

BEHIND THE SCENES

OIL PAINTINGS

The business opportunity
that made too much money for most



Understand this... you can earn a lot or a little.
Only when *you* know which figures make these words.

UnWanted Gold!

The real eye opener, in fact far more than that ... it was an absolute revelation to me, towards how other people, those termed the general public, see as their possibility of earning a little more money, or even so much as come to view their chances of ever doing so. Often it has been said that most people are too busy earning a living ever to give time to doing anything else, including that of bettering themselves. In part this is true, also it has to be said that there are a dreadful amount of bogus material offered to this the business opportunities market. That clouds the issue for many, or has mistreated them previously.

Indeed so very much of my personal background now today, since making these combined discoveries, related to the field of Bis-Op's that has resulted in the motivational training of others. This idea of allowing people more ability to view the prospectus or the project as you may say came from this the 'Oil Painting' business. Yet this was only part of my education much more was to come, when I discovered just how easily satisfied most people can be, with a relatively small amount. As a result of being easily satisfied, thereby failing to see what they have in their hands at times, this was certainly one of those times.

Nobody coming into this incredible business, took the earnings from it possible - nobody - all settled for a whole lot less. It was truly amazing to me how all had 'reasons' why they were satisfied with what for each of them was so 'much' money. Yet so very much more was there to be had if they wanted it. This strange but I later came to realise, not unknown reaction demonstrated by people, now featured in "[The Magic Circles](#)" the fifty four page introduction to the world of personal financial possibilities for all.



This painting is from my own collection

Dream Opportunity

This the cleanest and the most trouble free low capital start up opportunity of all time, for it's agents was very sadly a casualty of the 'Thatcher' later years, as were so many more business, when the base bank lending rate was put up to an unbelievable fifteen percent. It was this stupidity that drove her party into obscurity for a generation, taking both large and small business down in a matter of only weeks. In some cases others followed the huge down hill trend over only a few short months. Some of the biggest and the greatest names of business history in this country were lost forever as a result. The title then given to this manmade political gross stupidity by those who caused it was of course ... a recession.

'Oil Paintings' now the seventh title of my original series was actually written after this disaster in 1992 and the collapse of the business. Almost as a eulogy to the opportunity it had represented. More however the story was to highlight the splendid marketing plans it had spurned for other business activities for use in other fields, as the confidence in trade re-established itself.

Rule One

Always I have been of the opinion that true business opportunities, for the individual should be of low monetary start up or investment. For me at least anything other than that would not deserve the word 'opportunity' the example here being that I would never myself term a franchise as my definition of a Bis-Op. For me, only a ground floor proposition that requires more time than money, as a persons investment is the only kind. Anything more than that does not get my vote ... the oil painting venture for example, over fifty percent of the twelve hundred agents, who came into it, started with the purchase of exactly one unit. This was the sample pack that allowed a prospective agent not only site of the product but also instructions to sell it, then to buy another, or even three, if they had sold it at the recommended retail price, that being three times the multiple of its inward cost to them. No genuine business opportunity before or since has offered so much of the sale price to those retailing the product.

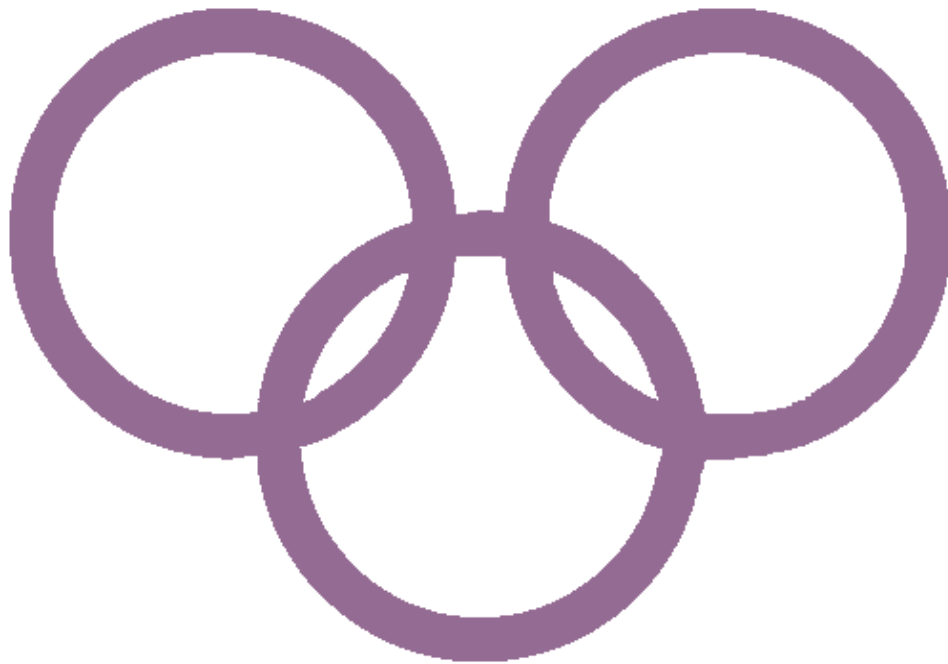
See my eBook "[The 21 Steps](#)"

Foolishness as indeed is the only possible word for the so very many of the wide, endless range of get rich quick

schemes. Scams that are involved in and pollute the world of Bis-Op's are not only a pure waste of time but also that of money. We both must surely know that ... yet they exist in truly unbelievable fantastic numbers, most of them making such a mockery of common sense. Much worse is that it then becomes difficult for many to recognise the real thing when they see it. This of course I had experienced before with the antiques business for the Japanese market. So that although I was not completely 'green' to this over caution of the people who refer to themselves as average, this then the 'Oil Painting' business held many more surprises for me yet.

Whilst the Japanese experience had shown me how to approach this, the 'Oil Painting' venture as a business for the many. Although knowing how to open the door onto the opportunities market, it had not prepared me for what came next. That being the low level of required earnings, the satisfaction with just pennies, those taking on the 'Oil Painting' proposition looked to achieve. Here was what amounted to a Goldmine where most simply wanted to pick up the loose pieces, laying on the surface but nobody wanted to dig. It became clear to me that the people now retailing the paintings, that I had become to term as agents needed to be shown the potential that lay before

them. Those happy with just a few hundred pounds could be shown how easy a few thousand could be if they organised their operation. Plus those doing such figures already could also streamline their marketing systems, to double them and even more.



“Magic Circles”

Ambition is a rarer human quality than you may at first think; it is not encouraged to any extent of meaning in any school in the English speaking world. If it were then you would already have some of it, so would everyone else who had received such education. Discouragement towards personal achievement I find to be common place

in comparison, this dating right back to my school days, continuing up to this present day.

The necessity to introduce motivational lessons to the oil painting agents, was as much a surprise to me as was the situation years earlier in the story of other businesses where fortunes were only made by the very few. I have long known that no one becomes perfect ... but some, just a few, could become great, if they truly wanted to. This like anything else is a skill which can be learnt, although those who teach it are very few and far between, even shunned to a great extent by British standards in its regard.

Read, study and digest the fifty four page complimentary eBook "[The Magic Circles](#)" it is where such knowledge, such education begins, for those who could or would, whichever way you see the challenge. Follow the progress of past students, similar success could also be yours but you have to want it, as a first priority.

Wealth Classes

These first of all took the form of self-help books, made available to the agents. Later as common sense showed it necessary, to combine the training of existing agents, with an opportunity for newcomers to view fully the proposition, these meetings then developed in to full day sales and product training schools. It was at these special classes that I introduced a one hour lecture section devoted to the exceptional high earnings potential of this business. Literally to highlight the possible level of earnings together with the personal wealth on offer to all who could see the need to set goals, in order that they could take advantage of the business. Those who took part in these lessons, their sales of the paintings multiplied many times over to the benefit of all. Agents set and broke new records daily, new cars, new houses and far better lifestyles became the norm.

Sales training classes began to attract guest speakers from the ranks of earlier agents now well established in the venture; the time given over to this section of product application required more definition plus examples, thereby also becoming far more serious. Thus the 'class' now became re-named as a seminar, rather than simply a



Guest Speaker Mr. J.W. Stephens, South London Agent

class (although to me they are the same, one word simply being fancier than the other, for nothing other than modern tastes) those who attended all having the same improved performance results, whereby they sold many times more units than those who did not, once again the knowing 'how' together with very definite aims in life making all the difference.

Thinking Makes It So

All people everywhere become what they spend the most time and effort thinking about. This fact is so well known that it features in every religion conceived to this day. Equally, however it is ignored, or even rejected by so very many in various high places of office, who should support its concept, instead they put it down or go to various lengths to repudiate the fact.

From the point of view of who could benefit from this knowledge, if taught in our schools, as indeed it is in other countries, then the withholding of such is nothing short of a crime. Whilst this is not generally easily spoken of, it is nevertheless why we try to send our children to more preferable schools, also onto further learning. In the hope they will improve themselves as a result of these so called 'better' schools. Most parents want, or at least would like their children to have the so called ... better start in life.

This then the requirement of so many, who never had the same themselves, you must forgive me for not totally being able to understand. What I mean is if these parents did not want better for themselves, then how do they expect to find this so termed 'better' for their kids. Surely if these people know what is so good for their offspring it should follow they themselves would benefit from some of the same. Worse still of course is the fact that they are not going to find it within the British scholastic system anyway, as it still to this day does not yet exist.

See my eBook:

[*To Dream*](#)
[The Impossible Dream](#)



The 'oil painting' business was also a dream in its own way, every unit sold to a customer was hung in pride of place within their home, displayed to all friends and family, talked about to visitors who would admire it, or even pointed out to those who did not. Anyone with several prints hanging on wall space, when having put up a genuine oil painting on canvas among them, then soon saw the difference and replaced them with further oil paintings. Like no other before it the product was self advertising, repeat sales to the same customers became quite enormous alone. The more highly motivated agents began to create further sales plans, the paintings even began to appear in room setting on various TV programmes known collectively as soaps. This alone created a huge demand for particular subjects and artists styles.

In keeping abreast of this fast expanding business, the books and brochures for it had to be frequently re-written. Not so much for the stock but for the ever increasing sales and marketing techniques constantly being developed by the agents themselves. The really nice thing about this super clean upmarket Bis-Op was the fact that its retail market was so enormous; agents shared their success stories to benefit others. Lesser marketing opportunities

cannot do that; instead they must keep secrets to protect their business. This worked in reverse for the 'Oil Painting' venture in two ways ... there became a trend towards hand painted works of all kinds and subject matters by the retail public. Secondly those seen to be selling them so well, were whether knowing it or not, were drawing many others into the business, who wanted to share in their good fortune. The potential of this venture was looking towards sales of a minimum of one hundred million units in the British Isles alone.

THE FIFTEEN MARKETING PLANS

Shop or Gallery

Although this plan must surely be the most obvious, the surprise for me was just how many shops had not previously used their window space for much of anything other than a window to let in daylight. Hairdressers shops for example, several estate agents, there was even a shop that's normal trade was washing and clipping poodle dogs. The common factor here was that no one needed to be an expert in art, what people liked the look of they bought, it was not necessary to give any form of service guarantees or warranties. These were genuine oil paints on canvas done by hand, not prints and no two were exactly alike, not even when done by the same artist. In all the marketing plans this fact was the prime motivator for the sale and purchase of the units.

With Other Business'

There were of course almost endless amounts of wall space in other places of business' that did not use their

walls to display their mainline of goods. Therefore wall space could be given over to the hanging of several, or even large numbers of oil paintings. This then not only decorating the space but creating an extra sales line from it previously unused. On occasion the mainline business would dictate or influence the subject matter offered. Florists would many times offer floral paintings, while we even had green grocer's shops hanging fine still life scenes of fruit. The subject matter of the paintings were so endless, so also became the locations they could compliment and become a further sales line to that business. Scenes ancient or modern, traditional or contemporary, all found their retail best settings.

Public Houses

Depending on the size of this type of outlet and the variation of picture size the number of units that could be displayed was simply staggering. I personally have viewed such a location displaying over two hundred units, when time has been spent hanging particular sizes to fill wall space. To do this most effectively can take quite a while to measure the space, when a piece is sold it then has to be replaced with one of the same size. Done with style this

can be very effective, whereas simply knocking in nails and hanging them any old how, looks just that ... tardy.

Sale or Return

The immediate business plan in this mode of sale is that of the locations available to the agent in the two previous plans, when the owner of the premises is not looking for financial involvement but instead will take on the subject matter on a commission basis. In this marketing scheme our most successful agents, were those who changed the stock around the most often. This gave the impression to viewers that the pictures were not there for very long. To do this the agent simply went round their outlets regularly, refilling spaces created by sales and changing other stock items over from the pieces taken round their calls.

Oil Painting Rentals

This incredible plan was first developed for the oil painting business by an agent from Scotland, who to the best of my knowledge never tried to sell a single unit but yet had placed that many out on rental, had the income of a Lord,

or perhaps I should say Laird. In certain cases the paintings had to be a suite, or a collection by the same artist. So worthwhile was this, our agent would travel over four hundred miles to visit us, making up the collection required by his client from our vast stock range. On one contract alone in to a major office complex twenty of our largest size picture, returned this agent with the monetary figure previously his gross yearly income. Incredibly so when you take time to realise, the agent still owned every single unit.

Party Plan

Successful agents in this plan were those who displayed the canvases separately, putting various frames over them loosely to display the varying effects until the customer's approval was obtained. The order was then booked with a later time set appointment for delivery, when the agent would explore the opportunity to conduct a further event at that customer's home. Better motivated agents at the point of delivery would offer a small painting or a discount if this customer would have a party themselves for their friends and neighbours. So their sales events in this way also supported progress from one location to the next.

Hotel Exhibitions

Here was the jewel in the crown for most agents, many started in smaller plans and worked up to this. Correctly done with sufficient stock in a fine hotel, what had previously been a full year's wages for the top agents was earned in a single weekend show. The problem however in this plan was that even the more motivated of agents only held one exhibition per month. The earnings were such many only holding them once per three months. Interestingly all of these people I met after the business was no more, without exception said they wished they had conducted more venues than they actually did. I of course simply agreed with them and let it go at that.

Stock Clearance Sales

People operating this plan tended to go the discount route, using Sunday school buildings church halls, quite literally the venues famous for jumble sales and the like, sold a lot of product at these meetings. This was a scheme more favoured by the part time operators, simply as it was by no means as profitable as the more up market venues. Personally I have never been a fan of discount selling, to

me there is more work and less profit overall. This I featured strongly during the sales and product training seminars. Interestingly this type of sales plan was without exception conducted by agents who never took advantage of the special event. Again, of course many wished they had done so once it was too late.

Garden Centres

Garden Centres became a big favourite sales location for many agents through the better weather months, as the product was home décor it fitted in very well at these locations. Here the size of the centre would determine whether or not space undercover was available. Outdoor being not merely dependent on dry conditions but also windy days could make displays quite difficult.

Motor Car Auctions

As these events are attended by traders and dealers of many kinds, it was by no means unusual for an agent to sell twenty or more units on block to someone who wanted

both the décor of them for their premises but also as a trade item that they would further resell themselves.

Stately Homes

Permission to operate from these locations was not easy to obtain, but for those who went the distance and stayed the courses the results could be spectacular. Once again the location would favour subject of the product, the more traditional scenes out selling others. Copies of famed old masters or paintings where the artist had implied age in the composition rendered, were big favourites in these venues.

Mobile Outdoor Sales

Agents with the transport to do so on fine days would go to where the people went and there set up an out door exhibition, especially if a mobile drinks and sandwich bar was near by. Several agents who were caravan owners found they could use them for more than holiday breaks, picking all kinds of locations to put on a display.

Arts & Craft Shows

A well organised and laid out display at a meeting or at an even such as this with the most colourful range of paintings was sure to attract the crowds. This in turn generated the sales; besides once more lifting the concept that genuine hand painted oils on canvas were no longer only for the rich. In Somerset one of our lady agents who operated with a huge stock quantity was offered the entrance to the village hall by the organisers of the show, as her colourful display attracted passersby to the event. This lady was at the time assisted by her husband, both being well past retirement age and averaging sales of twenty units per week at full mark up price.

Direct Selling

Here of course the plan is simply door to door selling; the most difficult always for those who have never done this style of cold selling, as it has been called before, is quite simply fear. Doors of course don't buy or sell anything but can be opened by some very nice people, who do. Sales by this method broke constant records. The one I best recall being a young man whose father came all the way

from Cambridge to complain how much his twenty year old son was earning, he thought it was way too much for such a young man.

Home Art Galleries

Every agent who became seriously involved with the paintings found that customers of a certain type would like to meet with them privately to view their private or more selected stock. Many simply wanted more time to select without others looking on. Some of the most expensive sales were conducted in this manor. Figures that no matter how I was to highlight them you would find hard to believe.

DAY'S OF WINE AND ROSE'S

This was the 'Oil Painting' business; the full stories of each marketing plan are only briefly outlined in this text. The story one day I feel sure will be come part of other applied products and the marketing of them. The history of every manmade or man-created anything, you can think of forms this, the greater picture. The example here would be to say that the invention of sound radio had to come first, and then followed with the thoughts of how to put pictures with it to form television. Ideas, thoughts or technology if you like, are all progressive and rightly so, that which seems impossible today will not be so tomorrow, in fact when correctly looked at never was.

Not so very long ago lighting by electricity was labelled as impossible as perpetual motion, the flight of man was still termed lunatic as the world became illuminated by the first light bulb. Yet within less than half a life time of this negativity man was flying, further, faster and higher than any bird that as ever lived, illuminated by electricity whilst doing so.

You now are no different from those in your immediate past or present, even future in so much that you also have a brain, how you will make use of it will be the only difference. Most simply don't and that is not only where the difference comes into play but is the greatest advantage to those who do, or come to realise that they indeed could.



The idea ... the business opportunity you now have firmly in your grasp, from the previous pages. As to how serious you are in its regard, will in all instances be dictated by your needs, dreams and of course your goals. Those registered on the website, which have viewed the details of the three hour afternoon personal class, can elect this programme, or indeed any other of my listed - one on one, tuition titles as their special course. Let me say that I believe all people are aware they can train for a new job, or a different line of work ... yet few appreciate that the creation of personal wealth comes under exactly that same heading. Best or most easily termed as ... education.

“No one becomes perfect, but some become great”

This being simply where schooling let so many down by not illustrating what by instruction a person can become or achieve for themselves as a result of being shown “how” most especially by someone who has done so themselves.

Conclusions

At its height Knoll House Arts Ltd, had over twelve hundred agents earning amounts of money each had never before found possible. All these people without exception found their comfort zone, which comes to all of us when we have fulfilled our dreams, desires and yes our goals. Without further aims at this point all become satisfied, so no longer put in the effort they previously applied. Simply enough is enough, I have seen this every single day of my life all-round the globe ... people work to make ends meet. Never have I myself meet anyone who does not do this, the only difference (and mark this well) is the 'size' of those ends, or you may say the distance between them. All have them, including you ... what you will do with this knowledge, when you have had time to think about it and come to fully understand it, will be the making of you but only if you can set further personal aims.

The “**Behind the Scenes**” series

Continues with the
most up market of Bis-Op’s

THE JET SETTING FAR-EASTERN TRADER

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