

**TOO GOOD
TO BE
THREW**
PRODUCTS FOR THE PROFESSIONAL RESALER



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. The manual and other Products for the Professional Resaler are available at <http://TGtBT.com>



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

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!

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, TGtbT will help you develop a shop that is everything you ever dreamed it could be. TGtbT is indeed the "industry bible," as many shopkeepers call it and your guide to succeeding in this growing industry.

Continue your resale industry learning with the ever-growing collection of TGtbT Products for the Professional Resaler. An up-to-date listing of these is always available at <http://TGtbT.com/shop.htm>. These specialty booklets delve even deeper in every aspect of consignment, resale, and thrift shopkeeping opportunities.

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** and TGtbT Products for the Professional Resaler online at <http://TGtbT.com>