



## *J.F. (Jim) Straw*

204 Wildflower Way  
Dalton, Georgia 30720-8029

Emai: [jfstraw@businesslyceum.com](mailto:jfstraw@businesslyceum.com)

### You Can Be A Millionaire *Special Mini-Report*

#### **Do YOU really want to be a Millionaire??**

Almost ever'body says **yes, Yes, YES**, to that question ... then they go around chasing "something to sell."

I receive literally hundreds of emails each month asking me ... "Where can I find products to sell?" - or - "Where can I find drop shippers?" - or - "Where can I find wholesale sources?"

Their goal, of course, is to Make Money - but - they're going about it bassackwards.

You can have a thousand different products to sell - but - if you don't have any buyers, you **ARENOT** going to make any money.

Instead of looking for something to sell, focus on finding **BUYERS**... that is the real secret to success in any business. Without "buyers" you won't make any money ... all your efforts at finding "products to sell" will be a wasted effort.

Don't even think about looking for a "seller" until you have a "buyer" at hand.

Look around you. "Sellers" are everywhere ... on every street corner, in every town, across this country - and - they are all hoping and praying for more "buyers" for their goods or services.

As a matter of pure fact, **ALMOST** every "seller" will gladly pay you a commission, or fee, if you can bring them a real "buyer."

Beyond that, when you have "buyers," the "sellers" will contact you.

Ask any retailer how many sales people — "sellers" — call on their stores each week. The retailer doesn't have to go looking for "sellers." The retailers have "buyers," so the "sellers" go looking for them.

I, personally, receive over an hundred offers every week from "sellers" wanting me to sell their products or services to my buyers.

Why do you think all of the Internet marketing gurus put so much emphasis on building your email list? — They know, as I do, that ...

**One-Hundred "buyers" are worth more than One-Thousand "sellers."**

That little fact alone should convince you that you should be focusing your efforts on finding “buyers” instead of “sellers” - but ...

### **Where do you find the buyers?**

Look around you.

There are over 300 Million people in the U.S. today. Every single one of them; directly or indirectly, buys something every day. Either they buy it for themselves or someone buys it for them. — And, there are more of them offline than you will ever find online.

Finding the individual buyers ... niche market ... for any specific product or service in that group of 300 Million buyers is just about as difficult as building an email list on the Internet. — It can be done but it takes a great deal of time and dedicated effort. — So ...

### **Why not let someone else do it for you?**

Think about it!

#### **Every “seller” is also a “buyer.”**

Grocery stores have to “buy” groceries from someone to resell to their customers. — Shoe stores have to “buy” shoes somewhere. — Every “seller,” no matter what they sell, must “buy” their inventory somewhere; from someone.

Since these “sellers” are already beating the bushes everyday to find “buyers” for their products or services, why should you duplicate their efforts?

I'd be willing to bet there are 50 to 100 (maybe more) such seller / buyers right in your local area - and - those “sellers” don't buy just one or two ... they buy dozen; or gross, lots at a time. Some of them buy thousands; or even millions, of an item at one time.

How much money could you make if you sold one-million widgets to one buyer, at one time, with a profit of only 10¢ on each widget? (It happens every day!)

Okay ... let's pretend you know someone who has one-million widgets for sale.

By the way, one-million piece lots aren't that uncommon. — One of my students recently contacted me with an eight-million (8,000,000) piece lot of cosmetic items. — Figure how much he will make at a profit of only 1¢ per piece (betcha it's more than you make in a year).

Our pretend widgets regularly sell at retail for \$5 each; with a wholesale price of \$3 each - but - the person who owns the widgets only wants 45¢ apiece for his widgets.

In order to earn 10¢ per widget for yourself you could ASK the person who owns the widgets to pay you a Finder's Fee of 10¢ per widget - IF - you can find a buyer for the whole lot.

Then again, you could act as a Pre-seller and sell just 10 lots of 100,000 widgets each for 55¢ each - or - 100 lots of 10,000 widgets - or - 1,000 lots of 1,000 widgets. — Or ...

If you have the cash, you could buy all one-million widgets for \$450,000 and resell them wholesale to smaller sellers for \$1.50 (instead of the regular \$3 wholesale price). Or, you could sell them at retail for just \$3 each (a 40% discount off the regular retail price).

No matter how you decided to sell the widgets, you would have to beat the bushes, chase down every blind alley, and eliminate the fakes and flakes, until you found a real buyer for the widgets.

Of course, any time you made a sale, that “buyer” would become a “known buyer” in your files. — You would “know” what they had bought. You would “know” how many they had bought. You would “know” how much they paid. — So, the next time you have a similar deal, you “know” they will buy it.

That’s the way I, personally, did it for about 15 years, until I joined forces with another finder, pre-seller, wheeler-dealer. — When my friend and I started sharing leads with each other ... splitting our fees and commissions ... our individual profits grew exponentially. — But ...

We still had to beat the bushes, chase down all the blind alleys, and eliminate the fakes and flakes on every day until we found a “known buyer” to add to our list.

### **There had to be a better, faster, easier way.**

It didn’t take us long to figure out that even though every “seller” was also a “buyer” ...

### **Not every “buyer” was a “known buyer.”**

What we needed was a way to get the seller /buyers to tell us “what” they bought on a regular basis; “how many” they usually bought at a time; and “how much” they regularly paid for those items.

It took my friend and I nearly 5 years but we finally came up with a method whereby we got “buyers” to tell us what they bought, how many they bought at a time, and how much they paid for those items ... IN ADVANCE. They became “known buyers” before we sold them anything.

The next time we had one-million widgets available, we simply went through out lists of “know buyers” to find someone who regularly bought one-million (or more) widgets at a time. — If our price was lower than that “known buyer” usually paid for those widgets, we didn’t have to sell them anything. We just told them we had the widgets at a better price and the “known buyer” would buy the widgets we had available.

It was fun. It was easy. And, it was very, very profitable.

As my friend and I associated with other wheeler-dealers across the country and around the world, those wheeler-dealers were absolutely amazed at the deals we could close so fast.

My friend and I took an oath to NEVER reveal our method of identifying, qualifying and quantifying “known buyers” to anyone (except our kids and grandkids, of course) - but ...

There is no reason why you can’t start doing the same things my friend and I did before we developed our method ... right in your own local area ... the same way we did it way back when.

First ... grab a copy of your local Telephone Book Yellow Pages. — Pick a category and get started.

As an example, I'll use "Building Materials" ... it's always a very active category. There are 27 listings here in the Dalton, Georgia, area; and I didn't even look in the two nearby cities ... Chattanooga, Tennessee, and Atlanta, Georgia.

Now, go visit each of those "Building Materials" sellers. — Remember: Since they sell Building Materials, they have to buy them somewhere from someone.

When you visit the "Building Materials" sellers, make notes of the specific products they sell; the price for which they sell those items - and- how many they have in inventory on display.

You might want to go to the effort of finding out about how much they are paying for their inventory by contacting the various manufacturers - but - a rule my friend and I used was 40% of the retail price. They are probably paying a little more but the 40% amount will be good enough.

To get an idea of "how many" of each item the "Building Materials" seller would buy at a time, get a count of the inventory on display. The "seller" may buy more than that at one time - but - if they have that many in inventory on display, they probably won't buy less than that many at any given time.

Once you have an idea of what kind of products your "Building Materials" sellers will buy, you have to find something to sell to them.

Please, please, please ... DO NOT, under any circumstances, take on a line of "Building Materials" to sell to the seller /buyers you have located. — You will only be another salesman for those products ... in competition with all the other salesmen selling the same stuff at the same price.

What you need are closeouts and liquidations - but - don't even start looking for any sellers until you have located some possible buyers.

Back in the day, my friend and I would spend a ho'bunch of money on long-distant telephone calls (back then we had to pay as much as \$1 per minute) to contact the manufacturers, suppliers, importers, and even bankruptcy lawyers, to find the closeouts and liquidations. — The Internet makes it much, much faster, cheaper, and easier.

Today, all you have to do is an Internet search for ... "Building Materials"+closeouts - and - "Building Materials"+liquidations.

By the way, the odds are 99 to 1 the local "Building Materials" sellers in your area aren't aware of those deals.

When you have located some closeout lots of "Building Materials," decide how you are going to handle the deal ... as a Finder, a Pre-seller, or for your own account by buying the lot for yourself to resell.

Once you have set it up so you can make a profit, go back to the "Building Materials" sellers and make them an offer they can't refuse. — If you don't try to make a killing on each deal, you'll be surprised how fast the seller /buyer will grab what you have to offer.

When you make a sale, add that buyer to your "known buyer" list because you "know" what they bought, how many they bought, and how

much they paid. — The next time you come across a similar deal you will “know” who to take it to.

It shouldn't take you more than about 5 hours per week ... evenings and weekends ... to do it all.

### **Serious Afterthought!**

As soon as I finished writing this mini-report, I sent it out to some of my friends for their comments. — One of them said ...

**“It could take weeks; even months, for someone to close a deal like this.”**

So, I must add this ...

How much money are you making now?

If you're above average, your annual income is somewhere around \$30,000 per year ... working 40 hours per week ... about 2,000 hours per year. (The national average wage is lower than \$30,000 but it will serve for my illustration.)

Working about 5 hours per week, how long would it take you to make 60 sales with an average profit of only \$500 per sale? — Then again, you might make 30 sales with an average profit of just \$1,000 per sale - or - just 6 sales with an average profit of \$5,000 per sale - or - you might even make one (1) sale with a profit of \$30,000 (or more). — Beats the thunder out of working 2,000 hours per year, doesn't it?

**REMEMBER:** You don't really have to “sell” anything. Since the seller / buyers are already buying what you have to offer ... but you are offering them a much better deal (making them more money) ... all you really have to do is tell them you have what they usually buy at a better price and (most often) they'll just buy it.

Hey ... I only used “Building Materials” as an example. Don't overlook other highly profitable categories in your Telephone Book Yellow Pages ... Toys, Camping Equipment, Shoes, Computers, Automobile Parts & Accessories, Sporting Goods, Restaurant Equipment & Supplies, Furniture, Plumbing Fixtures & Supplies, Clothing, Paint, Industrial Equipment & Supplies - and - don't dismiss the “Convenience Stores” ... they buy a ho'bunch of different stuff.

My friend and I did it much like that until we found ...

### **A Better, Faster, Easier Way!**

It took my friend and I nearly 5 years but we finally came up with a method whereby we got “buyers” to tell us what they bought, how many they bought at a time, and how much they paid for those items ... IN ADVANCE. They became “known buyers” before we sold them anything.

Instead of doing all that running around, we developed letters and forms to use ... for both “buyers” and “sellers” ... a way to get the seller / buyers to tell us “what” they bought on a regular basis; “how many” they usually bought at a time; and “how much” they regularly paid for those items. -- We also had “sellers” contacting us with what they had to offer ... we didn't even have to go looking for them either.

My friend and I took an oath to NEVER reveal the method we used to

identify, qualify and quantify "known buyers"(and "sellers") to anyone (except our kids and grandkids, of course) - but ...

**I'm not getting any younger and my friend has completely retired, so I got his permission to share our methods with you - only ...**

Back when were doing it, everything was done using paper & ink, typewriters, carbon paper, and FAX messages. — It was a slow, methodical process.

It's much, much faster and easier today using your computer. — All you have to be able to do is send and receive email, copy and paste, save and find, and read PDF files.

In my course ... **"You Can Be A Millionaire In One-Year Or Less!"** ... I have explained exactly ... step by step, point by point ...how my friend and I did it and why we did it that way. Then, I adapted each of those methods to use the Internet and I tested them to be sure they worked. — One email I sent to just 12 seller/buyers got 9 positive responses.

**"You Can Be A Millionaire In One-Year Or Less!"** includes the actual letters and forms we used back then - plus - email messages to accomplish the same purpose. — All you'll need to do is copy them and start using them.

PLUS — my friend and I also used a method to pick-up \$500 to \$1,000 per week any time we needed it. (That was back when most men were only earning \$80 to \$120 per week ... \$2 to \$3 per hour.) — We called it our **"Bread & Butter Money."** — Using that method alone, you should be able to pick up 2 to 3 times your annual salary. — I explain it all in **"You Can Be A Millionaire In One-Year Or Less!"** ... along with a source we didn't have back then; making it as easy as shooting fish in a barrel.

If you're interested in the **"You Can Be A Millionaire In One-Year Or Less!"** course, just copy and paste the following URL into your browser ...

<http://www.BusinessLyceum.com/BeAMillionaire.html>

Sorry for the inconvenience - but - I'm an old man ... just about as computer literate as an ol'yella cat ... and I haven't yet figure out how to make links clickable in PDF files.

Just remember, there are far more, easy to find, buyers offline than you'll ever find online.

Yours for success,



J.F. (Jim) Straw

P.S. — Even if you don't grab a copy of my **"You Can Be A Millionaire In One-Year Or Less!"** course, you can still make a million just using the method I have explained in this report. -- Of course, when you take the course, you'll be able to do it better, faster, and easier. — Keep well.