



*Often called "the resale bible", this is the ONLY operations manual written by a decades- experienced shop keeper and the two-time industry award winner, Kate Holmes*



## TABLE OF CONTENTS

### Chapter One: What am I getting myself into?

Why should I open my own business? \* But first, a warning: It's tougher to make a go of it now \* Do I have what it takes to open a consignment shop? \* What do I want my business to do for me? \* Should I have a partner? \* How about buying a business? A franchise? \* What about competition? \* Where will I get the money? \* How much will I need? \* Let's add it all up \* Your "shopping" list of basic equipment and supplies \* Will I be able to make it? Figuring your Break-Even

### Chapter Two: Where do I start?

What can I sell? \* How can I choose? \* Where's my market? \* What will make my shop unique? \* Where should my shop be? \* What should I look for in a location? \* Should I move to the neighborhood where there's a lot of resale shops already? \* Understanding square-foot quotes \* How about the lease? \* What hours of business will I have? \* What will I call my shop? \* Some ideas for names \* How will I know what to accept and how to price it? \* Time to get serious: Your business plan

### Chapter Three How about Buying Outright?

Would it be wise of me to buy my merchandise outright? \* Examining the Buy-outright Option \* The pluses and minuses of buying outright \* How much should I pay? \* Fine-tuning buying outright \* Figuring your Opening Open-to-Buy budget \* The Fallacy of "No Bookkeeping" \* Examining your Ongoing OTB budget \* Cost Codes, in any event \* Legal concerns \* Markdowns \* Why Consignment may be the way to go



### Chapter Four Setting your consignment procedures

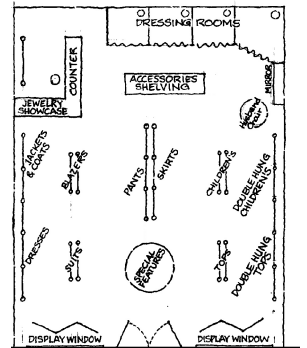
What does your potential consignor look for when deciding to bring items in? \* What else will my consignor be concerned with? \* The Ideal Consignment Shop agreement \* Time for Questions and Answers \* Consignment fee? Or Preferred Consignor Club? \* Buyers' Fees: To use them, or not to use them \* Your Consignment Info Line works non-stop, 24 hours a day \* How do I develop consignors? \* Your How-to-Consign Handout \* Some notes on the consignor information handout \* Building your consignor base

## Chapter Five Accepting Merchandise

How do I accept items? \* Accepting, Step-by-Step \* How should I describe it? \* What price will I put on it? \* Pricing hard goods \* How will I keep track of consignments? \* How can I say no? \* What is a "Drop & Run"? \* How will I handle these groups of clothes? \* The Drop-&-Run Flier \* How do I keep consignment records? \* What are the traits of a good control system? \* The simplest manual bookkeeping system \* Wait a minute. . . Shouldn't I use a computer for all this?! \* Accepting Procedure: \* Tagging Procedure \* Selling Procedure: \* Posting Procedure \* Returning Unsold Items to Consignor: \* Additional Consignments: \* How do I do markdowns? \* Why should I mark consigned items down based only on how long it's been here? \* What about missing items? \* How do I pay by check? \* What a lot of work! \* Am I keeping my goals in mind? \* A Too Good to be Threw EXTRA: Tools of the Trade

## Chapter Six: Am I ready to open?

What does my public want? \* What should I fix up first? \* Where will I put my fixtures? \* Some quick fixes for your interior before you decide on fixtures: \* Where will I put my fixtures? \* Ten Questions to consider before deciding on a retail layout \* What do I need to get started? \* What goes where? \* Some more tips on arranging your categories \* Can I please have a back room? \* Hey, what about household goods? \* Where will I get my opening merchandise? \* How will my customers pay me? \* Will all sales be final? \* What about keeping track of sales? \* Balancing the books \* The Daily Sales Summary \* What if you don't balance? \* How will they know I'm opening? \* Your opening day checklist \* Can I have a Grand Opening? \* What do I do next?



## Chapter Seven How do I sell this stuff?

What is marketing? \* How can merchandising help me? \* What are some proven merchandising tips? \* The Swing Shop \* What's the best way to do a window display? \* What tools are needed to create inexpensive, terrific window displays? \* What can I feature in my window? \* What's the second most important display area? \* What am I selling? \* How can I still sell if I'm busy? \* More ways to have happy customers: \* What's my magic selling tool? \* What if she doesn't find anything today? \* How do I sell the consignment/ buy-outright idea? \* Is my marketing paying off? \* Some ideas to get you thinking



## Chapter Eight Promotion, Advertising, and More

What will promotion do for me? \* How much should I spend? \* What can I write an ad about? \* How can I create an effective layout? \* Why do I need fliers? \* Is direct mail good for my business? \* How can I get free publicity? \* What are promotional activities all about? \* How does my business card sell? \* What about the web? \* What other ways can I advertise? \* How can I improve my ads? \* Is advertising necessary?

## Chapter Nine How am I doing?

How do I keep financial records? \* How can I keep up with all my tasks? \* Am I keeping my goals in mind? \* Keeping a Shop Journal \* What will my monthly books show me? \* Am I controlling my costs? \* What's the best way to deal with slow seasons? \* How can I find more time— and room? \* Speeding up Intake \* One thing you should never do. Never

ever. \* Switching seasons \* What is my most imp't job? \* Are you the Ultimate Resale Shop?

## Chapter Ten Staffers, Shoplifters, and Sale Mavens

What about employees? \* How will I hire someone? \* How about employee training? \* How can an employee manual help my shop? \* Can I stop shoplifting? \* What other problems will I encounter? \* Managing your Merchandise \* The incredible importance of markdowns \* How can I sell it without a markdown? \* When should bought-outright items be marked down? \* Should I have a sale?

## Chapter Eleven Dealing with Challenges

What one thing will help my shop prosper? \* What are pakaways? \* I'm spending too much time—and space!—on not-for-sale items \* How many ways are there to increase my traffic? \* Why is my competition getting my customers? \* How can I increase my profits? \* Ringing up those Sales \* Gross profit doesn't mean a dollar for you, a dollar for me \* Cut those expenses today! \* See your net profit grow \* Keep your profit for yourself \* How can I keep my business from getting in this fix? \* Why isn't my shop making a profit? \* How can I raise cash quickly? \* Garage sales are killing me! \* How can developing my creativity help me? \* A Too Good to be Threw EXTRA: 13 Days to a Better Shop

## Chapter Twelve The Future and Beyond

How successful can I be? \* How can I change my policies? \* Let's talk about selecting a software program \* Switching from manual bookkeeping to software \* Should I buy items outright? \* Should I open a second shop? \* How can I promote my shop by community participation? \* How about expanding my services? \* Can I sell my shop? \* I'm a success! \* A Too Good to be Threw EXTRA: First-Rate Reasons for Shopping Second-Hand

Written by a real-life consignment shopkeeper with 4 decades of experience, *Too Good to be Threw* has everything you need to succeed. Double-award winning consignment expert Kate Holmes has focused on real-life budgets, real-life situations, and realistic solutions and specific down-to-earth advice on opening and operating your own resale and/or consignment shop, no matter what merchandise you plan to carry.

The definitive how-to for the resale, consignment, and thrift industry. Used by thousands of successful thousands of successful shops in North American, Australia, and Europe. Whether you sell clothing, home furnishings or hard goods, TGtT will help you develop a shop that is everything you ever dreamed it could be. TGtT is indeed the “industry bible,” as many shopkeepers call it and your guide to succeeding in this growing industry.

No matter what type of shop you yearn to have, Kate will help you achieve it.

Order **TOO GOOD TO BE THREW THE COMPLETE OPERATIONS MANUAL FOR resale & CONSIGNMENT SHOPS** online at [www.TGTbT.com](http://www.TGTbT.com)