“Business Idea Factory”

Member Monthly Teleconference Transcripts

By James J. Jones and Angela Smith
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Angela: Good evening, I'm Angela Smith and along with James Jones this evening we are here for the Business Idea Factory Members Only Monthly Teleconference. We want to welcome you to this teleconference and we have some great business ideas and strategies we are going to share with you this evening. So let’s get started right away. So James let’s just go ahead and get into the meat of this call tonight and talk about our ideas for our members.

James: Ya great Angela, we have got 4 really great ideas tonight. And the first one is something I call the Traffic Arbitrage. This is an idea that quite frankly I just kind of accidentally stumbled onto when I was doing some research on the internet. What it involves is placing Google Adword ads in Google Adwords and then linking those ads to a page that has Google Adsense ads on it. Now Google Adsense is a program that google has set up that allows advertisers to advertise on anybody’s website. So if you put up a website about dogs, you could have these Adsense ads on your website. Since your subject is dogs, the ads will be about dogs. And any time anybody goes to your website and clicks on one of these ads, you'll get paid a small amount for the click. That amount can be anywhere from a few cents to a few dollars. Now the way the Traffic Arbitrage works is, you go into Google Adwords and you place your own ad advertising your website and then you do a low amount for the keywords -- say 5 cents or 10 cents per click. As people click on your ads they will go to your website and they will see whatever content you have on your website – it could be in the form of an article, it could be a review site or review of product or whatever you want. You can also have Adsense ads on your website and when people click these ads you make money from those. The key is that you make more money from the Adsense ads then it costs you for the Adword ads. Now if you want to see an example of this, I have got one set up on a website. I will go ahead and find that link for you.

Angela: So this sounds like a good way to make extra money and maybe even possibly make a lot of money if you have a lot of sites I guess.

James: Exactly. Ok, I've got one set up here and the link is [www.kickbuttidas.com/wheelchair](http://www.kickbuttidas.com/wheelchair). This is a little website that I put up about wheelchairs. It advertises, the ads on it from Adsense,
advertise different products about wheelchairs -- i.e. wheelchairs themselves and other products that are used with wheelchairs -- and I'm advertising this site on Google Adwords. I pay a little less than 5 cents per click everytime somebody comes to my website. Now, here’s the key to this - the article I have on my website -- and once again the website address is www.kickbuttideas.com/wheelchair -- the article I have on my website, I didn’t write it myself, I found the article in an article database and I have the right to freely publish that article on my website. So I didn’t even have to write the article. This entire process for this one site took me about 15 minutes to set up. And it started to bring in money within a couple of hours. Not every niche market is like this. This is what we call these - this is a niche market for wheelchairs. Not every niche market is going to be profitable. The thing is, you can test them out very quickly and very cheaply to see if it’s going to be profitable. The ones that are profitable, just keep going with them, add more keywords to them and try to get more traffic. The ones that aren’t profitable just cut them loose and stop paying for the Adword ad. So you can literally test the market out for just a couple of bucks and you will know within 2 days at the most if that’s going to be profitable.

Angela: That sound’s awesome.

James: Yes, it is. It’s one of the laziest ways of making money, I would say.

Angela: I like those kinds of ways to make money. So any other tips that we need to know about traffic arbitrage that you can think of.

James: I've got another article set up and we can give link to that. You can go, read the article and see each of the steps that you go through.

Angela: Great! This seems, like you said, a fast way to make some money. You can just cut it loose if you out find after couple of days of running Google Adwords that it’s not profitable. Either the niche is not profitable or nobody is clicking on it.
James: Ya, exactly. It’s something that you can do very quickly. Ok, the website is www.Kickbuttideas.com/gtat and this will walk you through the entire system and give you links to all different parts of the process that you need to look at. It gives you a link to the article database where you can get your articles. And the reason why you can use these articles freely on your website is that you have to include a link back to the author.

Angela: Because if the person coming is actually interested in more information about the wheelchairs they may click on the ad before they actually click on the link in the article.

James: Oh ya. And what you do is, the link back to the author, you just open that up in a new window.

Angela: Oh smart move.

James: They go to that site, they close it and your site is still there and they may click on your ads or whatever.

Angela: Oh great idea. That’s awesome. Alright, that’s called the traffic arbitrage system and the next one we are going to talk about tonight, for our members, is Google Adwords Squeeze Page techniques. Now this is something that I’ve heard about a lot from different people online and you gave me some really good tips on this. So, you start it off and I will throw in some ideas that I might have to add to it. Is that ok?

James: Yes. This is something that I kind of started looking at back in January when Google Adwords changed their policy about affiliate links. I don’t know if people on this call know that much about Adwords. But back until January 2005, you could promote any product on Google Adwords with just an affiliate link. And the affiliate link would go to the product’s website and it would have your affiliate id in it. You would get credit when someone bought. I had several products that I was promoting like that. I was making a little extra cash each month. In January, google decided that they didn’t want all those duplicate links in their Adwords, and I can kind of see the reason behind it because when people search on say ‘dog training’ it would show a bunch of ads that all link to the same website because everybody was promoting the same
product. So google said enough of this we’re only gonna allow 2 links to the website. So essentially, the person that owns the website can have a link and one affiliate can have a link and they based that on which affiliate had the best click through rate. So essentially, it kind of closed the door on everybody else using that link, the affiliate link to go to the website. So what a lot of people have done now, and what I have started doing is putting up squeeze pages. When they click on your Adword ad, it takes them to an intermediate page that has a little bit more information about the product and then a sign up form so they can sign up for an ezine or a course and when they enter their email address and their name and click on the submit button, it takes them then to the merchant’s website with your affiliate link. That does a couple of things. First of all it bypasses google’s new system or new way of doing things and secondly it allows you to capture the person’s name and email address and that’s very valuable for you because then you can follow-up with these people and try to sell them – if they don’t buy the product the first time -- or sell them different similar products. Very powerful. Getting the email address is essential. If you have ever heard any of these gurus say that you need to build a list this is one way of doing it.

Angela: It sounds like a good way of doing it and again the Adwords could actually cost just pennies, really.

James: Yeah, now google’s even changed their pricing structure even more. You can actually get keywords for a penny if you bid on the right keywords. It still depends on the effectiveness of your ad in getting click throughs. The better click through rate you have, the less you are going to pay per click.

Angela: Awesome. Well I also have seen, the technique used of offering a free report in order to, when you get to that intermediate page that we are talking about – you offer a free report. And basically that free report is nothing more than a review of products and then the affiliate links are there in that free report so.

James: And in just a minute, I am going to give you a link so you can see what one of my squeeze pages looks like.
**Angela:** Ok, awesome. That’s a good idea. Anyway, so this free report, like I was saying, it could be nothing more that just a review of the product. So if you get hold of the product that you really like, as an affiliate, and then you want to promote it, just write a short review of it and then make that the free report that the central intermediate page offers and then in that free report you put your affiliate links, of course, to the page but also when they sign up... Now this is a question for you James. How do you ... do you recommend that once they sign up for your ezine, your free report or your course, do you recommend that they actually at that point go directly to the merchant’s website to try and sell them then or do you send them to something else.

**James:** It’s done both ways. You can send them directly to the merchant’s website but since you have already have got their email address you can then follow-up with other information or you can send them to a different site like the one I am going to show you in just a second, sends them to video that they watch and the video pre-sales the product.

**Angela:** Oh, I like that idea.

**James:** You could do anything, you can send them any..., once you have got their email address, you can just keep marketing to them forever, until they cancel. You can try a variety of things, you can do a video, you can do audio, you can do pdf reports or you can do just simple links to a website. There is really no end, once you get their email address, to what you can do.

**Angela:** And this video you are talking about is not really a video of something like you are talking it. You are talking about something like Camtasia type of video. Right?

**James:** Ya, its Camtasia.

**Angela:** And there is a free one out there called Cam Studios, I think, that people can get.

**James:** Ya, also Camtasia is free for 30 days...so you can use it for 30 days for free and see if you like it. The link is
www.techsmith.com. You can download it. And what was the one that you said before.

**Angela:** Its Cam Studios. But Cam Studios has recently sold out to Macromedia so it’s not free directly from them any more. You have to go to... just do a search in google for Cam Studio 2.1, that’s the most recent version. And when you do that search there will be a couple of links in there to websites that still have a download available of that particular product and it’s free. And I have used it personally and it does work pretty nice for screenshots and it does allow you to do audio over voice, I mean talking over it so you have an audio along with the video.

**James:** I love Camtica. I use that just about everyday.

**Angela:** Ya, me too. I have Camtasia as well.

**James:** It is expensive. So if you are not sure if it’s going to work for you then start with something free.

**Angela:** Ya absolutely, and it’s Cam Studios. And like I said version 2.1 is the most recent version. You can get version 2 very easily and at almost any place. And I think there is only one place that I was able to find Camp Studio 2.1. I was just looking it up for another person, recently, that asked me about the free version of it and I found them, the last version they did before they sold out to Macromedia.

**James:** Ok, here’s the website with the example of my squeeze page. It’s www.kickbuttideas.com/pd/pdvideo.html and that will take you to one of my squeeze page for a product that I am selling called Public Domain Treasure Chest and as you can see this is just a very short little website that has a nice headline, a few bullet points on some of the stuff that you are going to learn and then it gives them an offer to sign-up to receive a free video. Another thing that I started testing recently, if they don’t want to give me their email address, I have got a link below that, that says “I don’t want to give out my email address, just let me see the video”. And they can click on that and see the video without giving me their email address. You might ask why I am doing that. Well, it’s just a test. What I found is that most people go ahead and give
me their email address anyway and I think that just because I have got that link there that offers to let them see it without giving me their email address, I think that kind of puts their mind at ease a little bit and then they don’t mind giving me their email address. I think it’s a little psychological.

**Angela:** That’s a good technique, I hadn’t thought about doing it that way. And plus you are not losing the people that absolutely do not want to give you their email address. You are at least getting a shot at giving them the sale of this product.

**James:** That’s exactly right and I am tracking by different affiliate ids. And I am tracking which links lead to the sale and I get most of my sales from the people who enter their email address and their name but occasionally I get a sale from somebody who didn’t want to leave their email address.

**Angela:** And that’s somebody you would have lost normally, if you hadn’t had that click. That’s an awesome little technique James. Any more techniques for Google Adwords squeeze page.

**James:** If you go to www.clickbank.com and sign up for a free Clickbank affiliate account and there are tons of product in there that you can try this idea on. And like I said you don’t have to start out with doing the video, you can do that with simple, just allow them to subscribe to your email list and then send them directly to the merchant’s page. For auto-responders, Angela, what do you recommend?

**Angela:** I recommend Awebber. Awebber.com is the company that I use. I know there is one you use, that you recommend but they are both just about as good. I think one is as good as the other but I use Awebber personally.

**James:** I started using Awebber recently and I like it, I really like it a lot. I also use Getresponse. If you want to try out an auto responder system for free then you can use www.getresponse.com. They have a, kind of trial version, of their auto-responder. You can have, I think up to 7 follow-up messages. You can only send out up to 7 follow-ups but it’s not limited on
how many people you can have. How much does Awebber cost Angela?

**Angela:** Awebber is 19.95 per month, I believe and then it’s a reduced price if you buy it for the year.

**James:** And that’s for unlimited auto-responders, I believe, right?

**Angela:** Unlimited auto-responders, unlimited follow-ups and I believe unlimited broadcasts as well.

**James:** That’s a great deal. People can start out with Getresponse, just because it’s free and test it out. And then once you need to have a full long term auto-responder system, go to Awebber. They definitely have the best deal.

**Angela:** I think so too. I agree. OK, now let’s talk about something near and dear to my heart, James. Since we covered Google Adwords squeeze page techniques, pretty thoroughly. Let’s talk about storage bin auctions. I love those things.

**James:** Just about any city in United States there are storage facilities that are set-up so that people who have too much stuff in their house, or too much junk in their house, can store their stuff out, you know, in the storage facility. And they usually charge about a 100 bucks a month for renting out one of these units. What will happen a lot of time is, people will not pay their bill. The storage company will lock their unit up and they are not able to access the unit until they pay their bill. If they don’t pay it for 2-3 months, it starts to add up really quick because then the storage unit facility will add on late fees and other kinds of different fees and eventually you can get a bill that is in a hundreds and hundreds of dollars. And people will go like screw that, I am not going to pay that much money.

**Angela:** Ya, exactly.

**James:** And so the storage facility will auction off the contents of their unit and sometimes there is some really good stuff in the units - I have seen stuff like really high end bicycles, mountain bikes, stereo equipment, collectibles, antiques and all kinds of
stuff. So I got onto a mailing list of the auctioneer that does all the storage unit sales and so he emails me every week and tells me where these auctions are going to be. And I've got to tell you, around this area, in summer time especially, there is about an auction every day. So the way you find these auctions is, you call around to auction facilities around your area. We have Surguard, which used to be Morningstar until it got bought out. So you call around, and ask them when the next auction is. Also ask them for the contact information for the auctioneer. A lot of time the people that work there are clerks, and they don’t have all that information. Just keep calling around and you will eventually find someone who knows more about it, like a manager. One of the clerks might tell you where the manager is at that day.

**Angela:** Right, so you can contact them there.

**James:** So, you contact them and ask them who the auctioneer is, what his phone number is. A lot of the auctioneers will have a website address. Go to their website and find out if he has a mailing list. Get on his mailing list. Usually in any area there are one or two auctioneers that handle all the storage bin auctions.

**Angela:** Right, they specialise in that. You can also check yellow pages to see if there are auctioneers listed. And, you know, check with them to see if they are the folks that do the local storage facility auctions as well. That’s one way I found somebody here actually.

**James:** If they are not, they will tell you who it is.

**Angela:** Absolutely, They don't not want to share that with you. So storage auctions are great, I mean, I just love going to them because you see so much stuff.

**James:** Now, what kind of stuff do you get from these auctions? Like I told you, you can get stuff like bicycles, exercise equipment, stereo equipment, jewellery, antiques. I have seen just about everything, pocket books.

**Angela:** Furniture, electronics.
James: I bought some really nice furniture. I got some furniture just for my own use.

Angela: Oh, that’s cool. I have seen electronic products, like you said stereos, TVs. game machines, all kinds of stuff, you know.

James: The key is what do you do with this stuff. This is a great way to get stuff to sell on eBay. The last one I went to, I bought 12 laser toner cartridges for the HP laser jet printer. These things retail for about 70 to 100 dollars each. I got 12 of them for 12 dollars and 50 cents. I don’t mean 12 dollar and 50 cents each. I mean that I got all 12 of them for 12 dollars 50 cents.

Angela: A dollar a piece.

James: A dollar each. I just list them on eBay. I list them just one at a time. Sometimes one might go for 9 dollars and 99cents and the next time it might go for 19 dollars 99 cents. Whatever the bid is up to. But, it’s almost pure profit.

Angela: It’s definitely a great way to make some money on eBay. And there’s all kind of stuff that you can get. Like you said, you get all kinds of stuff out there except for the big stuff like furniture and maybe some of the stereo equipment that is huge. You would not want to do that on eBay unless they want to pay all the shipping. But ya, it’s a great way to make some money.

James: Ya, if you get furniture. If you want to get into that, you can sell that locally – just put an ad in paper. You can get almost brand new furniture for practically nothing. A lot of big stuff doesn’t bring in a lot of bids because people don’t have any place to put it. They come to the auction with a small pick-up or a car and that cannot hold stuff like that. So if you have got a van or a big pick up to handle this furniture then you can just take it, turn around put an ad in the paper and sell it quickly, make a quick profit out of it. If you don’t want to deal with that, that’s fine. You can deal with smaller stuff to sell on eBay. And one guy that I know goes to these auctions, the only thing he buys are CDs and games like play stations.

Angela: Xbox and that kind of stuff.
**James:** He deals in those things and what he does is when they have a storage unit that has box of cds, he will buy the whole box. He might buy the whole box with the hundred and fifty cds; he might pay 25 bucks for it. He takes the Cds, he takes these Cds to a little shop here that buys Cds and games and they go through them they buy the ones they want and that is usually more than enough to cover the cost what he paid for them. And then he takes the rest of them to flea market and sells them one off in the flea market on the weekends.

**Angela:** Oh that’s nice. So that’s another idea, take some of the stuff to the flea markets.

**James:** If you live in an area where you can have yard sells then you can supply a yard sell every week for a year worth of stuff.

**Angela:** You only get to have one yard sell a year or two yard sells a year, in my area. That’s all I can hold. So that wouldn’t really help me too much. But at least during those two time frames, if I had some of the stuff from the storage bin auctions then the idea is to make some extra money that way. Absolutely. And in your area, how many people show up at these things. Is it like everybody in the world knows about it so they all come and you have a really hard time buying stuff?

**James:** No, usually it’s just a handful of people. I have seen as many as 30 or 40 people, but that’s unusual though. The ones I like go to are the ones where they have, they had one out here with something like 20 I think, 20 bins up for auction. And each one takes close to an hour. So when you get that many, the auctioneer has to rush and he will let stuff go a lot cheaper. Those are the ones that you really want to go to especially -- I usually go either early in the morning to be one of the first people there or I wait until later in the afternoon when people are tired and most have already gone home. That one lasted until up to 6 or 7 o clock in the night. It started at 10 o clock in the morning. So by the time I was there it was very end and by that time the auctioneer was tired, he was cranky, he was practically giving stuff away. It got an entire box full of stuff. It has some crowns, some decorative porcelain crowns and I knew those would go well on eBay. And
they don’t really allow you to riffle through the stuff to see everything that’s in there. They will just put the box out on the table and say “what am I bid on this.” I got it for 4 or 5 bucks. And I get it home and I knew that it would have the crowns in it that’s what I was really bidding on. When I started going through the box, I found an entire case of baseball cards, most of them were from mid seventies but there were a few from the 1960’s. I found 2 boxes of matchbox cars from the 1970s and these were not the red line real valuable cars, they were still fairly old and in fairly good condition. Same box had some Pilsbury Doughboy figurines from... what's that famous place that makes these collectibles? Like Bradford or Danbury. They had come out with this 12 figurines one for each month and in the box I had 3 of those 12 and those go, I checked ebay, and they go for about 15 bucks each.

**Angela:** Wow. And you paid 4.50 for the box.

**James:** I think I paid 4 dollar and 50 cents for the entire box with all the stuff in it.

**Angela:** That is awesome.

**James:** You get good deals, like that, all the time. A friend of mine, he had bought a mountain bike for 130 dollars and it had all kinds of optional features added to the bike – hydraulic brakes and all kinds of things. He sold the bike, the same day that he bought it for 450 dollars.

**Angela:** Holy cow.

**James:** The guy, who bought it from him, told him that it was worth a minimum of 1200 dollars. So that’s the kind of stuff you get. He also bought a pioneer stereo system the same day and he paid 125 dollars for the whole system and it’s worth easily a couple of thousand.

**Angela:** Wow, that is so cool. Now, it’s so easy to sell this stuff. Tell the people listening, the quick story about how your friend sold this bike.
James: He had brought his pick-up truck to the auction. So he puts all the stuff, and that’s when he bought the stereo system, he put all the stuff in his pickup truck. He stops when he’s going home; he stops at a gas station to get gas. And as he is in the gas station paying for the gas, this guy is looking at the bicycle outside. So he goes outside and asks are you interested in selling this bicycle. My friend says, ya, actually I am. He says, what would you give me for it. The guy, just kind of offhand, he says 450 dollars. My buddy said, I will take it.

Angela: I imagine he would

James: And that guy was actually kind of surprised that he was willing to take it for that little, he said you would probably have ended up with a little more... but my friend was interested in making a quick buck out of it.

Angela: And he made a quick 300, right?

James: Well, he actually ended up more than paying for everything he bought at the auction that day. You know, he still has the nice stereo system that he said he was going to keep that, because he needed it for his house.

Angela: Right. That is very very cool. Now you find these auctions, I know that for a fact real quick, that you can find the auctions in paper sometimes, not normally though. Like we said, just call your local storage bin facilities and find out when they have any auctions. Right.

James: And what I found is that... and that’s one of the reasons that there are not a lot of people that turn up for these things is, that they don’t usually advertise in your regular daily papers. They advertise in my area, they advertise, in my area, in North Carolina, when you auction somebody’s property, you have to advertise it in the paper, it’s the law. Because the auction companies don’t want to spend a lot of money to place these ads, so what they do is they advertise in a very small regional paper, here it is called Mecklinburg Post, I think, or Mecklinburg times; and it’s basically a legal paper. This paper is set up specifically for legal notices and it’s very cheap to advertise in. So that’s where they advertise
mostly unless they are having a huge huge sale then they will advertise just in the small paper.

Angela: So, anything else that we really need to know about the storage auctions that we can share with the members. That we haven’t covered.

James: Ya, first of all, just go to at least one and don’t bid on anything; just stand back and watch and see how the bidding process works because it’s going to be different depending on the auctioneer and the area. And when you are ready to buy merchandise, always take with you a, always wear old clothes so that when you are getting down and looking at stuff you don’t have to worry about getting clothes dirty. Always, bring a flash light, a nice high powered flash light.

Angela: And that’s because they allow you to look in their bins usually but, like you said, not rummage through the box or that kind of stuff.

James: Ya, usually they won’t allow you to actually go inside the bin. But they will open the bin up and they will let you look in, where you can see from the outside. So it helps to have a flash light so you can shine the light there and you can see what kind of stuff is in the back. You want to look at stuff, like neatly stacked bins and boxes. If someone has taken the time to stack up their stuff really neatly they probably value that merchandise as compared to just someone who’s thrown the boxes in at random. You know. Look for boxes that are neatly taped up, look for boxes that have upscale addresses, if it’s upscale neighbourhood than more likely than not, the products in the bin are upscale brand name. Look for brand name merchandise.

Angela: Panasonic or Phillips TV, those kind of things.

James: If they are interested in brand name on one item they are probably interested in the brand name for everything they buy.

Angela: And on the subject of boxes, look for boxes that are professional boxes either UPS boxes or storage bin facility boxes.
Most storage bin sell their own boxes, but not stuff from like Wal-Mart where they just threw stuff in.

**James:** That is a great tip. Because if someone actually bought the box, to put their stuff in then, they value that merchandise. If they just rummaged through a dumpster to find a bunch of old free boxes, their stuff is probably not worth that much.

**Angela:** At least not in their own mind. Absolutely. What else?

**James:** When they open the bin up, look to see if there is a lot of dust covering on it, because if there is a think layer of dust it means that the contents have been sitting there for a long long time and there could be stuff in there that was not initially collectible but now it is. The person that put it in there might not have any idea of the value of the particular items.

**Angela:** Great tip. Hey let me ask you one thing. Have you ever found any cash in these things?

**James:** No, never. I have found coins and such items but I have never seen actual cash. I heard of people finding cash in pockets of clothes.

**Angela:** I do that unfortunately. 20 bucks in my pocket in the winter and don’t go back to it until next winter and find a nice little windfall there. So I can understand that happens.

**James:** A few things that you won’t find at these auctions because they are not allowed to sell them – firearms, of course drugs if you find those they will turn them over to the authorities immediately. Personal items -Most of the auctioneers will not auction off personal items like for instance photographs of the family. They will take the photographs that have a nice frame, they will take the photograph out of the frame and auction off the frame. So they will keep the photograph and try to get them to the people that own them.

**Angela:** And I am sure that’s good for any important papers or documents as well, passports, birth certificates, those kinds of
things. You are not going to find those kinds of things either. Alright. Well these were some great tips.

James: There’s another guy that goes to these auctions and he sells at flea markets. He will get like a box-full of stuff for like a buck. And he just takes it, rummages through it, puts that out to the flea market, and makes a good profit out of it. He has actually got his own bins; at most of these storage units he rents his own bins so that he has a place to put the stuff he buys.

Angela: That’s a smart move, if you do it regularly.

James: Ya, he is an interesting fellow.

Angela: There are two different types of auctions. We didn’t cover that, just real quick before we have to end this call tonight. We do have one more bonus; we want to talk about; so I just want to cover that. There are 2 different types of auctions; we have been talking about the ones where you buy the individual boxes or the individual products.

James: Basically, there is a type where the auctioneer will auction off the individual items. He will take an item, he will open the bin and he will set a table up in front of the bin and he usually has a got a couple of helpers there; and they will pull an item out of the bin and he will put it on the table and auction the item off. Now, if the item doesn’t draw any bids then they will pull another item out and they will have those 2 items together and they will keep pulling items out until people start to bid on it. That’s how you can get some really good deals. I got a 1940s vintage toaster, a toastmaster toaster working condition; and when I got it, I actually didn’t even know I got it because I was bidding on something else; and I ended up winning the bid. And when I took the box that I wanted, when I was taking it away, the guy said oh you got this too because he was actually auctioning off the other box as well because nobody had bid on the other box. So I get these boxes and I start looking through them and I got this toaster in there that looks old. It’s got the old cloth cord. I didn’t know it worked or not. So I get it home and I plug it in and it works. So I look it up on the internet, on eBay I see that people are bidding like 50 bucks on these things. So I go ahead and sell
that on eBay. And everything else that I had in that box, there was all kind of stuff, there was pocket books and I looked through the pocket books to see if there was any cash – there wasn’t. But I took all the rest of stuff and gave it to this guy that sells in the flea market. I gave him everything else. Because I got everything I wanted out of this. So he probably made a few bucks selling those purses and other things in the flea market. That’s one type of auction; they pull the stuff out and sell individually. Another type is called the whole bin sale, they will just open the door up, allow you to look in the bin and then they will auction off the entire thing at once. And those, generally depends on how big they are, those go for... if they are full they can go for 150 up to 700-800 dollars (if they are really big ones). And those are the ones you want to be really careful on your detective work. That’s why you want to bring that flash light. Look at the boxes and try to see the addresses. Look for suitcases, to see if you can see the address on suitcase. These are basically the 2 different ones.

**Angela:** Ok. I think we really talked a lot about storage bin auctions because that is something near and dear to both of our hearts, I think. So there is one last thing other we want to talk about for members tonight and that is our bonus idea and it’s called buying and selling used cell phones. Sounds simple doesn’t it.

**James:** It does sound simple.

**Angela:** So, let’s go ahead and talk about some of the ideas. So you talked about this with me earlier. So just go ahead and kick it off and I will jump in there.

**James:** The way it started was, I bought a new cell phone. Well after I bought the cell phone, about a month later, Sprint sent me a coupon in the mail. And the coupon was good for 50 dollars towards anything in their retail store – you know, accessories or whatever. But it can only be activated if I would send them my old cell phone. Because they knew that since I bought a new cell phone that I had an old cell phone that I no longer needed. And that was the case, it was lying right there on my desk. So I got to thinking, if they are willing to give me something for that cell phone, it must be worth something. So I went on eBay and started
doing some research and I found people on eBay selling the same model cell phone for 50 to 60-70 dollars based on the condition. That’s pretty good. That’s… Sprint was offering me a 50 dollar rebate or 50 dollars toward a purchase but I can sell it on eBay and actually get real money. So that’s a much better deal. So I got thinking. I bet everybody who buys a new cell phone has an old cell phone lying around.

**Angela:** Indeed, I do. I have got 3 sitting in my drawer.

**James:** A few days later I was talking to a friend of mine that also has Sprint and he mentioned that he had just recently got a new cell phone and he got one for his wife too. And I asked him what he did with the old ones and he said they are laying in the house somewhere. And I said why don't you give them to me and I will sell them on eBay and we will split the profits.

**Angela:** Nice idea

**James:** And that’s what we did. And I have another friend that got a new cell phone and I asked him the same thing. He had 2 more cell phones and we sold those. This is really an easy way to make some money. You just find the cell phones, the phones that have already been sold on eBay, just look them up, see how much money they are bringing in. See if they are bringing in… because there are certain ones that are really old. They aren’t really worth anything. Most, any cell phone in the last year or so, it’s going to be worth something on eBay. Now if you wanted to turn this really into a business, you can start your own cell phone recycling business and start buying these cell phones from other people. Put ads in the paper – ‘I buy used cell phones’ and create your own price list of what you are going to pay. You create your pricelist by going to ebay and doing research and find out what these different models are bringing. So, say if you find a model bringing 50 dollars on average on eBay then offer 10 dollars for it. Well, another thing you can do is, you tie this up with a non-profit organisation.

**Angela:** That’s a great idea
James: I see in my area that one of the coffee shops, I think it's Starbucks, is collecting cell phones for the women's shelter. And they are not offering anything for it. They just have a little basket at the counter, saying 'please deposit your old cell phone into this basket, so we can give it to the women's shelter', so they will have a telephone in case of emergencies. But what would be even better then just giving them a cell phone, because eventually they are going to have enough cell phones to where they don't really need any more. What if you gave them money, instead of cell phones? You can have a pricelist of what you pay for cell phones and when someone donates a cell phone to you, that money would go to the charity. Doesn't have to be women's shelter, it can be any charity. And then, if you get cell phones that you can't sell, then you can donate those to women's shelter or whatever too. You can set up promotions with different businesses where they collect the cell phones for you; in return the customer will get a coupon. Let's say you have a drycleaner set-up for doing this and a coffee shop. And when the person brings the cell phone in to the coffee shop, they give a coupon which is good for something at the drycleaner. And at the drycleaner, the people there get a coupon that is good for a free coffee. So you are promoting these different businesses. Businesses would love to do something like this because they are going to be getting new customers into their doors.

Angela: Absolutely. And at the price of a free coffee or something done at the drycleaners.

James: Drycleaner already has coupons out there. The coffee shop has already got coupons out there for, you know, free whatever.

Angela: That's a great idea. It really is. And it's a good way too. An option would be to have the charity collect the phones for you and then split the profits with them as well. That's another option that could be done.

James: There are several different ways.

Angela: Ya, lots of way of doing it. But you know, a church group or something like that, that would go around and collect all the old
cell phones for you and then you sell them on eBay. Could be a
great way to make some extra cash as well. There’s ton of ideas.
This is a great idea. Something that I hadn’t really thought about
doing myself but something that I might consider doing.
Especially, you know, from local groups in this area. Like you said,
the women’s shelter, the one we have locally, they do collect
phones all the time because you have 911 access all the time on
the cell phones but they get it overdone. They get too many. What
do they do with them, they just lay around. So why not get them
sold and make some extra money for these charities. Great idea.

James: Give the phones, if they need them, but also give them
cash. That’s what they really need.

Angela: Absolutely.

James: We’re just about out of time for this month so let’s go
ahead and wrap it up. Do you have anything else to add?

Angela: I just want to thank everyone for coming and we’ll see
you next month. Bye now.

James: Goodbye. Thanks everyone.

James: Hi this is James Jones from the Business Idea Factory.

First off, think you for taking the time to listen to this recording. I
really hope you got a lot of great ideas from it. This recording is
exactly the sort of thing Angela and I provide to our Business Idea
Factory members on a regular basis. In fact, the recording you
just listened to was taken from a recent teleconference that we
held for our members.

We hold these teleconferences once a month where Angela and I
brainstorm on a specific business topic. These teleconferences are
unrehearsed, no holds bars and information packed. Further more,
we never EVER try to sell ANYTHING from these teleconferences.
They are PURE content. For the members that can’t attend the
teleconference we make a recording of the teleconference
available for download from the member’s area.
The monthly teleconference is just the beginning of the exclusive benefits members enjoy. We add at least 2 new articles to the site twice a week -- usually on Tuesday and Friday -- for a total of 4 new articles every single week. We currently have an archive of over 250 articles available for our members to access at anytime. These articles are organized into 18 different categories including:

- Quick Cash Ideas
- Hot Product Ideas
- Writing/Publishing
- Specialized Skills
- Auction Profits
- Internet Based
- Weird Stuff
- and 11 other.

We also provide a monthly Start Up Manual on a specific business idea or concept that is available for you to download from the members area for 30 days.

Now, you may be wondering why you've not heard of the Business Idea Factory before. After all we've been up and running for over 8 months now. Well the reason's quite simple:

We filled up our membership quota as soon as we announced the site to our customer lists back last spring. In fact we sold out of memberships so fast we didn't even put up a sales letter.

So, there was no reason to promote the site outside of our little inner circle.

Last week I was going over our member list and I noticed we had some open membership spots due to a few people letting their membership's laps or having an expired or invalid credit card. So, we've decided to open our doors and fill these available spots.

Listen, like I said before we don't have a sales letter for this site. Never needed one. But, if you'd like to take a sneak peak to see what members get I've prepared a short video tour of the Business Idea Factory for you.
So, if you're interested becoming a member of what may just be the most exclusive website on the internet NOW is your chance. We've got just a few memberships available and I'm sure they'll be scooped up faster then free ice cream on a hot summer day. To watch the video tour and get your exclusive membership now go to:

http://www.businessideafactory.com/tour

But you better hurry -- these memberships won't last long. In fact, if you've waited more then 24 hours then you're probably out of luck.

Once again, thanks for listening -- this is James Jones hoping you have a great day.