

HOW TO

Buy Computers Dirt Cheap



**AND SELL THEM
FOR INCREDIBLE
PROFITS!**



Notice of Rights

All rights reserved. No part of this manual may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the prior written permission of the author and New Strategies.

Notice of Liability

The information in this manual is distributed on an "as is" basis without warranty. While every precaution has been taken in the preparation of this manual, neither the author nor distributor shall have any liability to any person or entity with respect to any loss or damage incurred as a consequence of the use and application, either directly or indirectly, of any advice, information, or methods presented in this publication.

Copyright 1998
By New Strategies

This Manual was provided to you by an Independent Distributor. Please note that any refunds or exchanges must be handled by that Distributor.

Table of Contents

About the Authori

Introduction1

Everything You Need To Know About Computers.....2

**The Best Sources to Find Rock Bottom Wholesale
Prices on Computers to Resell8**

How To Make Sure You Never Buy Junk9

Incredible Ways to Sell Computers For Phenomenal Profits10

Contacts.....14

About The Author

Don Lapre is a self-made multi-millionaire and the star of the nationally aired TV show, Making Money. Growing up, Don's family was very poor. Even though Don was still a youth, it was necessary for him to help generate an additional income to help his family survive. It was out of this necessity that one of the greatest Entrepreneurs in America was born!

Over that last 25 years, this remarkable man has developed more ways to make money than you could imagine. But the most incredible part of the story is his willingness to share what he has learned with others. Don Lapre has supplied literally hundreds of thousands of people all across the country with the information and money making tools that could change their lives. As you can see every day on his nationally aired TV show, his ever growing list of successful students is amazing. These people's lives will never be the same thanks to Don Lapre and his generosity.

Over the last few years, Don has gained National recognition for his incredible innovations in the 1-900 pay-per-call business. He has revolutionized the industry by creating a unique program that allows the average American with an average income to get set up with their own incredible 1-900 business. With his program you don't need any equipment to get started and all you have to do is advertise to get people to call your 1-900 number. Don's company sets up the programs and handles everything else. And, you receive weekly checks for all the calls that you generate. If you would like more information on this exciting program you can call 1-800-800-2451. This will connect you directly to Don Lapre's office where they will be happy to explain all the details!

Another area of Don's company that is skyrocketing is his Custom Internet Web Site division. Through a unique new program, Don did it again. He took something that everyone would love to have but could not afford, and he made it affordable! For less than you would ever think possible, you could have your very own Custom Internet Web Site set up right through Don's company. With an estimated 50 million people on the Internet, it is becoming a premier advertising location and communications tool! If you would like more information on the program you can give Don's office a call at 1-800-800-2451. You'll find that his staff is very helpful as well as a pleasure to talk to.

The manual that you're about to read is just one of many incredible publications available by Don Lapre. If you would like to request a catalog of Don's extended line of money making and money saving tools, please call Don's customer service number at 602-453-1282.

Introduction

Computers are involved in just about every part of our life from our places of employment to the microprocessors in our cars and toasters. It is currently estimated that one in three households in America has a computer. It is further estimated that up to 60% of the working population uses some type of computing device at their place of employment. In less than 20 years, the computer has infiltrated society at a rate incomparable to any other innovation of mankind. Comparatively, it was almost 50 years after the airplane was invented before any of us had ever flown!











There is perhaps no time like the present to consider buying and selling computers! The media hype and innovations in software make using a computer easier and easier. Bill Gates, president and CEO of the Microsoft software empire, is personally worth over 40 billion dollars. Microsoft is the second largest company in the world only surpassed by General Motors. Microsoft has accomplished this with only 33% of the population owning computers in comparison to over 56.6% of the population owning an automobile. The market for computers is exploding and the majority of the population does not even own one yet!

How Can You Profit?

To effectively market any good or service, marketers must identify a target audience. The primary market to sell computers to currently is the market that does not own one personally. This segment of society is ripe for computer deals that are not only economical, but also practical. They are considering purchasing a computer because of the impressions from the media and their peers that they can do all these great things from piloting the Rover on the surface of Mars to helping us manage our personal finances.

With this in mind you must determine how you will approach your target audience. There are several factors to consider before deciding upon a final strategy from age and sex to income level and education. However, the best starting point is to determine why you either own a computer or would purchase one for personal or business use. Once you have determined your needs and wants, your primary niche market that you should target within your target audience will be identified! Just be careful that your interests are not so specialized that you miss an angle that has general appeal, which would ordinarily allow for the greatest chance of success.

The following is a list of some of the top reasons people buy a computer:

-  The Internet and on-line services
-  The kids and their homework.
-  Personal finance.
-  Computer games and entertainment.
-  Research and education.
-  To better their skills for work.
-  Graphic arts, the ability to scan documents and photographs.
-  To communicate with work.
-  To fax, and access stock information.
-  To replace their typewriter or fax machine.

There are hundreds more, but to date these will perhaps allow you to appeal to the majority of needs and wants of those in the market to purchase a computer.

Everything You Need To Know About Computers!!

Obviously, the more you know about anything that you are selling the greater your chances are of answering questions that a potential buyer might have. However, please keep in mind that product knowledge is only a small part of sales ability. You must know why someone is buying before you can convince them to buy. Product knowledge for some of the best salespeople is limited to say the least.

An example is your local car salesperson. Some of the best salespeople barely know how to even put gas in a car and start it let alone answer any technical questions about the mechanical specifications of the engine or any of its components. They just simply read what's on the sticker when you ask:

What size engine is this?

"Ummmmm-Let me see-Oh its a V8," reading aloud from the sticker on the car's window.

Every computer that you will purchase to resell will have an owners manual that contains the answers to almost any question possible that a potential buyer could ask. So do not labor too much in becoming an expert in computers.

The primary things that you will need to know are the difference between hardware, software, operating system and peripherals. First we will look at the technical explanations of each as defined by the IBM Dictionary of Computing and then bring them down to earth so that you can put them to use in buying computers at rock bottom prices. The following is an explanation of each:

Hardware—The actual computer system, brand and internal components that make up its performance specifications. A system is actual made up of a hard drive (stores files or data), memory (also referred to as RAM and determines how much memory the system has as it runs through its processes), and processor (determines how fast the computer can run through processes and programs).

You will hear about all types of processor names from AMD to Pentium. Pentium is the most widely used. However, there are other processors that are just as good or superior.

Let's take a look at what the IBM Dictionary of Computing has to say about hardware:

Hardware is the physical aspect of computers, telecommunications and other information technology devices. The term arose as a way to distinguish the "box" and the electronic circuitry and components of a computer from the program you put in it to make it do things. The program came to be known as the software.

Hardware implies permanence and in variability. Software or programming can easily be varied. You can put an entirely new program in the hardware and make it create an entirely new experience for the user. You can, however, change the modular configurations that most computers come with by adding new adapters or cards that extend the computer's capabilities.

Software — Also known as computer programs, are what people install on their systems to run various applications from games and accounting programs to the Internet and on-line services. Software can be thought of as the variable part of a computer and hardware the invariable part. Software is often divided into application software (programs that do work users are directly interested in) and system software (which includes operating systems and any program that supports application software).

Operating System (O/S) — An operating system (sometimes abbreviated as "OS") is the program that, after being initially loaded into the computer by a bootstrap program, manages all the other programs in a computer. The other programs are called applications. All major computer platforms (hardware and software) require and sometimes include an operating system. UNIX, Windows 95, DEC's VMS, IBM's OS/2, AIX, and OS/390 are all examples of operating systems.

Peripherals (also known as a device)—In general, a device is a machine designed for a purpose. In a general context, a computer can be considered a device.

In the context of computer technology, a device is a unit of hardware, usually outside the computer case or housing, that is capable of providing input to the computer or of receiving output or of both. When the term is used generally (as in computer devices), it can include keyboards, mice, display monitors, hard disk drives, CD-ROM players, printers, audio speakers and microphones, and other hardware units. Some devices such as a hard disk drive or a CD-ROM drive, while physically inside the computer housing, are considered devices because they are separately installable and replaceable. With notebook and smaller computers, devices tend to be more physically integrated with the “non-device” part of the computer.

In Laymen’s Terms What You Need To Know

The following are the areas to be concerned about when purchasing computers to resell:

Operating System

You will be looking for Windows based IBM compatible computers. The computers that you buy to resell should already have Windows 95 or Windows 98 installed on them. Windows is perhaps the most popular operating system for personal computers. It’s the one that made Bill Gates rich.

You may come across systems that have WindowsNT installed. This operating system is primarily for business users and it would be our advice to stay away from those systems if your target market is personal computer users.

The reason you want to buy a computer with the operating system already installed is because operating systems cost hundreds of dollars. Having the operating system already up and running is a plus for any potential buyer and could up your asking price.

Just remember that operating system (OS) simply refers to the type of system that manages all the software programs on the computer. Windows is the easiest so look for systems with Windows already installed.

Hard Drive Space

A hard drive is kind of like the closet for a computer. As with a house, you can have a big closet or a little closet. On a computer the hard drive is where all the program, and things a user may want to store are kept. This is not a bottomless pit and it has limits.

Hard drive space for personal computers is measured in megabytes (MB) and gigabytes (GIG). It takes 1000 megabytes to equal a gigabyte. Today’s standard for a computer is at least a 1-gigabyte hard drive. However, you can still purchase computers with 500-MB hard drive to resell if you can find a market. Just be sure that you know what the market is asking and paying for these types of computers before you buy for resell. You can check prices for sale in the classified section of your local paper under “computers for sale.” You can check the price actually paid by calling a week or two later to the owners of the systems you picked out and asking what they sold it for. Just remember that the market is always what is paid not what is asked!

RAM (Random Access Memory)

Let’s take a look at what the IBM Computing Dictionary defines RAM as, and then examine a layman’s definition as it relates to the systems that you’ll buy to resell:

RAM is the “built-in” readable and writeable data storage that comes with (or can be added to) a computer. Typically, personal computers come with 8 or 16 megabytes of RAM. Most personal computers are designed to allow you to add

additional RAM modules up to a certain limit (for example, up to 32 or 64 megabytes). Having more RAM in your computer reduces the number of times that the computer processor has to read data in from your hard disk, an operation that takes much longer than reading data from RAM. (RAM access time is in microseconds; hard disk access time is in milliseconds.)

RAM is called "random access" because data is placed in and obtained from memory in a non-sequential fashion. IBM preferred the term "direct access storage" in earlier computers.

The two other main kinds of computer memory or storage are disk (or "hard disk") storage and read-only memory (ROM).

For the purpose of buying and selling computers just simply think of RAM as the computer's storage area that the computer uses to read and write data. Typically, the more RAM a computer has the quicker it can read and write data. When considering computers to purchase to resell look for computers that have at least 16 meg of RAM. If you decided to purchase a computer to resell that has less than 16 megs of RAM, be sure to carefully check what the market is paying in the classified section as shown earlier.

Software

Software is the reason people buy a computer. If they are buying a computer to access the Internet and on-line services they will need software. If they are buying a computer to manage the finances of their home based business they will need software. If they are buying a computer for their kids to type and do research for their homework they will need software. The computer is simply the car and the software is the gas.

Typically, the more software a computer has on it the more a buyer may charge. So be careful when looking for computers that come "loaded" with software. The price may be inflated, and if you can not find a buyer at a higher price than you paid, you will simply just break even and in many cases lose money!

The types of software that you should look for on the systems that you purchase to resell are: Microsoft Office/Office97 and above, Quicken Accounting Programs, Microsoft Money, PaintShop Pro, Netscape 3.0 and above, PhotoShop, Adobe PageMaker, WordPerfect, Lotus Notes, Encyclopedia software, and etc. It helps your ads when you go to sell the computers you buy and helps you to stick to your sales price. The software programs mentioned above, when purchased new, total thousands.

The best way to know what the software is worth, make a list and take a trip down to your local CompUSA or Best Buy to get prices.

A Special Word About Software

It is important to note that when you buy software, you do not really buy software. Instead you are purchasing a license to use the software. Generally, this license is transferable, but once you transfer ownership of the license you have revoked your right to use that copy of the software. If you wish to use the software again you need to purchase another copy/license. So it is in your best interest to buy computers that come loaded with the most popular programs.

Hardware

For the purposes of discussion about the types of computers that you will look for to purchase and resell, hardware will refer to what is actually inside of the computer. When looking for systems you will encounter basically three types of systems: 386's, 486's, Pentiums, Macintoshes and Pentium Clones.

They will come in a variety of speeds and types, and later, we will discuss the parameters and types you should stick to.

Peripherals

For the purposes of discussion about the types of computers that you will look for to purchase and resell, peripherals will refer to keyboards, mice, display monitors, CD-ROM players, printers, audio speakers and microphones, and other hardware units. We will describe later the types of peripherals that should ideally come with the types of computers you will buy and sell.

The Ideal Computers To Purchase And Resell

There is probably a market for every good or service that exists on the face of the earth today and computers are no different. What will really determine the types of computers you purchase to resell is knowing what the average selling price is for computers in your area. Again, you can find this information in the classified section of your local paper. Once you find the types of computers that you can sell in your local paper you will use the sources in Chapter Three of this book to locate sources to find deals on computers at wholesale and below wholesale prices. You will be exposed to both new and used sources.

The following is a description of the bare bone minimum that computers that you purchase for resell should have:

- ✓ Monitor SVGA (14-17 inch)
- ✓ CD-ROM Drive (4X minimum)
- ✓ 500 MB To 1-3 gig (preferable) hard drive
- ✓ 8 preferably 16-32 meg's of RAM
- ✓ 3.5 floppy disk drive
- ✓ Windows 95 or Windows 3.1
- ✓ Video card
- ✓ Sound card
- ✓ Speakers
- ✓ Keyboard
- ✓ Mouse
- ✓ Modem 33.6 to 56K

Other things that your computer could have to increase the resell value:

- ✓ Printer (Color is even better!)
- ✓ Video capture card
- ✓ PC video camera
- ✓ Microsoft Office
- ✓ Accounting software
- ✓ Internet browsers like Netscape and Internet Explorer
- ✓ Encyclopedia software
- ✓ Tape back-up
- ✓ Time management software
- ✓ Graphic software programs

Now let's take a look at quick definitions for the items mentioned above:

Monitor SVGA (14-17 inch)—This is like a TV screen for the computer.

CD ROM Drive (4X minimum)—Allows the users to listen to CD music on their computer, and install and run software programs that are on CDs instead of floppy disks. An example would be PC video games, which would be too large to put on an ordinary floppy disk.

500 MB To 1-3 gig (preferable) hard drive—This is the “closet” for the computer. It refers to how much space the user has for their software programs and to store data.

8 preferably 16-32 meg's of RAM—Refers to the amount of space that a computer has to read and write data in the programs that are run on it. The more RAM a computer has the more space it has to read and write data when programs are run on it.

3.5 floppy disk drive—A 3.5” inch slot in the main box of a computer that allows a user to insert disks in a separate drive on the computer. When the user inserts a disk into this drive, whatever data is on the disk is now accessible to the computers main operating system via this drive. However, please note that this drive simply reads and writes to the disk that is inserted into it and has no storage capacity of its own.

Windows 95 or Windows 98—These are the popular IBM compatible operating systems developed by Microsoft. Users use these OS's to install, access and run software on their computers. They are extremely easy to use and compatible with 99% of the software on the market today.

Video card—Inside computers there are areas called “slots” where cards of all types can be installed. A card (or expansion card, board or adapter) is circuitry designed to provide expanded capability to a computer. It is provided on the surface of a standard-size rigid material (fiberboard or something similar) and then plugged into one of the computer's expansion slots in its motherboard (or backplane). Cards may come in one of two sizes designed to match standard slot dimensions. A card can actually contain the capability within its circuitry (as a video card does) or it can control (through an extended connection) a device (such as a hard disk drive). Video cards are one of these types of cards and allow the computer to run applications that require video and animation capabilities like PC video games.

Video cards capabilities are measured by output in megabytes. Minimum requirements of most applications that would require a video card are 2MB. However, if you are dealing in primarily lower end computers you may be able to get by with a 1MB-video card. Preferably, for the systems that you will buy to resell, you should look for systems that have 2-4MB video cards.

Sound card—A sound card is a necessity. Most applications today and operating systems make use of sound cards. Similar to video cards, sound cards capabilities are measured by their output. Ideally, you should strive for systems with medium to higher quality sound cards.

Speakers—Speakers are connected directly into the sound card of a computer. They allow users to hear the sounds that accompany the programs and applications that they run on their computers.

Speakers come in a variety of different types, sizes and colors. Ideally, you should strive for systems with medium to higher quality speakers.

Keyboard—The keyboard attaches to the computer and allows the user to interface with the systems and the various programs installed on it.

Mouse—The mouse attaches to the system and allows the user to point and click through software programs and various other screens of information on their computer.

Modem 33.6 to 56K—Modems can be internal or external. They allow the computer to connect to other computers via the phone line. An example would be connection to an Internet Service Provider for Internet access.

Other components and peripherals that could increase the resale value of the computers that you purchase:

Printer (Color is even better!)—Printers attach to the main system and allow the user to print information from their computer.

Video capture card—Video capture cards are inserted in slots inside the computer. They allow for camera and video input.

PC video camera—Attaches into a computer's video capture card and allows the user to play and record video to their computer.

Microsoft Office—A suite of software, by Microsoft, that includes a word processing, spreadsheet, time management, and a variety of office related programs.

Accounting software—Program that allows user to keep up with their personal or business finances.

Internet Browsers like Netscape and Internet Explorer—software programs that when installed on a computer allows the users to look at web pages from other computers via the Internet. Browsers also allow user to send and receive e-mail, create web pages, transfer files and variety of other Internet and World Wide Web related functions.

Encyclopedia software—Software program that allows users to access a graphical and digital version of ordinary encyclopedias on their computer.

Tape back-up—Peripheral unit that backs up a computer's data to a separate tape.

Time management software—A software program that allows a user to manage their appointments and schedule on their computer.

Graphic software programs—These programs allow users to create and edit graphics (pictures) on their computers.

Now that you have an idea of the various components that make up a computer system we can take a look at over 30 sources where you can get rock bottom deals in Chapter Three.

U. S. Postal Service
443 Fillmore Street
St. Paul, MN 55107
612-293-3082

U. S. Postal Service
380 West 33rd Street
New York, New York 10199
212-330-3800

U. S. Postal Service
2970 Market Street
Room 531-A
Philadelphia, PA 19104
215-895-8140

U. S. Postal Service
Undeliverable Mails Branch
Dead Parcels Branch
730 Great SW Parkway
Atlanta, GA 30336
404-344-1625

U. S. Postal Service
390 Main Street
San Francisco, CA 94105
415-543-1826

The Best Sources To Find Rock Bottom Wholesale Prices On Computers To Resell!

#1 Newspaper

Perhaps one of the easiest places to locate deals is your local newspaper. Just look under "Computers" or "Computers For Sale." As you look through the ads look for sellers who are motivated to sell. Compare sales prices by calling other advertisers who have sold their computers to see what the sales price was.

Once you have an idea what computers in your area are selling for you will then know exactly what the maximum price is that you can pay for any system that you purchase to resell. Keep a log of the prices that you get from the sellers that you contact, so that you will have your own running record of your area's sale prices.

#2 Auctions

Auctions can be a great place to find computers at wholesale and below wholesale prices. There are several types that you should consider attending:

Government

Department of Defense—One of the best auctions to attend. Auctions are held by field offices, called Defense Reutilization Marketing Offices. There are offices in just about every state. To get a listing or the phone number of the office that is nearest you write to - The National Bidders List, Defense Reutilization & Marketing Service, PO Box 1370, Battle Creek, MI 49016-1370, or call 616-961-7331.

The Internal Revenue Service (IRS)—It is possible to get rock bottom prices on IRS seized computers. To find out about the next sale and its location, simply call your local IRS office and ask for publication 2434.

U. S. Customs—U. S. Customs auctions are overseen by a private company - E.G. & G Dynatrend. You can call them at 703-351-7887, or write them at the following address:

E.G. & G. Dynatrend
U.S. Customs Service Support Division
2300 Clarendon Blvd. - Suite 705
Arlington, Virginia 22201

U. S. Postal Service—You may be able to locate cheap and almost new systems at U. S. Postal Service Auctions. There are five locations across the country where auctions are held. The following is a list of branches that you can contact to find out about up and coming auctions:

Local and Estate Sales and Auctions

Look in your local Yellow Pages under "Auctions" for companies in your area that specialize in auctioning computer equipment and electronics.

Local and State Government Auctions

You will also want to look in your local White Pages under State and Local Departments that could hold auctions on computers and electronics. Divisions that you will want to look under are Surplus Properties, Finance and Administration, Surplus Categories, General Services, Procurement, Police, Fire Department, Sheriffs Department, and any other departments that could have surplus computer equipment to auction.

#3 Yard Sales

Yard sales can be excellent places to find great deals on computers to purchase and resell. You either drive around various neighborhoods in your area looking for signs pointing to them, or check your local paper under "Yard Sales."

Just be sure to plug in the computer and make sure it works before purchasing.

#4 School Districts

Be sure to check with the school districts in your local area to see when they hold sales of surplus equipment. You never know what types of deals you might find since they are constantly upgrading their systems.

#5 WebTV

WebTV is a set top box that connects to your television and allows you to access the Internet. You can get these units at prices that will allow you to make up to 50% profit on everyone that you sell! Information on how you can become a distributor is in Chapter Six under "Contacts"

How To Make Sure You Never Buy Junk!

One of the worst things that could happen when you look for computers to buy to resell is that you purchase "junk" that does not work and you cannot resell.

The easiest way to avoid ending up in an unfortunate situation like this is to follow these simple steps:

- 1.** In the beginning take a friend with you who knows about computers and have he or she do the following:
 - a.** Completely shut the system down and re-boot it (turn back on).
 - b.** Once the system is up, if it is a Windows system, have your friend run a "Scandisk" on all the permanent drives. This will report any bad sectors on the drives. Do not buy Macintosh systems until you are more familiar with computers.
 - c.** Try the CD player.
 - d.** Try the floppy disk drive.

- e. Try the mouse, keyboard, speakers, printer and any other attached devices to make sure that they operate. If the owner of the system advertised certain brand names and models, make sure that what you are being sold is what was advertised. If not, make an adjustment on the price.
 - f. Make sure that all the software programs that were mentioned with the system are included and installed. If possible get the original CD or floppy that the programs came on.
2. Make sure that you have researched the selling prices in your local paper so that you can determine an absolute maximum price that you can pay for a system and still resell it at a profit.

If you pay too much for it, you won't be able to drop the price and may end up just breaking even, or even losing money.
 3. Once you have purchased your system for resale, get it home and clean it up. Be sure to use only mild cleansers on external parts and don't get any of the internal parts wet.
 4. Start to learn a little bit about computers. Have your friend show you how to turn it on and navigate through the Windows Operating System. Be careful not to "experiment" on your computer. Nothing is worse on a computer than just blindly clicking around. If your computer has to go to the shop because you have altered or damaged your system's configuration(s), you may eat up your profits in repairs!
 5. Immediately start advertising and promoting the fact that you have a system for sale through newspapers and other forms of low cost advertising. Be careful that you do not invest all of your potential profits into advertising. Computer equipment is notorious for having slim margins. So you might want to look at some of the alternative ways to advertise your systems in Chapter Five: Incredible Ways To Sell Computers For Phenomenal Profits!

Incredible Ways To Sell Computers For Phenomenal Profits!

The best advertising is free advertising. However, many times when you really need to move a computer consider placing a newspaper classified ad. Just be sure to run it on Sunday or Wednesday to make sure you get the most exposure for your money. Also, if you are going to consistently buy and sell computers consider running a generic ad a couple of times a week on a monthly basis. When you purchase newsprint by the month, many times you can get incredible rates!!

Here are examples of generic ads:

Ad A:

Rock bottom prices on computers!
All makes, models and sizes!!
Call XXX-XXX-XXXX

Ad B:

AAA Computers for all budgets!
All makes, models and sizes!!
Call XXX-XXX-XXXX

Ad C:

Must sell my three computers today!
Will consider all offers!!
Call XXX-XXX-XXXX

The following are other methods to sell your computers that cost little or no money:

Apartment and Dorm Laundry Room Bulletin Boards

Simply make a flier describing the system(s) that you have for sale with little tear-off sheets of your phone number and post in as many laundry rooms of apartment complexes and dorms as possible. You could be blown away by the results!!

Sponsor Your Own Internet Seminar

The media pumps the Internet everyday on television, radio and print media yet the majority of the population is not on the Internet. You could benefit from this exposure by hosting a free introduction to the Internet—No Computer Necessary Seminar.”

For speakers just call up Internet Service Providers (ISPs) in your local area and let them know that you would like to have a representative of their company speak at your seminar on “An Introduction to the Internet - No Computer Necessary Seminar.” Tell them that you plan to sell computers there and if they agree to send a representative of their company you will allow them to pitch all the people that purchase computers from you to use their Internet access and web hosting services.

To get the venue, or location, to hold your seminar simply call your local library and let them know what you are planning to do. It should be more than happy to accommodate your seminar if admission is truly free.

To promote your seminar consider inviting local churches, civic groups, clubs and any other large membership bodies that you can think of. Also, check your local papers, newsletters and various other publications that may offer free listings and ads for free seminars. In any case make your very best effort to spend little or no money promoting your seminar. If you strive to develop win-win relationships you will be amazed at how much you can get for free!

Also consider inviting local computer dealers and individuals attempting to sell their computers in the newspaper to your seminar with the items they have for sale. You could charge them up front, or a percentage of the price they sell each computer to your seminar attendees. Using this method you would not have to tie up any money in inventory, seminar space, speaker fees or advertising!

Sponsor Computer Education Seminars

Variations on the previous example of promoting Internet seminars go into infinity. However, as previously mentioned the true market for computer systems is those who do not currently own computers and know nothing about them. So why not sponsor “An Introduction To Computers Seminar”?

Using the same method of finding a speaker to speak for free at your seminar simply call local private computer schools and let them know that you would like a representative of their company to speak at your seminar on “An Introduction To Computers.” Let them know that in exchange for their services you will allow them to pitch their class schedules to all the seminar attendees that purchase computers from you.

Use the same method to find a venue, inventory, and promote your seminar as mentioned in the Internet Seminar Section” and you have another nothing down” way to sell computers!

Distribute Fliers

Distribute fliers to churches, civic groups, residences and any other place that you can think of to promote and advertise the computer systems that you have for sale. Flier distribution could be a low-cost effective method to promote and sell your systems all day long!

Conduct or Sponsor Courses at your local YMCA

Consider approaching your local YMCA with allowing you to promote classes on the topics of both of the previously mentioned seminar methods. This could be a consistent way to sell several systems a week.

Local Businesses

Target local businesses with the systems that you buy to resell. Consider direct mail, seminars and classes on "How Computers Can Increase Your Business' Profits" via the seminar method mentioned in this section.

You could sell computers all day long for big profits without tying up any money in inventory, if you use the seminar method.

Internet Advertising

Consider advertising your upper end systems on the Internet. You can make your own web page or get one for less than a dollar a day. If you are interested in Internet advertising for your computer business, an excellent company to use is New Strategies Web Development Division. You can reach them at 602 552-8500.

Yard Sales

Consider hosting yard sales on the weekends to sell your computers that you purchase for resale. To help spruce up your inventory consider inviting others in your area to display their systems that they are selling at your yard sale. Arrange to split the profits from the sale of their computers, or charge a space fee.

Computer Fairs and Clinics

Consider renting space to sell your computers at local computer fairs and clinics. Again you can also take computers on consignment from other individuals selling computers in your area and arrange to split the profits.

Swap Meets

Consider renting space to sell your computers at local swap meets. Again you can also take computers on consignment from other individuals selling computers in your area and arrange to split the profits.

Press Releases

When you sponsor seminars and classes, consider sending press releases to local newspapers, newsletters, civic groups and clubs, churches, magazines, radio and television stations. Just one article about what you are doing could pack the house!

Consignment To Local Computer Dealers

If you ever become top heavy in inventory consider checking with local computer stores to see if they might be interested in taking your systems on consignment.

School and University Newspapers

There are always plenty of students who are looking for a computer. Most universities require students to type term papers, and with the research necessary to complete a term paper Internet access is definitely a help.

To target this market of computer hungry students consider advertising in the newspapers of your local schools and universities.

Cable Advertising

To advertise your computer systems, seminars and classes consider low cost cable advertising on preview and local advertising stations. You might be shocked at your sales!

Radio Advertising

Consider trading several passes to your seminar and classes with local radio stations to promote as give-aways on their station. The response and exposure could drive sales through the roof.

Direct Mail

Consider direct mail to reach potential seminar/class attendees, and computer buyers. Test 100 names to begin with and if your response is good crank it out.

Also you could consider co-operative mailings with other advertisers in your area. Co-operative mailings are simply when several advertisers in an area get together and mail their offerings in the same envelope to save on postage and printing.

Bus Stop Advertising

If your business starts to really take off, consider advertising on the benches of your local bus stops. This form of advertising could prove to be extremely effective and is definitely worth a test.

For details contact your local Department of Transportation.

Grocery Cart Ads

Grocery cart ads could provide your business with an extraordinary amount of exposure. If your business is successful and your cash flow permits it, it is definitely worth a test.

Military Base Bulletin Boards

Use the same techniques mentioned under the Apartment and Dorm Laundry Room section in this Chapter. Military enlistees could prove to be a profitable audience to advertise to.

Movie Theaters

In the last 10 years advertisements prior to the main feature in theaters have become commonplace. If your business is successful and your cash flow permits it, it is definitely worth a test.

Computer Shopper Magazines and Newsletters

Advertising in computer oriented magazines and newsletters could allow you to target your potential markets with razor sharp precision. You will generally find them on racks in convenience and grocery stores.

As with any form of advertising that you pay for, if your business is doing well and your budget permits, test, test, test!

T-Shirts

T-Shirts, printed with your computer business name and phone number on them could prove to be an extremely successful way to promote and advertise your business.

To find places to get your T-Shirts printed, simply look in your local Yellow Pages under T-Shirts for companies that do silk screening.

Telemarketing

A simple script inviting potential attendees to your seminars and courses could be an excellent way to pack your events. The more people that you get to attend, the more opportunities that you will have to sell computers!

Word-Of-Mouth

Before media and since the beginning of time this method of advertising has existed and proven its effectiveness. Simply consider offering a discount to class and seminar attendees and purchasers of your computer systems if they will refer others to you that might be interested in attending your events or purchasing a computer.

Optionally, you could even ask them to give you a list of potentially interested friends, family and acquaintances. This method could keep you well stocked with leads and help drive response and sales through the roof!

Contacts

Aaron Computer Products, Inc. 12555 Biscayne Boulevard #865
Keystone Executive Plaza Miami, FL 33181 USA
Phone: (305) 899-0052 Fax: (305) 899-0084

A&B Computers 2011 Avenue H Nederland, TX 77627
Phone: (409)-729-9216 FAX: (409)-724-7329 e-mail us at: sales@abjcomp.com

ChipTECH 2357 Stirling Road Ft. Lauderdale, FL
Call: 1-800-749-2447 Fax: 1-954-962-3680

ComputerCom.Com 1051 E. Camelback Road Phoenix, AZ 85014
Phone: (602) 234-2344 Fax (602) 234-2292 e-mail us at: sales@computercom.com
Visit our web site at: <http://www.computercom.com>

CDW Computer Centers, Inc. 200 N. Milwaukee Avenue Vernon Hills, IL 60061
Phone: (800) 416-4239 Visit our web site at: <http://www.cdw.com>

Data Comm Warehouse 1720 Oak Street PO Box 301 Lakewood, NJ 08701-9885
Phone: (800) 990-0748 Fax (732) 363-4823 Visit our web site at: <http://www.warehouse.com>

Nu Tech Computers 4200 19th Avenue Naples, FL 34116
Phone: (941) 352-4135 Fax (941) 352-4135 e-mail us at: NuTec999@aol.com

The PC Zone 707 South Grady Way Renton, WA 98055-3233
Phone: (800) 258-2088 Visit our web site at: www.pczone.com

Web TV The Advertising Network New Strategies P.O. Box 37157 Phoenix, Arizona 85069
Phone: (800) 959-1775

MICROMART 1130 West Alameda Dr. Suite 3 Tempe, AZ 85282
Phone: (602) 829-7990 Fax (602) 829-7661

Incredible Wholesale Products Guide (New Strategies) P.O. Box 37157 Phoenix, Arizona 85069
Phone: (800) 959-1775 Visit our web site at: <http://www.makingmoney.com/order/new>
or
<http://www.incredibleproductsmall.com/superlinks>

Notes: