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eBartering Tactics

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How this E-book has helped others...

"Before reading Laksman's e-book, I had never even considered bartering. I never thought to barter for something before pulling out my credit card. eBarteringTactics blasted me with loads of straight forward information that I could put to use right away. The world of bartering really has a lot to offer! This is a definite read for any serious marketer!"

Kent Sayre ~~ <http://www.unstoppableconfidence.com>

"I was **so curious** when I saw Laksman's email, and I wondered about doing the barter, as it was new to me, but I looked at his great product, and decided I'd go ahead and make the trade. I wasn't disappointed, either, as he has a great product and so do I, so it was a nice exchange...a **Win-Win Proposition**, as it turned out. It's a great way to make new friends, to network, and to gain nice products you may not have otherwise heard of or been able to afford. Thank you again, Laksman, for a **very cool idea** & great trade!"

Donna Maher ~~ <http://misspelleddomains.com>

"Now here's something they don't teach you in the MBA program: The ancient, but highly effective skill of bartering! From his compact (55 pages) ebook, I've discovered a modern approach to e-bartering and saving hundreds of dollars in the process. Easy to read, and **truly** applicable for many business and social purposes, this book will be invaluable to all professionals. Thumbs up for a great product!"

Joseph R. Plazo ~~ <http://www.xtrememind.com>

Read this e-book front to back. You will undoubtedly learn many new things, and I will expose you to the world of bartering. There's plenty you can do with this neat little overlooked practice, and you can begin to take advantage of it right away. Through years of experience and practice, I have become adept at bartering online. I will show you how to get right to it within the upcoming text. My goal in writing this e-book is simple. By

the time you finish reading this e-book, I hope to have opened a door for you to the world of bartering and exactly what it can do for you.

Sincerely,

Laksman Veeravagu

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Section I – Bartering Philosophy

Chapter 1: An Introduction to Bartering

The modern day definition of bartering is “the trading of goods or services without the use of money”. It’s a simple concept. Joe has an apple and wants an orange, Pete has an orange and wants an apple, so they trade.

The world of bartering has been around for a while. Humans used animal hides, grain, minerals, and farm animals to trade with in ancient times. It was used back then, and it’s still in practice today. It’s used by individuals, small businesses, and even large corporations. The bartering economy is large. People barter each and every day without even knowing it. Here are a few examples of bartering:

- ✓ Kids trading 4 cards
- ✓ A printer company trades printers to tax firm in exchange for 5 hours of tax consulting
- ✓ A newspaper trades classified ad spots in exchange for computer inventory with a computer company

I started bartering on the internet because I **had** to. Heck, I didn’t have \$24.99 a month to spend on web hosting, so I bartered for it. I’m still at it today because it works, it’s easy to do...and there’s **NO money** involved. That has to be my favorite part about it.

Bartering is a very powerful tool on the internet, yet many people are unaware it exists. They never even consider it. When most consumers want to buy something, they follow one of two paths. They pull out their wallet and buy it, or they decide not to buy it because they don’t need it or they don’t have the money.

Consider this example. A lawyer needs his house repainted. Instead of paying to have his house painted, he explores the option of bartering. He wants to trade his services with a

painter who needs law services. If the lawyer can't find a painter in need of law services, he has to pay money for his house to be painted. It's only human nature that someone will feel he is getting a good deal when he can get something that he needs in exchange for a skill that he contains. It might take the lawyer 1-2 hours to do the work the painter needed, but for his expertise and skill he gets an outstanding return from the painter. The deal is negotiated. Both parties are happy. One of the beauties of bartering is that both people involved in the transaction feel like they've left the table with a great deal.

The term "bartering" strikes most people with a boring connotation. My experience in bartering has been far from dull. It's an unpredictable, adventurous, and eventful activity. For example, a few months prior to writing this e-book, I was looking to acquire a new type of protein bars (Detour) that just hit the market. I setup a deal to design the owner of a fitness website a new logo for 3 boxes of protein bars. Once I finished, they were so happy with the logo that they sent 4 boxes instead of 3.

Bartering establishes new connections. It quickly breaks an impersonal barrier. The two parties are doing each other a favor. It's a matter of business, but since there's no money involved, it's a more relaxed situation. This leads to a more personal relationship between the two people. A rapport is built. This "personal relationship" can open many doors in the future. Bartering very often leads to profitable deals and opportunities.

These bartering clients have the potential to turn into **money-paying** clients. After the original transaction, I've often been contacted again by bartering prospects that were satisfied and interested in having more work done. It allows you to expand your customer database. Your client list will instantly grow once you begin bartering.

Bartering comes in all shapes and sizes. Carpooling with the neighbor next door can be considered bartering. Trading baseball cards on a playground can be considered bartering as well. Trading marketing consulting for graphic design is bartering too. There's really no limit to how it can be used. I used to run an e-book cover design business. In exchange for a solo-ad advertisement, I designed a newsletter owner an e-book cover graphic. I've

used bartering to obtain e-books from authors, hosting from hosting providers, software from programmers, and advertising from advertisers. Although it can be a very effective marketing strategy, bartering is not restricted to the business world. I have used it to obtain goods such as a lava lamp, mp3 players, car audio equipment, new shoes, etc.

If you are new to bartering, try integrating it into your business or daily life. You'll come to realize how enjoyable of a hobby it can be, and how much money you can save.

My goal in writing this e-book is to expose you to the world of bartering. I'll cover everything from the advantages of bartering to how to setup a transaction. I'll share with you my unique system of bartering online that has given me an edge over others. You'll discover exactly what I have been doing for the past years over and over that has honestly worked for me. After reading eBarteringTactics, I hope to have interested and encouraged you to experiment and take advantage of bartering yourself.

Chapter 2: Bartering Skeptics

Insight to finding confidence in bartering

A large percentage of people tend to think bartering is difficult. It isn't difficult at all. I've bartered so much that it sometimes feels effortless. People are a lot more open to bartering than you may think. For example, someone may not think to barter because they feel like no one would be interested. This could not be further from the truth! Somewhere, someone wants what you have and has what you want.

Bartering is a lucrative opportunity. It is not some "lucky possibility." It's not something that may happen by accident or chance. Bartering is VERY common! It's quite real. People do it each and everyday, and people are always interested in expanding their connections and businesses with clients. I feel a duty to tell you this because, like I said, many people are unaware that bartering even exists, and others that do don't think of much of it. Your email plays an important role in making the bartering prospect feel comfortable, and if you're shaky about bartering, then what hope do you have for convincing them?

If you're not bartering, you're missing out. It's a respectable and profitable activity, even big name marketers do it. Mastermind marketer Jay Conrad Levinson, author of the Guerilla Marketing series, has bartered his skills in order to obtain items like a hot tub, a giant-screen TV, a cruise to Russia, and a year's supply of coffee!

I've compiled a list of just a few of the positive responses I've received from people I've emailed to barter with. This should give you an idea of the kind of people that are out there, and how everyone is more open to bartering than you may think.

√ Finally! A barter I'm interested in! Sure - sounds good to me.

- ✓ I am definitely interested in what you have to offer. I will get back with you with more information by early next week. Thank you for your time.
- ✓ Yes, I would be interested in working with you. Call me at <telephone number> to discuss it further.
- ✓ This sounds like a great deal. Please email <email address> and we can arrange what you would like to contribute to our site in exchange.
- ✓ I'm into that, tell me what items you are interested in and I'll put them aside while we work out the logo deal.

So you see, people are not monsters about bartering, they welcome it! The worst case scenario is that they are just not interested. In such a case, you have the mere task of emailing a few more prospects to get a deal going.

It does work, and it will for you! It's a successful technique, but you have to see it that way for it to work. Write with a pen of confidence. Show them you know what you're doing and that the deal will work out for both parties wonderfully. Bartering ranks as over a 7 billion dollar business in the United States. It's no coincidence that all the big dogs are using it. I conducted an interview with the well known marketer, Jack Humphrey. Below he talks about his outlook and experience with bartering.

1) What has your experience been with bartering?

Jack: I have bartered for hundreds of things online. Mostly services, but also pretty successfully with products related to my business. Overall, bartering is a no-brainer when you have something with high perceived value to exchange. That doesn't mean you have to lose anything in an exchange either. More often it is a matter of intellectual cash or talent and expertise that I exchange. Time is the only cost involved in most deals I make.

2) What do you use to barter with?

Jack: I consult professionally with internet marketers and small online businesses. I have traded consulting work for services that help me sell more products. I have also traded services that cost me nothing to trade out for, say graphics or web design services. I also have a best-selling ebook that I have traded for other products. I don't buy internet marketing products anymore as, one way or another,

I benefit people to such a degree with joint ventures and word of mouth advertising that they just give me their work for review purposes or in exchange for my ebook or another service.

3) How long does it usually take you to complete a bartering transaction?

Jack: As long as it takes me to write an email. And then as long as it takes for that person to get back to me.

4) How has it helped your business?

Jack: I have gotten literally tens of thousands of dollars in services, software, scripts, and consulting in the last two years by simply bartering my time or services. I have developed a business that is bigger and better than it would be had I tried to pay cash for everything to get to where I am today.

5) Were you always open to bartering?

Jack: Always - never a question. I have always known there are assets that are equal to or MORE precious in some cases than cash.

6) Do you still barter to this day/plan to continue?

Jack: Yes.

7) How much money do you think you've saved as a result of bartering?

Jack: A lot. Just on the site I am working on now I have saved about \$10,000 cash I would have paid for scripts, services and software to get it going.

8) Anything else you want to share?

Jack: I would like for readers to know that bartering works. If you try to get somewhere in business these days, online or offline, with cash only, you are going to be hindered by the availability of cash on hand and your competition will move ahead of you. I consider bartering a key component of small online business today.

Take serious stock of what you have at your disposal. Talent and expertise are worth cash. Your time is worth cash. Use them as cash and you will go further faster. Barter to get what you want today rather than having to wait for cold cash to come in later.

Jack Humphrey

Marketing Consultant

<http://www.equipmint.com/>

Jack just laid down the facts; bartering works. Everyone should be doing it. Most successful internet marketers take advantage of bartering. Take a look as I sat down and talked with Google Adwords Expert, Chris Carpenter as he shares his thoughts on bartering.

1) What has your experience been with bartering?

Chris: I barter online for goods and services. For example I might trade my webmaster services/skills for an eBook. Likewise I have traded my eBook "Google Cash" for web design work and programming services.

2) What do you use to barter with?

Chris: I bring many things to the bartering table and the trade will, of course, depend upon what I need and what my counter barterer needs.

3) How long does it usually take you to complete a bartering transaction?

Chris: It depends, but usually it's all done the same day.

4) How has it helped your business?

Chris: Bartering has most definitely saved me time and money. Yet even more gratifying to me is the philosophy that bartering lends itself to. One of the primary reasons I chose to leave the 9 to 5 drudgery and develop my own internet business was to distance myself and my security from an economic system which will always demand more spending.

Whether it be more money spent on gas, suits, lunches and work day maintenance, the predominate economic system keeps us spinning our hamster wheels. It has to, to survive. Bartering offers a unique opportunity to trade skill for skill good for good without dwindling our work energy or our bank accounts.

5) Were you always open to bartering?

Chris: Yes, I have always been open to bartering.

6) Do you still barter to this day/plan to continue?

Chris: Yes, I barter quite often.

Chris Carpenter

Google Adwords Expert

<http://www.googlecash.com>

Chapter 3: Bartering and Networking

Bartering as an important networking tool

Bartering has one very useful side effect, **networking**. Networking is the process of meeting new people. This can be through another party or through a contact that you initiate. Bartering is the perfect environment to breed new relationships. It has all the right ingredients. It has the people, the connection, the relaxed environment, and the valuable services/products/goods.



I've met so many people through bartering. Looking back, I've met more people through bartering than any other means. Creating new connections and relationships is an enjoyable activity in itself. As if walking away from a bartering transaction with all its benefits isn't enough, you have met a new person. The value of this new connection shouldn't be underestimated nor taken for granted. I've contacted old bartering prospects multiple times and usually kept steady contacts with them.

Say you're launching a new e-book and you need a few buddies to look over it for you. This is where those business type relationships come in handy. You can look to them for joint ventures, have them read over your sales copy, e-book, etc. There's no question about networking being a useful tool. It's an established step to success in marketing yourself, and bartering has it built in for you.

Let's look at what it would be like without having these types of connections. You create a new product and you don't have a network of connections to work with. You now have to go out and create new relationships, establish a trust, and get them interested in

working with you. Even when they do decide to work with you, they're still skeptical because it's their first experience with you.

With bartering, that's already done for you. They've already done work with you, so they know that they can trust you. You've already earned their respect and credibility.

From the first email to finishing the deal, each and every word spoken contributes to a developed relationship. Bartering actually **forces** you to meet people. You can establish all sorts of connections through bartering without too much effort at all. Each and every deal you work with a new individual, and it will create a new connection. As you may have come to realize by now, most people are actually very open to bartering. I have established priceless connections and met many new friends through bartering. It's an amazing tool to kick start your business.

Bartering is the perfect atmosphere for this to happen. You're looking to help them out while getting something in return as well. You're proposing to work together.

You're not hiring a graphic designer to labor for you. You're not contracting some programmer that will do your work and then move on to the next guy that hires him. You're not confined to that stiff environment with bartering.

Now don't get me wrong, hiring someone can lead to a developed relationship too, but it takes a lot more time and effort for that to happen. When you barter, you instantly jump right into that rapport. You are somebody that's ready to work with a bartering prospect on a deal. The keyword here is "deal". There's no money involved, it's a more laid-back atmosphere. There's always a lot of positive feelings surrounding bartering. People are excited to be getting something valuable for free. They're excited to be apart of the transaction. They're generally very positive. They're warm and friendly in anticipation of a good outcome.

Finding these lucrative contacts is a task of its own. I created software that you can use to find bartering contacts with the click of a button. In upcoming chapters I will show you how to use various search engines, and even eBay to contact bartering prospects. My software, [Networking Bolt](#), lets you search all of these sources at once, finding their name, email address, telephone number, and any other contact information you may need. You can then email them at the click of the mouse, save templates, and even check their link popularity. Of course it has many other features, take a moment and see how it will benefit you.

The case studies in upcoming chapters are proof that bartering is a really great networking tool. In just one simple email I was able to establish a connection and start a new relationship. Each deal I walked away from created a new contact. These new connections normally come after that "personal contact" with a person, which occurs very quickly through bartering.

If you barter half as much as I do, you'll be creating tons of new contacts everyday. These contacts are very useful even after the bartering transaction is complete. You can continue to do business with them again and again after that initial deal. They can also become golden references. You're building lucrative relationships with other webmasters that will last forever.



Section II - Getting Started

Chapter 4: Finding a Service to Barter With

Tapping into your talents and resources for bartering

Bartering provides you with vast amounts of freedom. You can trade just about anything. Hosting, advertising, graphic design, marketing experience, your own products(e-books, software, etc), copywriting, etc. Whatever your skill or product may be, you can trade it.

It is important that you somehow fill a need to your bartering prospect with your service. As a graphic designer, if the client's website looked great, I didn't go offering them a new layout design – but I did find other ways to apply my services. Be creative. Offer them something they don't have. On many occasions I'd propose to work with clients on an advertising campaign in which I'd design banners, buttons, and other advertising materials they can use for their website. Then I'd even offer them advertising on my other websites. Bartering takes creativity. It was often the case that websites already containing a sufficient web design layout did not have a section for advertising on their site, so whenever I ran across a website like this, I'd offer to design them banners and buttons instead of a new layout or logo.

If one offer doesn't work, email them back and twist it a little bit. For example, I emailed the owner of a website and offered to design him a logo, but he let me know he wasn't in need of any graphic design services, period. I emailed him back and offered him advertising on my website, and he was then interested in that deal. Be creative, there are really many options you have, more so than you may think. If you run a website that has high traffic or a useful niche, offer them advertising.

You should barter with what you are good at. Your expertise and skill will be perceived as a very high value to the bartering prospect. Bartering online has many advantages as a

lot of the services require no money on your part. Writing copy, designing a website, programming software, creating html, providing marketing consulting, etc, all require time, but no money. You don't even need a skill to barter. If you run a membership website or sell a product, offer them a free membership or copy of your product.

It is important at this point to show them how your membership website and/or product will help or benefit them specifically in a specific way. Here's a rundown of what you need to look for in finding a service to barter with.

- ✓ **Find something you are good at** – What are you an expert in? Something you already do that you know a lot about. Being very knowledgeable in an area, or having expertise, will be seen as a very valuable point by your bartering prospect.
- ✓ **Something you Enjoy** – I love designing websites. If you find something you're good at, and that you enjoy doing, you're on the right track.
- ✓ **Little to no overhead cost** – Try to find something that doesn't cost you any money to implement. Programming, designing, and consulting are all examples of zero dollar overhead services. It won't cost you anything but your time, speaking of which...
- ✓ **Not Too Time Consuming** – You don't want to spend your life paying off a bartering deal. Keep it simple, and try to get the best out of each deal. I usually spend 1-3.5 hours **MAX** on a bartering deal. It really depends on the scale of which you are bartering. Most items I've bartered for have been in the \$50-\$200 range, which calculated to the hour, isn't bad at all.
- ✓ **Useful to internet websites** – This is not a must, but it definitely helps. For example, when you contact someone on the internet who's selling what you want, you already know they're involved on the internet so their use for your services is greater than a carpenter who makes birdhouses. Your service/product doesn't have to be internet related. If anything, always email them and see if they'd be

interested in obtaining what you have to offer in exchange for what you want.
You never know what that person may be interested in.

There are literally tons of services you can barter with. Here's just a list of ideas that you can definitely use to barter with online:

- ✓ **Advertising Space (banners and text links on your website)**
- ✓ **Ad Copywriting**
- ✓ **Domain Name Consultant**
- ✓ **E-books**
- ✓ **Free Access to Members Only Websites**
- ✓ **Ghost Writing Services**
- ✓ **Graphic Design**
- ✓ **Internet Marketing Advice/Consulting**
- ✓ **Online Coaching (coach them on a sport, hobby, health/fitness, etc.)**
- ✓ **Press Release (Writing and Submission)**
- ✓ **Published Articles**
- ✓ **Search Engine Key Phrase Delivery Service**
- ✓ **Search Engine Optimization, Submission, and Consulting**
- ✓ **Solo mailings and email advertising (advertisements to your newsletter lists)**
- ✓ **Software Consultant**

- ✓ **Software Products**
- ✓ **Software/Script Installation**
- ✓ **Website Design (Html coding, design etc.)**
- ✓ **Website Design Consultant**
- ✓ **Web Programming Services (PHP, ASP, CGI, JavaScript, etc.)**
- ✓ **Website Reviewer**

All of the above mentioned ideas won't cost you a dime out of your pocket. They're the type of bartering services that are most profitable. Performing these tasks will only cost you your time! I run a membership website, and I use it for trading. I like this even more than graphic designing, because all I have to do is set them up with a login password which takes less than 3 minutes.

It's not hard to find a service or product to barter with. Anyone can do it. Find something that fits the guidelines and works for you. Don't spend a lot of time trying to find what you're going to barter with though, you'll miss all the real fun that comes when you actually begin to barter.

In an upcoming chapter I'll be discussing some ways you can offer a professional service with no experience. If you're having trouble finding a service to barter with, this will be your solution. You will literally be able to jump right into bartering without having any skill, service, or product to offer.

Chapter 5: Bartering on eBay

Finding the right prospects on eBay

eBay.com is an ideal source to find bartering prospects. It's not usually used for bartering, but it is the perfect environment for these type of transactions to take place. eBay contains 3 main features that make it appropriate.

- ✓ **A large community of people and items**
- ✓ **People trying to get rid of/sell those items**
- ✓ **Free Membership to contact those people**

I've often turned to eBay for different items I had been looking for. Here's a partial list of products I've successfully bartered for through **eBay** (all items were sold brand new by merchants):

- ✓ **Office Supplies & Stationery (Dr. Grip Pens, etc)**
- ✓ **760w Sony XPLOD Amp**
- ✓ **Buslink USB Portable Hard drive 64mb**
- ✓ **Nike Rio Portable Mp3 Player**
- ✓ **Digital Web Camera**
- ✓ **Designer necklaces and jewelry**
- ✓ **Car Audio Equipment**
- ✓ **Lava Lamp**
- ✓ **A4 Tech Wireless Keyboard/Wireless Optical Mouse**

- ✓ **Stylish headphones**
- ✓ **Electronic Equipment (surge protectors, battery backups, etc)**
- ✓ **Printer/Scanner/Copier**
- ✓ **Weight Equipment**
- ✓ **304 CD Case Holder/Binder**
- ✓ **New Gel-nimbus Asics Shoes**

eBay is the premiere online marketplace. Whatever it is that you are looking for, it's very likely that eBay has it. This is where most of my deals come from. If you're not an eBay user yet, you'll need to register by [clicking here](#). Having a membership will allow you to use the contact seller feature on auctions, but I **do not** encourage contacting a member directly through eBay because this activity is forbidden. If they find out, they will suspend your account for contacting someone regarding off-site selling of items. However, it is still possible to make a deal with the seller. Most sites you will be targeting are run by small internet businesses that will have their actual website address listed somewhere on the auction, whether it be at the top of the page, the bottom of the page, in big bold print, or in a captivating graphic, they will usually place it somewhere on the auction. You can then follow the link to their website and contact them through their website and not eBay's system.

It can be tricky getting the seller to bite onto your deal. Before you email, you have to understand the seller. There are many sellers out there ready to jump at what you have to offer them, but some sellers are probably not interested in bartering. There is a reason for this. It's not too hard to tell the difference, I'll explain more later. For now, let's start at the beginning.

First login to eBay. This will keep you from having to log in each time you want to contact a seller.

Next, begin to search for the item you want. There are usually many auctions for one certain item. For example, at the time of writing this e-book, searching for the term "lava lamp" on eBay returns 491 auctions. That's a whole lot of bartering prospects. All you need is one. Once you find an auction page selling the exact item you want, you can contact the seller by clicking on their username. This will bring up a page with a form box to email them. However, before contacting the seller, you need to ask yourself a few questions in order to see if it's even worth emailing them.

? Is the seller a Power Seller?

Power Sellers are sellers that have consistently met with eBay's guidelines and rules. They will have a little logo similar to the one above next to their eBay username. Since this shows their credibility, you can be more confident in having a smooth transaction when doing business with them. I've been able to find a Power Seller for every product out there I've bartered for on eBay. They are more reliable. Also, take note of the seller's feedback %. It's just a hassle to deal with sellers that aren't dependable, so look at their feedback to see if anything stands out at you. In my [Networking Bolt](#) software, you can do a search that will return only the PowerSellers. It will also show you their feedback percentage.

? How many items has the person sold?

Next to the seller's name, you'll see parenthesis with a number inside. This number is the number of items/transactions that this person has completed successfully. When bartering with eBay, if the person hasn't sold at least a 1,000 items, I wouldn't bother contacting them. There are two main types of people selling on eBay. One is the person who has found junk around their house and sells it occasionally or needs to get rid of something so they decide to setup an eBay account. These people usually sell "for fun." The other type of person is the person who sells many items on eBay, probably for a living or extra income. These are the people you want to target with your bartering propositions. It wouldn't do much good if I emailed a house-wife selling off a brand new lava lamp she got as a present but decided she didn't want it.

You need to look for the aggressive seller, the seller that does business, the seller that could be interested in what you have to offer. There are an abundance of these type of users on eBay, more than you probably think.

? Is the seller selling more than one of the same item?

Under the seller's username, click "**View seller's other items**" and check to see if the seller has multiple auctions running for the same item. This is usually a good sign that the supplier has the product you are looking for in bulk, making it easy and convenient for him to give you one in a bartering deal.

It is not necessary that all three of these conditions are met, however the more you meet the better chance of succeeding in your barter proposal. At the least, make sure the person has sold at least 500 items. Emailing people who have sold 4, 5, or 37 items aren't usually looking to do business with you. These are people who sell occasionally. It's also a good idea to take note of the price of the auction, so you can better monetize your services for them in the email. If the seller has an auction for a \$75 VCR, offer them \$75 worth of your services, product, etc. One of the main objectives when bartering is to ensure that both players come out with a great deal.

When emailing someone on eBay, poke around their auctions and see if they have a website. You should do some quick research. If they do have a website, you'd be much better off finding their real email address on their website and contacting them through that. If you notice, when you go to email a user on eBay, it doesn't allow you to enter a subject line, and you will be suspended for using their contact form to talk about bartering deals. Finding a real email address on their website will allow you to enter a subject line in the email, instead of the standard "Question for seller -- Item #303000047" which would show up if you emailed them normally through eBay's interface. Through my experience I have found that they tend to take these offers more seriously than from a person emailing through eBay. Sometimes they find these emails as "solicitation." Also, checking out their website/business will allow you to familiarize yourself with their company which is useful when emailing them.

Finding out if they have their own separate website outside of eBay can also be helpful in creating new deals. For example, I had emailed a company selling posters on eBay. I offered to do them a logo in exchange for a bundle of movie posters. They told me they weren't in need of a new logo. Knowing they had an actual website apart from eBay, I emailed them back a second time. In this email I offered them an advertising space for a month on one of my mainstream websites with the demographic being mainly teens and college students, both of which would be interested in obtaining posters. Not only did he accept the deal, but putting a link to his website on mine took less time than doing him the graphic would have! If the seller has a website, it opens up a new door of opportunities and proposals that you can create, so keep an eye out for them.

If the first person you email decides they aren't interested, try another. There are plenty of auctions out there along with plenty of bartering prospects. Find another seller and give it another whirl. I have sometimes emailed up to 3-4 different sellers on eBay for the same item before the deal actually hit. Don't be discouraged by these emails, they're only **natural**. Don't give up after the first guy replies with a, "We're not interested," because believe me, you **will** get those. Bartering on eBay will get those kind of responses. We'll discuss techniques you can implement in order to reduce these types of responses, and increase the chances of your bartering proposals following through.



Really that's all there is to it. Ebay.com isn't typically used for bartering, but it can be if utilized correctly. You will establish all sorts of connections and even get more clients, after all, eBay is a "marketplace." Sellers know other sellers, and a good transaction will encourage them to refer others.

Chapter 6: Bartering with Websites

Finding Damaged Websites



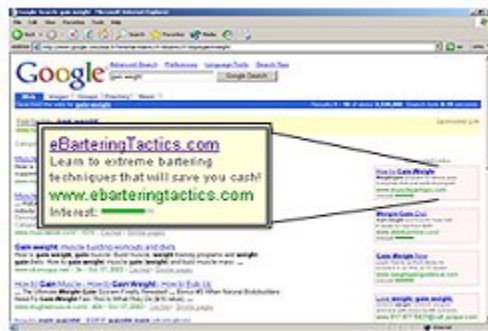
If you provide a service on the internet, finding damaged websites can be your ticket to getting a bartering deal set up quickly. Well, they're not necessarily "damaged," but the idea I'm trying to convey to you is that they could be in need, sometimes dire need, of your services or products. This fact alone makes them the perfect and ideal bartering candidate. If they need any fixing up of their website, you are a very valuable asset to them. In the previous section I mentioned searching on eBay for bartering prospects. Occasionally, I may not be able to find a seller willing to barter on eBay. This is when I turn to finding damaged websites.

Search engines are the gateway to finding these websites. You can use the search engine of your preference. I use Google.com. Search for the name of the product you're looking for. Simply searching for the name won't usually cut it, you need to search for a website that SELLS what you want. You want e-commerce websites.

For example, if you search for "tennis," it may bring up websites that talk about the history of tennis, how to play tennis, or general information concerning tennis. You don't want these types of websites. You're looking for websites that sell tennis equipment. Typically I input a phrase like "tennis racquet store," "tennis equipment sale," "cheap tennis racquets." This will pull up e-commerce websites that have the goods you are looking for. You want to get in contact with sellers. There are tons of websites out there for any given product or item.

When search engines bring up results, take a closer look at the sponsor ads. If you're using Google, look at the Google Adwords portion of the search results. They appear on the right side of the normal results on Google. These websites are already spending

money on advertising through the Google Adwords program or similar sponsor listings



for other search engines, so you know they do business. They are more likely to work with you. I've found many sites in Google Adwords that could use some renovating. It's more likely they will take you up on your deal as they're active and spending money on advertising, already embraced in the entrepreneurial spirit.

[Networking Bolt](#) makes the process of finding bartering prospects much faster and easier. You have the ability to search sources at once, view their rankings, website, and email them, all in one piece of software.

Don't bother emailing websites like "1800flowers.com", "bestbuy.com", or "circuitcity.com." Stay away from big dog websites like these for now. These companies are already quite developed. They already have all the help they need and probably won't be interested in a smaller bartering deal. They have enough money, and hiring out someone would be much easier for them. Also, getting in contact with someone who has the authority to make those kind of decisions about the company bartering would be hard in itself, since the companies are very large. Stick to small businesses.

The next step would be to look for sites that may lack the service you are offering. In my case, I'd find websites that looked like they could use a more professional design, logo, banner, etc. You can look for sites that may want advertising, new ad copy, or even programming or software. You're the expert, so it's likely you'll be able to find somewhere you can improve their website.

When emailing the prospect, you should let them know how you plan to contribute to their existing website. Include details about your proposition and propound ideas you have for improving their website. A little enthusiasm can get you a long way. In the next chapter I'll discuss emailing the prospect in more detail.

Since you can see their website, take advantage of it. Familiarize yourself with the website and look for weaknesses that can be improved upon by your services. If their site looks golden, meaning there is not much you can do to improve it, then you have two options:

- 1) **Move on** – Look for another website, there are thousands of websites out there, you can **always** find another.
- 2) **Find an Alternative** – Try something different, look for a different way to improve on their website or offer them something totally new, like your own software creation, e-book, graphic design template, etc.

Finding a damaged website can be very effective because you are fulfilling an already established “problem” or aspect of their website that can be improved on. You are fixing a problem with their page. It’s more focused. They are listening to you, the expert. It’s also more personal, since you emailed their email address and did not contact them through eBay.

Section III – The Transaction

Chapter 7: Emailing the Prospect

How to go about emailing your bartering prospect properly

Emailing your bartering prospect is a very important step. This is your first contact with them. It's your chance to make an impression, and more importantly, make the deal.



If you're bartering for goods, (such as lava lamps, mp3 players, stationery, perfumes, etc.) I have found it much more beneficial to keep your email fairly informal. You want to come off as a guy that's trying to do him a favor and get something in return. Just like that, a single person setting up a deal. Talk to him like you're talking to a friend of yours. Let your personality show through a little. Building trust and credibility in that first email is very important.

Don't try to create a "business" letter template. They want to deal with a **person**. Don't make any special headers or formats. Just stick with a simple letter. This guy doesn't need any extra hassle, make their job simple. Give them nothing to lose.

Now, if you're bartering for something such as advertising, graphic design, or anything professional, then a formal letter would be more appropriate. You should be more professional in emailing these kinds of proposals. You need to gain a certain respect in writing these emails, and you need to talk with professionalism. They have to take you seriously. You can keep track of letter templates and send emails to bartering prospects with the click of a button using [Networking Bolt](#).

There a few things you need to take into account in every situation, *regardless* of who you are emailing.

Since you will be the one contacting the person and proposing the deal, it's your initial responsibility to convince them that they are getting a great deal from this transaction. You have to catch their eye and reel them into your deal.

The first email you send to them is very important. It only takes a few seconds for them to click the "Delete" button on their email client and have your message lost forever. You have to be prepared and ready when writing the email.

So before you begin writing, you need to do a little research. Look around their website, auctions, or wherever it is that you discovered them. Make yourself as knowledgeable about their company and product/service as you can. This may sound hard, but honestly, it can be done in just a matter of minutes. It really doesn't take long to familiarize yourself with a website. Just skim through what they have and see what's there. This little extra effort will help you in the long run.

Also, take a look at their company name because you'll need to make use of it in your email. More importantly, look for the single individual's name that you're emailing. When you start off your email, address it to them by saying, "Dear Randy," or "Dear Jill," or "Dear Mr. Matthew." Every little bit helps, and adding that personal touch to the beginning of your email will keep them reading and feeling welcome. If you're emailing on eBay and unable to find a name, I usually say "Dear <ebay_user_name>," and that works too.

It's important when setting up a barter transaction to present every high value benefit to them during that first email offer. You should to tell them everything. You have to catch their eye, make them interested. Like I said, they can quickly delete your email and you don't want that. Don't leave it to the second email to show them all your past work, do that upfront right there in the first email. Don't leave it to the second email to let them know your past experience and successes. Provide everything for them, and eliminate as much hassle as possible on their part. Telling them to email you back if they're interested and want to see more work just lessens your chances of the deal going through. If you do

that, the prospect asks himself, "Should I continue listening to this guy?" Eliminate this thought process by providing links to all your work and past experience in that first email, the question that the bartering prospect is now asking himself is, "Do I want this deal?" Be upfront.

Let's take another one of my past transactions for example. I was looking to acquire a brand new \$50 lava lamp. I used eBay to find a lava lamp seller, and a lava lamp I was pleased with. Once I found the right item, I looked around the auction page and read more about the seller. I found a little text at the bottom of the auction saying "Rainbow 2000 Inc.", and so I knew this was the name of their company selling goods on eBay.

I noticed that they didn't have a logo, so this would be my offer to the seller.

In my email proposition to the lady selling the lava lamp, here are key factors I implemented in order to build credibility, trust, and ultimately pull her into the deal:

- 1) **Professionalism** – Start off by introducing yourself, and by telling them you are a professional internet marketer, designer, copywriter, etc. Let them know you have expertise in your area. They will see this as a major benefit.
- 2) **Past Success** – If you have any successes online with the services or product you are offering, LET THEM KNOW, brag a little bit, it will build your credibility. You know you're good, but they don't, so you have to show them. Testimonials work great too.
- 3) **Sample Work** – Show them up front at the bottom of the email some of your best work. Provide links to your work, don't attach them, that just requires more effort on their part to download and open them.
- 4) **Price Estimate** – In my letter to this lady I wrote "I usually charge around \$75-\$90 for logos, pretty good deal on your side." By simply putting the price of the service or product you are offering, they will immediately see value. I've used this, and it does make a difference. This will knock the perceived value through

the roof! Usually one doesn't mind providing their skill in exchange for something with less "cash value" but more "personal value" to them. For example, I was more than happy to design the lady a \$75 logo in exchange for a \$50 Lava Lamp.

- 5) **Benefits** – Now this is very important. They need to know why they should work with you. By outlining the benefits, you're one step closer to getting them to accept your proposition. Show them how your service or product can be advantageous to them.
- 6) **Win/Win Situation** – Tell the bartering prospect how your proposition would be a complete win/win situation, both people walking away from the table with a great deal.
- 7) **Fair Deal** – Prove to the bartering prospect that this in fact is a fair deal. You can list the estimated prices of both items being exchanged, etc. Explaining this will eliminate any skepticism they have about you ripping them off. It's important that they trust you.
- 8) **Compliment** – This is a key, yet overlooked strategy. Give their business many compliments. Now don't over do it, nobody likes a suck up, but be very friendly and warm.

It doesn't matter if you're contacting an eBay seller or a website CEO, your first email should always include all of these details. All these points added up increases their chances of saying "Yeah, I'll barter with you," and that's exactly what you want. The way you present this information may vary, but these points should always be included with that initial email.

An important aspect in writing your emails is to personalize them as much as possible. Single out the prospect, be warm, kind, and direct. Put your attitude, personality, and charm into each and every word you type. Talk as if you were in person. That doesn't mean talk slang, or as if you were chatting with a buddy about last night's football game.

It means don't stiffen up your emails. For example, if you were talking to a prospective partner at a coffee shop about a business deal, you'd present yourself in an elegant and charming manner. This is the same attitude you should hold when writing an email to a prospective bartering client. Another important reason for personalization is that you don't want your prospects to categorize your email as a cookie-cutter email, a.k.a. "spam"/ "solicitation."

If the bartering prospect has no use for your service, don't give up. It's not over yet. Email them back and offer something else, a different form, or suggest a new plan. Often times my bartering clients would have no use for my graphic design skills I originally offer, but they would love to take advantage of the high trafficked website I run that they can use for advertising or my software package. Sometimes I offer them a logo, and they're not interested in that, but they would be interested in having banners or advertisements designed.

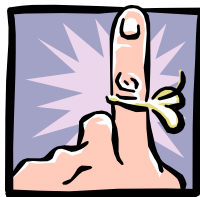
If you come across a dud, someone that is totally uninterested in bartering with you (you will undoubtedly encounter these), try emailing another person selling the same product/service you are interested in receiving. There are hundreds, even thousands, of people out there selling any given item you are looking for. All you need is **ONE** person who wants to barter with you. Like I mentioned in previous chapters, you won't always hit the deal on the first try.

Chapter 8: After the deal is made

Carrying out the bartering transaction

The hardest part is over once your bartering prospect accepts the offer. If this is your bartering prospects first time to barter, they may be sluggish. It's important to keep the blood flowing. Sometimes the prospect may become a little lackadaisical about it.

If you set up a deal, make sure it's followed through with. For example, I had a bartering transaction that I had setup with an internet marketer. He expressed interest in participating in the deal, but after the first few initial emails, he hadn't gotten back to me in a week or so. I simply sent him an email reminder.



“Hey Jonathan,

I haven't heard from you in a while, just checking in.

Matthew”

Just a simple email, a friendly and helpful reminder will get things going. It turned out that he responded and we began working right away from that point.

When working with a bartering customer, treat them as you would a normal paying customer. Give them all the benefits, courtesies, and luxuries that you would a regular. This will help you build your client list and expertise. It doesn't matter if the bartering client is not going to turn into a paying client. If you provide them with a good value,

they will become great assets to speak kindly about your service and/or company. A good word of mouth is still one of the best marketing techniques for building your client base or business.

I rave about customers that have been a delight to work with. Whenever talk about hosting came up, I recommended the host I had bartered with. They were warm and courteous in dealing with my proposition, and for that, they received my respect and recommendation. I was more than happy to give them a good word for the quality of service and customer interaction they gave to me.

It's always a good thing to maintain a good relationship with your bartering prospect. After I finish a deal, I usually always send a final email in which I close up and let them know to contact me if they need anything else. Ending on a good note can help create more deals in the future. Be sure to keep a record of your bartering deals and prospects. I've bartered with the same individuals multiple times with different deals. It's important that your first bartering transaction with them goes smoothly, so they will be more than willing to work with you again.



The time it takes to complete a transaction will typically vary from deal to deal. I have worked on bartering transactions that only took a few days and others that took a whole month. I try to keep them short. It's a satisfying reward to receive something you want very quickly, for both parties. Offering a bartering prospect a graphic design/your service and getting it to them the next day will also say a lot more about you than putting it off for a few weeks. They will be more apt to work with you again for your unrushed, prompt, and speedy delivery. The less hassle you show them, the more reliable they will see you as. This is important in bartering because many people are hesitant to participate in these types of transactions for those very reasons.

Since I was always the one proposing the deal, I'd offer to provide my service first, allowing them to send their goods/perform their service afterwards. You're always taking

a small risk here in that they won't follow through, but this occurrence has been very rare in my experience. You're usually dealing with people that are honest and have good feedback on eBay (Power Sellers). If they're running a business, it's likely they don't want to get into any legal trouble. I have not had any trouble with people not following through on their part of the deal. It's different from just trusting any average internet user, you're setting up a transaction with a business oriented individual or company. From their business, auctions, feedback, and website you should be able to conclude something of their credibility.

From start to finish, make sure you treat your customer courteously. Keep the deal flowing and get it done promptly.

Chapter 9: Quick & Easy Bartering Solutions

Services that ANYONE can use to barter with

As I had mentioned earlier, there are tons of different services you can barter with. Surely everyone has something they can offer. Most people can read this e-book and begin implementing some strategies with their already established products and services. However, if you lack an established product/service, you can still barter.

If you are trying to get a hold of a new software product, you could email the seller asking to try out their product, and if you liked it, offer them a testimonial.

You can email them saying you will let 20 family and friends know about this product in exchange for a free copy. Be creative. Offer to provide your service in packaging envelopes, providing technical support, or answering emails...anything is possible.

Other People's Products

Probably one of the easiest ways to barter with no established product or service is to buy the rights to other quality products. I have compiled some exceptional software scripts and design templates in which I grant permission to resell or barter, but **NOT giveaway**. [Click here to check it out](#). If you have any questions, send me an email at my personal address, laksman@ebarteringtactics.com. I try to answer within a couple days.

Let's face it, Armand makes our lives much simpler with his products. He's got a great line of products that help non-graphic designers graphic design, non-copywriters copy write, etc.

- 1) [eCover Generator](#) – This product will allow you to make an e-book cover design even if you're not a graphic designer. I've bartered with clients many times and created e-book cover designs in exchange for their e-book, service, or membership site access.

- 2) **Header Generator** – Allows you to create professional and catchy headers without requiring any design experience. It has templates you can work from and is easy to use. I usually offer my bartering prospects an “e-book cover design and matching header.”
- 3) **Sales Letter Generator** – Write ad copy for your prospects with this useful tool.
- 4) **Smart Page Generator** – Smart pages have been a HUGE rave ever since the launch of Stephen Pierce’s, **The Whole Truth**. However, creating them can be time consuming and tedious. This product automates the process for you, and is personally endorsed by Stephen himself! Lower the hassle on some of your prospects by offering a Smart Page creation service. Some people simply don’t have the time, desire, or don’t trust themselves to do it correctly.

Using the techniques discussed in this e-book and these software tools you can very easily be successful at bartering. You would go about emailing the prospect just the same. Offer them a header design, e-book cover design, sales letter copy, etc. There are tons of products just like Armand’s that can be used in this same manner to create amazing bartering deals. Just think of all the many possibilities.

The software was meant for an average user. No artistic talent is needed. No writing skills required. It does all the hard work for you. Another major plus with plug-in software like this is that you can generate the product very quickly. If you’re having trouble finding a service to barter with, then try this method out and see how it works for you.

Section IV – Case Studies

Chapter 10: Case Study 1

A Step into Bartering

This is a detailed report on a transaction that I completed with my good buddy Kent Sayre, author of the best selling title, Unstoppable Confidence.

Now how did I come in contact with Kent? I met him through eBay. There are many sites that people become fond of and visit daily. Many practices or forums that people check. From time to time, I like to browse the eBay section of "businesses for sale." While browsing, I found a unique offer by Kent Sayre.

His auction was for internet marketing consulting. I immediately was very anxious to email him a bartering proposal for his services.

Email #1

Kent,

Hi. My name is Laksman Veeravagu. I'm a professional graphic designer, and I've been doing graphic design for over 5 years. Let me show you some things I've worked on in the past year or so. I must say I am very impressed with your success and abilities in internet marketing, as well as those apparent from your "Unstoppable Confidence" ebook.

I'm wondering if you'd be interested in a barter. I saw your ebay auction. As you can see, I have many projects going (even a few more I haven't

mentioned), and mentoring/advice would be very valuable to me. I do graphic design freelance, and I've been doing it for a long time. Check out some more of my work below:

[provided links to my work here]

I'd love to provide you with graphic design in exchange for some mentoring time. The auction is set at \$150 right now, and I would be more than happy to build you a website in exchange, which depending on what you need can range from \$150-\$500. I look forward to hearing from you!

Sincerely,

Laksman Veeravagu

In an earlier chapter I discussed the process of emailing your bartering customer. Let's look at the key points I hit when emailing the prospect.

- 1) I mentioned my expertise in the area I work.
- 2) Complimented his works (the high quality of Kent's products made this very easy 😊)
- 3) Showed examples of my past work, and interest in his service. I showed him projects I was working on that I would like to expand upon. Not only does it give him an idea of my style of design but it lets him know I am willing, and it won't be a waste of his time to work with me.

4) I put down a cash value for my services and what he was offering. This clarifies that the deal is clean and fair.

I sent this email. 2 days later I received his response:

Laksman,

Yes, I'm interested.

Can you tell me more of what specifically you have in mind?

What website would you like the most help with?

What are your goals? Thanks,

Kent

That's it! It was literally that easy. Now that the hardest part is over, Kent and I just continued on through the deal, exchanging emails back and forth. I emailed him back and let him know of my goals and a more specific outline of what I had in mind. After sending him that email, I hadn't heard back from him in a week or so, so I sent him this email:

Email #3

Kent,

Just checking in.

Laksman

His response was an immediate call to action, here it is:

Email #4

Laksman,

Yes, let's begin to work together.

Is it equitable if I offer you an hour of internet marketing advice via telephone a week for a month & unlimited monthly support via email in exchange for you building a full website for me?

What do you say?

thanks,

Kent

From that point on we jumped right into the deal and began working together. I highly encourage you to write your initial email yourself. I have provided basic templates that will do well, but each scenario can require a different approach. You're much better off personalizing it yourself. It should represent you.

This bartering transaction worked beautifully. Kent provided me with valuable marketing mentoring, and I built his website for him. We both walked away with what we wanted and much more.

This transaction allowed me to meet Kent Sayre. Bartering really helps to create friendships. It's an amazing networking tool. I look forward to working with Kent again in the future.

I have saved money. I didn't have to spend money equal to the cost of his marketing mentoring. Marketing mentoring can be very pricey. I can now use this money on something else.

Here's what Kent said about the website:

Laksman,

It looks great! We are quite pleased.

Talk to you soon.

Kent

Both parties were satisfied, we both got a great deal, and created a new relationship!

Chapter 11: Case Study 2

Bartering For a Popular E-book

This next case study involves a trade I made for an e-book everybody was raving about. The title I'm talking about is Google Cash, written by Chris Carpenter. Originally I found his e-book through an eBay auction, I found his website and emailed him about doing a barter. I offered him a new e-book cover in exchange for Google Cash.

Dear Chris,

Hello. My name is Laksman Veeravagu. I'm a professional graphic designer. I've done work for many small internet businesses. I'm wondering if you'd be interested in a small barter. I'm interested in obtaining your Google Adwords book. Your product looks to be of high quality. I'm wondering if you'd be interested in an exchange, I would be more than happy to design a website for you. I've put some links to some of my past work below. Let me know if you're interested. Thanks.

[placed links to my work here]

Laksman

I contacted him through eBay. I was very brief and short with the email. I laid out the proposal and showed him my experience. I wanted to have a quick and speedy barter, and that's how I approached it. His first email back (his reply), included a link to download the e-book.

Hi Laksman,

That sounds like an excellent deal. I would love to do a trade. Thanks for the nice offer. Here is the thank you email that I send people who have purchased Google Cash. It has the link for you to download the eBook.

I also have several other projects and could possibly use your graphic design services for other projects as well in the future if you are available.

[information on downloading ebook here, edited out of course 😊]

**Thanks,
Chris Carpenter**

He replied immediately, and we got right into it. It was that easy. I was very happy with the deal.

You'll see that from just a single email, many things were accomplished. I met Chris, a truly amazing guy. I also obtained the Google Cash e-book immediately, in exchange for doing him a layout design. If you'll notice at the bottom of his email he mentioned doing more work. These kinds of opportunities happen very often in bartering deals. It's definitely not a rare occurrence. They're looking for people to work with, people they can trust, and people that are willing to put themselves out there. It's the perfect environment and situation to create more deals, projects, and propositions.

I walked away with a **new relationship**, a **great e-Book**, and **future work** for me. All that from one bartering proposal email, not bad eh?

Chapter 12: Case Study 3

Bartering for goods

Bartering for goods is the most enjoyable form of bartering for me. Of course, bartering for anything is a pleasurable experience, but I love receiving packages in the mail. I had been hearing hype about this new type of protein bar out on the market that was supposed to be delicious. I was anxious to get my hands on some of these, so I set out to find a bartering prospect.

I used Google to search for fitness websites. I came across TigerFitness.com. What a great website! I felt like I could contribute to their site graphically. I emailed them with this proposition:

TigerFitness.com,

Hello! My name is Laksman Veeravagu. I'm a professional graphic designer. I am very impressed with your company and its high quality service. I am wondering if you'd be interested in a barter. I noticed your website could use a new logo or design. I'm looking to obtain some of those new protein bars that just hit the market. I'd love to provide my graphic design services for you in exchange for some bars. I've attached some links to some of my past work below. I'm looking forward to your reply!

[links to past work here]

Sincerely,

Laksman Veeravagu

I sent this email out. I let them know I was a professional, complimented their business, and showed them examples of my past work. This was a rather simple email. Didn't take long at all, and it ended up being very effective.

One day later I received their response. Their reply to my email was perfect. It was exactly what I wanted to hear from them and much more.

Laksman,

We are currently in the process of looking for a graphics designer to create a new logo for us. We are interested in possibly working with you. How quickly could you turn around a new logo. Also, what did you have in mind as far as the barter exchange (i.e. Protein Bars Quantity, etc.). Where are you located? Could you place a tiger in our logo (other than the tiger we currently have on our site?). Also, we are interested in a site re-design - this could be something we may be able to negotiate down the road.

I look forward to hearing from you. Feel free to contact me at [telephone number] or email me at [his email address].

Chris

Co-Owner of Tiger Fitness

www.tigerfitness.com

One email established all of that! I met Chris, the Co-Owner of Tiger Fitness. He's interested in the deal and interested in working with me down the road in the future. They left a telephone number and email address. We started a new relationship, one that could

lead to more opportunities and work down the road for both of us. Talk about networking! Who would have known they were looking for a designer? You may be thinking to yourself that I hit this one right on and got lucky, but this isn't a rare occurrence in the world of bartering. This has happened to me many times. If you have a service, people have probably thought about what it could do for them at one point. Most people are very open to bartering.

In the next email I clarified the deal down to how many boxes I wanted, and how soon I could deliver the logo to him, and we began working together. The deal was finished within about a one week period, going back and forth through email editing and critiquing the logo. Chris delivered on his promise the day we finished, and I was happy to receive the bars!

Two days prior to writing this, Chris contacted me with more work he'd like done. He mentioned that a monetary transaction would be fine, or bartering if I'd like to continue that. Even more work from just one bartering transaction that didn't cost me a dime to begin with!

Section V – Concluding Chapters

Chapter 13: Basic Bartering Letter Template

Creating Your Own Template

Basic Bartering Template:

If you're bartering for goods (for example, contacting someone on eBay), try to be informal. The idea here is to keep it short and simple. Normally, I am very brief. I let them know exactly what I want and what I can offer them in exchange.

Hello **<client's name/company>**,

My name is **<your name>**. **[I am a professional <service you provide> OR I run a professional <business> service]**. I was impressed with your work when I came across your **[website/auction]**. I'm wondering if you'd be interested in a small barter. **[I'd love to provide my <service your provide> services to you in exchange for <product you wish to obtain>]**. I believe you could benefit from my services because **<benefits here>**. Normally I charge **<price of service>** for this. I would love to work with you on this in a fair and prompt manner. I believe that we can both walk away from this with a great deal.

Below I've listed a few examples of my past work.

<links to past work>

I look forward to your response.

Sincerely,

<Your Name>

I use something like the template above. I replace the bolded parts in accordance with the occasion. Although you have my permission to use the template above, I suggest that you try creating your own templates to work from. Let your charm and personality show through a bit. Eliminate their skepticisms about the safeness of bartering by being courteous and warm. Let them know you're an experienced, responsible, and honest individual.

Creating templates to work from will increase your efficiency while bartering. You will save time that would otherwise be spent rewriting basically the same letter over and over to new prospects. Instead, just pull out a template and edit it. Using my [Networking Bolt](#) software, you will be able to save templates and email your bartering prospects at the click of the mouse.

You don't want to spend all your time writing emails, especially since you're going to spend time actually carrying out the bartering deals. Creating templates is just one way to increase efficiency when bartering.

When writing your template, be careful not to make it like a cookie-cutter email. As I have mentioned, these emails will be seen as spam or solicitation, and quickly be deleted. Personalize the email as much as you can. Put your own personality into it and make references to *unique* aspects of their website.

Don't make this mistake. I had saved one of my templates that I was working with. When I went to email another prospect, I accidentally forgot to change the "name" on the first line greeting, so it was addressed to a different person than it was actually being sent. Sure enough, I did not hear back from this prospect. Using [Networking Bolt](#) can help

reduce these kinds of errors. Be careful in creating your templates, always make your emails thorough and double check to make sure they're error-free.

The number of templates you create should be kept to a minimum. Having too many templates can slow down the whole process. Different types of templates can range from templates business proposals, services for services, services for goods, goods for services, goods for goods, etc. Organize these templates in such a way that will benefit you the most.

Chapter 14: Final Thoughts

Conclusion

I hope you have enjoyed this e-book and walked away with some new ideas to get started in bartering. If you have any questions, you can email me personally at

laksman@ebarteringtactics.com and I will get back to you as soon as possible. You have heard it from top internet marketers such as Jack Humphrey and Chris Carpenter.

Bartering is essential to a successful business. I do not believe that pulling out your wallet every time you need advertising, design, or any other expense is the smartest move to make, maybe even the worst. Bartering will provide you with an alternative and help your business rapidly grow in a healthy and profitable manner. Take advantage of it.

[If you enjoyed this e-book, please don't hesitate to send me your testimonial.](#)

Bartering and Taxes

Although bartering is technically "free," you must take into consideration your Country's State and Federal tax laws regarding bartering. Bartering is subject to the very same tax guidelines that you must comply with in any other business activity. Keep records of all your transactions as they must be available, usually for several years.

You should declare the value of goods and services you barter in your Tax statements and returns.

It is important that you get the advice of a qualified professional, such as a Certified Practicing Accountant, regarding any questions or concerns that you may have about this. Don't take any chances – the law will not accept any assumptions or lack of knowledge as an excuse for evading taxes.

[Networking Bolt](#) – Network with the click of a button.

Bartering Products – Products you can barter with.

eBay.com – Get a membership to one of the biggest bartering gateways.

Google.com – Popular search engine and useful in finding bartering contacts.

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