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# 1. INTRODUCTION



- Are you thinking about having a garage sale?
- Are you unsure about how to begin or what's involved?
- Do you wonder about whether you will make enough money for it to be worth the effort?

A successful garage sale takes planning and effort on your part. But if you are prepared to invest in both you *can* have a very successful (and profitable) day.

It is not difficult to organise a garage sale. But for it to be successful you will need to do more than just put your 'stuff' on the lawn and put up a few signs. Unfortunately, many people do just that and then wonder why they don't rake in the cash.

While the lazy approach may be tempting it usually results in disappointment. Poor preparation usually equals poor results. Which means that at the end of the day, you will still be left with a lot of your stuff and you will not have made much money.

Over the past fifteen years I have held many successful garage sales. Each time I made more money than I had expected and each time more than 95% of my items were sold. I have also attended hundreds of garage sales and have spoken to numerous buyers and sellers. I have experienced first hand what works and just as importantly, what doesn't work, from both a buyer and seller perspective.

I have learnt that, simple preparation combined with some basic promotion, will guarantee a profitable and successful day. The promotion does not need to be expensive. Most of the suggestions in this guide can be accessed for free or for a minimal cost.

I have put what I have learnt together in this guide. You will learn everything that a seller needs to know to have a profitable garage sale. You will be taken step by step through the do's and don'ts of garage sale success and will ensure that your efforts are well rewarded.