

How to make money from garage sales,
pawn shops and thrift stores.

**FLIP
THAT
SHIT!**



BONAFIDE HUSTLER on YouTube

Flip That Sh!t

Bonafide Hustler

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Prologue

Humans are an interesting species. Wait, hold on, I am getting somewhere with this, so hold on. We are capable of huge things and many times we have everything it takes to get there, just somewhere in the mix we fail to achieve what we want because we do not have the proper training, motivation, or we lack something crucial to our success. In my opinion, after the crisis of 2008 things changed considerably in this country and around the world for that matter. What I mean by that is the world has changed from a sure place to a very unsure place. Jobs that were once there and in abundant supply were consolidated, companies leaned out, and people got a reality check. For some reason or another, the human race was exposed to all their faults, inadequacies, and ill-planning. Some of you reading this may be able to relate considerably, but I think 2008 affected many of us to some degree or another. The key takeaway is that now more than ever it's important to know how to make money without relying on someone else.

This book is geared to help you make money and feel really good doing it. I can't do it for you, but I will try my hardest to basically give you the "cheat sheet" of hustling. My goal is for you to be at a Bonafide level to where you feel more than comfortable with the money you begin to make or are already making. There are many ways to make extra money out there, but in my opinion for the time invested and the reward at hand, this is the best gig there is. As always, we are all entitled to our own opinions, but I have been through many jobs and I can honestly say this is the most rewarding, enlightening, and fun spare cash thing that I have done.

In hustling, there are no real boundaries to what you can accomplish. If you're a young guy in middle school and you allow this book to guide your hustling beginnings, you will more than likely be that guy at 24 that has lots of neat things and you'll also be the guy that everyone asks "how did he get there?" In contrast, if you're already an experienced hustler this book will not only motivate you to think differently, but also it will implant certain phrases or one liners that will make you cash down the road in one of your own hustles. The way to get the most out of this book is to allow yourself to be like a sponge. Soak it all up. Begin the reading with a clear mind and finish the book with your own takeaways. Whether you're young aspiring hustler or an established hustler, I am confident that both will find this book of significant value.

This takes me to my next topic, you. Taking control of your success begins when you're motivated, informed, and ready. While I would love to say that your success begins whenever you say it does, the truth is we all say things we want to do, but the real winners are those who act and apply what they've learned in order to accomplish something. You see, if you act enough times, you end up accomplishing more than the person who says a bunch and acts here and there. While both examples can in turn make money, the first example is a person who will make more over time, and inevitably the first person becomes a better hustler. Your success depends on how you act, and this book is your catalyst to act. Let's face it, you owe it to yourself to get started, or at the very least fine tune your current situation.

Do it all correctly and do it Bonafide style. What does that mean anyway?

In my opinion, a person that acts Bonafide is a person who is trustworthy, gives out advice/knowledge, and acts in the best way accordingly at all times. So that's basically how I thought about myself when I started the YouTube channel: The Bonafide Hustler. Through the channel I have been thankful to interact with people all over the world and help other aspiring hustlers think differently, make good hustling decisions, and make some easy cash. As I write this now, the truth is the book was 80% written before the channel even started on YouTube. I decided to re-write it based upon a conglomeration of all the interactions I have received and my new knowledge of what the people in the YouTube picking community really want. My ultimate goal is to show you how I make money, and for you to have the same motivation as I do in order to execute your hustling dreams in your own hometown. When I first started the YouTube channel I picked my name based upon a lyric from a popular M.I.A song called "Paper Planes". The exact sentence is this: "Everyone's a winner, we're making our fame bona fide hustler making my name". Something in that lyric really followed me throughout my hustling career. As odd as it seems, I would always sing that one line in my car; I even put the words Bonafide Hustler on my longboard, and my girlfriend even had Oakley Radar glasses, etched with Bonafide Hustler, made for my Christmas gift. Call it destiny, but it was clear on how I viewed myself, and I was only getting better each and every day. Fast forward 10 years and here I am; now I have a footstep in the YouTube picker community not only as a hustler, but also a teacher. That's honestly the best part of what I do, making sure others can benefit as I have done so successfully.

To close this intro I only feel that it's right for me to explain how I view the word "hustling". The word hustling has such a ghetto, street-bangin' association to it and the way I view it is a bit similar. It's similar in the sense that you are taking your feet to the pavement, and making it happen, without looking back. However, my view on hustling has no drug, violence, or shady parts to it; instead I really identified with the word in a different sense. So, for all intents and purposes, whenever I refer to hustling it basically means making it happen, doing it differently, and getting incredible results. Now it's time to read forward and never look back.

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Chapter 1 – Hustler Beginnings

It was a regular Saturday morning here in Austin, Texas – yes, that’s the town I live in. Every normal thing was happening; people were running, traffic was non-existent, and the sun was shining brightly. As for me, I was just enjoying a nice day in the central part of town by catching a good breakfast and walking around the lake with my girlfriend at the time. After we did our early morning walk, I decided to take a look at a Goodwill store on Lake Austin Boulevard. I had always heard of how deals were found at thrift shops, and here in this town people always dress a bit on the weird side. I suppose I was looking to buy some neat vintage T shirts. I was excited at the very least to check the place out and find out really what all the fuss was about. You know they say life is full of surprises and you never know what you’ll find out some days. For me, this day would be the day that would change my life.

I parked my car and looked at the large Goodwill sign while exiting my vehicle. What would I find? What is this place? Is this where all the weirdos go? I was excited because I always love checking out the unknown and this was the perfect place to compliment the beautiful morning that was already in store. As I walked up to the door I noticed some bikes to my left. There were about 4 bikes, all in different conditions, all different brands, and they all had price tags. As I scan the bikes I notice one that is called “Hoffman”; something triggers in my mind, I have seen this somewhere. It didn’t take long for me to place this brand with the kinds of

bikes that are ridden in sports within X Games and at local skateparks around the USA. This was a quality brand, I knew that much.

As I glance at the top tube of the bike I see a price, 7.99. I then look at the condition and determine it needs tubes. My thought process was on the lines of “hey that’s going to cost about 10 dollars, why not see if I can perform the work and charge a bit more for this sucker”. To make a long story short, I buy the bike, perform the duties needed, and sell it the next day for \$80.00 locally. Keep in mind that there was no craigslist 9 years ago so I had listed it in our local paper’s classified section. Somehow I just knew that I could not go wrong, it had to work. After the sale, and with more money in my hands as well as pride on my side, I thought flipping this bike was the coolest thing I had done in a while. Now let’s fast forward that to the present day, after hustling thousands of bikes, other items, making tons of cash, and building a YouTube channel, I suppose you can say that I took it to the next level. I made it bona fide.

Being a successful hustler is a great thing. Having the ability to walk into a thrift store and pick things out that will resell for more money is a very good skill to possess. Though my success is a by-product of my experiences, it is also something that can be taught. It’s a skill that anyone can have if they have the right information and motivation. Can we all do it? Absolutely! Will we all see the light? The unfortunate answer is no. It takes a person who is dedicated to learning and a person who is not scared to apply simple math to assess risk. You see, hustling is nothing more than carefully calculated trades of cash, trades that involve simple

math in your head, and also trades that require you to access your memory often. Before I get all scientific on you, it's important that you know hustling in its entirety is VERY, VERY SIMPLE. If you actively soak up the information in this book, you WILL make money, it's pretty much inevitable.

This brings us to the YouTube channel of The Bonafide Hustler and the reason why it is there for your viewing pleasure. The channel was geared to highlight the advantages of incorporating hustling into your life. In addition it's there for free viewing as a way for me to give back to those out there looking for more money. The channel is constantly evolving as I am, but in reality it's there and it's free. As the game changes so will the channel, but right now its goal is to help you out and give you a more than bird's eye view of what is possible. It is more of a visual cheat sheet and a tool to incite motivation. Halfway into the channel's success, I decided it would be the perfect catalyst for this book, and that judgment call was made shortly after realizing how many interactions and comments regarded the basics for hustling. I realized that I knew the answers to many people's questions because I had done it before and I had done it with success. While the channel is mostly known currently for its semi-outrageous intros and engaging content, the truth is hustling is fun. I live it every day in some way fashion or form. Hustling works, it absolutely does, and it will work for you if you let it.

The truth is anyone can do this, anyone can be a hustler. My goal is not to make you a hustler, but a bona fide hustler. By the time you finish this book you will be able to perform with ease your first hustles, or maybe you'll fine tune your

current game; either way, there's something here for everyone. I have spent 10 years doing this, and it feels like I just started yesterday. I have been through 5 mobile phones, and 4 cameras while being in this game. Seeing the pictures taken from each device to this day still blows my mind. Don't get me wrong, there were some unsure purchases and some profits gone wrong, but ultimately in the end I stand here writing a book, fully experienced and still in the game. They say people come and go in hustling, and I say you can stay here so long as you make good educated decisions. One of the best decisions anyone can make is to invest in their own hustling education by buying books, dvd's, watching thrifting/flipping shows on TV, or maybe even spending that extra time on Friday night making a garage sale list. It's all trades, it's all investing. It's basically putting something forward of value in order to get something of greater value. If you get what I am saying, then you're learning. If you don't, do not worry, you bought the ultimate hustler guide, you've committed to investing something, your time and money. Now it's my turn to make sure you get your money's worth.

Chapter 2 – What You Need

In order to be successful in hustling, there are some things you will need. Having the right foundation is key in building a business, and this is exactly what you are building, a business. Whether you like to view it this way or not, there is a cash flow coming in and going out, and you're the person organizing and running the show. Want more money? Run the show better. As stated before, there's something in here for hustlers both new and experienced. There are some things I believe are absolutely necessary and also some that are up to you; some of these things are tangible, and some are not. Knowing how incorporate everything into a business will take some time, but then again nothing out there is easy right from the start. You have to put in some hard work eventually. Fortunately, hustling is relatively easy if you do it right, and basically you end up repeating/fine tuning your results as you get better.

The highest ranking, most important thing to have when you hustle is a positive attitude. Although this sounds elementary, I cannot stress this enough as a crucial piece to the puzzle. Without this, a hustler swims in a small cash pool. Approaching the game with a good attitude and good intentions allows you to bathe in a pool of deep cash. Which do you want? It's all your decision. This brings us to the truth of the matter- you get what you put into this book. Buying it was an investment for yourself, now the next task for you is to read it and then act on what you learned. All of this requires a good attitude, and some motivation!

Many people have reached out to me via YouTube and Facebook telling me that I have motivated them to build a channel, start hustling, or make more money in general (for the more experienced hustlers). It comes to no surprise that I get comments such as these because I love hustling and completely urge everyone to try it. I am motivated by others telling me that hustling worked just like the channel said it would. That makes me feel good. It's important, though, to realize that these people acted on information that I divulged on the channel, and subsequently found that inner motivation to act, which later rewarded them handsomely. Motivation is something that you cannot buy, but instead it's a feeling that incites action. While you read this book, try to figure out why you bought it; was it for more money in your future, trying something new, or just to see what the commotion was all about? Figure that out, and read further while remembering constantly why you bought the book in the first place. Don't be afraid to set high expectations for yourself, and hopefully this book will deliver your missing puzzle pieces.

Outside of being motivated and having a good attitude, an important thing a hustler needs to have is a good mobile phone. I do not mean a good brand, but one that can do internet, email, get apps, has decent battery time, and is relatively quick. If there's a tool I use more than any other, it is certainly my cell phone. This device is the answer to a majority of buy or not buy decisions, routing garage sales, getting back to customers, seeing what to ship, and that's just a few of the things you can do with it. I cannot stress how important it is to have a good phone with a good media plan. So if you don't have one get one, and make sure to look at this as

an investment in your business. I will highlight in future chapters how the mobile phone is your best friend.

The other more obvious thing you need in becoming a hustler is cash. Yes, you will need some sort of start-up capital. This can be something as small as ten dollars, or as much as thousand dollars. Just make sure it's an amount you are comfortable with to begin. If you're an experienced hustler, then you already know the value of money as it is the lifeblood of hustling. You can choose to have actual cash or even start hustling on a credit card. Just be sure that if you pick the latter that you factor in interest charges or at least know when your bill comes every month. One good tip I have for newer, aspiring hustlers is to pick a beginning amount that you are very much attached to. For example, if you were considering buying a \$100 table for your house next week, why not take that \$100 instead and put it to hustling; by doing this, you have a personal stake in the game, which should translate to more action because you want your \$100 back quick! Whatever amount you choose, your return will be better if it's money that's very important to you.

Another important tool to have is a means of transportation. This helps hustling immensely and allows you to see more stops in a shorter period of time. In addition to a SUV I also have a cargo bike, a bicycle that has an extended chassis for taking on larger loads. If I had no car then at least the bike would help me considerably. I actually ride the bike the post office on nice days to drop off packages. It suppose that's the perk of having no boss and hustling full time! There

are so many ways to hustle, but having a means of transportation that's readily available is a huge piece of the puzzle. I should also mention that a reliable car or SUV is also a plus. To make it even better, having a vehicle that gets good gas mileage will only translate into the ability to see further places if needed and you'll be able to do repeat visits daily to thrift stores if needed without wondering about the gas charge. Fine tuning your hustler game comes from many angles, and having an efficient, reliable vehicle only adds more money into your pocket. I must note that my favorite hustling vehicles so far have been the Honda Element, Toyota Prius, and pretty much any minivan. That's just my two cents.

Another good tool to have is a decent camera. Nowadays the cameras in phones are pretty good, but they still lack when it comes to super close ups and macro shots. Going back to the original point, having a good camera outside of your cell phone camera will help you streamline things such as eBay, Amazon, and posting on Craigslist. It is also important to show detail in pictures in order to get more people attracted to your post or ad. When I started hustling, I had a small Canon Elph, which was about the size of a palm, and in my opinion it took very good pictures. Ten years ago, the good cameras in cell phones had not been developed fully, so I had to think differently. Soon after that I finally got a cell phone with an integrated camera, but the issue then was the uploading of pics to classified sections, and the upload speed in general. Having a good external camera is something I have incorporated into my everyday hustling. Often I will spend 30mins to an hour just snapping pictures of what I had bought from the day's haul. At night I find myself uploading 1-12 pics for each ad I make on eBay; so having pics stored

on a SD card with the ability to select multiple pics for upload purposes is priceless. I must say, however, that I was able to get by with very successful hustling from years 4-7 without having a dedicated camera for my pics. However, as stated before the camera on your phone will be fine if you're just a beginner wanting to start hustling. Back in the day I mainly used my cell phone, and most of my business was local at that point. Now, my business is much larger and widespread with multiple sales channels. Being streamlined with an optimized workflow is the most important thing to me now. Maximizing my hourly rate is always my top priority and therefore I believe those who are super serious about hustling should have a separate camera. My camera of choice as of this book writing is the Sony NEX-F3. In my opinion, it's the best bang for the buck.

It also helps to have a computer with fast internet at your home. I like having a desktop computer with twin screens in order to be more efficient when I list on eBay, do research, or when I route my Sat AM garage sale route. I decided to upgrade my home internet because I like to have results and information very quickly, but that's just me. Having a laptop or something other than the cell phone is pretty much what I mean by having a computer. You should not rely only on your mobile phone; having a home base for computing needs only makes your hustling easier. Take it from me, I have been there and experimented with having it versus not having it. You make more money when you are efficient, streamlined, and properly equipped. Also don't be afraid to invest into getting a better, more current day setup. Investing in yourself is key, but only if it translates into being more efficient. That being said, the smartphone revolution is evolving at a rapid pace and

at some point in the future, a smaller all-in-one tablet may phase out a full blown laptop and phone combination.

Building the correct infrastructure early is very important to being a successful hustler. I understand that the general name of the game is to hustle lean, and incur few fixed costs; however, consider the fact that you may be actually hindering a piece of your success because of lack of organization. As it stands in most businesses in America, if you're prepared you stand a better chance of succeeding. If you get by with only doing the minimum, you get the minimum. One of the ways to be better organized starts with knowing how each piece of the hustler puzzle interacts with the rest. For example, how does a slow, tedious upload of pictures to Craigslist affect your view on the next ads you need to do, or better yet your actual bottom line? It's a valid question because many resellers and hustlers out there deal with this very issue. The truth is if it takes too long, you are less likely to do more ads back to back, and this directly affects your bottom line as well as your inventory. My point is get your organization and systems down. Make sure there's a charger for your phone in your vehicle; make sure you have ink and paper in your printer. Don't be all over the place reacting when you can be calm, composed and acting. Hopefully you see what I am saying.

In summary, the success of a beginning hustler and established hustler is dependent on how you view situations, what tools you have, and how you organize your tools in order to give you the best return for the time invested. After all, time is the most valuable thing to a hustler. If you are constantly thinking of ways to get

more time, you will be surprised to find that you could work on your current operation in order to free up the time needed. Don't start hustling being unprepared. Start the game with your tools and know how each affects the others. Work on your business, not in your business. Last, be open to everything. Look at things in a positive sense, and never in a negative one. Approach the game with confidence, poise, and a good attitude; should you do this correctly you will be on your way to the hustler riches.

Chapter 3 – Understanding Risk

In the world today billions of transactions take place every day regarding the exchange of money. This exchange can be looked at in two ways, spending and saving. An example of saving would be the person who deposits money in a bank or places a set amount of money in a 401K every month. On the contrary, there are spending transactions which range from our everyday purchase of coffee all the way to the purchase of a home. As a hustler, one of your goals is to spend in order to save. In this game, there are no guarantees, no set percentage return on your investment. To most, this sounds like a terrible proposition! As a society, we are taught so much about consumption and fear, rather than taking chances and seeing the potential “light”. I am telling you right here right now that hustling is a viable way to make more money, but first you’ll have to understand this little thing called risk.

Living in the USA, it is safe to say we live in a very consumer-driven society, one where consumption is everywhere we go. One of the best perks of hustling besides the money is the education you receive about the real costs of goods. More specifically, the better hustler you become, the more money you end up saving over time just as a direct result. Allow me to explain further. 9 years ago I was in a peculiar place in life. I had a great income with a fortune 100 company and had a pretty good life. I did not know that I had been the exact thing I was supposed to be, a consumer. We are trained to be just this, to buy buy buy. I do not want to mislead those reading by saying I didn’t save money, because the truth was I was

able to save about 15%-20% of what I made, which is still higher than the national average, but here I was a happy guy with some neat toys, and still hungry for more. At this stage of my life I would say my knowledge of risk was pretty limited.

After I left my corporate job, I decided to become a day trader, and about 2 years later I decided to leave because I was doing marginally well at it. At that point I realized one thing about making money for myself, more control is better. In other words, the closer you are to your money, the more you can make it grow, if you like to use your brain a bit. In hustling, you are in direct control of your money as you manage it solely and with the intent of flipping it into more. Kiyosaki and Trump echo in their books constantly about how control is everything. The closer you are to your money, the more control you have. Hence, this is one of the underlying premises of why they are big into real estate, and not big in the stock markets. They can see their physical investments, whereas the latter is based on trust of a company, or companies. I am not saying that stock market investing is wrong. My point is the closer you are to your cash, the more decisions you can make to grow it in the direction you want.

This brings us to risk and what it means to a hustler. We are all little stock traders in life. You just have to look at it in a different way. For instance, when you are thirsty and on the road, you are likely to pull over and buy a drink at a convenience store, and let's assume that you didn't have a drink with you already. There you are, at the counter, purchasing something in order to get something. You have essentially made a trade of something of less value (your money) for

something of higher value (feeling satiated). If the trade works well, after the transaction is done and you consume the beverage, you should feel better and not be thirsty anymore. The risk here is the feeling of still being thirsty; if you were still thirsty, you would have to get another drink, which would then cost you more money. However, in this situation most of us are pretty good at this trade, we buy a small, medium, or large drink based on how thirsty we feel. This is a trade many of us do on a yearly basis.

In hustling, the trades are different, but inherently the same. These trades involve money and time, and by the end of reading this book you should have a very clear understanding of both. When I hustle, I put a sum of money forward in order to get a much larger sum of money in return. The risk now becomes exactly what you're thinking, the money. To some out there, this is uncomfortable, but I am here to tell you that hustling is simple, and relies heavily on statistics and probabilities. No, you don't have to be a math major to understand what I am about to tell you, don't worry!

Let's take this from the top. Suppose I tell you to put 2 dollars forward and in return you may win 10 dollars. Would you do this? If your answer is no, then shame on you! The lottery in each state has odds far worse than the odds that I just presented. In the \$2 forward \$10 in return scenario, there is a 1 in 5 chance that you will lose, and a 4 out of 5 chance that you will win. Simply put, this is a GREAT trade. If this trade was present all the time you would make money over time just based on statistics. In hustling, the more times you can do this trade, or a trade

similar to it, the more money you will have for whatever you want to buy. Let it be known that the trade above is not uncommon. In fact it is more common than you think if you understand risk correctly.

When I hustle I try to attain odds in my favor higher than the example above. In reality, using the above scenario once again, if you have two dollars spent and you stand to make ten dollars, you also know that a possible outcome can also be the loss of your two dollars. However, with odds such as 4:5 that you will make money, the chances of losing your two dollars only happens 1 out of 5 times (assuming you had this scenario above repeated five times). That's GREAT, GREAT odds. Suppose, though, you were only to do it one time, and you win. You would have ten dollars, which is as we discussed, a great trade; but really what happened is you made four times your risk. Your risk was the two dollars (that you may have lost), and the reward is the potential eight dollars (of pure cash), together that makes ten. Two times four is eight. In a winning scenario, or a good hustle as I would say, you basically made a 400% profit. This is no different than a stock investor that buys a company at \$200 a share and sells it later for \$1000 a share. The only real difference is the scale of money and the amount of control you have on the investment.

Now here's the lesson that brings it all together. In the real world of hustling you will be using this trading methodology all the time, so it is up to you to make sure you understand it fully. Let's look at a classic example of how I use this in everyday hustling. When strolling through the thrift shop I like to mostly look for

the things that will make me money. At this stage of my hustling career, I can make money on many things. While I am not the jack of all trades, I am good at hustling many things. I may come across a nice bike helmet that catches my eyes. Suppose this helmet has a brand new market value of 100 dollars. Here it is for 20 dollars, resting right in front of me on a shelf. For all intents and purposes we assume also that this helmet is in pretty good shape and can pass for being “lightly used” or “mint”. I assume that I can probably sell it for 60 dollars. Notice how I said I could “probably” sell it, meaning that it could not sell also. Before making a decision to purchase I think about my risk first. I think about worst case scenario. Here, that ends up being the helmet sold for 10 dollars, which would translate into a 10 dollar loss. Now I think of the average or best scenario regarding the helmet sale, maybe it sells for 40 -60. What we have here is a potential trade.

Let’s look at the unfortunate scenario. If the helmet sells for \$10, I am out \$10 because remember I bought it for \$20. But suppose I think I can make money here; suppose I know about this item and have done my market research. The trade proposed in the helmet example is basically this: would I place 10 dollars forward to get 40-60 dollars in return? Would I risk \$10 to make \$40-60? This is an example of a good trade that I would do. I figure if I get the low end of the sale, I am looking at a 300% profit potential and if I get the high end I am looking at a 500% profit potential. Yes, I may have to tie up 20 dollars for a week or two, but in reality there is a good chance I will make money on this trade and there’s even the chance that the item sells tomorrow (if I make an ad that very same day). As a beginning hustler you must think of things in terms of risk in order to be good with your money. Risk

is a fundamental piece of the hustler game; bypassing the learning of risk will only lead to marginal hustling results, but being more of a master at risk leads you to more money and less headaches. One thing to note, risk is very useful for times where you may be unsure of something or if you are a new hustler. There will be many times where you find something and instinctively know you cannot lose any amount of money, and those deals can present themselves to beginners and experienced hustlers. I decided to write this section on risk more specifically to assist newer people in the game and also for those experienced hustlers that just want to make better decisions with their cash.