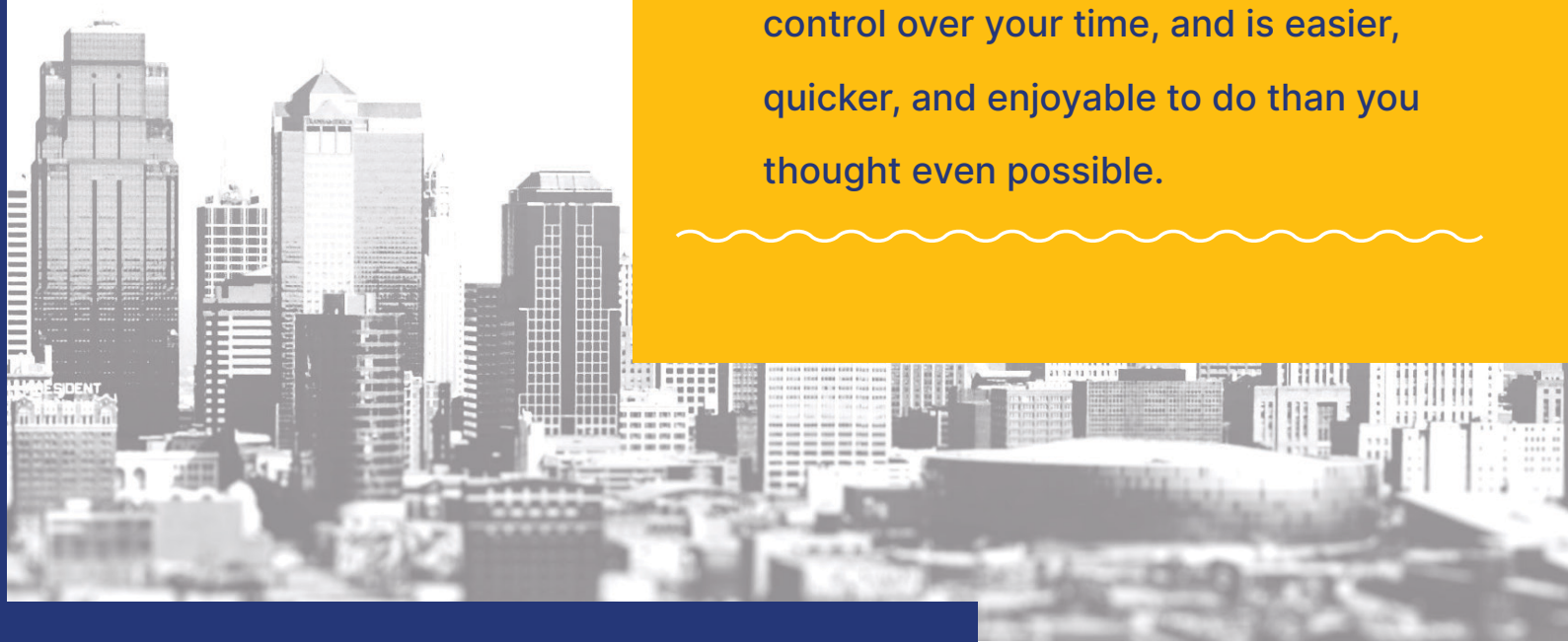




# The Flipping Ninja Course Syllabus

The Flipping Ninja Course – Earn \$400 to \$800 A Day Flipping Things In Your Spare Time  
Experience the Most Excitement, Money and Freedom You've Ever Had

A step-by-step approach for starting and operating your own flipping business that adds thousands to your income, lets you be your own boss, gives you freedom and flexibility, full control over your time, and is easier, quicker, and enjoyable to do than you thought even possible.





## SYLLABUS CHAPTER 1

### 01

#### Whatever Your Reason, Make Money Fast, Guaran-Freakin'-Teed

- i. Who can benefit/Hit on your niches who want to make/raise money
- ii. Forget your ideas of limitations: don't know how to sell, market is saturated, why would someone buy that
- iii. How much you're making vs. time spent working
- iv. Make back the cost of course in just days or a few weeks or money back

### 02

#### Why Bother? What Makes This Course Different From Everything Else You've Seen

- i. The Flipping Ninja Course stands alone.
  - 1. *Learn why this course will not just instruct you, but will TRANSFORM you and turn you into a master of the craft.*
- ii. Detail. Most guides are superficial or cheerleaders for just one sales platform
- iii. Practical. Step by step guides, words you can actually use to sell, real life examples of how these deals go down
- iv. FUN. More than a stuffy manual – it's a conversation. Entertaining, funny, friendly.

### 03

#### Flip Your Life into What You Want – I'm A Living Example: From 9-5 Drone to Full-Time Flipping Ninja

- i. Learn the author's story – how he quit is 9-5 and lives life on his terms
- ii. Learn how flipping will change your whole life, not just your financial life
- iii. From keyboards and vacations to houses and venture capital.
- iv. Not just a sales claim; applying these techniques, strategies and hacks will impact your life positively: more money, self-confidence, independence, fun and control.



## SYLLABUS CHAPTER 2

### 01

#### Your Next Love Affair: Selling

- i. Forget sales stereotypes and your distaste for them. Sales is not a dirty word.
- ii. Learn why the sales stereotype is a waste of time
- iii. You are already in sales – selling yourself at interviews, selling ideas, persuading your partner, kids, etc.
- iv. Natural selling – learn how to be yourself in sales: don't need tricks and exaggeration.  
Need to be honest and fair in this business: build reputation and more sales
- v. Under-promise, over-deliver
- vi. Learn how to help people and close the sales deal with a "problem solver" mindset
- vii. The fun of the chase: it's exciting and you see your results immediately.
- viii. Creativity: experiment with what works and what doesn't
- ix. Problem-solver: satisfying a need, providing solutions and value. Each deal should make everyone happy.
- x. Growth: from a fun hobby to a real business with sales – motivation for action and effort: from extra cash to income stream
- xi. Real Life example: His and Hers vintage bikes
- xii. Sell yourself on yourself: build belief through sales success, confidence breeds confidence, your positivity will affect your buyers and defend you from uncertainty and self-doubt.
- xiii. Be your best self

## 02

### Everything Sells – Forget Your Preconceptions of Style, Even Ugly is Profitable

- i. Just because you or your friends wouldn't buy something, doesn't mean there isn't a market for it. Talk about how you thought when you started – only buy and sell 'cool' things
- ii. Learn to ignore the doubters and start making sales
- iii. Learn how to set pricing for items you are selling
- iv. Introduction to identifying deals at stores
- v. Be realistic, don't overprice – teaser about what's coming later: 4 Weapons of Determining Value
- vi. Eyes wide open when hunting items in Thrift Stores, Craigslist, eBay, etc.
- vii. Don't listen to others: everyone has their own ideas of what's attractive or useful. If your brother thinks you're mad, hug and him and show him the cash later.
- viii. Real Life examples: old GPS, DVD player, server (introduce idea of packaging like items together)



## SYLLABUS CHAPTER 3

### 01

#### Have The Confidence To Buy – Here's The Knowledge You Need To Boost Your Belief

- i. Everything sells
- ii. Overcome your fear of buying: I will teach you The Eye for the Deal and show you how to determine value. Ignorance breeds fear; knowledge breeds confidence
- iii. Share my knowledge and skills – my self-esteem is also infectious
- iv. Get over your fear of spending money
- v. Learn how to make informed spending decisions
- vi. Learn how gaining confidence affects your entire life – Grab your goals!

### 02

#### Explore New Territory – Get Out of Your Comfort Zone, Comfortably

- i. From keyboards to a stove – my misgivings
- ii. Be brave – if your gut tells you there's profit in it, make the decision and follow through. (Wayne Gretzky: You miss 100% of the shots you don't take) Otherwise, you'll keep second-thinking yourself afterwards and someone may snatch it away because you were too slow. Speed wins.
- iii. Explore your surroundings to find the money
  - 1. *Insight on how to trust your instincts*
  - 2. *Introduction to researching items*
  - 3. *Learn to find a way, no excuses.*
- iv. Do your research first on the item and market. Even a quick check will strengthen your case.
- v. Commit first, figure out the rest later: no truck, no problem; rent one.
- vi. Stove story
- vii. Once you've branched out into a new niche, breaking more new ground gets easier – becomes a habit once your skills are sharpened.
- viii. Stainless steel appliances story.



# SYLLABUS CHAPTER 4

## 01

### Flipping is Addictive – Could You Do It Full-Time?

- i. Learn what it takes to be your own boss
- ii. Learn time management skills
- iii. Refine what your priorities are
- iv. Imagine being paid for your spare time: all those hours in front of the TV or pottering around the house – from small wins to big dreams
- v. What you need to make it happen:
  - 1. *Discipline: You are your own boss – no one to criticize or compliment but you. Be your own taskmaster and cheer leader – can involve others: friends, family, and work as a team.*
  - 2. *Master your time: How to make the most out of the time you have. Real life example: you're working full-time and yet making \$2,500 more a month flipping. Don't quit your day job until you've mastered time management.*
  - 3. *Flipping system: Routines, checklists, spreadsheet. Set quotas, create a plan, make goals.*

## 02

### Part-Time Flipping: Dip Your Wallet Into An Extra Income Stream

- i. Get in the game – learn how to break into flipping even with limited free time.
- ii. Learn how to monetize your time
- iii. Make the most money with the least amount of work.
- iv. Turn your time-wasters into profit centers – think about the money you could be making every time you're doing nothing.
- v. Give yourself options – extra money = more security, the choice to quit or scale back your full time work, potential to replace your job with this full-time.
- vi. Use the time before and after work. Start by organizing your weekends for flipping.
  - 1. *Take advantage of weekend garage and estate sales. Check out Craigslist's section on Garage Sales, under the For Sale section. Yard Sale Treasure Map app.*
  - 2. *Get to sales before the start time and negotiate on the good stuff first.*
  - 3. *Do the rounds at the end when sellers are desperate to clear their inventory – look for single or bulk deals.*
- vii. Your typical, weekend, flipping routine:
  - 1. *Make money from your couch*
    - a. Learn the habits you can add to your day that will bring you cash
    - b. Learn the basics of flipping and the tools you need to keep by your side
  - 2. *Friday night/Saturday morning: comfy chair, a beverage, laptop in front of me and smartphone welded to my side, trolling sales listing.*
  - 3. *From that I develop an itinerary for the sales. Don't spend too long (may need to at first) inside doing this – get out and make deals. Maximize your time: Example: roommate working 55 hours to make \$500 – could do it in 90 minutes by flipping.*
    - a. *Example, the first keyboard you 'accidentally' flipped.*
  - 4. *Take cash, tape measure and smartphone.*
  - 5. *Negotiate – no price is fixed.*
  - 6. *Post items as soon as you can after cleaning them up or making small repairs.*

## 03

### Track Your Way To Success: Record Your Results So You Can See How Far You've Come

- i. Tracking is important! Learn how to keep clear records
- ii. Use my Item Profit & Loss Tracker spreadsheet tool. Take the fuss out of calculating what your buys, expenses, profits, losses, etc., translate into real cash.
- iii. Note ALL of your outgoings and incomings – even if you only have totals for each at the start. However, since this is a real business, you will need to break down these figures into more detail.
- iv. Track your time. This is the best way to get the most money out of your efforts, particularly at the start. Even include travelling and cleaning time to get the clearest picture of how to maximize those minutes.
- v. Inventory: not everything will sell immediately, so you need to know what you have at any given moment. From this information, you may even decide to re-post items as packages or bundles when you acquire something later you can combine with it.
- vi. Research: Don't repeat yourself by accidentally revisiting the same sites or listings. Organize these into pages by storing them to read later or in your Favorites' sub-folders. The types of info I handle like this: market research, trends, mortgage rates.





# SYLLABUS CHAPTER 5

## 01

### Speed Succeeds and Goals Get Things Done

- i. Speed, Speed, Speed – arguably the most important thing in flipping is speed
- ii. Learn pro tips to move on items quickly, and sell items quickly
- iii. Learn to set financial goals
- iv. Learn to push yourself to make larger profits
- v. The pace that you set dictates the money that you'll get. Speed counts:
  1. *If you can jump on deals as soon as you see them, you're that much closer to maximizing profits.*
  2. *Post items as soon as possible after buying them – don't become an accidental hoarder.*
  3. *Respond quickly to sellers and potential buyers when they contact you. This shows respect and professionalism, but don't shorthand your communications – be courteous and friendly in order to create the best impression.*
- vi. Use goals, quotas and targets to give yourself something to aim for and hit.
  1. *Financial goals are the easiest to define: you may need \$2,000 for your credit cards, \$5,000 for a car for your kid or \$10,000 to make a down payment on a house. Whatever it is, it gives you a definite number to hit.*
    - a. Break it down into deals – how many do you need to make?
    - b. Consider your profit margins – how many \$20 profits will it take? Maybe you can increase your profit margins and still make the sale? Experiment until you find what works.
      - i. Larger profits usually require larger items and here's where having a van or truck on hand comes in useful. A second-hand vehicle will pay for itself after you start dealing in furniture or appliances. (It also makes the sale more likely if you can offer free delivery – build the cost into the price.)

## 02

### Fund Larger or One-Off Projects With Creative Flipping – Your Own Private ATM

- i. You can flip for profits to finance anything from a brief shortfall of cash to a charity fundraiser.
- ii. What is your dream? You can use flipping as a catalyst to your dream life
- iii. Learn how to use flipping to fund your business or goal
- iv. Real Life Example: upgrading a house for 'free.'
- v. Subsidizing other businesses: Intelligent Muscle, **a cataclysm for physical and inner growth**, and BLAST 5 Training, **Build muscle that matters** - Why be the size of a fridge when you can't tie your own shoes?

## 03

### The Money Magnet – You Create The Energy and Leverage That Takes You To The Next Level

- i. Become someone who attracts money
- ii. Learn to refine your flipping skills:
  - Spotting deals
  - Negotiating
  - Expanding your "picking" sites
- iii. As you gain experience and speed at jumping on the small deals, you stockpile energy and leverage that can grow your business.
  1. *You're also developing and refining your business systems and routines to prepare you for making more money.*
- iv. Once you're in the groove, you activate the Money Magnet – profits are attracted to you – and the next level opens.
  1. *The stockpile of skills, knowledge, techniques, leverage, and energy you've built gives you something to stand on so you can reach premium profits.*
  2. *You're ready to hit the larger deals and bigger flips – boosting your profit margins.*
  3. *Your negotiation skills are more refined, equipping you for serious deals on vehicles or real estate.*
  4. *Move from Craigslist general goods to eBay Collectibles. If your passion lies in vintage items – from toys, to clothes to antiques – or even rare sports' cards, you've developed your knowledge and can now take on the real deals.*
- v. As your Money Magnet draws more money to you, it will also bring even more experience. Another building block to turn your hobby into independence, if you want it.



# SYLLABUS CHAPTER 6

## 01

### More Fun Than Mud-Wrestling Kittens In A Bouncy Castle

- i. Are you being paid to have fun right now? Do you wake up, happy and excited to go to work? Or are you trying to make a living while knee deep in kids and chores? What about you with the student loans and a part-time, plonker job? I doubt any of you are loving that life and making the money you want. This business can turn that all around. You have:
1. *Total Variety: No day is identical – who knows what you'll find. Explore different niches, meet new people, etc. Can't get bored.*
  2. *No Borders: Can do from anywhere – smartphone – I'm always doing deals. On trips, learn about new markets: Thrift Stores and Craigslist, L.A., watches.*
  3. *Problem-Solver: I'm not a cog in someone else's machine, I have the freedom to solve people's problems directly. I put together one person's Have with another's Need, but I make it better by cleaning it up, fixing it or packaging it to make a super bundled deal.*
  4. *Passion for Learning: If it makes you money, it's not learning, it's fun. Fact in this business: Knowledge = Cash. Forget the farty classrooms or dull online courses, this is real learning that puts dollars in your pocket. And here's a secret, when you're passionate about something – whether you get into furniture or guitars – you enjoy becoming an expert.*
  5. *Learn that flipping is not "work" – it is fun*
  6. *Create your own version of flipping*
  7. *Meeting People: Even introverts, who never liked meeting people, get a buzz out of this business. Your focus is different – you're zeroed in on the Big Picture of profit and the next deal. And that's the difference, this is a deal, not a date. You don't have to even like the people, but it helps if you try. You never know who will become a regular buyer or seller.*
    - a. *Your networking potential is limitless: I've met sellers who've become regular buyers, people who alert me to deals and made a ton of friends along the way: Examples: free golf lessons; buyer of BLAST5 Training. Can meet experts who can help you assess value, too.*
  8. *Group Fun: You don't have to be alone. Once friends and family see how much fun you're having and money you're making, it's easy to get them involved, even if it's just helping you move items to begin with. It's also a buzz to see the respect they'll develop for your new business skills.*
  9. *Job Creation: yes, you can be a real boss with employees. It makes me feel good when I can create a job for someone else. I've hired people many times.*
  10. *Giving It Back: Since you can make money from nothing in this business, you could simply donate it to charity. A bigger idea is using flipping to create a Charity Event. Have people bring in a treasure from home and help them flip it for the group or cause.*
  11. *Money: If you can't have fun with money, you're in the wrong business.*

## 02

### Creative Genius: How To Tap Into Your Inner Creativity

- i. You. Are. Creative. You may not know it yet, but you are. And there's nothing like flipping for waking and ramping up that part of you. You are creative. You're an explorer and experimenter now.
1. *Every day is new territory, your brain neurons are going to be firing along virgin ground as well. You will feel this energy.*
  2. *New possibilities will occur to you - Eye for the Deal®.*
  3. *Learn the basics of investing in yourself & master The Eye for the Deal*
  4. *You can work on your creativity: read new things, learn a new language/instrument, try stand-up comedy... knock something off your Bucket List.*
  5. *Tell those voices in your head to "WTF Off"! If someone you loved or respected ever told you, you weren't creative, silence them with action. Crank up your favorite tune and dance it off, break a plate or kick a ball. It's time to reclaim your creativity and make money with it. (If you're still unsure, re-watch this vid until it takes.)*
- ii. *Creativity Feeds Creativity: The more creative you are, the more creative you become. Give yourself permission to try and let me show you how: GUARANTEE to make YOU money from anywhere in the world, using nothing but CREATIVITY and ENERGY.*
- iii. *YOU Can Learn To Be Creative: Here's how I'd help: parachute into your neighborhood, scope it out, etc. GUARANTEE – Freakin' – TEED. Arrogant? No. Confidence. Yes.*
- iv. *Challenge yourself to be creative, to improve yourself every day (Examples of bodybuilding? Hold up B4 and After pics? Great visual aid).*
- v. *You can become a Flipping Ninja or Samurai, if you're passionate enough.*
- vi. *Learn from others. Gather ideas from people you meet, ads you see, any sources that spark your creativity – (Send creativity tips in Tweets? Email?)*



## 03

### The Dumb and Lazy Man's Game

- i. Don't belittle yourself – you already have all the skills you need to be a master of flipping
  - ii. Learn that you don't have to be someone who only sleeps 2 hours a night and has a PHD to make massive profits and money
  - iii. Learn how to work smarter, not harder
- 



## SYLLABUS CHAPTER 7

## 01

### Flipping Ninja Boot Camp – Thrift Stores

- i. Thrift stores are as good as gold. Learn why, as a flipper, you will love thrift stores way more than you'll ever love a mall
  - ii. Listen to real-life stories about treasures found through thrifting.
  - iii. Learn how to make the most of stores when you're out on the road, without wasting time.
  - iv. What they offer.
  - v. Advantages over online sites:
    - 1. *Get to inspect, feel, smell the item. You'll learn what you can fix and what you can't.*
    - 2. *CL, eBay, etc., organized by type, but Thrift Stores have treasures of all kinds in one place: Zack Norris story.*
  - vi. Go on Half Off Days, get there early.
  - vii. Money everywhere, use your Eye for the Deal.
  - viii. Everyone is different, depending on the neighborhood – discover new niches.
  - ix. Use a smartphone – will learn how to quickly determine value.
  - x. Take cash and load up when you find money-makers; possible to make hundreds of dollars from one Treasure Hunt.
- 

## 02

### Flipping Ninja Boot Camp – Craigslist Overview

- i. Craigslist – What To Know
    - 1. Learn about the real Craigslist, not the hype you hear
    - ii. Learn the benefits of posting to Craigslist
    - iii. Learn a Pro Tip on Using Craigslist
    - iv. Yes, there are creeps and scammers, but I can make you smart about them.
    - v. Craigslist is Community: locals and popularity, stats on hits, etc.
    - vi. Free – made \$25 for nothing.
    - vii. No shipping and cash on the spot.
    - viii. 24-hour business – can't run out of money, non-stop.
    - ix. Don't fall for 'secure income' crap: no ceiling on profits if you know what you're doing and put the effort in.
    - x. EVERYTHING IS NEGOTIABLE on Craigslist.
      - 1. *Negotiated from \$400 to \$200 on a keyboard. \$200 in your pocket.*
      - 2. *Get over the discomfort of asking for a lower price or higher profit. If you're always friendly and polite, no one will think you're being rude.*
    - xi. Scammers and double-talkers. Don't be paranoid about CL – I'll share how to be smart and safe.
    - xii. What kinds of things sell on CL? Furniture, appliances, technology, etc. Books, clothing, and collectibles are best bought and sold on eBay, Etsy or Amazon.
    - xiii. It's fast. Can make tons of money within hours or minutes – can change your life.
    - xiv. Built to empower – become empowered.
    - xv. How to do a search. Advanced search.
- 

## 03

### Flipping Ninja Boot Camp – eBay Basic Training

- i. Learn what items sell the best on eBay
- ii. Learn what to expect when you post and what you may have to pay
- iii. Shipping costs and logistics. eBay tools
- iv. Fees.
- v. Best place for random, weird stuff. Perfect for smaller things that are hard to sell locally.
- vi. Mr. Snodgrass And His Toy Chest – thrift store and eBay
- vii. Example: old school world map
- viii. Example: Transparent bowling ball



## 04

### Flipping Ninja Boot Camp – Hooking you up online and out there – how to create accounts and find Thrift stores.

- i. CL account creation.
- ii. eBay account creation.
- iii. Sign up for PayPal.
- iv. Thrift Store treasure maps. How to find all your local stores:
  - 1. *Charity and Goodwill websites*
  - 2. *Google maps*
  - 3. *The thrift shopper.com.*
- v. Estate sales.



## SYLLABUS CHAPTER 8

## 01

### Flipping Ninja Boot Camp Graduate – What Is A Niche And Where Is It?

- i. A niche is an area in which you specialize – you already know what yours is: what excites you? What do you enjoy learning about? What do you already know something about?
- ii. Example: Yamaha Keyboards.
- iii. What your expanding knowledge and skills give you, now you can:
  - 1. *Create standard ad templates so you can simply plug in any changing data.*
  - 2. *Inform and help out less knowledgeable buyers – solving problems and building relationships.*
  - 3. *Demand and get higher prices for items*
  - 4. *Showcase your niche products in the best light.*
  - 5. *Reduce 'buyer regret' (what someone might feel after spending money) because you created a more satisfying buyer experience.*
- iv. Do you know a product inside and out? Figure out your niche.
- v. Learn to identify your strengths
- vi. Learn how to use your strengths over and over to quickly maximize your earnings.
- vii. Learn how mastering your niche builds stronger buyer relationships

## 02

### Killer Ads Made Easy

- i. Writing a top of the line advertisement for your item
  - 1. *Use the Flipping Ninja Guidelines to easily create an ad that dominates other listings*
  - 2. *Learn to cut posting time from hours to minutes!*
- ii. Start with a template and experiment from there – I'll show you how. Why?
  - 1. *Cut your posting time from hours to minutes.*
  - 2. *Quickly insert new data.*
  - 3. *Able to edit only the parts that you've improved.*
  - 4. *An ad template for one niche can be swiftly adapted to suit another.*

## 03

### Flipping Ninja Niche Master Program – Expanding Your Pipeline.

- i. Time to grow your business – Learn, step-by-step, how to make major money by “expanding your pipeline”
- ii. Learn how to understand the market
- iii. Learn to manage risk and come out on top financially
- iv. Can stay where you are, make the same money and be limited to the same number of deals a day, week or month. But don't you want more of this business?
- v. Keep the cash flowing while you look around – don't ignore what works, always be hunting for your niche items.





- vi. Get creative about what your next niche will be:
  1. *What's trending in the market? Electronics? Board Games? Coffee mugs?*
  2. *What's easy to flip? Think about: how to clean, repair, changes to the ad, etc.*
  3. *Best profit margins vs. learning new things. Be open to acquiring more knowledge and skills if the money's worth it.*
  4. *Geographical: are you willing to travel further?*
- vii. Don't block the pipeline – it's leading to a better life. Take a small risk and discover something new. New:
  1. *Product knowledge; look for sites of info or fan interest and watch other people's ads.*
  2. *Ways to clean and fix up your items. How can you improve it the most from the least effort – may even be just a lick of paint.*
  3. *Words and phrases that catch the sellers' attention – you may need to change the language of the ad to satisfy your new market.*
  4. *Sectors of data: tech specs, dimensions, etc.*
  5. *Be patient, learning takes time, but the rewards are worth it. Remember: knowledge = cash.*
- viii. Focus on how much capital and space you have. There's no reason to go into debt in this business; will show you how to start for free. Think about storage as well – you can always rent if you have the funds and the profits to come.
- ix. Think twice about cell phones and laptops – saturated markets and scammers.



## SYLLABUS CHAPTER 9

### 01

#### Flip From Nothing To Everything – Start For Free, Yes Free

- i. "There is no such thing as a free lunch"... WRONG! There is – and you don't need to HAVE money to MAKE money.
- ii. Learn how to use what you have on hand, now, to make money fast.
- iii. Learn how to find items for FREE and flip them for MASSIVE profits
- iv. Look around you – no, not your brother, very limited market – and make a list. What do you have sitting in sight or hidden in attics or sheds? Do you still have unopened boxes from your last move? Obviously you didn't need those things, did you? You could have thousands of dollars lying about – clean it up and monetize it.
  1. *You could find something that inspires you to start this business.*
  2. *The more you sell, the more space you have for your life.*
- v. Psst! Craigslist has a Free Section and it's not all crap. You'd be amazed what people want to get rid of quickly. Save the photos and copy from these ads so you can incorporate them into your own listing.
- vi. Example: \$275 from FREE sectional sofa.
  1. *Being able to offer free delivery – put it in the ad header – boosts your sales potential and you cover the cost in the price.*
  2. *Didn't need to take couch out of truck, drove it home, parked and then drove it to the buyers.*
- vii. Example: Box Spring Bucks
- viii. Example: Dealing Dishwashers
- ix. Drive around when people are renovating or moving. Maybe the kids just moved out or Gran is moving it. Keep an eye curbside.
- x. Free Section Smart Buys
  1. *Look for the badly worded ads with rotten or no pics at all – moneymaking opportunities.*
  2. *Look for the ugly, beat up and dirty that can be cleaned and improved. KaChing!*
  3. *Forget your pre-conceptions of what's stylish or saleable, don't listen to what your friends or partner thinks, look at what can be healed in order to make it a whole new buy for someone else and profit for you. The more you can improve it, the more profit you make and then you can show that to those who thought you couldn't do it!*
  4. *Example: Instant Recycling of free couch*

### 02

#### What To Buy – Get Into The Action!

- i. We get deeper into what items to jump on when you see them:
  - Toys
  - Large Items
  - Seasonal items
  - Moving sales
  - Instruments
  - And more
- ii. Learn how to develop relationships with sellers and keep numbers on hand that can benefit you in the future.

- iii. Even Freezing Appliances Are Hot! All appliances – washers, dryers, freezers, etc. – are hot, ALWAYS. And, right now, stainless steel are the hottest – maybe they like mirrors in the kitchen?
  - 1. *People always moving.*
  - 2. *Upgrading the old.*
  - 3. *Profit margins – experiment with pricing; ideas about value are only opinions.*
    - a. Example same set of appliances for 2 different prices, both will sell.
- iv. Develop relationships with landlords and housing flippers (as well as any regular contacts). Example: all-black kitchen appliance set.
  - 1. *Focus on being professional – friendly and polite – but treat it like business. Don't get emotionally attached to your items.*
  - 2. *Be honest and ethical; you're not trying to trick anyone; under-promise and over-deliver.*
  - 3. *Build a good reputation on CL and eBay to boost your profits and turnaround times.*
- v. Rent, then buy (second hand), a van or truck. You make more money from bigger items.
  - 1. *Large items like furniture, appliances or game tables, create problems and problems create profits for flippers. People are often desperate to get rid of these things without paying to move them. Drive up, get a friend to help you load it, drive off and sell it.*
  - 2. *People will pay you to move things – idea for another income stream, or can hire someone to do the heavy lifting.*
- vi. Toys Are Terrific
  - 1. *Example: Spiderman*
  - 2. *Example: Power Rangers*
  - 3. *Stuffed animals and plush toys are great for reselling.*
    - a. Research prices on label brands on eBay to get an idea of value for the condition of the toy. Specify which animal or character it is to get the best evaluation – look at the pics on the ads to make sure you'
    - b. Be patient, there may be a mountain of toys to sift through, but people do throw out the best ones.
    - c. Only tackle stains that will clean up with a damp cloth – can't put these in the washer. Leave the ones that smell or are ripped.
    - d. Take well-lit close-ups of the toy and its tags.
    - e. Wait for plush toy sales days at the thrift stores.
- vii. Clothes Close the Deal – you can make a full time living doing this
  - 1. *Tour thrift stores and stock up on the designer pieces.*
  - 2. *Clean and fix what you can.*
  - 3. *List and sell on eBay, ship it out.*
  - 4. *You can make around \$10 to \$20 per piece with a good label – takes a lot of those profits to make a living*
  - 5. *It takes a lot of time and effort to make this work, but there are easier ways to create a better life.*
    - a. Make exceptions for those one-off, special items or great shoes!
- viii. Pounce on Seasonal Items – All are good: summer, winter, but Halloween's the Best
  - 1. *All are hot: props, costumes, decorations, etc.*
  - 2. *Hunt just after Halloween – tons of people want to sell all their stuff straight away.*
  - 3. *Go for props, very expensive, from hundreds to thousands of dollars. Describe props. Example: Jason.*
  - 4. *Develop good relationships with the people who sell, they're your buyers next year.*
- ix. Must Sell or Moving Sale Items – The Pressure's on the Seller.
  - 1. *The further away someone's moving, the bigger the deals you can make before they leave. People are in a hurry to dump the big stuff – including cars – and you can clean up with an offer for multiple items at once.*
  - 2. *Time is pressure – negotiate in good faith, but you have the edge here.*
  - 3. *Go on CL and search under Must Sell: other words and phrases: must go, Need gone ASAP (As Soon As Possible), Must go ASAP or must go quickly, Flexible, Open to offers, OBO (Or Best Offer).*

## 03

### The Sound of Music is Money – How to Crush Instruments

- i. It helps if you have some knowledge here, but you can always get it as you do more deals. Research as much as possible first, though, to familiarize yourself with current values and trends, and to better phrase the ad for traction.
- ii. They're always available and in demand – think of them like exercise equipment, people start taking lessons and then quit.
  - 1. *Great times to buy: After Xmas and New Year's, when the resolutions fizzle and fade.*
  - 2. *Back to school time and just after term starts, when kids start school music classes and private lessons.*
- iii. Take clean, staged photos – dress them out with the music stand and case if you have them.

## 04

### Watch Me Make Money – Tick, Tock, KaChing

- i. Time is literally money – Watches
- ii. Learn how watches can easily help you make a living
- iii. Learn how to research a watch and avoid being scammed
- iv. I like watches, so developing this niche was easier – what makes you tick?
- v. Watches have good profit potential, sell quickly on eBay (can sell on Craigslist) and are easy to ship.
- vi. Secret Strategy on Watches: **buy from Craigslist, Thrift Stores, and Pawn Shops, sell on eBay.**
  - 1. Local sellers don't want to fuss with eBay listings and shipping, so you can pick up some good deals – they don't realize how limited the local market is.
  - 2. Pawn shops will negotiate on price and quantity, if you offer to buy in multiples.
  - 3. Buy them, take them home, clean them up with a toothbrush and vinegar, replace battery if needed, and post them for cash.
- vii. Don't be scammed – there are a lot of replicas and fakes out there (as with any collectibles); be informed.
  - 1. Google: How to tell the difference between real vs fake Rolex.

## 05

### The Profit Power of Tools

- i. Hammer your way to the top – Learn the value of tools
- ii. Learn which to buy vs. which to let pass you by.
- iii. Whether for replacement parts, a working tool or just another dust-gatherer, people buy tools.
- iv. Find great deals in Thrift Store Power Tool sections.

## 06

### Random and Unique Keeps It Fresh

- i. You will not lose interest in flipping!
- ii. A Comprehensive List of just some of the items you can push yourself to flip. Get out of your comfort zone!
- iii. Not many other jobs let you dabble in the crazy stuff and get paid for it. Example: King Arthur's Excalibur, Michael Jackson's guitar (teaser mention)
- iv. All appliances: microwaves, coffee makers, electric mixers, etc.
- v. Gym, exercise and sports equipment: weight sets, dumbbells, barbells, bench press units, squat rack units.
- vi. Furniture: couches, sofas, coffee tables, dining tables, chairs, recliners, ottomans, sofa/side tables, TV stands, dressers, beds, computer/office desks.
- vii. Electronics: TVs, phones, sound systems, etc.
- viii. Musical instruments: from violins to pianos
- ix. Toys and games
- x. Collectibles: sports, cigarette and bubble gum cards, coins, stamps, etc. – if you are not in a large city, consider selling these on eBay
- xi. DVD/CD/Vinyl record collections
- xii. Vehicles, bikes, scooter, boats, cars, fads like hoverboards
- xiii. Garden and landscaping stuff: chainsaws, mowers, leaf/snowblowers
- xiv. Firewood
- xv. Decorations
- xvi. Clothes
- xvii. And on and on and on...the only limits are your imagination and resourcefulness

## 07

### The Flipping Ninja Coming of Age: Deals on Wheels

- i. What is your dream car?
- ii. Don't be scared to flip a car
- iii. Learn the basics of first time car flipping
  - Price range
  - Mechanics
- iv. Rules you didn't know about
- v. You're taking it to the next level of your business and, to start, you need a bit more knowledge – but the profit pays for the lessons.
  - 1. You'll need basic, mechanical know-how.
  - 2. Perform due diligence on the car as if you were going to be driving it.

3. Check out your state and local rules on how many car deals you can do each year before you have to register as a dealer!

a. You can easily make \$500 to \$1,000 profit per car, so even if your state level is 7, that's up to \$7,000 for 7 deals!

vi. Be honest and ethical. Don't sell lemons or wrecks. Be truthful about your level of expertise

vii. Example: Walkthrough of flipping a car

## 08

### What NOT To Buy: The Stinky and Common

i. We go over what items to avoid. We'll provide a list of things that you would waste your money on.

ii. Yes, I said everything sells, but NOT these:

1. *Whatever sells cheaply everywhere – rarity and price are what sells for profit*

2. *Smelly stuff – you can wash clothing, but try getting the stink out of a car or stuffed toy*

3. *Popular films and music*

4. *Rule-breakers on online sites. You have to follow the rules or you're out, and these include items that you must stay away from. Check out the posted rules on Amazon, Craigslist, eBay and Etsy:*

b. <http://www.amazon.com/gp/help/customer/display.html?nodeId=1161242>

c. <https://www.Craigslist.org/about/prohibited>

d. <http://pages.ebay.com/help/policies/items-ov.html>

e. <https://www.etsy.com/help/article/4522>

f. <https://www.etsy.com/ca/legal/sellers/>

iii. REMEMBER and apply these saleability ground rules when you're considering buying something:

1. *If the time, money and effort needed to travel, buy, process, store and ship this (track all your time and give it a value) doesn't balance out in the profit earned, DON'T BUY IT.*

2. *If you can't afford it DON'T BUY IT. There's no reason to go into debt in this business, since you can operate with NO MONEY. Maybe you'll have to experience that gut punch of guilt when you're figuring out how to pay it off, just once in order to learn this rule. But all you need to do is build up to the expensive stuff, don't rush into bankruptcy.*

a. (between you and me, debt isn't always bad)



## SYLLABUS CHAPTER 10

### 01

#### What's It Worth – How To Set Prices So You Earn Money.

#### Take the guesswork out of turning profits, quickly.

i. So you're on the verge of posting something, but before you hit Return, spend a few moments and let's make you smarter, so you get a good return on your item faster – within the week!

ii. The price is the flashing light that attracts the buyer, the ad sells them on it.

iii. There are pricing guidelines out there: multiply by 2.5, find the average price on CL (doesn't hurt to track prices, though).

1. Geography affects prices, so when you're calculating averages, allow for big city prices and rural bargains.

iv. eBay search hack: show sold listings only – why, people inflate prices, hoping buyers will contact them outside of eBay. Unethical and will affect your reputation.

v. Visit brand forums where people are talking about what you're selling. Keep a folder in your browser for product info and sub-folders on pricing, packaging, repairing, etc.

vi. Understanding value and pricing: what happens in your brain when shopping.

## 02

### The Flipping Ninja's Four Weapons of Determining Value – Hit Your Price Every Time

- i. This is one of the most powerful tools you'll ever use in this business. I've taken my experience over thousands of deals and condensed it into 4 steps you can apply right away.
- ii. Level I, Nunchuks: A training weapon that works your muscles and focus.
  1. Take out your smartphone and Google the item, tap on the shopping button. You'll get the price range and a rough idea of value.
- iii. Level II, Shuriken: Projectiles: better focus and extended range of impact.
  1. Google the item and type in eBay
  2. Choose one of the top results – get to an eBay list of items, posted and selling, and the range of prices.
- iv. Level III, Katana: a master's weapon, allows for more speed and combination moves.
  1. Google the item and right after, type in Amazon. Note the difference between New and Used item prices. Can add the word used to the search, too.
  2. Example: MIDI keyboard
- v. Level IV, Ninjutsu: Ultimate achievement of a Ninja: a collection of supreme, survivalist techniques. Everything ties together.
  1. Google the item and type in Craigslist at the end.
  2. You'll see similar items from around the country.
  3. Click on each one so you can compare.
- vi. Compare Levels I to IV and when you see the pattern, you'll know your profit potential.
- vii. BUY IT!
- viii. Try it now. Example: Novation Impulse 49 Key MIDI Keyboard/Controller.
- ix. How to price what doesn't fit in with the Flipping Ninja's Four Weapons of Determining Value – random pieces of furniture.
  1. Example, Thrift Store Rowe couch.
  2. Google brand name of couch
  3. Huge profit potential
- x. Your Mission, If You Have The Passion To Accept it.
  1. Go to Thrift Store
  2. Choose 10 items, note prices
  3. Run through all 4 levels of determining value
  4. Buy
  5. Flip for profit
- xi. Profit margins: how much effort would you spend for \$10 profit, versus \$100. Be smart about maximizing your profits
- xii. Accuracy Means Money
  1. Slow down at first and make really sure you have the brand, model and version correct for your item – a mistake at this point can cost you real money or never being able to sell.
  2. Pay attention to condition: prices for mint or excellent conditions will not line up with the scratched or dented versions.
- xiii. Example: Star Shower Laser Light Show Projector
- xiv. Research your item on CL and Follow (click on small star to left of main title) the progress of the ad. You'll learn how quickly something sells.
- xv. Last resort for pricing collectibles – if you can't find comparisons, try searchtempest.com



## SYLLABUS CHAPTER 11

## 01

### Condition Makes or Breaks the Sale

- i. If it doesn't work – missing major components – or is totally beaten up, don't bother. But if it's just missing an electrical cord or an easily found part, think again.
- ii. Example: Nathan Anthony, high-end couch, scuffed
- iii. Example: Xbox 360, missing cords



## 02

### Easy Fixes and Clean Ups Create Profits.

- i. Inspect everything for stains, marks, dents, scratches, rips, burns and smells.
  - ii. Test moving parts
  - iii. Open all books and check for rips and marks
  - iv. Check clothing for repairs, loose stitching and broken fasteners.
  - v. As you get more experience, you will quickly spot the things you can improve and those you can't.
  - vi. Example: bookshelf
  - vii. Smells: People can react dramatically to smells they consider bad. If a smoker owned it, non-smokers can pick up that smell from 10' and they'll turn around. If you can't wash it thoroughly, it's smell may make it unsellable.
- 

## 03

### Can You Replace What's Missing?

- i. Check every boxed item/set to make sure everything's there (don't buy jigsaw puzzles) – compare contents against list on box.
    - 1. *Can you easily buy what's needed – Keep your receipts.*
  - ii. Open anything that's not factory sealed and inspect each item inside.
    - 1. *Your reputation is built on your honesty and attention to quality.*
    - 2. *Example: TV*
  - iii. If the item's incomplete, but sought-after, consider selling it for spare parts or selling the expensive components.
- 

## 04

### The Flipping Ninja's Cleaning Weapons of Value

- i. You can add value and saleability by cleaning up your items. This may just mean a quick dust, but it's worth it.
  - ii. Each niche will have it own, specialized cleaning products, but I'm all about quick solutions with little effort.
  - iii. My list of cleaning must-haves that will work in most situations, (talk a little about each one):
    - 1. *Goo Gone, Hair Spray, Brushes/Scotty Peelers, White vinegar, lemon juice, microfiber cloths, rubbing alcohol, wood stains/touch-up markers, bleach, Mr. Clean magic eraser, black permanent marker, metal polish.*
    - 2. *Secret Stink Killer – works better than tomato juice on skunk spray:*
      - a. 1 quart of 3-percent hydrogen peroxide (available at any pharmacy)
      - b. 1/4 cup baking soda
      - c. 1 teaspoon liquid dishwashing soap]
      - d. Dab this on offending areas and then sponge it off – test it on a hard-to-see area first.
- 

## 05

### Do You Fix It Or Leave It?

- i. Better question: do you want to be a mechanic or carpenter? Then, try those businesses. The secret to making money by flipping is speed and you'll lose that if you get lost in the fascinating world of repair. All that time spent in the workshop is money flying out of the window – your time has value.
-





# SYLLABUS CHAPTER 12

## 01

### Time Is Your Money – Spend It Wisely

- i. Even if you're treating this as a hobby, you're going to have more fun the more money you make and that means paying yourself a decent rate. What's your time worth?
- ii. Profit margins are your wages. The difference between what you paid and what you got is the value of your time and effort.
- iii. Set yourself a minimum profit margin, e.g.: I have to make at least \$XXX to make it worthwhile to buy something. Example: mine started at \$40 and, as I got better, became \$100, then \$200.
  - 1. *Stick to your limit and be selective about what you buy – go for quality and durability. Don't wallow in \$5 profits, you'll be spending all of your time NOT making money. Ask yourself:*
    - a. Is it worth my time? Think about driving time (gas prices).
    - b. It can take you the exact same time fixing up and selling a cheap item as an expensive one. Which one will earn you more money?
    - c. Am I patient enough for my learning curves as I'll take more time to turn around an item at the beginning? It will take you longer at first, but if you're motivated, it won't be long before you have a streamlined system of buying, posting and selling.

## 02

### How To Crush Craigslist

- i. Step by step clicking, Pages 160-167 and screen shots

## 03

### Earn the Most From eBay

- i. Step by step clicking, Pages 167-171 and screenshots
- ii. eBay Ad writing guidelines, pages 171-173

## 04

### Packing, Shipping and Mailing Smarts

- i. Find the balance between the cheapest and the safest – want it delivered fast and in good condition. All costs money.
  - 1. *What are you trying to ship – get mailers or boxes just a little bigger.*
  - 2. *What does packaging cost? Can you reuse or get creative?*
  - 3. *Will the item arrive in the same condition it left? If the answer's no, then start again.*
- ii. Discover which packing and shipping materials work best for your niche and create an inventory of them.
  - 1. *Get free wrapping material from newspaper production companies who give away end rolls.*
  - 2. *Free clean boxes from grocery and liquor stores.*
- iii. Designate a corner of the kitchen or garage for your work area and supplies storage.
  - 1. *Buy supplies in bulk. Try the #4 or #5 bubble mailers – they work well for most items. Stuffing material and bubble wrap are essential, too.*
  - 2. *Recycle materials and boxes, buyers don't mind. Cover Amazon boxes with brown mailing tape.*
  - 3. *Pages 175 – 176.*
  - 4. *Round up mailing weights so your buyer doesn't have surprise costs on the other end.*
- iv. Take Care With Postage – Can Eat Profits
  - 5. *Live postage, USPS 13-ounce rule*
  - 6. *USPS has free priority mailboxes and supplies.*
- v. Online Postage

## 05

### Which Online Site Is Right For Your Niche?

- i. eBay: collectibles, brand names and rare items in a global market.
  - 1. *Similar to Amazon in that it:*
    - a. *Is an international market.*
    - b. *Has its own app to monitor your items.*
  - 2. *Auction process is easier and attracts more traffic than Amazon.*
  - 3. *Great place to sell collectibles, rare and unique items, as well as antiques.*
  - 4. *Charges fees, but these are dependent on categories, not a percentage of the sale.*
  - 5. *Fixed Price option allows you to sell for a set price – an online calculator will tell you what's owed.*
  - 6. *Start with small, easy/cheap to ship items.*
- ii. Craigslist: local sales of bulkier items like cars and furniture.
  - 1. *Free.*
  - 2. *Free Section for items you can flip.*
  - 3. *Create and upload, easy to use templates for ads.*
  - 4. *Fast sales.*
  - 5. *Quick cash.*
- iii. Amazon: can sell many things, popular for: CDs, DVDs and books.
  - 1. *Can sell a lot more because it's a national and global market.*
  - 2. *The money goes directly into your bank.*
  - 3. *Use the app to track your ads on the go.*
  - 4. *Amazon takes a percentage*

## 06

### Sell, Sell, Sell, Sell, Sell...How to sell in the most efficient and profitable way.

- i. Sell Things As A Package – Ask “What If...?” – Think like a buyer:
  - 1. *Be practical: What would you need to make this complete? Batteries? A power cord? A memory card? For each element (bought cheaply) you add, you increase your profit margin, because the perception of buying something complete has more value than the sum of its constituent parts.*
  - 2. *Be holistic: Envision what goes with what to make a whole package – visit Amazon and search for your item, now scroll down and see what's listed under: Frequently Bought Together. For example: Guitar, amp and bag.*
  - 3. *Be creative: A package is always more attractive than single items – remember you're satisfying a need and if buyers can do that with one-stop-shopping, you'll make more money, more often. For example, you could put together a set of free weights, a juicer and a recipe book! Play What If...?*
  - 4. *Be efficient: I experimented with the idea of compiling a package that would outfit a whole, small apartment. Staged the whole living room. Example: apartment setup.*

## 07

### Seller Beware!

- i. Don't price too high or too low.
- ii. Make descriptions lively and clean.
- iii. Keep an eye on the seasons: don't sell heaters in summer.
- iv. Monitor your ads regularly.

## 08

### Craigslist – Watch Me Make \$220 in 30 Minutes

- a. I show you how I quickly made \$220 in 30 minutes while throwing in some golden money-making tips and tricks.



# SYLLABUS CHAPTER 13

## 01

### Writing The Perfect Ad

- i. Killer Headlines capture attention: what to include
    1. *The basics*
    2. *Keep CL categories in mind*
    3. *CL keywords:*
      - c. Brand name, etc., page 201
    4. *Think like a reader. How will they see these words on phone or tablet – front load your title.*
    5. *Emotion*
    6. *Free Delivery*
    7. *Play around with fonts, bolding, Initial Capitals and highlighting in eBay*
      - d. Don't use ALL CAPS!!!
    8. *Examples: page 202+*
  - ii. Knock 'em dead photos, many shots, different angles, good lighting; more on this later
  - iii. Bullet points, 2nd level of attraction: main features:
    1. *Page 203*
  - iv. On-point descriptions, selling language, honesty, specs:
    1. *Think like a buyer, answer all the questions you would ask if you were buying:*
      - a. Dimensions, etc.
      - b. Condition, don't lie about flaws.
      - c. Appeal to buyer's context: I'm selling because...
      - d. Get emotions involved, tell a story.
      - e. Price
      - f. Contact details.
      - g. Free delivery.
      - h. Make it as easy as possible to do business with you.
  - v. Bottom Line:
    1. *Price, don't worry if you're repeating it from earlier; more on determining value later.*
    2. *Cash only.*
    3. *Delivery.*
    4. *Contact info.*
  - vi. Search for other examples of great ads and copy what works.
  - vii. Be honest – don't sell nasty surprises, leads to confrontations and a bad rep.
  - viii. Adapt your language to your market.
  - ix. Be clear, specific and detailed.
  - x. Add a sense of urgency
- 

## 02

### Taking Sexy Photos

- i. How To Take Photos That Sell Like Crazy
  - ii. Photos That Sell! You don't need a fancy camera with this guide to taking the best staged, lit and shot images that'll make your ads come alive.
  - iii. Direct impact on profit.
  - iv. Learn to stage, edit, and take photos of your items to make them stand out from the thousands of other online ads.
  - v. Tips page 215+
- 

## 03

### Flipping Ninja Took Kit

- i. Page 236-237
-

## 04

### Smart And Fast Turns Deals Into Dollars

- i. Smartphone: determining value and tracking ads
  - ii. Templates for ads
  - iii. Respond to emails/texts as soon as you get them
  - iv. Have transportation ready to go
  - v. Swift delivery
  - vi. Fastest items to flip, list on Page 242
  - vii. Buy as soon as you know there's profit in it, Example: Star Shower laser light projector.
- 

## 05

### Set Professional Standards

- i. Be available, let them know when you aren't in the ad
  - ii. Respond quickly, politely and sell during every contact
  - iii. Always look for ways to be faster, more efficient and profitable
- 

## 06

### Deal-Making Safety Tips

- i. Meeting in neutral space:
    - 1. *Public and populated in the daytime*
    - 2. *Bring company*
    - 3. *Some U.S. police stations have designated CL zones*
    - 4. *Example, guy who filmed himself testing keyboard*
  - ii. At your home:
    - 1. *Check them out over the phone*
    - 2. *Invite someone over to keep you company and help move item*
  - iii. Email:
    - 1. *Separate account for deals*
    - 2. *Keep conversation going until you're sure they're serious and not scammers*
  - iv. Shipping:
    - 1. *Verify that the shipping address is real.*
    - 2. *Always ship after you get paid*
    - 3. *Never give out your banking info.*
  - v. Example of scam: The Story page 247
  - vi. Beware of these types of ads, pages 249-254
- 

## 05

### Scam Sensitivity pages 254-258

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# SYLLABUS CHAPTER 14

## 01

### Power Negotiating Tips

- i. CL – everything is negotiable: offer low and then counter-offer. Minimize rejection when selling:
  - 1. *Firm Price*
  - 2. *Build leeway into price*
  - 3. *Trust your gut*
  - 4. *Bring cash*
  - 5. *Be professional in everything: email, texts, convos. Friendly courtesy is your guideline. Say please and thank you. Example, charming female keyboard customer, pages 260-262*
- i. Handling lowballers in email: verbiage: page 266
  - 6. *Be self-aware.*
  - 7. *Listen.*
  - 8. *Don't lose buyers*
  - 9. *Stick to your price*
  - 10. *Bring a buddy*
  - 11. *Build on the trust and respect.*
  - 12. *Treat everyone like a human being.*
  - 13. *WIIFM? Think like a buyer.*
  - 14. *Be prepared for questions and objections, example: weighted keys on keyboard*
  - 15. *Educate and provide value.*
  - 16. *Never argue about value.*
- ii. Tips for Buying:
  - 1. *Is there anything I'll need to do to the X?*
  - 2. *Be a peacemaker – don't get into political, religious, inflammatory discussions.*
    - a. The 2nd tip for buying is – similarly to what we mentioned before about simply being professional – try and BE A PEACEMAKER, what I mean by this is don't get into political, religious, or inflammatory discussions. There's no need, and it's a waste of energy and time you could be using to make deals, make money, and gain experience.
  - 3. *Know your stuff.*
    - a. The 3rd key buying tip is – know your stuff. The more you know, the more you grow. The more you learn, the more you earn. By learning as much as possible about the item you're about to buy in order to flip for a profit, it only gives you an upper hand as far as negotiation goes. You can use what you know to persuade the seller on why he should lower the price.
- i. There was a Yamaha keyboard I drove 30 minutes to buy one time. Once I got there, I realized that something seemed off with the sound. It was definitely a defect because I've owned dozens of these models and this had an actual buzzing sound that came through the speaker. I brought this to the attention of the buyer, and he ended up feeling bad about it (especially since I drove 30 minutes) and sold it to me for \$100 instead of what he posted it for which was \$200.
- ii. Know your stuff. Do your research beforehand, use my 4 weapons of determining value to help you here.
  - 4. *Poker face*
    - a. If you see the deal of a lifetime... a Harley Davidson Motorcycle with Wings on it... made of gold... don't break out the tickertape and pompoms. Pretend this is Happy Poker. You're all smiling and friendly on the outside, but inside you're DESPERATE to score the item – keep it a secret. Don't let your desire for it show whatsoever.
    - b. In negotiations, the one who wants the deal the most is weakest. Play stronger. They may take the deal, they may not. You. Just. Don't. Care. If you end up convincing yourself, more the better, there is an abundance of deals out there. Plus, you've got a full pipeline anyways, don't you?
  - 5. *Justify your case*
    - a. Really put yourself into the sellers shoes now. Why would they want to lower their asking price? What's their situation? Are they moving and need it gone? Are they content with keeping the item and aren't rushed to sell? Really figure out the answers to these questions then follow them up with ones like "How quickly can I pick it up?" In this example, they're motivated to sell quickly and you're offering to buy it now. You're a serious customer, not a time waster or tire kicker. At this point you need to close quickly. Be nice, offer to work around their schedule, and if it's a larger item, you'll take the edge if you can offer to drive it away without them delivering it for example (IF that was something they offered). Basically – you want to make it as EASY as possible and smooth. Don't complicate things. Make sure they know you have cash on you and you're ready to go. Sell yourself as a person then show them you mean business.

6. Walk away and get the deal, example Yamaha keyboard with buzzy speakers

a. Earlier example of the \$200 keyboard with the buzzy speakers, I basically told him look, the speakers have this buzz sound, I'm gonna have to pass. At that point he realized and saw that they DID have a buzzy sound, and offered to sell it for \$100 bucks. So don't be afraid to walk away. Often times buyers will stop you and accept your offer just because they want it gone. You've just won and sold them on your offer.

7. Wait it out.

a. Speed is critical in getting to the deal, but sometimes once you're there, patience is going to win it for you. One time I was selling a Swarovski crystal ring and bracelet set. This guy came to see it and actually decided to pass – but he did mention that he's looking to sell HIS car. He had a 2002 Dodge Durango. Being the Flipping Ninja that I am, I inquired about it to see if it might've been a good investment for me. The guy said he was selling it for \$2,000 the day before, but \$1,500 today if I bought it. I waited 3 days. He called me and said \$1,000 cash today. If I went forward with it, I was in a position of power in this negotiation and might have even been able to close the deal for \$850, then flip the car for an even bigger profit.

iii. Get Creative – Barter Beyond Negotiation

1. Now when it comes to negotiation – you can REALLY get creative and even barter. Go to page 259 in the blueprint and I'll give you some crazy, awesome examples of creative negotiations at play. Use them to your advantage.

2. Watch what happens when by buyer shows me something

iv. Ignore the crazies who push your buttons, Example, fridge, page 263

v. Ultimately – remember that negotiation skills are all learnable. Top negotiators are not hard bargainers and tough-minded personalities... they're actually the opposite. They're not aggressive and pushy and demanding... Nor do they push people to agreements where both parties aren't happy. The best negotiators are actually the opposite... Meaning they're pleasant, warm, kind, friendly, and pretty low-key. When you're dealing with the true professional negotiator, you don't even realize there's a negotiation going on. They're likable, agreeable, and you just feel comfortable around them. The masters of negotiation are able to immediately... almost build like a certain type of trust where you almost automatically trust them and feel that what they're asking for is in the best interest of both parties. Try and be that way. Dive into the blueprint for a more detailed overview on this.

## 02

### Keep Your Emotions In Check

- i. Many reasons you may lose your cool, page 271
- ii. Positive emotions make money; negative energy loses it
- iii. Face the World Positively and It will return the favour, example truck breakdown, page 272
- iv. Keep moving forward and stop dwelling
- v. Don't be emotionally attached to items, example Mercedes SUV, page 276-277
- vi. You are a powerful human being with so much potential

## 03

### What to do when your item is not selling

- i. Check the website – right site?
- ii. Is the category correct?
- iii. Improve description.
- iv. Correct mistakes.
- v. Check quality and quantity of photos
- vi. Repost to get back to the top of the list

## 04

### Golden money-making tips from a Flipping Ninja

- i. Double up on every trip
- ii. Be bold and make new connections
- iii. Be slow to judge the people you meet
- iv. Learn how to clean and repair
- v. Make more money with packages
- vi. Free delivery
  - 1. Have a mover ready
  - 2. Hire a truck
- vii. Probe for more information, context and opportunities, example 5-piece wood set, page 284
- viii. Work on your pipeline every day
- ix. Have cash on hand







# SYLLABUS CHAPTER 15

## 01

### Scaling your Business

- i. How to scale up
    - 1. *Stick to your niche, templates, swift, efficient sales*
    - 2. *What's trending up?*
    - 3. *Be seasonal.*
  - ii. Define your vision for your business
    - 1. *You can shape it exactly as you want*
  - iii. Get a real truck
  - iv. Check out storage space
  - v. Hire guys
  - vi. Go retail
- 

## 02

### Setting Financial Goals and Targets

- i. Book, *Becoming Extraordinary*
  - ii. Break down how much you want to make into deals per day, pages 288-289
- 

## 03

### Get Creative: Offering Services and Monetizing

- i. Make money mending on CL
  - ii. Moving services
  - iii. What are you good at? Example, engagement photos
- 

## 04

### Lesson 4 - Flipping Ninja Math: The Math You Need To Know To Make Money

- a. Don't worry – the math you need to know to make money in the flipping business is EASY. If you can add, subtract, multiply, and divide – you're golden. Let me show you.
  - b. Learn how to run numbers to reach your money-making goals, for example, "What do I need to do to make \$500 a month?" Or "What do I need to do to make \$2,000 a month?" – I break it down for you so easily you'll wish you had learned this years ago.
- 

## 05

### Thrift Store Run – Watch The 4 Weapons of Determining Value in Action

- a. Watch me take you behind the lens to a real thrift store, finding real deals while running through the 4 weapons of determining value on items. Let's hunt down some deals!
- 

## 06

### Never Stop Learning – your brain is a muscle

- i. Raise your expectations
  - ii. Experiment, make mistakes
-

## 07

### The Flipping Ninja Action Plan

- i. Grab your camera and tour your home.
  - ii. Steps on page 294
- 

## 08

### Your Life as a Flipping Ninja has Begun

- i. Follow-up, freebies and coaching, page 296
- 

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## Extra Videos & Courses Added Regularly

What you see on this Syllabus isn't everything included within The Flipping Ninja Course.

Additional videos, and even NEW COURSES are added WITHIN this course.

Stay tuned for these, as well as more real life flip examples and videos of me coaching clients and giving them 1-on-1 help.

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# The Flipping Ninja Course Syllabus

The Flipping Ninja Course – Earn \$400 to \$800 A Day Flipping Things In Your Spare Time  
Experience the Most Excitement, Money and Freedom You've Ever Had

A step-by-step approach for starting and operating your own flipping business that adds thousands to your income, lets you be your own boss, gives you freedom and flexibility, full control over your time, and is easier, quicker, and enjoyable to do than you thought even possible.

