, the icebox," because someone to see that. They would rather be in front of that refrigerator looking it over than looking online.

So when you list your item, you want as many pictures as you can supply them. You want to make it as close to the real experience that they're actually physically in front of that refrigerator looking at it, touching the handle, opening it, feeling how cold it is, and if you can get that across in your advertisement, you're going to have a better chance of getting the money you want.

You can say, "We're a nonsmoking home, we're a normal family, we're in a neighborhood, we were the original owners, it's still got the warranty is good for 60 days, it's transferable," those were big selling points, plus I saw his kitchen. It was a beautiful home in an area that we knew was a very well-to-do area. It was a million dollar home, and he didn't explain his whole situation but my wife and I were able to figure out exactly what was going on.

There are foreclosures going on in every major city. There are people struggling who need to go into apartments because they're going to be kicked out of their homes, and they're selling their appliances when the days were good and the money was rolling in that they spent money on. They need cash. So they're selling their Thermadore electric ranges and their refrigerators and their Aventura microwave ovens and their double ovens.

They're selling their entire kitchens. They're selling their cabinetry. I've seen multiple entire kitchens available for sale on Craigslist for \$0.10 on the dollar. If you had money and you secured a \$60,000 kitchen with the cabinetry and the high end appliances and you had a place to put that. If you were patient and you did some marketing, you could resell that entire kitchen, the cabinetry, the appliances, and everything, to maybe a new homeowner who wants to upgrade. You can give them a kitchen for 50% off, and you could probably make \$4000 or \$5000 on the deal.

So there's all kinds of stuff being bought and sold on Craigslist, not just refrigerators. These are just my personal examples, what's going on in my life.

Clayton: A few more questions from me on this particular transaction.

Michael: Go ahead.

Clayton: One is a quick answer on renewal costs. What does it cost on Craigslist to list an item?

Michael: It doesn't cost anything. It's free.

Clayton: Okay, and the renewals are free, then, as well?

Michael: Yes. Free. It costs you nothing to list your ads.

Clayton: Okay, that's good. I've been on Craigslist but I haven't really done much with it.

Michael: Yes, that's the great thing about it. It's free to list ads and to put the pictures up.

Clayton: How about if you're selling an item? Is there a cost when you sell?

Michael: No. It's free to list it. They don't take a piece of the action or anything.

Clayton: So then one thing you mentioned you're allowed so much information on a Craigslist advertisement, and then providing additional information provides value to that person who's interested in the item. Are you able to add audio or video to the Craigslist ad, or do you ever offer that through your e-mail to them?

Michael: I think there are ways to offer audio and video. I have not done that. I just use it a description and I say e-mail me back. Anyone who sees a Craigslist ad has the opportunity to e-mail the seller. So it's going to be either through e-mail or you may say, "Give me a call on my cell, here's my number". You may list your phone number in the ad.

There are ways to add additional pictures. They supply you the ability to upload four images. There are services that will allow you to put additional images onto the Craigslist ad. I don't know exactly how to do that, but I would just say in the ad I have more pictures. If you want more pictures, e-mail me and I'll send them to you. That way when someone responds, I'd have their e-mail address and then we're connected.

Here's another little ad. I'm going to skip one, but I'm going to go to this one called New Ikea Wall Shelf. We do a lot of garage sales on Saturdays. Not every Saturday, but I'll take the kids out and I try and teach them about business. We'll look at garage sales. There was a garage sale just a few houses down, and this home had four wall shelves. These are kind of like the floating shelves, that there's a bracket that goes on the back of the shelf, and it's about two inches thick, maybe about four or five wide.

Anyway, it was a nice shelf that could be used on any wall where you could display stuff. They were still in the box. It was obvious; it said it was from Ikea. I think I paid \$10 for four of them. It was just a quick thing that I put in my trunk. I took images of it, and I put it up on Craigslist, and I wrote the ad, "New Ikea wall shelves. Birch. I've got four of these. Photo of what they look like on the wall," because I had bought these already so I knew what they were.

I had found some at a previous garage sale. So this was the second time I found these particular shelves. I said, "These four are two inches thick, they're easy to put up. \$50 for all four". I listed the ad. Probably in the next day I had someone who wanted them. The gentleman came with his dad. He gave me \$50 and I made \$40 on the deal. Just a quick buy and a quick sale.

If there's garage sales in your area, this is a great place to find stuff very inexpensively and to acquire it, put it in your trunk, get it over to your house. Just think, is this something someone would be willing to pay more than \$10 for? I knew that it was, because I had experience with these. They're expensive. They're \$20 at Ikea.

So you can go type in the model number and see exactly what they sell for retail. Now, I would do a lot of these buys and sales because I want to teach my kids that if they need to make money, they can go buy and they can relist and sell on Craigslist. That was a just a simple, no-brainer way to make a quick \$40. I want my kids to see me doing that. They're going to model me as they get older and know that they can go hustle and make money as well.

Clayton: As a smaller item, how much time did you have in that from start to finish?

Michael: I probably didn't have 30 minutes total into the whole deal.

Clayton: Okay.

Michael: Very simple. I mean, I have an iPhone, it has a camera. If you wanted to do this, I would recommend, get yourself an iPhone with a good camera so no matter where you are you've got a great camera with your phone. You can take a picture of the item, you can forward the image to yourself to e-mail. It's very simple to get that image, download it, and to get it up onto the ad. If you just concentrate, and maybe you've acquired 5 or 10 things from garage sales on a Saturday that you want to try and sell, you should be able to photograph them, get all the listings up, within an hour and a half.

Clayton: Okay.

Michael: You just wait for the phone to ring or you wait for your e-mail box, someone saying hey, do you still have that item, and you just be patient. Eventually, not everything will sell, but if you've got the right item you're going to know, because your phone's going to ring and someone's willing to give you money for it.

Cellphones. Keep your eye out for a cellphone. Even the older flip phones, you can go to garage sales and find cellphones and chargers that work. I've sold probably six or seven cellphones that I've picked up, maybe for free or \$1 or \$2, specific phones like Verizon or Sprint.

Just regular flip phones, because they're so many people who don't have the fancy phones.

Man, even the cheapest phone today, you're going to pay \$70 or \$80, and here's what happens. People lose their cellphones, or they drop them in the pool. They look for the phone that they had before. So in many cases the cellphones I've sold, people are calling me because they had the exact same cellphone before. They're comfortable with it and they understand it.

So they're able to pick up a cellphone at a garage sale or at a thrift store for a couple of bucks with the charger, that's a no-brainer way to make yourself \$20 or \$30. I've sold lots of them. Here's an example. I've got an old Sprint phone, simple keypad, comes with charger, battery is good and holds a charge. Just needs to be activated. I remember the guy called me. He had lost his phone. He was a personal trainer. I had the phone in the trunk of my car.

He called me. I said, "Come on by the office," he came by. I think I sold it for \$20. I probably paid \$2 for it. So old cellphones are valuable. A lot of people donate them and give them away because they go to the landfills, but don't be fooled. If you can find old cellphones with the Verizon brand, Sprint brand, that's money in the bank right there, because eventually you're going to have someone who loses their phone.

Many of the calls, where they're looking for a phone, they're looking for someone who's close to them. This guy was in the area. So when he's looking for a cellphone, he's looking for someone close to him so he doesn't have to drive 30 minutes to go get a phone.

Clayton: Did you relist those phones on Craigslist or do you use eBay?

Michael: No, no. I listed – this is all Craigslist.

Clayton: Craigslist, okay.

Michael: Yeah, because eBay's going to charge you for the listing. eBay costs money, Craigslist is free. You're acquiring property local; eBay is more of a non-local buying platform. The thing about Craigslist, it's local. So this is when you have physical property and people within your local area are looking. They're going to have to come and pick it up, or you're going to have to deliver it, or you're going to have to have it delivered.

You're usually meeting these people face-to-face. eBay, you're advertising nationally, or internationally. Now, that's good for certain items, collectibles and certainly anything to be shipped, but Craigslist is a local buying and selling exchange.

Clayton: Okay. Now in my particular situation, I live halfway between Omaha and Des Moines. Don't think there's a Craigslist area around Atlantic where I live. So I have to pretty much go with the cities.

Michael: Is it an hour each way? That is a challenge. So if you're going to be doing stuff like this, probably don't have time to mess with the little cellphone. You'll have to go onto Craigslist and see what local areas are available. Let's see. What state are you in?

Clayton: I'm in Iowa.

Michael: Ames, Cedar Rapids, Des Moines, Debuque, Fort Dodge, Iowa City, Mason City, Quad Cities, Sioux City, Southeast Iowa, Waterloo, or Cedar Falls? What's the closest to you?

Clayton: Pretty much all of those are further away than Omaha or Des Moines.

Michael: Des Moines?

Clayton: I think Des Moines would probably be the closest.

Michael: That's what, an hour and a half?

Clayton: An hour and 15 to the edge.

Michael: So if I type in cellphone for Des Moines, you've got listings. Let's see what's in the free section. Here's a washer and dryer, 20 VHS movies, microfiber dining chair, one gallon of Vlasic whole kosher dill pickles, free M. Schultz company piano. Look at that gorgeous piano for free. I have an upright piano that needs to go to a new home. We are getting a new house and don't have room for it. Please come take it off my hands, exclamation point, exclamation point, exclamation point. I need this off my hands soon. It would be a shame to have to destroy this versus somebody getting some enjoyment out of it.

Beautiful piano. If you could secure this, if you could find someone and maybe put an ad up on Craigslist, pick up and hold my piano for 30 days. You'd have to go research this piano, see if it's got value. If

you could acquire that and have that in your home right now, absolutely. That's \$200, \$250. It may even be worth more than that.

Clayton: Okay. That's in Des Moines?

Michael: Des Moines. Wicker chest, fixer-upper. That's a nice looking wicker chest. Wicker is very expensive. People collect wicker. This is someone giving it away for free.

## **End of Part 1**

## **Beginning of Part 2**

Michael: Dodge Avenger oil pan and gasket, television 55-inch. There's not a ton of listings, but there are listings. If you see something good, the goal is to get to it first before someone else does.

Clayton: Okay.

Michael: We were able to get those five tables because we called them right when that ad came out, and I went down and secured the item. So if you're working and you want to build a business buying and selling, you may have to get a partner in Des Moines to work with you. Are you learning?

Clayton: Yes, I am. This has been interesting.

Michael: Good. Electronic technician. Wanted, an electronic technician who can help with two projects. I have a large, old-school Pioneer Elite rear projection big screen TV that keeps cutting out on me. I love this set and would like to know if you can diagnose and fix the problem. Number two, I'm looking for help to diagnose and repair a set of amplified loud speakers, Phillips speakers. I can't get any sound out of both speakers.

Now, here's a secret. If you want people to give you free information to help you identify problems that you're having with your air conditioning, with your heating, with your refrigerator, with your TV, with your speakers, with your anything, there are all kinds of experts out there. So I put this ad up. I needed help. I have this beautiful TV. It was a \$6000 rear projection TV. It's in my home office here. It was my father-in-law's, and there's a problem with it.

It keeps cutting out on me, and we can't figure out what the problem is. It's like gets overloaded and just shuts off. Now, I don't want to get rid of the TV because it's got a beautiful cabinet and we've got stuff on top of it, and it's still HD ready and I'd like to keep it rather than get rid of it. So I wanted to see if I could find someone to help diagnose the problem.

I put the ad up. What happened is, if you do this for any problem you're having, you can put an ad up that says: Help diagnosing problem with my TV, or help, problem with my air conditioning, and I've got a specific story that will demonstrate this in more detail. With this TV I had several people reply. They were unemployed. They used to be TV repairmen, and I was able to make contact with them and talk to them. He told me exactly what the problem was.

He knew that this particular model, that the motherboards went bad. He told me that to replace a motherboard is going to be \$250. He said it's probably not worth it. So I was able to get the information that I needed for free without ever having to pay someone to come out, to open up the back of my TV, to tell me the same thing.

What I'm saying is, there are experts on Craigslist, technicians, mechanics, who are willing to help diagnose a problem if you just ask for it on Craigslist.

Here's an ad: Year 2000 Pontiac Bonneville that needs a front right hub assembly put on, ABS, and on the front left side I need a tire rod end put on. You come to my home and do the job. I have parts. \$80 cash for the job. Get back to me so I know that you can do the job and that you have a carjack. Looking to get **[inaudible 03:16-03:17]** on this today. I will call you back after I get your e-mail.

I'm looking for a mobile mechanic. I was quoted about \$500 to put on a right hub assembly and to put a tire rod in on my Pontiac Bonneville, and I was quoted this by one of the big chain auto repair shops. I knew that was a rip-off, and I knew that it doesn't take a lot of effort; it just takes someone with a little bit of know-how and with the tools to jack up the car.

I went ahead and bought my parts already at the Creighton Auto Parts, so I had the parts. I needed someone to come out to do the job within \$2 or \$3. I was going to pay them \$80 cash for the job. I got one of the best, smartest mechanics I've ever found. This guy called me. His

name was Terry. His father owned a repair shop down in Pacific Beach for 30 years.

He worked in the shop. The shop ended up getting closed down, and this guy was a mobile mechanic. He came out and did the job for me for \$80. It was no big deal. My car was a 2000 Pontiac Bonneville. It's not the nicest car. Some people may have their cars under warranty and they can go take it to their dealer, but there's a lot of people driving older model cars who have problems with their cars, and they need a good mechanic.

The shops are usually going – many of them you can't trust. They're always ripping off people, and so you can find a good mechanic. He wasn't the only one who replied. I had other mechanics who could have done the job, but you have the opportunity to talk to them on the phone, to hear how they sound on the phone, to feel them out, to get a little bit of information about their story, and to give them a chance to do the job.

He did a beautiful job, and I've had him do multiple things for me on this car. I've probably saved thousands of dollars on big repairs that needed to be done on this Bonneville.

Clayton: Do you remember when you were talking with him what impressed you especially about him that you thought he was qualified?

Michael: Yeah. I knew he was qualified because he told me his story. He told me his father owned a particular shop down in Pacific Beach for over 30 years. He worked with his dad. I could just tell. See, you just also have to go with your gut feeling. You can just tell. I didn't have him meet me at the home. I have an office that's close to my home, and this is something that I saw in the questions. How do you protect yourself?

If I'm selling physical items, like the phone, and having a mechanic come meet me, you can meet them at a neutral area. You can go up the street where they don't where you live. You can meet them in front of a post office or at the McDonald's or somewhere for that initial meeting, just to make sure they're not a serial killer, and I know that's a big concern.

You also have to engage them and get some correspondence going, either by e-mail or get their phone number, get their name. Have some information. You do need to be careful. You also just have to use your

commonsense. I don't believe everyone out there is a psycho and a serial killer. I believe most people are pretty legit, pretty honest, and pretty straight-forward people. They have skills and they're willing to trade their skills for your money. That's something to consider.

All right, we got to move on. Here's one called Gibson Electric Black Guitar. Gibson electric guitar, black. I **[inaudible 06:32-06:33]** with the kids on Saturday. We went to a garage sale. There was a black Gibson electric guitar, and I didn't know anything about these Gibson guitars.

I've heard the name Gibson; it's a famous guitar name. The guy, I think he wanted \$60. I ended up buying the guitar for \$30. I brought it home, and it was kind of cool, and I did some research on it. There's some Gibson guitars going for \$500 and \$600 and \$700. I did learn that this was one of the cheaper guitars, and I put the guitar up for \$80.

I had a lot of attention on the Gibson guitar because the people who were guitar players wanted to know, was this a real Gibson, and it wasn't a real Gibson. They wanted to find out, was it a cheap Gibson or an expensive one, because some Gibson guitars are probably worth thousands of dollars. I just didn't know much about them.

I bought it. I thought it may be a rare, expensive guitar, but I learned quickly that it wasn't. I put it up for \$80. I did have a guy, he liked it. He was just learning guitar, he wanted it. He already had an amplifier, and he came and he gave me \$80 for the guitar. So I made \$50 on that, and that was just real quick. That didn't take long at all.

Orthopedic physical therapy expert wanted. You know I injured my rotator cuff on my shoulder. I was struggling with it. I was having trouble sleeping. I had been to my doctor a couple of times, and I was looking, well maybe there's someone out there in orthopedics who is a physical therapist, who really knew some of the exercises that you could be doing for your rotator cuff, for your shoulder.

I put the ad, looking for someone who has some experience with physical therapy for a shoulder injury. I have a partial tear in my rotator cuff and would like to see if I can avoid surgery. Need to talk by phone and ask about best exercises to do. Maybe consult in person. Willing to pay for expertise, \$30 an hour for one-on-one work. Get back to me and let me know something about you. I'm a 46 year old male and I have partial tear in my rotator cuff. Would like to see if I can avoid surgery.

I didn't get any response on it, but I tried. So the lesson here is, you never know. You may put something up and you may be looking for something. Maybe experts were out there but \$30 an hour wasn't enough money, who knows? I'm telling you. I think – all right.

Master auto mechanic wanted. There's another example of how I wanted to use a mechanic. I was interested in buying a new used car. Remember the ad when I was trying to fix my Pontiac, my 2000 Pontiac? Well, I hate the car. I really wanted to fix it and sell it, and buy something new.

So I kind of had the fever to buy a new car. I was looking for a Dodge Charger. I put the ad up. I had found a Dodge Charger, a used one, that I was interested in possibly purchasing. I put this ad up. Master auto mechanic wanted. I want to go look at two used 2010 Dodge Charger cars and I don't want to be ripped off. All of these dealers are a bunch of liars. I need you to help me look at the car to determine if the car is in good condition, good shape. I need you to test drive it. No frame damage, no new over-paint, that the car has not been in a wreck. I would need you for 45 minutes. I will pay you \$30 for your time. Please tell me something about yourself so I know you've got the eye and I know you know what to look for. E-mail me back and I'll get back to you. Want to do this about 11:00 on Thursday or Friday.

I had a lot of people respond to me, who were willing. They were willing to meet me at the location, at the used car lot, and to go look at these Dodge Chargers. I didn't end up doing it, but the point is, I did have people who were ready to help me. So another great use for Craigslist, to hire out some expertise at a reasonable price. I mean, for \$30 to prevent from getting ripped off on a \$10,000 car, that's a good investment.

Here's a quick little sale I had in a blender that many years ago I purchased on Craigslist for \$39. It was a Kitchenaid. We were cleaning out some of the stuff in the kitchen. I put it up on Craigslist. Extra blender, Kitchenaid. Very powerful motor. You'll have lots of margaritas in this baby. Call Mike. All parts are here. No box. Glass has no cracks. It works great. Don't pay retail for a blender. I have more photos I can send you if you want. Come and pick it up.

I had a guy who responded. He said he loved the ad, especially the part about having lots of margaritas, because that gentleman was having margaritas that night for a party. He came by my work and

bought the blender. I think I sold it for \$30 or \$40, I don't remember. I don't see the price listing in this ad, but I sold it and got my money out of it. I was able to use a blender for many years at no cost.

Appliances like that are great little moneymakers. If you can pick them up at garage sales and it's in a decent condition, you can resell that stuff. Here's an ad, good project bike. Tires good. All parts good. Haro frame, Mongoose forks, Bearclaw pedals and more. Racing seat.

There was a garage sale, I picked up a BMX bike for \$20, and I had been buying a couple different BMX bikes so I had extra parts, and I was able to put this bike together. Haro is a pretty famous brand name for a BMX bike. Mongoose is a famous name for the BMX bike. Bearclaw pedals is the famous name for collectors for BMX bikes. I picked this thing up for \$20. I put it up for \$90, and I didn't end up selling it because I had a guy who was just driving me crazy.

He wanted this bike so bad because there was a part, I forgot what it's called, but it's the round part that the chain goes on where the pedals are. He was building a custom bike for somebody and he wanted this sprocket, or this thing that held the chain. I forgot what it's called. I met with him, and I think I wanted \$60 at that time.

I had relisted the bike several times. Ended up I didn't sell it to him. I realized that the bike was more valuable than I had it listed, and I still have the bike. I 'm just going to keep it for my kids as they get a little bit bigger and older, but that's another example. Pick up an old bike. If it's got a flat tire, go get a used tube and fix it. You can fix it up, clean it up, and resell it. I mean, there's people always looking for bikes. I've sold a lot of bikes on Craigslist, and we'll talk about some of these.

Casio keyboard piano, model LK, 100-key lighting system, \$60. When my kids started to learn piano, I didn't want to invest in a real piano. So I bought on Craigslist this Casio keyboard. I remember paying \$60. We had used it for probably three years, and we progressed to a keyboard, a larger piano, a nicer piano with more keys, and it was time to sell the Casio.

I was able to sell the Casio piano for \$60. It worked perfectly. It had all the parts to it. So basically for three years I was able to use a piano for my kids for free. I bought it on Craigslist and I resold it for the same price.

Here's something. We have an under-the-water five stage reverse osmosis filtration system, and you have to change out the filters every once in a while. If you call a **[inaudible 14:12-14:13]** company or a company who specializes in water filters to come out and do a service charge, they're going to charge you \$75, \$80 to do that, to change out the filters, and that doesn't even include the filters. Do you have a water filtration system in your home?

Clayton: No I don't, but I know the differences when vendors come out to do various types of appliance checks or upgrades and things, that it's quite expensive.

Michael: It is expensive. So I find my filters on eBay. I find filters that need to be changed very inexpensively. I buy those, and so I put the ad out: Change out membrane on water filter unit. This is an under-the-sink unit. I have the new membrane. Call Mike. I had a guy come out. He had done filter work before. For \$20 he did the job. I honestly didn't know how to do it, so I needed an expert to do it.

I was able to identify, he was a normal-sounding guy. He told me a little bit about himself. I had his phone number, I had his e-mail address. So I felt comfortable enough, and I was able to save \$60 on that job. What I'm saying, there's experts at everything. Anything that you need, there's experts out there ready to do the work for you at a lot less than what you would pay retail.

Okay, here's a great story. I was listening to a radio station called 103 and in the morning they were doing a contest. Duran Duran, the rock-and-roll band, was coming to play in San Diego. If you're like the 3<sup>rd</sup> caller, or 10<sup>th</sup> caller, or 22<sup>nd</sup> caller, you can play this game called Hollywood Squares. It's a little trivia game that you play on the air.

It was one Saturday morning. I was getting ready to go down to the Bay for a run, and I called. The host of the radio show picked up. I was the correct number caller and I got to play this game. For being the right caller, I won tickets to Duran Duran, this rock-and-roll and that was coming to San Diego.

I picked up my free tickets at the radio station a couple of days later. We couldn't go to the concert, or I didn't want to go to the concert, and I listed the ad up on Craigslist: Duran Duran Neon Tree tickets, \$90. Two general admission tickets, 21 and over, at Harris Ring Con Casino in Valley Center October 1 at 8:00 p.m. I said I am not a ticket scalper or in the ticket business. I won these on the radio and can't go. I have

the tickets in my possession and can verify they are good, \$90 for both. I took images of the actual tickets, and I had a guy who wanted to take his girlfriend to Duran Duran. He came and gave me \$90.

I went to a garage sale with the kids and I bought a neon sign. It was a Budweiser neon sign. I researched it online, and it is pretty rare. It's in great condition. I'm looking at it right here because I have it on my desk. It says Budweiser. When you pull the string once Budweiser lights up in blue, and then in neon it says "Open" underneath it. If you pull it twice, the Open light will light up solid. If you pull it again, the Open light will flash.

I've researched it. It's pretty rare. They don't go for a ton of money. I think I paid about \$40 for it, and I've been trying to make a nice profit on it. I've got it listed up at \$250. I've had no buyers. I've obviously got it priced way too high. I'm not in a rush to sell it. I'm going to keep it up there, and I'm sure the right buyer will eventually come along, and I may lower the price.

So if you have stuff and you kind of like it and you don't really want to get rid of it, but you wouldn't mind making a good profit on it, just keep relisting the item. Every time you relist the item, you don't have to reload your pictures. Craigslist will hold onto the original images. So it's very quick to relist an item.

When my kids were young, there's these learning electronic books and games that's called Leapfrog Leap Pads, and it's this electronic game that teaches your kids how to spell and how to do their ABC's. We've had them sitting around the house for a long time. We had all the books that went with them. I photographed them and I put the ad up, Leap Frog Leap Pads, lots of books plus carrying case. You get two Leap Frog Leap Pads and carrying bag plus 10 different books, and I listed the books, fourth grade science, geography science, human body, phonics, preschool, take all for \$20. I said I had more photos and can send them.

That went very quick. You have a lot of new mothers who are looking for educational items for their babies, and that was a quick \$20. It's something that my wife was ready to donate or give away. So we turned that into \$20.

Here's a big one. I've got two kids. One's in sixth grade now and one's in fourth grade. I've used this ad multiple times over the years, and it's: Math and reading help wanted for my 11 year old boy.

Looking for you if you are a female willing to come to my home and tutor my son going into sixth grade for math and reading, three to four times a week for one hour per session. Willing to pay \$20 per session to start. You'll love this kid. He's smart and cute and very friendly.

Looking for Monday, Tuesday, Thursday, Friday. Times would be 2:30 p.m. until 3:30. If you have experience helping kids and like to help kids learn, this may be a good fit for both of us. This can turn into other income opportunities, and if you do your job well may be willing to refer to our network of other kids and friends. Must have reliable car, and will need references. Please send your e-mail, your resume, and work history, and send a short description about yourself. Do not respond if you do not have a car, if you smoke, if you have been convicted of a crime, if you have all kinds of personal problems. You must be within 5 or 10 minutes to the Pacific Beach area, and please do not apply if you make a schedule and can't keep the times.

I promise to pay you every week on time without any excuse. We're in the PB area in a single family home. After I review your e-mail, I will call you back to have you come to the home and meet our family, and we can take it from there. We are ready to start immediately.

We have found there are so many teachers who are looking to get credentialized for their teaching jobs, and they're not homeless, but they're out of work. They're qualified teachers from kindergarten to nursery to preschool to elementary school to high school. We have found the nicest teachers to be our sons' tutors. For \$20 a session, for an hour session, they're happy with that.

If you called one of the retail tutoring companies, you're going to pay a lot more than \$20. We dictate. They come to the home. One thing, you've got a lot of kids. I don't know if you remember the days of helping them out with homework. It's very hard to help your kids with homework if you're not – they resist dad and mom. So having tutors has been a Godsend.

All our tutors that we have had over the last five or six years we've met on Craigslist. As a matter of fact, I have an assistant. One of the girls who came to interview for the tutoring job didn't get it. We chose someone else. I asked her if she wanted to earn some extra money and become my assistant for my business. This has been probably now three and a half years, and she is still with me working with me as an assistant for my [hardtofindseminars.com](http://hardtofindseminars.com) business.

So if you're ever looking for sharp, capable people, you can find them by putting an ad like this on Craigslist. I'm not saying do it to deceive them or anything, but I'm just saying that's what happened for us. We found great tutors. I'm going to skip that carpool one.

Okay, here's one. Internet geek wanted. Looking for SEO internet geek who really understands code and website optimization, HTML and the importance of all tags and more. I have a website that needs optimization. You'll work from my office the first few days. Located in San Diego. You must have references and really know what you're doing. You must have a car. Part-time, 20 to 30 hours a week to start.

Anyway, I can keep going, but \$14 an hour. So I needed someone who really understood SEO, and I found a local guy. He says, "I'm your guy". He sent me references, he sent me samples of websites, he sent me a resume of what he understood and knew, and I must have used him for about 40 hours. He did a lot of work on SEO for my site and blog, and I was able to work with him locally. It was great. So another example, if you need a local expert, put an ad up on Craigslist. It's free.

Clayton: This guy, was he out of work, or did he do this?

Michael: No, he actually still had other work. It was just I became another one of his clients.

Clayton: Okay. That's really reasonable for price per hour.

Michael: Very reasonable, yes. I dictate what I'm willing to pay, rather than them dictating what they're going to charge. So by putting \$14 an hour, if someone responds to my ad, they're implying that they're okay with the \$14 an hour.

Clayton: That's right.

Michael: Okay. Here's one, another service type example. Plumber or handyman to help with kitchen sink. I have a problem with my kitchen sink. I need a guy who can help me replace some of the drain pipe under it. We had a situation where the water filtration unit was leaking. It was making a terrible noise. I found a guy to come do the job for \$25, which would have cost me a lot more. Just another example of hiring a professional.

Here's another story. I had picked up many years ago this steel rolling cart, and it was time to sell it. I put the ad up on Craigslist: Steel rolling cart, great wheels. Slight wear but works perfectly. This thing will save your back if you're moving lots of heavy stuff around your home or business. Pick up on Claremont. Only \$20. It was a steel cart. It came from a restaurant.

The funny story here was I had someone who was interested. I was busy. It was sitting right outside my home, and I trusted the guy. I said, "Look, if you want it, just come get it. Here's my address. Put \$20 in my mailbox," and I came home. The cart was still there, but the next morning the cart was gone and there was no \$20. My wife believes that that guy I told where the address was just came and stole the cart. There's hit or miss. I made the mistake of trusting someone to come just pick it up and leave me the money. That was kind of a mistake.

Here's a great little deal I did. Many years ago I bought an awning for the back of our home, and this was 12 or 13 years ago. A 45-foot retractable motorized awning. It extended 12 feet. It gave us a couple hundred extra square feet of shaded space on the back of our home, and I paid retail for it. I remember buying this awning. It was \$6400, almost \$7000, but I knew what a great awning this thing was.

Then I wanted some additional awnings on the side of our home, because I we had removed the grass and we put a concrete slab on the side of the house. The concrete was heating up our kids' rooms. So I needed some shade there. I was looking for an awning. I went onto Craigslist, and I was able to find a 27-foot motorized awning. It was from the same manufacturer. It extended about eight and a half feet. It was in perfect shape. The canvas was good. It wasn't ripped. I was able to buy this thing for \$250, and that included delivery.

Clayton: Wow.

Michael: So the guy delivered it to my home, and I was going to use it on my home, but it ended up it didn't work out because the size was a little odd. I chose not to use that one. I was going to give it to my brother-in-law, but he didn't want it. So I go, "I'm going to put it up on Craigslist". So I listed it up on Craigslist.

In the ad I said: I ordered this and it's just too big for me. The photo in this image is of my other awning. The one I have for sale looks exactly like this one, same color and everything. I have all the hardware, all

the brackets, the oak wood supports. I can even do the installation for you, including electrical, for all one price. You would easily pay \$5000 for this today. You can come out to the house and look. I'll show you how it works. Anything you need, I'll have it transported, installed, up and running for a one-time payment of \$1500, or if you want to just come by and pick it up and do it all yourself, you can take it for \$900.

I sold the awning for \$900. Guy came and picked it up. He gave me a deposit of \$400. He had a house up in the Alpine area, in the mountains, that he would love to have put this on. So I made a profit of \$750 on it. I didn't have to go pick it up, I didn't have to – the guy brought it to my home. It sat there, and when the guy came out to look at it, all I did was plug it in to show him that it opened up. Him and his buddies took it away. So very little work involved, but you need a place to store some of this stuff, or you need to work with someone who has space, who's willing to maybe take a piece of the action if you wanted to get into the buying and selling.

Clayton: Okay.

Michael: Have you ever watched the show Storage Wars on the Learning Channel or the History Channel?

Clayton: No, I haven't.

Michael: Well, do you have cable?

Clayton: No.

Michael: All right. Well, you could find it if you go to You Tube and type in "Storage Wars". Storage Wars is a show where they have six or seven people in the business of buying storage units. When people put all their stuff in storage and they stop paying the bill, and then the storage company has to auction it off. They're auctions.

Clayton: Yeah.

Michael: So these guys go to all these storage units and they have an opportunity to bid against each other to buy the stuff that's in the storage containers. It's a great show. I mean, if you want to learn how to buy and sell, and see all the amazing things you can find and pick up very inexpensively, and resell. It's hit or miss. It's not always a great deal, but it's just an entertaining show if you get into this buying and selling. You can learn a lot from this.

Clayton: I'll check it out.

Michael: Here's another. . .

Clayton: I've got a question.

Michael: Yeah, go ahead.

Clayton: **[Inaudible 29:44-29:45]** on the handyman transaction, you mentioned different ways of finding people to do certain things for you. How would Craigslist work for being a matchmaking person, trying to match up handymen or specialized skills with people who are looking for those skills, with the intent of saving people money?

Michael: I don't know. I mean, I think Craigslist is the matchmaking service. Someone puts an ad, someone responds. I don't think I'd go – I think you'd have a much better success buying and selling. It's a nice idea, but you end up being the broker. You've got to protect yourself. They might go around you. There's a lot of negatives about that.

Clayton: Yeah, that's true.

Michael: I'm not saying it can't be done. It can be done, and if you really focus and made it work, it could be done, but I think you're better off buying stuff. Buy low, sell high. Buy low, sell high. Make a profit on each transaction.

Here's an example, Comicon is a huge comic book tradeshow that comes here to San Diego every year, and my kids wanted to go. It's very hard to get into. Tickets are very expensive. So I put an ad looking for tickets. There's a Wanted Section. If you're looking for specific items, let's say you're looking for awnings or you're looking for toy dinosaurs, you can list a free ad in the Wanted Section.

I put in the Wanted Section: Wanted Comicon ticket passes. Comicon or Comicon wanted tickets. Will pay \$130 for one adult and two kids under 12 for Saturday and Sunday. I will pay \$130 cash for all three. No BS. I and my kids want to go this year, because the previous year I remember we couldn't find tickets and I was trying to buy tickets from people who were leaving the convention center, and I was never able to do it.

I said, “We are going to go to Comicon this year”. So I placed this ad, and I was able to buy the three tickets for the \$130. We were able to go for Saturday and Sunday, and it just worked out beautifully. If you’re looking for something, use Craigslist. If there’s a big event in town, there are people who are going to the tradeshow, and then they still have their badges and they’re willing to sell them to recoup some of their investment.

Clayton: Okay.

Michael: Here’s a great little story where I bought something that wasn’t local. Spray paint is very expensive, and I was just playing around with the buying and selling. I typed in “spray paint”, and I wanted to see what would come up. There was an ad up towards Orange County. Someone had 53 cans of this SEM Color Coat Flexible Spray Paint. Now, I thought it was regular spray paint that you could spray wood and stuff on, and I ended up buying all 53 cans for about \$30.

I didn’t want to drive an hour and a half to go get them. So I put an additional ad on Craigslist: \$20 to bring a case of spray paint down to San Diego. I found a gentleman who had his girlfriend who was in from the United Kingdom. They were coming to San Diego for the weekend. He answered my ad. I paid for the 53 cans of spray paint using Paypal. I paid the seller through Paypal, so that person had their money, and those spray paint cans were mine.

I told him that I was going to have them picked up by my friend and brought down to San Diego. Then I put the ad to find someone to bring the cans down to me in San Diego and deliver them personally for \$20. I had \$50 into these 53 cans of spray paint, about \$1 a can.

Then I researched it. I bought it from a company that was in the golf cart business, and this spray paint was used for coloring vinyl on the seats. So if you have car seats, and they’re not leather, and they’re vinyl, these are the paints that you spray on to repair and renew your vinyl, looking like new.

I listed this ad on Craigslist, and I had a gentleman call me. I was able to sell all 53 cans. I believe I sold them – I think I sold them for \$130, \$140, something like that. This guy was in the bumper repair business. I went up and met with him. We were texting back and forth. I went up and met with him. We did the deal, and then we started talking. This is kind of good for your marketing consulting.

We started talking, and he told me that he grew up in a home and his father was abusive. He always wanted to do something in the automotive industry. Everyone laughed at him when he opened up his first bumper repair business, and he ended up making a \$1 million in the bumper repair business.

He asked me what I did, and I told him that I interview and market business experts, and we got to talking. I'm telling you, Clayton, if I pursued that, I could have gone back to him and signed him up for consulting, for interview services, even at the beginning of the year. He wanted to do a whole product and start selling information products. He was already researching online marketing.

You meet a lot of interesting people. I mean, I'm going to give you – so that was an example. I made some money and I met an interesting contact. I still have his number in my cellphone; I'm just limited on time. I would love to work with him. Maybe if I have some downtime, I know I can reconnect with him and sell him some interview services.

So you never know what it's going to lead to. You're meeting new people that you've never had a chance to meet with, and that can be kind of fun too.

Clayton: It's **[inaudible 35:45-35:46]**

Michael: I'll give you an example. When the mover, Oscar, when they delivered that big refrigerator that we bought last week, the refrigerator was sitting outside. This Saturday, we needed to get the refrigerator off the dollies and moved into the kitchen and hooked up. It was so heavy; I wasn't going to do it with my wife.

I placed an ad up on Craigslist again: Two strong men to move refrigerator from outside of the house to the inside of the house. I get a bunch of e-mails. One guy says, "I can do the job for you. My name is Roy. I'm up here at the Claremont Wal-Mart. Call me". So I called him.

He tells me he's been in appliance repair and he's moved heavy appliances before. I said, "Fine, come on and do the job". This was last Saturday. He goes, "Hey, do you have a place to park? I've got a big kind of motor home," and I said, "Yeah, no problem. You can park just right across from the house".

So I'm waiting for the guy and I see this humongous school bus, and it's like all spray painted. It's got signatures on it. It's like a hippie bus. It's painted like it was from the '60s. You know what I'm saying?

Clayton: I do.

Michael: Yeah, and I took pictures of this. I'm like, that is a crazy looking bus, what's going on with that? First of all, he had two other guys with him. They lived in the bus. He was at Wal-Mart because Wal-Mart allows you to sleep in their parking lot in a motor home. Did you know that?

Clayton: Yes.

Michael: So homeless people who have motor homes, they can sleep in a Wal-Mart parking lot. So obviously he was camping out there. He came and did the job with the refrigerator, and then he goes, "Hey, do you want to sign my bus?" The kids were here, and I said, "Sure, we'll come sign your bus," and I go, "What's the story with this?"

So he told me the whole story. He said that him and his wife weren't getting along, and they didn't know what they do. So they decided to just hit the road. They got this bus and they started traveling. When he first started traveling, there was some motorist parked on the side of the road and their car was broken down. He just passed them. He was thinking to himself, "That was really selfish of me. I could have helped that person," and I think he kind of had like a religious experience, like G-d was talking to him.

He committed to himself right there that he would never pass a stranded automobile on the side of the highway without offering help. He formed a nonprofit organization. He's been to 48 states; he's gotten signatures from Jennifer Aniston and all these famous people. He rattled off all these famous names. He had something like 10,000 signatures on this bus.

I mean, the bus had signatures everywhere. So when he asked me to sign his bus, it was even hard to find a place to fit your signature on. That's how many signatures he had. I go, "We got to get a picture of this". So I got my wife and someone who was helping us do something with the house, which I want to explain that story as well, and my kids, and we got them all in the pictures. I took some cool pictures. That was just a unique story, and we had a chance to meet an interesting guy.

How you doing there?

Clayton: How I'm doing for time? Haven't seen a clock yet.

Michael: It's 11:38 my time.

Clayton: Okay.

Michael: So you have to be back right on the nose?

Clayton: Around that. **[Inaudible 39:24-39:25]**

Michael: Okay. Are you learning something?

Clayton: Yes, I am. This is very interesting.

Michael: Okay.

Clayton: You **[inaudible 39:31-39:32]** options.

Michael: Another story. This is recent. We're redoing our kitchen, correct? I'm not an interior designer, and my wife isn't either. I said, "We need professional help. Let's see if we can find someone who knows what they're doing," and I put an ad on Craigslist last week looking for an interior designer or decorator to help us with our kitchen. I had 10 replies from designers and decorators.

There was one girl who replied. She had studied in China; she had studied under this person. She worked at a place that did tile and marble and flooring, and she was very close by. So we said, "Why don't you meet with us?" She came to the house, we met with her, and we really liked her and felt comfortable with her. We saw some of her work. She did some preliminary drawings of our kitchen, and we hired her.

We asked her what she thought would be fair for her services. She said \$10 an hour. We've got a designer to help us with all the autocad, with the drawings, with the sketches, with the measurements, with all that, a professional designer working at \$10 an hour for us.

Clayton: Wow. I wonder how much you'd have to pay for that if you found one in business?

Michael: My God, probably \$40, \$50, \$60. I mean, she rendered all these drawings, concept ideas in 3-D, all the real stuff that a professional designer would do. So we're currently working with her, and if we spend \$1000 on this designer before the whole job's done, it's totally worth it.

Clayton: Would be.

Michael: Another example of getting a professional service at a very reasonable price. Okay, bear with me. I'd gone to a garage sale and I bought a whole box of these window cranks and latches. In some of the windows in my home, they have a crank where you crank it and the window opens up. Do you understand?

Clayton: Yep.

Michael: I bought the whole box for \$3. I put them up on Craigslist. I said there must be \$200 worth of stuff here, and for someone who's in the window business, maybe they could have used it. It never sold and I ended up dumping them. I did use one of the cranks for a damaged crank that I had in my home. So I didn't lose anything on it.

I had bought three additional awnings; remember I was telling you the pavement that we had put down, it was heating up the kids' rooms? So I had found two additional motorized awnings, and I put an ad up. This was in 2010. The ad was: Ready to get going? This morning I have a motorized awning that needs to be installed. I have the awning here. Must have all tools, ladder, experience in electrical framing for support, \$16 per hour cash after job is done. Should be an all-day deal. Please respond if you know you can handle this job and get it done right.

I found a very capable guy to do the installation and the electrical for my awning, for my used awning that I bought off Craigslist. This was a different one that did fit.

Here's an interesting story. I put an ad on Craigslist. Here's how it reads: Air conditioning help. Detect leak, fix and recharge system. I have a very small leak in my A/C line. I'm in a residential home, only one story. I need you to find the leak in my system, repair the leak, and then once you have done this I need you to recharge the system with R12. Please e-mail me to let me know you can do this and give me an idea of the cost. The home is about 1200 square feet. The system is a Lenox system.

So our air conditioning wasn't blowing as cold as it should be, and I knew that we had a leak in the line somewhere. It was a very small leak, because it took a couple of years for all the Freon to go out or for it to blow not very cold. The R12 is a old coolant that I don't think they allow you to use anymore, and my system took R12.

When they changed the laws, they make you buy this different coolant and it's very expensive, and you have to have some kind of machine to get it in. Do you know what I'm saying?

Clayton: Yeah. Isn't it like R32 now?

Michael: I think it's R32. I needed R12. I wanted the thing filled up with R12. I found a guy, an A/C guy who had a tank of the R12 and he came up and filled it up for like \$30. So it could blow cold air for the next couple of summers. We weren't able to really determine the leak. I didn't hire him for that. I just really kind of wanted a quick fix for it.

Here's an ad. Before my iPhone, I had a Blackberry Storm. It was a Blackberry Storm 9550, unlocked, T-Mobile, AT&T, \$180. Perfect condition Blackberry Storm for sale. Includes battery charger, memory card. Phone is unlocked. Works with T-Mobile, AT&T, and other services.

This was my old mobile phone that I probably only paid \$180 for, and three years later, because my phone, I had problems with it and I had insurance on it; I was able to get a totally brand new one. I had saved my box and everything. I was able to sell my Blackberry Storm. A guy bought it for his grandfather. I was able to sell it for \$180. Mobile phones, I'm telling you, even old ones and new ones, you can make some money on those if you can pick them up inexpensively.

Clayton: Okay.

Michael: Let's see. My Touch, 4G black, comes with – I'm skipping some of these. Wow, I've sold a lot of phones. My HTC Evo 4G 512 mg black unlocked smartphone. My God, no. Okay. Forget that. I'm going to erase that last one. That ad was wrong. These are some ads – here's something.

You need to be careful when you set up your Craigslist account. You need to have a very good password, because there is a lot of fraud on Craigslist as well. What happened with me, someone cracked my

Craigslist account and started listing some Motorola things, some phones. What they'll do is they'll hijack your account and they'll list items that they have stolen, and they will sell the items and have people Paypal them the money and do stuff under your account. So it's very important to have a very strong user name and password.

Clayton: Okay, good to know.

Michael: Yeah. I'm looking at some listings of ads that my transcriber, when I told her to copy all the ads that I've ever done, I was looking at some listings that didn't make sense, but these are what some of the scammers put on.

Okay, let's see. Kids' wood rocking chair. We had a little wood rocking chair that I must have bought at a garage sale 12 years ago. I photographed that and put that up, and sold that for \$20. I spray painted it.

Spray paint is unbelievable. If you can find old items that look really beat up and they're made out of wood, and just because the paint is bad. It's unbelievable what you can do with some spray paint. I mean, you can take items and really make them look new again.

This is kind of an interesting story. It's a Rubbermaid mop bucket with a wringer combination. I remember driving on Saturday past a house and I saw a garage sale. It had one of these Rubbermaid mop buckets, and I know how expensive these mop buckets are. I bought the thing from the lady for \$5, and once I had that mop bucket I knew right there I was going to make \$20 or \$30 off of it.

I relisted it and I had a gentleman call me probably two or three days later, and I met him up at my little office away from my home. He pulled up right next to me. I was waiting for him. He gave me the money, and the deal was done. So like I said, you make your money when you buy.

Clayton: Okay.

Michael: Cool little kid's bike. This is the bike I got my kid to learn how to ride on. Tires are good, nice bell, Bell brand seat, and good little BMX handlebars. I remember paying, when I was teaching my kids how to ride a bike, this was the very first bike they learned. I got this at the Salvation Army. We paid \$11. It was a real little bike. So it was really easy to teach them how to ride on this bike.

They outgrew it, and it was time to sell it. I put it up on Craigslist and I sold it. I don't remember exactly how much I sold it for, but I'm sure I made a little money on it.

Kid's guitar. Musical instruments, I'm telling you. Kids' guitars, pianos, if you find old musical instruments like flutes, clarinets, that stuff is very expensive, and those are highly marketable, especially on Craigslist.

Clayton: A lot of these things, a lot of these stories you've been telling, have been just from personal experience?

Michael: These are my personal experiences, yeah. These are my stories.

Clayton: If a person wanted to work a little harder in order to earn an income, how would you go about sourcing a lot of things to buy at the right price?

Michael: It just takes manpower. It takes getting on Craigslist and looking through the stuff for sale, and identifying what's for sale. And kind of sizing up the situation, and negotiating, and doing a little research. I mean, this is stuff I'm doing – these are just incidents that I've used. I mean, if I focused on this fulltime, there would be hundreds and hundreds of different transactions. I mean, I'm running a fulltime business. These are just incidental things that I've used Craigslist for my personal use, and in an effort to teach my kids how to buy and sell and how to make money.

Here's another little example. I know we've got a little time left.

Clayton: Sure.

Michael: Nice little bike. Tires are great. Everything about this little bike is nice. Schwinn is a brand you can trust. We were at a thrift store, and we were walking out of a thrift store. I saw a man pull up in his car. He opened his trunk and he was getting ready to unload his trunk of items and just dump them off at the thrift store. A lot of people when they need to get rid of stuff, they go up to the thrift store and they put them on the curb right by the thrift store, and the thrift store will take them and sell them.

Clayton: Yeah.

Michael: I said, "What do you got there?" and he pulls out a nice little girl's Schwinn bike. I said, "Hey, are you giving that away? I'll take that," and he says, "Sure, you can take it". So I took it. Took it home. It was in great shape. The tires were fine. I put it up on Craigslist a few days later. My kid kind of liked riding it around because it was like a girl's BMX bike. Put it up for \$40 and I sold it. So that's something someone gave to me for free, and I asked for it. I said, "If you're giving this away, I'll take this. My kid would love to ride this thing".

Clayton: Yeah.

Michael: This is an unopened very nice – okay, let's see here. We'll get one more story and then we'll call it a day here.

Clayton: All right.

Michael: Let's see, combined – okay. Here's a nice little story. I was in my office. I was playing around on Craigslist. I looked for items that were free, and I saw someone giving away a free trampoline, and they were right down the street from me. So I said, "Hey, are you still giving that trampoline away?" She said yes. I went over to the house, and I said, "I want this trampoline".

It was one of these old-school trampolines. There were 96 springs to it. It was solid as a rock. I broke the trampoline down, and I put it all in my trunk. You could take the metal pieces and kind of – you build it, you put it all together. Once it's put together it's huge, but once it's broken down it's no big deal. I broke the thing down, I brought it home. It didn't cost me anything, just a little bit of time, maybe about 40 minutes of time.

Then I brought it home. Then I put it up on Craigslist and I listed it, I think I listed it for \$150. I had no buyers. I listed it for \$100, no buyers. I'm like, "All right, there's a lot of these trampolines on Craigslist," and I listed it for \$40, come and take it away. I had a guy come buy it for \$40.

Clayton: Okay.

Michael: So that was another little story. All right. Why don't we stop here? Man, we've been going two hours. Once we get this edited and you're listening to it, you're probably burned out like I am, but each one of these stories has a lesson in it. You know what I'm saying?

Clayton: Sure do.

Michael: So if you want, we're going to do our call with Michael tomorrow, but maybe let's schedule some more time and finish out these things. Then we can do the questions and answers, and we'll have a whole product put together.

Clayton: That'd be great, yeah. I'd like to do that.

Michael: All right, Clayton. I really appreciate you lending your ear for this. I think it's going to be a good product once it's all put together for someone who wants to make some money. I'm hoping that people will benefit from these stories. I think they will.

Clayton: I think they will too. I mean, I'm sitting here listening from my perspective in Atlantic, and having to travel to the cities, it sounds like, to really take advantage of this. I'm sure I can use it too.

Michael: I'm sure you can. If you can't travel, you need to get someone in that area, someone who's looking to make some extra money part-time, with a truck. You put an ad up in that area, man with a truck who needs to make some – and partner up with them. You need a guy with a truck, and you need a guy with some space. Then you can be the deal-maker and just tell him what to do.

Do you know what I'm saying? I mean, I didn't go move the refrigerators. I had people do all that stuff for me. I didn't drive up to go get the spray can paints. I had someone drive it down. You're going to have to pay some of your profits to some people, but if you've got a guy with a truck who's willing to make some extra cash, who's willing to store some stuff for you, you be the business brains behind it and have him be the brawn. Just make sure you give him a piece of the action.

Clayton: Yep.

Michael: All right?

Clayton: Yep,

Michael: All right, Clayton. I'll let you get back to work, and then we'll be talking tomorrow with Michael. It should be interesting and fun. I'll get back with you with your answers that you had submitted to me about Whole Brain Power, okay?

Clayton: Okay. Now, tomorrow is your interview with Mike. You're going to just be asking those questions, or how do we go about leading the discussion?

Michael: I've sent him – I'm going to be the moderator, so don't worry. I'll take care of it. He may want to start talking to you first a little bit, and then I want to explain to him that we want to get through these questions.

Clayton: Okay.

Michael: How long – do we have two hours tomorrow, or just one hour?

Clayton: Yeah.

Michael: We've got two?

Clayton: Probably an hour and a half would be best, if we can.

Michael: Okay.

Clayton: It's no – yeah. Let's shoot for an hour for an a half, if that works out.

Michael: All right, let's do that. I will tell him we have an hour and a half, and we want to get through the questions and offer you some support from him.

Clayton: Sure. Now, I noticed that I was to give a call to a conference number?

Michael: No.

Clayton: The reason I'm wondering. Well, first off, how does a cellphone come to you on your end?

Michael: Yeah, you sound pretty good, yeah. Just make sure you're charged up. I can – yeah. Let me – you don't want to spend the money on the.

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Clayton: See, it's a company cellphone.

Michael: Yeah.

Clayton: So incoming calls are free, and so I could go home and make the call, but then that'd be an extra **[inaudible 56:35-56:36]** for work-wise.

Michael: Okay, we'll work it out. I'll call you on your cell, don't worry. I'll do three-way calling, okay?

Clayton: All right, and then a little more time that way, and I'll make sure I'm charged up.

Michael: Okay, you got it. I'll talk to you then. Bye-bye.