



Learn How To... Start Your Own Vending Business



Vending Secrets An Easy Step-By-Step Guide To Your Success

By *Bill Slottz*

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Introduction

Hi! I'm Bill Slottz, and I assume you are reading this book because you are most likely interested in starting a vending business of your own, or at least finding out more about what it would be like owning one.

You need information, you need facts, but not *every* fact that's out there, only those that'll help you get up and running - when your ready.

You'll also need advice, but only the most relevant kind, along with a dash of hope that the leap you're thinking of taking is more than just one of faith.

I know this, because that's exactly what I needed all those years ago, and I thank god I received it from other successful people, and can pass it along.

America is without a doubt the greatest country on earth, not only for what people have achieved, but for what can always be achieved! And, that's up to *you* and *you* only.

Your right, I love this country, and I loved it just as much when I was stone broke. In the vending business, as in all others you'll face obstacles, yet there are no absolute barriers *unless you create them yourself*.

Now, for the matter at hand. There is a lot of hype out there about vending. You've seen the ads or heard the stories:

They tell you: "The machines do the work for you. Just set them up and wait for the money to come rolling in!" "You'll be making money every split second of the day, seven days a week, while you are sleeping, while you're eating, etc."

"And, all this is yours for a *tiny* little investment, also you won't even have to pay taxes on your profits."

How much of this hype is just baloney, and what can you really believe?

What's really true? What's not?

Can you really make a lot of money in vending?

The truth is, there are people like myself who have made small fortunes in vending, others have used vending to create a solid and reliable second income.

However, it's also true: There are lots of folks who have lost their shirts in vending. And sadly, some of them were influenced by deceitful sales people who were out to make a quick buck.

The aim of this book is to help you see right through the lies, and help you protect your investment. Vending can be an insanely profitable business, but you do need to know what to look for.

That's what this book is about, to guide you through the process of starting a vending company, from finding equipment that will make you money to registering your business's name.

No matter how you use this book, whether you read it cover to cover or simply refer to it as questions arise, I know it'll serve you well as you embark on what's sure to be one of the most thrilling experiences of your life: being your own boss.

Good Fortune;

Bill Slottz

Why Select Vending

Good for you, you've elected to learn more about the extraordinary opportunities open to you in the world of vending!

As you will soon see, this business offers one of the best and most concrete income opportunities existing in this country today!

If you're turned-on by the expectation of becoming financially independent, owning your own business, and:

You really do want to live "*the good life*" in every way,
Also, you can *spare* just a few hours per month to get started in your new transaction.
Then, vending is the opportunity you're looking for!

Think about making up to \$250.00 gross profit per hour, or even more, in a very simple business where you could earn a 100% return of your investment within as little as a few months.

I believe you'll find vending offers the greatest profit potential with the least risk, a minimum time commitment, and is the simplest to operate. Add to this, the fun you can have along the way.

Your decision on entering the vending business could really change your life! With their own business in vending, many people just like you, are enjoying the lifestyle they've always dreamed of, with short working hours providing the time and money for family, vacations, and special events.

Vending machines have been likened to being in possession of little 'money-gathering robot's doing most of the work for you, while you loosen up and enjoy life!

I am not the only one who will refer to it as, *the greatest business*, for each time you service your vending locations you'll feel like you just hit the jackpot in Vegas, and the best part is knowing *you* can do it!

This book will do its best to provide the complete information you need for entering into the immeasurably profitable vending business. In writing this book it is my desire to illustrate to you some of the most closely guarded secrets of the vending industry.

Information that many people in the industry really don't want you to know. Secrets that can make you successful beyond your thoughts. You will learn how to start small, or big, and become wealthy in the vending business.

You Learn

- How to get going on a shoestring
- Get your initial investment back in as little as a few months.
- How you can collect up to \$200.00 + gross profit per hour!
- You'll learn how to buy the best vending and amusement machines, and at the factory-direct cost, saving you up to 75%.

- How you can earn up to 500% gross return on your investment each year.
- Learn the downside, risks and rip-offs, believe me there are scams and mistakes you must learn to avoid!
- Fully understand route management, machine selection, and getting great locations, without selling.
- Along with; which trade magazines to get, what associations to join, what conventions and shows to attend.

And, doing all this with no selling or selling experience required!

My sincere hope and belief is that you will find this book to be an essential and valuable tool that you can use in appraising the vending business, deciding which area of vending you will go after, how to; start up, manage, and expand your route to reach your personal financial goals.

Vending is a business you can do! Hundreds of people just like you are starting successful vending or amusement business every year.

No matter what of your circumstances, whether you're starting full-time or part-time, no matter if you have plenty to invest, or must start with just \$500.00 borrowed money, you can make it happen.

An interesting note from a recent Vending Times Census Of The Industry: There are well over 9800 vending route operators in the U.S. Naturally, the majority of them are very small, employing 3 or fewer people, with 26% comprised of the owner only.

So as you can see, you don't need to have a big operation or start with a gigantic financial investment to be successful!

Two Groups Are Really Getting Rich In Vending

Do to the fact, that vending is so profitable, it has attracted many unprincipled promoters who find they can sell machines with as much as 400% markup. Often, machines with a factory cost of less then \$300.00 are habitually selling for \$700 - \$1,000+.

This first grouping of individuals are busy promoting theories and machines that may not even work, at prices that are at times, beyond belief. They sell to folks who just don't know any better. So be wary, don't let these individuals get rich at your expense!

Buyers *without* correct information are often injured by these deceitful promoters who insist on quick decisions and make inflated profit claims, in order to sell overpriced or cut-rate equipment.

The 2nd Group

This second and largest group of people are getting rich as vending route operators who know how to buy the *right* kind of machines, at the *right* price, and then how to get hold of profitable locations, for them. This is the group you'll want to be in, and it's not at all difficult to learn how to join this gathering.

I'll do my best in this book to help you gain great success.

Advantages Of The Vending Business

Vending Is Big Business

The Department of Commerce reports that of all the people starting a new vending business, a total of 92% are successful and still in business after 5 years, 90% after 10 years!

Each week, Americans put an amazing \$600 million dollars, and growing, into vending machines, of all kinds.

Truly, vending is a forceful *\$40 billion dollar industry* and it's *growing* at an remarkable rate!

The vending strategies I'll share with you in this book will offer you among the highest profits available, and greatest market access due to some very exceptional machines and management concepts!

In this business you could earn an astounding return on a very small investment! Just ask yourself, what other business offers you all the following:

- A high income potential!
- Automatic and continual repeat business!
- That's not seasonal!
- No fixed overhead!
- Very little competition!
- Instantaneous cash flow!
- No set overhead!
- Begin full-time or part-time!
- No employees, unless desired!
- A minimum investment!
- No selling experience, nor, technical experience required!
- No advertising costs!
- No franchise fees or royalties to pay!
- All CASH (no collections, financial privacy)!
- and it's, recession and inflation proof!

As a matter of fact, this business has not an iota of the usual company expenses, risks, or stress normally associated with a business venture, plus there's no selling experience required.

Later on I'll share many distinctive and efficient ways to get the best locations, and once again with no sales experience needed.

You can get good profitable vending locations easily with the '*space donated*' charity perception, the free space provided with the '*convenience center concept*' or the '*shared revenue*' conception. Furthermore, I will direct you to excellent sources of product supply.

No Downturns

In reality, the totality of the vending and amusement industry is exceptionally recession and inflation proof!

For instance, the U.S. candy market is a multi-billion dollar industry that is virtually unaffected by the ups and downs of the national economy.

For obvious reasons, in tough times people may put off buying a new car or needed clothes, also they may eat less steak and lobster, nevertheless - they won't do without their candy.

This is a down-to-earth luxury that anyone can afford no matter what's going on in the rest of their world. Americans, including me, eat over 20 pounds of candy per year and over half of that is chocolate!

It's fascinating to note that the candy industry continues to grow, even though there is a awareness that people should eat more "healthy." We know we should, and while many are we still want our candy.

Comparable recession proofing is also noticeable in other areas of vending. Along with candy, snacks and games are generally viewed as an *inexpensive pleasure*, often purchased on impulse.

In truth, the whole industry is inflation proof as well, for the reason that products are sold at *dependable mark-ups based upon cost*. When *cost* goes up, so goes the sales price. And when the sales price goes up, your profit margin goes with it!

The Opportunities March On, With:

- Hot food and popcorn machines
- Hot and cold drinks, plus juice machines
- Honor snack and drink methods
- Amusement games/movies vending
- Sports card and sticker vendors
- Bulk vendors
- "Personal" products
- Coin changers and currency machines
- Exclusive and hard to find items.

Tax Advantages

With today's greedy liberal politicians you pay a big lump of your income to the government, all branches.

Little more than 40 years ago a middle class family paid out about 2%-3% of its earnings to pay all taxes, income and other, today you work a big part of the year just to pay these taxes.

However, for people who own their own vending business the benefits are amazing! You can enjoy massive tax savings as many of your expenses may now be deductible: Including, your car, telephone, office in home, travel, entertainment, etc.

One of the most incredible benefits is your ability to expense (deduct) equipment as permitted by a section of the I. R. S. Code.

While, vending equipment is normally depreciated over about 7 years, even though the actual useful life can be up to 20 years or more. In reality, this means that 1/7th of the cost of your machines is tax deductible each year of the 7 years!

While, section 179 also allows you to expense out or entirely deduct, the cost of up to \$10,000.00 worth of vending machines each and every year!

This produces a \$10,000.00 tax shelter, and means you can buy up to \$10,000.00 in equipment each year and offset the tax you would have had to pay on \$10,000.00 in other business income or wages earned!

It's An All Cash Business

True, all cash can mean different things to different people. Above all, it indicates to you as a route operator; No collection problems or expenses such as; bad checks, uncollectible accounts, costs of billing and collection, etc.. This is a vast advantage, affording you financial privacy to whatever extent you choose.

The *financial privacy* issue is controversial, to say the least, especially where you extend it to the point of not reporting income.

While I certainly do not suggest or advise anyone to pocket their vending cash profits, not reporting it on tax returns it is a simple fact of life and most vending operators do not claim either part, or all, of their income from vending machines.

Many people consider this unethical to say the least, while many others consider this a big "advantage" of the vending business. Meanwhile, all governments consider it tax evasion!

Any way you look at it, vending is the ultimate business opportunity.

With the information in this book, almost anyone with a desire to succeed can expect to be successful and enjoy the lifestyle they've always wanted in the vending business. Including, short working hours, having plenty of time and money for family, vacations, as well as special interests of all kinds!

As I've mentioned before, the magic key to success is getting the *right equipment* at the *right price*. and placing it in the *right locations*.

Common Disadvantages In Vending

While there are incredible opportunities for success in this dynamic growing industry, as with any business venture, there are some *pitfalls and risks*.

The most important things to be watchful for are the potential '*rip-offs*,' You'll come across these obstacles in the following ways.

(I'll go into more detail in the section, "*Things To Be On The Lookout For*.")

Biz-Op Companies

A beginner is often mistreated by one of the unprincipled "*biz-op*," or so-called "*business opportunity*" promoters which abound: Some of the ploys used by these biz-op salesmen:

- Charging way too much money for machines, and at times suggesting a inconsistent and ineffective vending concept, that might look great to someone who does not know the vending business.
- Selling poor quality machines.

Sad to say, a few of these companies just take your money and never ship you anything.

So-Called "Location Companies"

Putting all your trust in a '*professional*' locating company. A good number of these firms look great, on the surface, but in all my years I am conscious of only a couple that I would quickly recommend.

Spending Too Much Too Soon

Investing too much money at first, *before you learn the ropes*, so to speak, can leave you without working funds, thus being unable to correct early mistakes in judgment.

Consequently, when you've spent all your money and/or borrowed all you could, it may be too late - with you *out of the game*.

Purchasing Used Equipment

Often buying used equipment means acquiring *old* technology with *poor* appearance, and does not help you acquire or retain good locations. More to the point, often you'll spend too much time and money making repairs. This is no bargain. A real bargain is getting new equipment at a big discount.

Following suggestions I have outlined in this book will help you to avoid making many of these common mistakes. Further, you will learn how to buy the *right machines*, at the *right price*, and how to get great locations, no matter what your previous background.

Also, you'll also be able to start small, without risking too much capital until you feel at ease about expanding.

While most vending equipment manufacturers and distributors are ethical and honest people there are some corrupt promoters who use a variety of procedures to separate you from your money. In reality, this is true in most all fields of endeavor.

You'll find a few of these techniques are out-and-out dishonest or illegal, even involving fraud and theft, but most are simply ambiguous and deceptive.

Many of their methods are quite legal, working in the shady areas of the law, and yet they are still 'rip-offs.'

Not to alarm you, but its been estimated that vending machine fraud runs between \$50 million and \$100 million in the U.S. each year! This includes not only outright theft, but selling machines, even superior machines, at grossly inflated prices.

Vending Still Sound Good To You!

It is precisely because vending is so profitable that it has attracted so many unscrupulous promoters. If you will just steer clear of these vultures by learning the vending secrets, you will begin your vending career with the right machines for much less money, and become part of Americas best cash business.

Next we'll consider if your right for the vending business.

Is Vending Right For You? (And Are You Right For Vending)

It goes without saying, that before starting any new business, you need to first resolve if that business is right for you, and is a business that you will enjoy.

Naturally, if you don't enjoy operating your business, you'll find it's challenging to stay motivated while doing the work essential to make the business succeed. For instance, if you have an extreme dislike for cleaning, it's a bad idea to start a janitorial service as you'd just be wasting your time and money.

While there are undeniably people who will do really well in vending and enjoy it, at the same time there will be individuals who will become fed-up and consequently will fail in vending.

You can save yourself a lot of time and money by first looking at how committed you are before investing your time and money.

Be honest with yourself, if you are *not* really determined to be successful with your vending business, or you don't have any real reason to start one, you are better off discovering another business that you can be passionate about.

To ponder your enthusiasm for the vending business - earnestly first ask yourself:

- Why do you want to start a vending business?
- And, what do you want to get out of operating a vending business?

Personal goals for starting a vending business:

- You want to create a passive income.
- You want to earn extra spending money.
- You desire the freedom of managing your own business.
- You want to gain experience running a business.
- You want to make more of your daily expenses tax-deductible.
- You want to build a business that you can in the future sell for profit.
- You want a business that you can operate from home.
- You want a hands-on job.
- You want a business that that does not need many, or any, employees.
- You want to run a business without giving up your day job.

As soon as you know *why* you want to start a business, you can evaluate other business choices to see if there is a better way to reach your goals.

If anyone tells you that vending is the best way for *everyone* to make money, please skip his counsel: Ask yourself:

- Are there at least several reasons for you to start a vending business that really excites and energizes you?
- Am I really devoted to doing whatever is necessary to make a vending business successful?
- Can I set aside a dependable amount of time for vending?
- Can I remain prepared and hold myself responsible without having a boss?
- Am I prepared for hard work at the outset so that the business will be successful?

Are You Right For Vending

I believe almost everyone would like to have a lot of money and enjoy the *quality of life* it can provide. However, not everyone is motivated to do what it takes to get it!

The fact that you're reading this book denotes that you are most likely the kind of person willing to do what it takes, and your just looking for the right opportunity.

The vending business is perhaps one of the *least* risky ventures you could undertake. This assuming, of course, that you buy the right machines at the right price, and considering that you start small enough and have little to lose by giving it a try.

So, if you do decide to go into vending, I recommend that you start relatively small, regardless as to your financial resources.

Most vending biz-op (business opportunity) promotion companies insist on a bare minimum order of \$5,000. to \$10,000, or even more, as this is for their benefit, not yours.

For many people \$10,000 to \$50,000 is a small investment, and that's OK if you can afford it, and do your homework first.

Still, you can start in this business on a shoestring if that's what you need or want to do, besides, why invest a lot of money until you've had first hand experience in vending?

If you start out with a small investment that you're comfortable with and then discover how great and profitable the business is, you'll feel equally comfortable about expanding, quite the opposite if you start out too big, you may not sleep nights.

I think the best advice I can give you is this: No matter how good all this looks to you, don't risk more than you can afford to lose. Start relatively small and your risk will be equally small, then expand as fast as you want to.

One of the nice features of the vending business is that you can become successful without quitting your present job, or investing your life savings.



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based **Vending Machine Business**. Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here...](#)

For information on our other career courses go to either anezbizz.com or ahow2.com

Note: To read another *sample edition* of our famous home study courses follow this link... [Learn](#)

Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others*.

Your friend;

Joe Myna