

“THE LAZY MAN’S WAY TO RICHES”

- Joe Karbo 1973



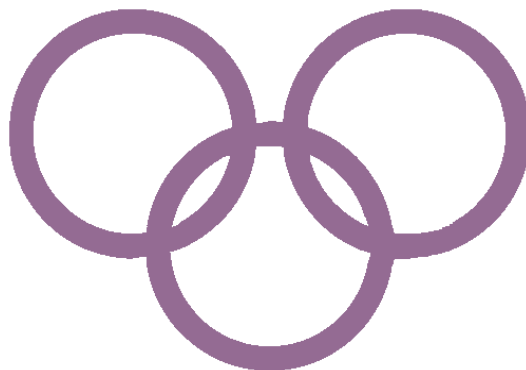
Reviewed

for 21st century

Modernised

From DESKTOP to LAPTOP

“ THE MAGIC CIRCLES ”



This review is dedicated to those who are no longer with us, but yet through these pages have much to teach us.

Non more so than Joe Karbo 1925 - 1980

Modernised by Reggie Gee Snr. - Mr. Salesmanship

Bringing this world famous work, together with its examples, case histories and so very much more has been not only a considerable task, but also a joy, to which I would welcome and in fact encourage your discussions, comments and reactions.

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JOE KARBO, through the pages of his famous book put his hand on many lives, unlike certain others of whom this could be said, it was to put money in their pockets and not to take it away. What price can be placed on such ideas and entrepreneurial education. Dedications to the many others, now also no longer with us other than in spirit listed in the bibliography pages.

This text, which could be simply read through and put down, is in reality produced to be an ongoing tool, educational, to assist the seeker of personal wealth to locate, all of that, the admirable personal dream, now through these pages, with their help and support. Becomes the well possible, or, even probable goal.

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SPECIAL INTERSPACED PAGES

To allow the relaxation for the mind from a selection of thoughts to another, whilst still within the overall context, not always easy at first, but a powerful aid towards the sharp control of financial reaction, always present to a measurable degree in those termed 'successful' who then educated write their future as goal's, dreams, desires, plans upon their soul.

STARBURSTS simple ideas to put an extra weeks wage or months salary in your pocket, are interspaced for the comedy, or, if you prefer light hearted fun.

MOONWALKS pages of opportunities yet to come, others as yet to be revisited to grasp their potential.

It would appear under close examination that although most information to date gives 1973 as the published date of this, now very famous, and rightly so, publication. A giant, now in its own right, but what in fact, was by size at least, a relatively small book.

From my own recollections, if you like observations. I would place the original release and its first sales of it in Britain alone, much sooner than that. Copies were in fact being sold much earlier than that date, also of course, being originally first published in America, probably there, being available quite some time before its British realisation.

Small of course, only in its physical size, measuring just, five inches by eight and a half and less than half of one inch in width. This little book went on to sell over four million copies, worldwide. For readers who would more easily understand its modern day metric measurements as 135mm x 215mm x 10mm.

Weighing but a few grams, or indeed, just a few ounces. Fame, for this little book, did not of course come easily, until it had earned it, quite a number of years later. This fact possibly being responsible for its vague and varying

recorded history accounts, of first issue now published today.

This 'desktop' publishing a term, the publication, itself, invented for itself. Although may at first sound a little unkind, possibly, comprising, at only one hundred and fifty six pages and printed on only low grade paper, costing less than fifty American cents per copy to produce. Retailing at ten dollars, you, I believe can start now to see the overall picture.

Joe, if I may simply call him that. Printed it himself, did all the advertising, handling all the distribution, in America at least. All himself, he worked at it, this was his job. Also reflecting in the result he was taking profits far in advance of what would be merely royalties, had he used a publisher. When the little book came to Britain, it was handled by distributors, almost as a franchise. I myself meet the man who was the current British appointee many years ago, who also wanted to add my books to his repertoire, which story will unfold as we progress in this write up.

What this book was to do, in the years that followed its introduction, was in reality far more important than its

contents. Make no mistake the book contained a brilliant idea, an idea so good fortunes have been made from it, all around the world. Still are in fact, but the base line of the idea, can be told in less than one hundred words, or in other words, less than a single page. All the best ideas share this altruism, when placed under the proverbial microscope.

We will return to Joe Karbo, later and I will reveal the contents of his book, a little at a time, as the complete story unfolds, but for now, and also for far more of the business opportunities, which will be involved in these pages, then allow me, and my story, to take over for a while.

For those among you that have followed my career, then you will know I left school at fifteen years old, with no passes, no money and no backers but a very definite will to succeed. Probably most important of all, a wide, or you could even say, long list of personal goals. Many of these dreams and goals, I had as a youngster, would encourage scoffs from my elders. A feature to this world that I find exceedingly common, even to this day, possibly even more so, and, not to leave unsaid this is one of the great sadness that hold so very many people back in this life. I

give much attention to this in personal seminars, to lift this unnecessary burden from my students. Life they say cannot be breathed in to the dead; I agree with that, there is however a hell of a lot of living who could sure do with it.

See my eBook

[“Do You Believe in Santa Claus”](#)



Joe's publication was advertised widely throughout Britain. It nevertheless, would be still being many years before I would see a copy of it or indeed become aware of its contents. My first fortune, if you would like to call it that. I made as a specialist antique dealer. The expansion that I applied, at the time to this business, that I suppose, would today rate as my first outing into the world of really going out "to" make things happen, as opposed to just sitting there like most people, in the shop, hoping they are going to happen by themselves, which of course in reality never happens. I became an auctioneer, for my own business related, specialised auction house where for the first time,

at twenty five years old, I learnt how, as we say, not altogether in jest, 'learnt to print money'.

I feel sure, around this period, I did see early adverts, mostly in do it yourself manuals for Joes book, if memory serves me correctly the add read 'Millionaire Wants To Share Wealth'. As to the amount of success he was having with it, using such an advert at that time, I have no way of knowing. If I was asked, to speculate on that today, my thoughts would be quite mixed, for trying to put something so good in front of anyone is similar to trying to sell ten pound notes for one pound each, the man in the street invariably turns such an offer down, without a second thought. Go try it if you do not believe me, I have actually done it so many times, I lost count. If you think back Peter Sellers portrayed it exactly in detail, featured in the huge budget film production "The Millionairess" of 20th Century Fox in their 1960 movie, with Sophia Loren.

"The Magic £1 Coin"

If you have the ability to earn but just £1 then I will show you, how with only a little effort, through the application of thought, together with the business plan of your choice, to turn that figure in to any amount that you can write on paper!

As a specialist antique dealer, I made enough money to put down a substantial deposit on the house of my dreams, this business which involved the highly lucrative auctioneering part of my life, I would later write that part of the story under the title 'Earn Your Fortune Selling The Goods Of Others'. The story of this special antique business, to which this feature applies, I have never written as a story. The reason being, whilst it is a cracking tale, it is also, so restricted that I can not write it as a business opportunity, other than to say that anyone without highly specialised knowledge and licensing cannot possibly undertake it. Being an auctioneer, on the other hand, is a splendid business that can be mastered by anyone capable of at least public speaking.

As with all my other books this was as close as an individual may come to obtaining a licence to print money, so of course was Joe's book, for those who took up the plan. One thing I have never understood, probably I never will, is just how few people who do indeed purchase these books, ever take up the plans. Of those who do, I have personally seen spectacular results, whether we are talking of Joe's or indeed my own books. Examples of these people today filling many pages of introductory works I publish.

This phenomenon compares exactly to early gold miners. When knowledge of the strike goes out, wow! Up and running, whoopee! And when they get to where it's at, the gold site that is, ninety percent of them just expect to pick it up off the ground. Even when they locate a spot that looks promising, few want to dig. The few that do, well quite simply they are the ones who end up with a Gold Mine. The others go off still in search of those mythical pickings, yet elsewhere and keep doing exactly the same, so never picking up even so much as a shovel. The sad reality in this is that they mostly will only ever do just that, never to locate a grain of gold, whilst it is in reality under their nose. Books also have been written on exactly this strange affliction common to 'Business Opportunity Seekers' with out doubt the best of which is titled 'Acre's of Diamonds' I believe it is still in print. It is certainly still available from the library.

As my past readers and students are well aware, I sold out my first business and practically retired to the refurbishing of my extensive home in 1973. Much of that story and again the terrific amount of money I made from doing so, can be followed up in the writing entitled '[I Don't Want To Be a Millionaire](#)'



currently available as an e-book, which to some extent anyway, shows how much you can earn without even trying, if you have your head on straight as they say.

There would be no prizes for guessing this house was eating money, all was on such a large scale. Having sold my business two years earlier, by now, obviously I needed to earn money on, can I say, at least a similar scale as to that I was spending.

As being short of business ideas, has never been a particular problem of mine. In fact quite the reverse, on occasion the problem has been how much will these operations earn, and in that respect you might be tempted to call me lucky. My reply to that being like anything else in this world, skill comes with constant practice and application.

In this instance, after a day at my desk scribbling ideas, I placed an advertisement in our local paper and the phone started to ring constantly. In only a few weeks I was employing people to work this business with me, as always when I have gone in to any proposition it has always attracted other opportunities, some of which I

followed up others I did not, but yet, I will write of those also in time to come.

A fact that you my reader should never ever loose site of is; That the harder you or I work, constantly aware of the power of thought, then the 'luckier' you will always appear to be, those who won't do that, not that can't do that; but again I say won't do that. Will not.

Some years after I had moved on from this business, persuaded by my friend Donald Moore, I wrote the story of this super trade into a book.

The small advert that I scripted for this business was soon to appear in almost every local paper in the country, for the readers of the book who became operators of the business, many of whom later became dedicated students of mine for other business and adventures, which I would later create as time moved forward.

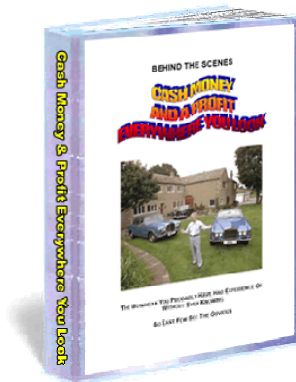
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"It Pay's to Advertise"

A business opportunity can be born and often is by simply putting one small advertisement in to small magazine or local newspaper. In every single instance where this has come about, it is this person involved as to 'see' it, and yet so few do. When understood this is the most overlooked business opportunity of all. Understanding this, with a small collectable item costing me approximately three pounds sterling, in a weekend free ad, offered at exactly ten fold that price each, my takings fell a little short of four thousand pounds. OK, now you tell me what was difficult about that, once you can think it out, step at a time as I did, and that's what I teach; how to think as I do.



'Cash Money and a Profit Everywhere You Look' was the title I gave to this scheme, it was too, and the book sold thousands of copies and went into several reprints.

In my books or recordings, both sound and vision, I say things as I see them, no punches pulled. Time and time again, I am proved right by the passage of time itself. In this book, that, here at home we casually refer to as 'Cash money' in its final pages, I detail the scale of that possible in years to come, almost all my titles have this feature. Some more so than others, in the case of this book there is now a national franchise operating as a direct result of the publication.

Other of my opportunities has formed patents and far more. You, tell me what's so difficult about earning money, because I don't know.

What ought to become clearly obvious, soon if not already, is that if you find the earning of real money difficult, then you need me. If all you do is earn enough to live on but would like to earn more you need me, if you should decide to set the goal, or dream of better times. Should it be you want to earn it more easily you need me. More personal satisfaction, achieve more of those dreams, goals, all those things a better income will give you.

There are only two kinds of people in this world, who I am absolutely of no use to what-so-ever and those are the dead and those whom might just as well be. Think about it, while you can that is.

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What is a moonwalk? In this text, it is that time in an ambitious person's life, starting with first, the difficult on towards finally, continuing thereby, and progressing all way through various stages to, the definition 'impossible'

This man-made barrier, of excuses to hide behind, owing to, only, when or if, taken in its most undisguised, brought out into the light of day purpose is to inevitably, simply hide the lack of vision, but of who. The answer to this could and most usually is very enlightening.

This at first, you may think applies merely to the individual. Oh; would that was so, it is more, way, way, more. By far the greatest, almost invisible, factor of this man-made barrier is without exception the others around you. Who will tell you why, in no uncertain terms you must not do it, as indeed they would not, and you should get a proper job, usually as they have.

One thing all successful people have in common, is endless stories of all those who told them they could not do it. The other thing they each cumulatively have is, that they, "Moonwalked" Turned their back on the negative input and walked, some found a mentor, some used education; but all walked. I did, to the absolute horror of all. I took a commission only position as a brush salesman, to get free of the system of pay, governed, in fact, limited by time, per hour waging. Many years later, I was to learn, this was identical to how Billy Graham, the famed American evangelist, started his career.

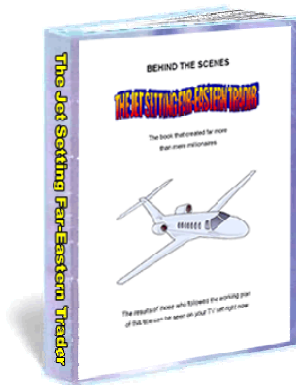
Fortune they say follows the brave; I don't know about that, what I do know; is that it sure does not follow the faint hearted. Just about every single person who as ever lived, or ever will thinks at some time of bettering themselves, many more talk about it, but few very few "Moonwalk".

At this point in the story, and for total clarity it takes on a more personal note. My two sons and I, had lived a life of almost boy scouts in a builder's yard for a couple of years, as a result of the vast amount of work, constantly going on

at the time. When the school holidays arrived a pretty Chinese girl came to work for us and ended up taking the title Mrs Gee or I guess if you like Mrs Salesmanship.

Now, I tell you this, and make no mistake, if at that time I had married a Red Indian, we would have gone to America, or, if an Eskimo, Greenland. Try to understand, what you go out looking for, you will find, especially if you look hard enough, even more so, the more you understand it.

Okay, so I had married a Chinese lady, common sense should say, that if I find business where my wife comes



from, there is then a reason for a trip there, very regularly for her; and an assistant, in many ways, for me and indeed, for such a business. Some years later, I would also write a book on this which, I entitled

[‘The Jet Setting Far Eastern Trader’](#) little did I know when I wrote it, that a business, featuring as twenty four hour TV selling channels, would be built upon it, that would be operating upon it exactly, with turn over figures in multi millions, in what seemed such a short space of time, from their conception.

My trips to the far east expanded, so that as with anything else you do in this life, you meet those doing similar, and you learn more about what ever it is you are engaged upon, and even more besides.

Many times the comparison, that I find seems to lend itself to this example, is a game such as golf, before taking it up you probably knew hardly anyone who played, but once you become involved and look about you, then the opposite becomes the case, and when time is taken, to consider it all life is that way. What really isn't that way inclined, so many times is a beginner to the game, who takes so many swings at a ball and misses, but tries again, do just exactly the same as that in the world of business and you're a winner, yet few truly view the comparison.

When or perhaps I should say If, you come to one of my live seminars, I will personally show you, exactly the amount of personal wealth you can view for yourself. Some things I feel sure you recognise are easy when you know how. Just the "knowing how" so many times is all it takes to get you going. Joe Karbo knew this; his book went to considerable lengths to have his readership understand it, as must I.

Remember at this point, of my story, I had still not seen a copy of Joe Karbo's book nor did I know anything about its contents.

Around about two years in to flying around the world, several times in a single year, always looking how to increase my range of goods and activities. Earning a fine living, and I must confess having a heck of a good time, I was also, without trying, picking up quite a reputation. If you like to think back to the golf comparison, it's the same again, get good at it and the members of the club will talk about you.

It was about this time with my reputation building, I meet Jim Bushel, who had sales experience far different from my own; these included the distribution of goods on a much wider scale than I had ever been used to, or even seen before.

Owing to fact he had worked in this field previously, for several large concerns and companies; he was to me, at least, quite an expert. We spent hours comparing notes, as it were, not realising at first I was already importing a product suited to such a sales programme that was literally second nature to him. The product was in fact oil

paintings, done by hand on canvas, many to an incredible high standard, all over the Far East as a cottage industry, that was crying out for a major outlet. I would have to say looking back on it now, a salesman's dream.

Assisted by Jim, my son Steve and several others, we set up an agents selling programme that was in words awesome. Before you ask, yes I did write a book on it, and I gave it only the title '[Oil Paintings](#)' a simple title, yes, but what a flyer. Millions of pounds changed hands in trade all around the world. At its height we had over twelve hundred agents selling them, in this country alone.



When a Conservative government, riddled with its own stupidity, pushed up the Bank of England base interest rate, up to fifteen percent and in doing so wrote off masses of businesses, old and new of all sizes overnight, especially those in the luxury or none essential bracket, sadly this spectacular oil painting operation was right up there in that category. The cry could be heard throughout the business world to bring back Guy Fawkes, to try again.

The part of this story that takes in the oil painting business is to say at the very least complex. This became a time when things were happening fast. First we had decided to take the oil painting business forward as an agent's plan, whereby, self-employed people who could be shown how could form for themselves a trade, a business with a product that never broke down and needed no servicing or warranty. Add to this package that every one sold was hung in pride of place, before all visitors by its purchaser to their home, and you were looking at a product where every one sold was in some degree an advert to sell the next, a boom product.

To start this ball rolling, we held an introduction seminar in one of the best hotels in the city. Advertised as the most incredible of business opportunities of the decade, phone enquiries were constant on multiple lines for days. The first of these seminars, we held free of charge, which was not well attended. A strange fact that we had to come to terms with, hundreds of phone enquiries, but only twenty attending. When also the event had a full free bar and buffet, you could be forgiven for thinking it would be over run, as indeed those answering the incredible volume of phone calls had predicted.

The second event, having learnt the hard lesson, of some things can be too good to be true, in effect, we could not hold free. Instead forced to do so, we charged an amount of money for attendance that was similar to a week's wage, at that time, it was then standing room only, once more proving anything for nothing does not generate very much interest.

"The £5 Rolls Royce"

In day's of old when television was black and white with only two channels, I watched a news story of an almost new Rolls Royce advertised in a London evening paper for just £5, the story went on only one person turned up to look at it, he was in fact a trader who asked what the price was, thinking as the rest of the viewers of the ad must, the one advertised was a printers error. Only to be told by the lady selling it that it was indeed a fiver and no more. Her deceased husband had left instructions in his will that the car should be sold and the proceeds, go to his secretary, who had been, as the story goes more than a mere employee. This husband, overlooked he had left his wife as executor of the legal document. Only one person got up off his ass to go look. I could fill books with similar stories, to this, and do.

Once we had set the business in to motion we took this seminar all round the country as a road show.

Large numbers of people became involved for many different reasons, not just simply the money, or profits, as the whole thing expanded many of the agents themselves

would attend, for further knowledge of the business and as guest speakers to give support to the constant newcomers.

One such person was Joseph Stevens, he and I went on from this the oil paintings and many more various sales orientated propositions together. We put our heads tighter as they say, not to long ago we recorded the four hour multi CD set "[The Quest For Financial Freedom](#)" this we produced in response to so very many requests for something, which would open the door so to speak, of the thought patterns required to help yourself, and in fact look towards self employment as either, an extra income or indeed a replacement one. Joseph and I sparked off one another as one of the best sales duo's of my career, see him on his page of my web site.



Interestingly it was this gentleman, Joseph Wilson Stevens, who had the first copy of Joe Karbo's book "The Lazy Man's Way to Riches" I ever saw, he in fact gave his copy to me, and I still have it to this day.

All of this, the paintings, lots of the far eastern trader dealing story, was happening, at this time, when I was also invited, whilst in the Far East to journey further and include Japan in my trip.

Here yet again, I was to observe the huge price difference in certain goods, when observed against my knowledge of the same back at home.

Now let me ask you, what would that say to you, because that to me shouts just one thing very, very loud and that can only be 'Business Opportunity' for almost half a century, now I have been circling this globe seeing opportunity everywhere I look, I have never been fully able to understand the difference why most people on holiday, or any other travellers so generally fail to see these opportunities, when, clearly there to be seen and not hidden. Yet so many see the pennies to be made out of a little too much duty free; strange!

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“The Roofs the Limit”

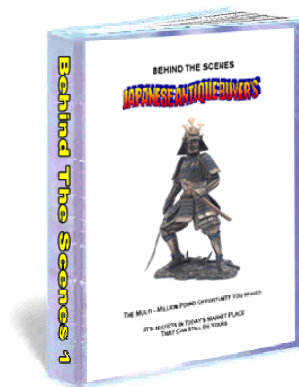
In the days of Knoll House Arts Ltd, and the oil paintings, I had cause to create a large studio gallery for the display of very large quantities of oil paintings. The huge room in which I choose to do this had no ceiling and widows in the apex roof. At that time Peter Fisher a close friend had a company working in suspended light weight ceilings, I called him in, and proceeded to tell him what I wanted. That was a ceiling which would keep all the heat in the room and allow the light in through it. To this he replied that there was no such thing, and went on to say, he could put in a light weight ceiling, that would do one or the other but not both. At this point, I repeated my request; he then said I was not listening, because there was no such thing. His face fell open as I said that there was going to be, and what's more you're going to build it.

I designed it; we built it together, in complete secrecy so that he could patent the idea. The theme of this story, being that if you are looking at some idea or product not at present common knowledge or, in fact in existence, you could be looking at a business yet to come. That could be yours, or sold as the idea itself.

Be that as it may, I started buying Japanese antique Items all over Britain, to take them back to those who at the time were termed the new rich. This in turn lead to those I was buying from along those to whom I was selling remarking about the business, at length, my attitude to this reaction, was there is plenty for everybody. Practically every one I bought from said they wished they could visit Japan returning with as much money as I did. To which my response was, why not.

The Japanese traders I was dealing with were asking why more British antique dealers did not visit as I did; one of them laughing said I should write a book. The following day in a little shop out side my hotel, quite by chance, I found a little book in English of street maps, the major cities of Japan, I don't remember how much it cost, but it was not much more than a couple of pence.

So it became, I myself personally stepped into the realms of Joe Karbo, without knowing, or I suppose appreciating



the fact, using my knowledge of the Japanese antique trade and the maps, as a desktop publisher, not even knowing that term, for the operation at the time. I wrote my first ever book.

[‘Japanese Antique Buyers’](#) and it

bombed out as we would say in the world of the wheeler dealer. Sales managed barely to cover costs. When I spoke to British antique dealers, almost all said they could not leave their shops for so long as to make the trip, to which my reply was, what with profits like I am making and you envy.

So it was with that my early venture into the world of self publishing, failed, or at the time appeared to. As the oil

painting trade at the time was all but printing money, I thought no more about it.

Scores of people came along, to the now, almost monthly oil painting seminars, and it was becoming more obvious to me, at least, that almost none of these people were taking any were near the profits they could from this incredible opportunity. My first thoughts in this regard, was should I write pamphlets for these people, by now several hundred agents.

Or should I perhaps write a book to really open their eyes to that they cannot see, because they lack the fire, they could have, if it was shown to them. It was not until these thoughts in my head, moved just one step forward from that point to; I wonder if indeed anybody had, written such a book. Right there at that time I was thirty six years old, looking in to the possibility of what I later realised, were called motivational books, not for myself but for other people, in an attempt to wake them up to the obvious, silly world isn't it.

Once again you have to open the door to truly find out what is on the other side. There are tons of them, I did not

know that, until I came to look to see if they existed, this however, was only the beginning, it does not stop there.

In just exactly the same way that a Doctor of Medicine is an expert in their field, to have their doctorate, I am an expert in my chosen subject. This fact therefore is how I came to realise, when I found out about the existence of such, just how bad the rubbish is published by those who have yet to earn any real money themselves, undoubtedly trying to do so with masses of dodgy publications.

Research into this subject revealed just two book titles, worthy of the role I required of them, which I supplied to the agents, whose performance, as a result, was greatly improved. They still, to this day are the only two self help books that I recommend. Worthy of comment at this time I feel that I should mention that the numbers of books and publications of this type have also vastly increased. It does however appear to me at least that there is a very simple point of reference, in this subject to validity. That being the measurable amount of success afforded the author before writing it, and not as a result of doing so. Or even along the way.

This was such an exiting time for me, surrounded by good people, all who want to make money, the most rewarding audience in the world for me. Now the oil painting seminars, took on a new turn, I introduced a one hour section, based on the books recommended, but specifically tailored to the sale of the paintings.

In only a short space of time, the more active agent's sales over tripled, new blood was coming into the business by the hour. Enter at this point into not only the story but indeed my life, a lovely man from Northumberland, a little older than me, at that time, similar build, standing out most, was the feature almost his trade mark, he wore a monocle. He was Mr Donald Moore a writer and publisher of considerable note. I would need a lot of space to write all the detail I learnt from Donald.

Noticeably, to me was the fact; that so very much of the material, floating as it were in-between the business opportunities market, the written word of that field, together with the utter junk promoted as motivational education, was at this time, a revelation to me: It was on the other hand, totally understood by him, with years of work to his credit in exactly this wide field. Having developed the ability, to tell these schemes one from the

other, it turned out, was what indeed had brought him to me.

He became a regular house guest, writing up first the oil painting business in his publications, then me myself. I believe it is Donald I would have to thank for lighting my fuse as it were for a taste of stardom, in the world of motivational speakers.



When, eventually it came to discussing, my book “[Japanese Antique Buyers](#)” I had written for the antique trade, with almost no success. Within only minutes of his perusal of it, he remarked, the reason for the failure was that while, it may well be, it was written for the antique trade, I should be offering it as a business opportunity, to the business opportunities market, he assured me, as it was one of the best business opportunities that he had ever seen.

Without any alteration of any kind ‘[Japanese Antique Buyers](#)’ was reoffered, not to the antique market, but instead, business opportunities seekers, it flew out, and letters afterwards from so many who did it, and themselves went to Japan, would later induce a London

publisher, John Gommes to attempt to purchase the copyright from me.

Donald Moore at this point, convinced me to take a column in his publications, writing articles similar to those of today, the difference being, with little time myself to write, all were voice recordings, which he must transcribe. There were a considerable number of these done around that time, many of them being republished by similar publications, plus translations into other languages.

Somewhere around this time, I found time to squeeze in a trip to the United States, Need I say this was a business trip, my preferences is business first, pleasure second. Let me try to explain that. Wherever I go, I try to put trade first, its not really that important as to whether it's a buying trip or a selling trip, if I know that I have done good work, then I have earned the reward, to the same degree, in cases of terrific performance then, so will be my reward, using these techniques, I have circled the globe and done so many of the worlds famous night spots it is almost a crime.

So it was the first time I visited Las Vegas, Nevada. Now that's a place you can just about talk about forever, boy what a lot of silly punters they get there, who can't part

with their money fast enough. It was here, in a live show that I first saw Wladziu (Walter) Valentino Liberace, who turned the fuse that Donald had ignited into a full explosion. Please view my history website for this story in more detail and clarity.

www.mrsalesmanship.com

The result of this very successful trip, to the U.S.A. was that I also came back with a name for my one hour motivational talk at the Knoll House Arts oil painting seminars.

Little did I know at that point how much this name would grow, and as much as I like it, let's be frank, I chose it, there will always be more people who are frightened of salesmen - it comes with the job. Yet to be a salesperson is the most natural job in the world. Said so many times, also said in all kinds of different ways. All people sell themselves to others, it's called friendship, it's called marriage, and it is also called love.

Currently according to recent surveys the most respected profession is that of a Doctor, in short the salespeople of good health. I am well aware that there is shortcomings to

this title, but I have been in the driving seat all of my life since I was ten years old, I have passed down wealth and knowledge of how to obtain the same to everyone I have ever meet. As to whether or not you wish to join that list is entirely up to you, nobody is twisting your arm.

The numbers of people who have, read, viewed or listened to my work is impossible even to hazard a guess. At this time of writing I am a full decade older than the age Joe Karbo clocked up; take your time, when and only when you are ready I will put you too on the road to wealth. When you're ready?

Oil painting seminars reached a point whereby they had to be weekly. Our list of high earning agents was now recording over one thousand very content people. The seminar by its very application was far more structured, a full day with all services included.

Commencing at 8.30am with coffee service for one hour, as assembly could be slow owing to distances some would travel. The entire morning was taken up by product training, when the fifteen most successful operating patterns from direct to indirect operations, would be taken

one at a time and analyzed, each of which would be followed through, and have its own mini question time.

Lunch was full al carte. Why not we were selling tickets to all these events, this was the Oil Painting business we were all making real money, in the cleanest trouble free opportunity of the decade. The most exceptional feature of the entire concept, no matter from what stand point, this was, an under taking that any one, age, sex, religion, whatever could take on. The long held notion that original oils on canvas could only be for the well off; all others must have prints, was the unlimited key to sales, for here were genuine oils on canvas, for the price of a print.

Logic and reason was our marketing plan, this was the highway to incomes the like of which, my agents had only thought of as pipe dreams unto this time. There were lady agents; Mrs Pauli Welch was one, who with a superb exhibition in a fine hotel room would take clear outright profit in a single week end, that to some equalled a full year's wages.

One agent in Scotland was on more than that, and he had never sold one, he was putting them out on office rental, and still owned them. My favourite was the father of one of

our late teenage agents who in actual fact came to chastise me as his son was earning too much money.

Towards the end of a full seated fine lunch, I would slip away to change - everything, from top to bottom including even my spectacles' and watch. The well fed and relaxed audience would be settled by one of the staff, who, when they had the room calmed and ready to proceed would call for a round of applause to welcome Mr Salesmanship. Whereupon I would walk out onto the stage an example of the wealth potential, of this, the best business promotion I would ever discover for others. To this end I showed one and all in no uncertain terms the potential of earnings they were looking towards and what exactly that could mean to each one of them.

“The Motivator”

Love or sex is, always has been, also always will be, humanities number one motivator, coupled together, these subjects outweigh all others throughout the planet Earth. The single goal of all and everything; who live upon it, man or beast; flower or insect, is that of survival, no matter where on this star you may be. Understand this number one fact, first and foremost, next, serve its cause the reason, it in fact continues to exist, its needs, support it, and work with it, not against it. All will reward you. Money isn't everything; I have heard that said, for years, both to my face and behind my back. Strangely it buys everything I have ever wanted; would you like me to teach you how, to earn it to the same extent ... or perhaps slightly similar.



So far in my life, I have had what amounts to two jobs I have absolutely loved. The first when I was an auctioneer working for my own company on my own rostrum. I dare not tell you what that paid. Book number four tells that story

[‘Earn Your Fortune Selling The Goods Of Others’](#) the reprint out soon as a DVD will blow your socks off and includes on line auctioning.

All my titles are to be revised, up dated. These are not reprints, in the case of the oil painting business, for example it will be the marketing techniques that will be the text and scores of products services etc to which they could now be applied.

The second job, I really loved surely you can guess that one. Well let’s think back a page, the oil painting seminars had moved forward on to one per week, more people were coming to the seminars than were coming into the business, how could that be?

To which end, I had my staff ask as many of these delegates as possible, questions to find out from those attending what was their purpose. The answer was much

unexpected. The fairly well known sales marketing concerns of the day, Amway, Holiday Magic, Herbal life, AmiPro, were all sending there people along for the motivational lesson, even some Avon representatives were to be found among them. Not a problem, taking into account they were all buying tickets' plus many were converted to the paintings, whilst some of course did both, but what a chance to split off a second company, Mr Salesmanship Limited. Doing full day long seminars, books training sessions and more.

As all of this came into being, all new publications took the title 'Mr Salesmanship' as the author, and others picked it up on reprint.

Donald was still very much in the picture at this time, thinking back on those times, I guess he was very much my equivalent too my own personal Joe Karbo. I recorded all kinds of small business articles, which he transcribed then published. Some I kept notes on others I did not, I began thinking that a lot of this information was for more than a monthly magazine, books would be an effective format and give not only more longevity to the opportunities themselves but also more readership and

therefore more individuals assisted, a much more win, win situation all round.

Howard Walker, my close friend of my late teenage years and onwards, who owned and operated Walkers Printers Ltd, had printed the Japanese book for me. The first step therefore if I was now to take a trip in to Joe Karbos world was to talk with Howard, get all his input, in particular upon all the nitpickiness of his trade. I want the best deal going, I most often find, that work done correctly first time is the less frustrating and in the long term often the cheapest. I dislike tardiness and would not have gone Joe Karbo's route, for the cheapest possible everything.

There is in my opinion standards of quality in your product that say's a lot about the manufacturer, the producer, the product itself. In Joe's case what it says is cheap, full stop. I know he was not going to do following titles, as I was, but nevertheless, if my work could only have been done to that standard, then I would not have taken the proposition on.

The most important part of any form of trade is payment, if you can not agree with that statement then be damn careful, more people get themselves in difficulty by not

understanding this feature of business than any other single reason, period, as Joe an American would say.

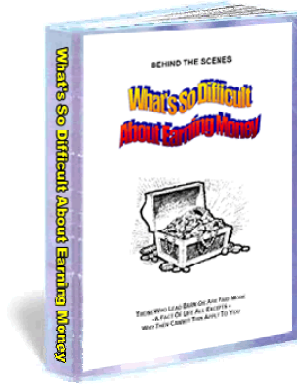
This in mind, I meet with Howard to take the proposition further. The agreement became, on a very advantageous price for paper, quality layout and print. I would pay half his fixed quotations with the manuscript, when delivered to him, after which there would be a short delay and then proof copies for editing, or any corrections that may apply, after which, on acceptance of the approved work, Howard would set a date for completion also to be the same for the balance payment. This arrangement then carried all the way through my titles.

My book as I have already said, to form this library being 'Cash Money' the exceptional amount of early sales of this book were very encouraging. Donald now, advising me to pick up my pen and write a sequel. My understanding of this; what in essence was a new venture to me, now I look back could most certainly have been better.

Although way too advanced for the early days of anyone's self employment. The next book took as its subject, having other people working, as they do all over the world for someone, who, simply organises them. The 'them' being

just as many as a person is capable of handling, or even wants to, no real difference when understood.

Titled "[What's So Difficult About Earning Money](#)" this book



sold very well, but never up to the standards of the title before it 'Cash Money' which always remained more popular. Like anyone else, I have favourites, of my books this is the one, for me at any rate, it puts a smile on my face, so maybe I should have written it as a comedy.

Nevertheless I continued, as by now letters arrived in every post complimenting the publications and thanking me in general, to this I responded with my next title,

"[Earn Your Fortune Selling The Goods Of Others](#)"



this now my fourth title, and I think that I am getting the hang of it, as we might say. There is nothing wrong, about being wrong, providing you keep trying. My mother brought me up on the, 'if at first' principal.

I wasn't however correctly getting the hang of it; I openly in detail described this book as the most intense of work, but

with the biggest pay cheque of all. It most certainly was, it described a business, which, was long hours and hard work, and it did however put enough money in my hand once every six weeks to buy a new Jaguar outright!

Donald Moore, remarking on the low rate of copies that were selling, asked if I had learnt nothing, remarking that people, don't want to work hard to earn money, they only want to earn a living. Backing up this statement, referring yet again to Joe Karbo and his title, which only now does Donald, make quite clear. The original title under which Karbo offered his book was "Every Man's way to Riches" sales were not keeping up anywhere near his extravagant life stile, when in sheer desperation he changed it's title to "The Lazy ~ ~ ~ ~.

Looking straight at Donald, my words were sort of now you tell me ish. We both laughed, no matter the paintings were flying out new agents enrolling every day. This was not a problem, but my not fully understanding of the information market, at least as he saw it, disturbed Donald a little, as he proceeded to find so much more that I was doing improperly. At this time he asked about the thank you letters, and I said yes we get lots of them, whereupon he asked to see them, to which I replied that as they were

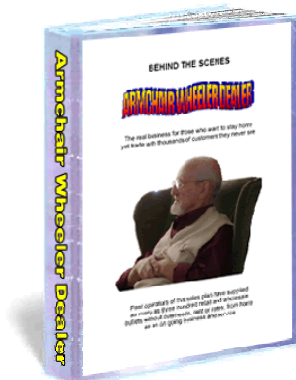
read they were discarded and once more he was not happy.

These, it turns out, are “unsolicited testimonials” and should be treated as gold no less, they are worth blood, or more and cannot be rated highly enough.

How many had received this reception of the waste bin he wanted to know, my reply made him further unhappy. That weekend he showed me even more, I either was not doing, or that I was completely oblivious to, Mailing lists, early sale discounts, and next title orders. The list went on, it was only then I really knew, just how out of date Joe Karbo’s book had in fact become.

All his students, and Donald was certainly one, had taken it, worked and refined it in to an art form. Joe Karbo who passed away in 1980 aged 55 left his mark. To now write his entire little book, with its truly big idea, in full form and detail would need several volumes.

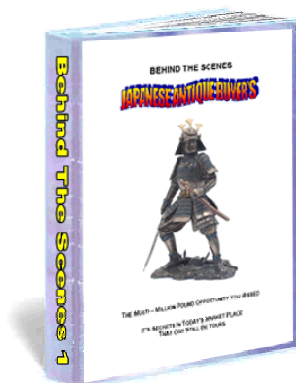
All this said, what would be my next title Donald wanted to know, and let’s have no more of those that needs much work, don’t forget the ‘lazy’ theme my instructor told me in no uncertain terms. As all of this sunk in I wrote



“[Armchair Wheeler Dealer](#)” the title that became my biggest seller of all.

Not unlike so much more learnt previously, how most equate the amount of money to value of the product. I doubled the price for this title from day one.

A letter arrived from a Mr Fred Roberts, to enquire if I would consider seeing him privately to discuss this book title in its absolute detail, and asked how much I would charge for this. This was the first letter I retained, as one of these ‘unsolicited testimonials’ that were so important, and the first person I showed this letter to was Donald Moore, whose monocle fell out as he read it. Probably aided by my asking what about it as he read it, this time I was way ahead already with the thought, how many more people will do this?



Looking back I should have been the one to pay Fred, after all his letter fired up the idea for classes for each book title right back to ‘[Japanese Antique Buyers](#)’. Over the weeks and months, after Fred’s letter it became increasingly clear, that he was

not the only one of my students thinking upon these lines, many were having the same thoughts. The realisation of this by now, sizeable benefit quickly took shape in the form of a sixty page brochure, produced to offer the facility of not only the class for each published title but many more, that to waffle on about now would really be of small if indeed any benefit, as time and tide no longer permits them. They surely were fun at the time for all involved.

Every day there were book orders, thank you letters, and letters asking to be placed on our mailing lists. To this now was added the listing and bookings for classes appointment books and careful records kept, we formed liaisons with local hotels for those travelling quite considerable distances. I cannot today guess what the numbers would be, a very considerable one, I wonder if Joe Karbo had held classes on his book what his turnout would have been. I suppose Joe was short of what I had in Donald. Letters, now came pouring in asking what would our next book title be?



I wrote my sixth book “[The High Powered Wheeler Dealer](#)” the rewrite of this when I get round to it will have strong ties to its mate, today, as before, both ‘Wheeler’ and

‘Armchair’ either now, when in review or in the past, comes down to, that which is termed ‘get up and go’ as life itself so very often does. This title as a re-write will also devote itself in part to the online auctions, that as wide variations in the amount of successes the operators, one from the other struggle with when in fact, for a old war horse like myself the concept of online auctions is made to order. Once again, done correctly, it prints money, as we say.

Time passes, so, sadly has Donald now, and Howard, add to the list Liberace, who preferred to be simply be called Lee, isn’t it sad you have to die when your income is five million dollars per year. Whilst we are on this sad note, what else can die? The oil painting business did! Those who can do, those who can’t teach and those who can do neither govern. How many times is stupidity only seen in life’s rear view mirror? In the words of the song ‘when will they ever learn?’

**Every self-help book and Personal Wealth
Creation study ever written**

“ G O A L S ”

**The definitive work upon the power to earn an
above average income**

“Gated Community”

Almost forty years ago I was faced with the problem of walkers and ramblers, entering my property, just strolling down my drive for, a nosey as we say in this part of the world. Now let me say, that a successful person is not a person, without problems, but in fact, a person, who as learnt how to deal with them. There is a solution to all problems, all of which are found by those, who look to do so, granted some answers to such, are found more easily than others, but they are there nevertheless. Thinking about it, and not wanting to put in a gate, in any case, not easily possible on a corner, I decided to put in a cattle grid, simply as people are just as reluctant to cross them as animals.

Not long after it was constructed and placed, I realised it further, could also become, if lifted into place, the most incredible strong gate, even able to withstand ram raiding, if it was made to rise up and lock in position. To the extent it could be applied as a much more effective security system, from private houses to, and including, airports. To date all who have been to look at mine, have agreed with my thoughts, yet to the best of my knowledge, no one as ventured down this road of opportunity, to this date.

The idea, or any idea, is not as some may think, of supreme importance; it is in reality the person who champions an idea that in fact is important. My rising cattle grid, as not yet found it's hero; I wonder how many other idea's not possible in their day lie in the dust of the patents offices all-round the world, also waiting for what today seems to be the popular title; it's entrepreneur.

We so very often now apply the term 'Black' to what ever day or other it is since some smart ass newspaper person applied it in 1929 to the gross stupidity then. Once more giving credence to the theory that the only person ever to enter the British Houses of Parliament with honest intentions was by name Guy Fawkes. What is it 'they' ask,

have you ever had one of those days or, something just as silly.

The lady wife, after by now seventeen years thought she should put her bill in, whilst there was something left in the till. To wit an account for time spent commonly referred to as divorce papers and I wrote my seventh book.

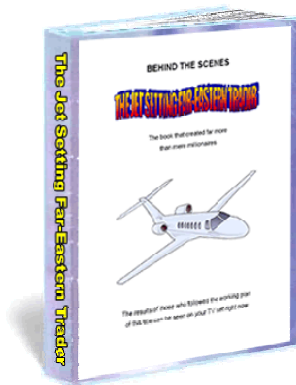


What was its title? What else could it be but “[Oil Paintings](#)” There had been just so much involved in this business and all so very newsworthy. For the first time in my series, copies of this book, were offered on advanced order, to my now

quite considerable sized mailing list, post free. This resulted in prepublication sales well in advance of all production costs, an idea of mine that came from now having a past customer listing, also keeping up to date with it at Donald’s insistence on the same. The sadness of the demise of the painting business was that by now, the twelve hundred agents, many of who had come to depend on it, lost what they each knew was probably the cleanest business they were ever likely to find. There were a lot of tears shed in that direction.

Later on occasion, for a host of different reasons, I would run into or meet a past agent of this business, the remarkable thing about this without one single exception was they each in their own way, one way or another said the same thing. That remarkably came down to, 'we should have done more with it when we had it' what then could I say to that? All my life, I have understood the adage that says 'make hay whilst the sun shines' you would think common sense alone, would say it out loud, in previous work these same people, would work 'overtime' for extra money!

At this point, I remind the reader, that whilst the oil painting



operation, was an exceedingly important string to my bow, it was but one of my businesses at the time, although, of course there were strong links between my operations, now was most certainly the right time for my next book

[“The Jet Setting Far Eastern Trader”](#) priced far in advance of the rest of it's library, simply because the title was so right, once again in full and clear profit this time before we had even finished the full manuscript writing and editing of it. So it was that Knoll House Arts Ltd and the oil paintings slipped in to the history books.

In the wings, now with the largest range of genuine, moreover proven business opportunities of all time, not only with training of the correct type, but also the exact application of the measured level of motivation for each, was “Reginald Gee Snr Ltd” to introduce this, can I say,



swing, of what so much of my time, was now given over to. My ninth book was written and distributed. Titled “[Create Your Own Job It Pays Better](#)” this book in fact did far more than merely indicate this change, of what was, for my

students, been my most visible line of business, but and most importantly, it was the publication that title which, most clearly demonstrated the thoughts, most essential where self employment wins out, practically every time when understood.

What I did not know at that time, was that this would be my last book in this series, book sales and my readership was to such a peak, I had draft titles in the works to carry the present series though to twenty titles, at that time. Sometimes though there is the totally unforeseen lurking round the corner, waiting its chance to screw everything up for us. An act of God some may say, but we will come

to that later as the story unfolds even further. So once again, we return to the prime storyline.

At this point you may well think all this is a long way from Joe Karbo and his idea in the little book. So follow now as a friend I have known from childhood steps in to the picture, Tony Lockwood, who knows nothing whatsoever regarding Mr Karbo his book or even its theme or idea.

The idea, that I did, I am sure you remember, promise to reveal to you earlier. So here it is, in a nutshell, as it could be said. Joe advises the first step, is to choose your subject, anything from Archery to raising Zebras, the choice of subject is yours, Joe does say, however, that whilst it can be helpful, to be interested in the subject, it is not necessarily essential.

This then decided upon with a good quantity of material for making notes, Joe would of course not have had the benefit of a laptop in those days. Then by going to your local Library, where reading up all possible about your subject, taking all the notes you can, and bearing in mind the more you can learn or absorb about your chosen subject, then, will all be to the good. Next having done this proceed to write your own book, using the facts you read

and how they stood out to you overall. Choose a printer to produce it for you, when this part of the operation is completed, you are now ready for the final part of the Karbo magic success formula, which is sell it, just as he did his book to you.

Thousands of people all round the world did it, have done it, or in fact are still doing it, to this day. It has to be said though, that there were those who bought the book that have not yet put it into operation.

So now to return to my friend Tony, who came on the scene, you may remember as Chinese wife submitted her bill, Because Tony had done precisely the identical learning process of Joe Karbo himself, not with the book but without ever knowing of it, or wanting to write a book himself, not even wanting to be in any form of business.

Tony had completely by his own volition, spending many days and even weeks as it suited him at the time, reading civil law in libraries had made himself an expert, no less upon this subject.

He had in point of fact done this, so, that he could play the system. Allow me to clarify that, he used the welfare state

for all it was silly enough to do; what's more he used its own law's, rules and regulations to do it. He knew more about the law from this aspect than any solicitor I have ever met. If Tony had ever written his book on how to do all this, it would have out sold both all of mine and Karbo's many times over.

Tony had the lot, house, car, more clothing than you could ever imagine. The only reason I can divulge this to you now is because Tony, too past away some while ago, I also know for sure he is laughing now as I tell the story. I am confident of that.

For me Tony turned his attention to the divorce from the Chinese wife of seventeen years, I don't want to go in to any particular detail on this other than Tony's part in the matter, which I do feel, there could be a strong lesson involved in it here, for those who can see it. Those who cannot should read over until they do.

The example here, being those who do, and those who do not. Tony truly saved me a fortune, he instructed me from day one, to the final absolute decree, I did not have a solicitor, specifically on his advice, I followed his instructions to the letter. The result of doing so was that I

parted at the end of the day with a heavy five figure sum and not what started out looking as indeed could have gone well in to seven figurers.

When I observe anything of this sort, I see just one thing 'business potential' I write books on this, produce films CD's and more. So when I pointed out to Tony that he could, as an advisor make a very handsome service from this skill, then please forgive me for not understanding him not wanting to know, I will say that I don't think Joe Karbo would have either.

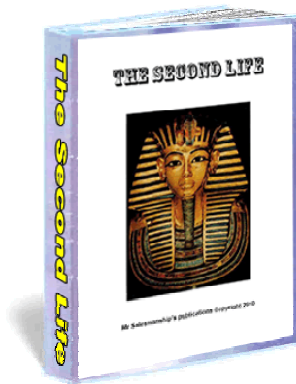
"Kitchen Commissions"

I spent huge money on the ultimate kitchen, all visitors asked, who had done the work, I realised I must speak with the firms managing director about this, to this end we agreed a commission, on all and any such introductions, he sent written confirmation of this. Afterwards, as some enquired, I passed their details to the company, who would then contact them, those who went on to become a customer. I received a commission for, those who did not, I did not. That is how the expensive kitchen, came to feel a little cheaper.

As I said before, I have long since lost count of the number of times I have flown round this world. I have also no idea, to the nearest thousand people, I have met as a result of all my various business, but I do know this, that every person I have ever met, all have one thing in

common, and that is they work to make ends meet, the only difference between them, is the size of those ends, or you could say the difference is how far those ends are apart.

Those ends we speak of, to a motivational expert, quite simply translate to goals, all have them, but few know or appreciate the fact. What is also the case



is of the limited numbers who do recognise them; how to refine them, to set forces untold into motion, is a mystery of magic no less; see my article [“The Second Life”](#) available as a

premium e-book.

Almost daily wherever I travel I see people looking at a business proposition they cannot see or indeed do not want, if as I have many times, in point of fact brought it to



their attention, it is as though I was trying to put them on ‘candid camera’ or perhaps better explained as the identical reaction I get when as I have done so and tried to sell pounds in the street for pennies. This weird fact of life is expounded on in; my CD set

[“The Quest for Financial Freedom”](#)

Life, as they say goes on, so indeed did the concept of Mr Salesmanship. Books and the training they represented came to the attention of Mr John Gommes, mentioned in earlier pages. He was in point of fact one of the several super high fliers that I met from time to time down the years. Yves De Montand, was another, so was Terry S Wingrove, all I hasten to say lovely, very highly motivated men, but those who totally and completely throw caution to the wind, as the most complete opposite possibly imaginable of those who we spoke of at length earlier, who never take even so much as the very slightest of chances.

Motivation applied to business is the name of the game yes. That to me is picking up the ball and running with it to get there. Not the Grand National where more fall or fail to as much as finish. Winning in this game in my opinion, is getting to the goal line without the penalties as planned, achieved by following tried, tested and proven routes. Trailblazers, are the ones who suffer the greatest setbacks, I never met one yet who understood, the National, its course means you have to go over a heck of a lot of hurdles that a straight course does not have, those who are termed racing certainties are never a sure thing in this event.

John, who at the time I knew him, had smart offices in the Barbican centre in London, Where he spent every possible minute glued to a teletex screen doing the stock market thing. The reason for the meeting was, two fold, one he was interested in taking over and publishing my book library, secondly he had thoughts about putting Mr Salesmanship on stage.

To these ends, according to him, all my books had to be 'filled out' as he put it, to be much larger, with a far greater number of pages and so on, as indeed Karbo's famous book was, he assured me. How did he know that, was the thought that ran through my head as he went on to say, he was in fact the licence seller of it in the UK at that time. With regards to the second proposition he was of the opinion Mr "S" should shed forty to fifty pounds in weight, and gain two inches in stature but four would be better.

John visited my home as a houseguest several times, it in fact was he who paid the best verbal comment on a Mr "S" seminar I ever heard, after sitting through a full day's advanced edition. We never actually did any business together, nor were there any wrong words, we just simply did not play in the same ballpark.

Several of my business had the bonus feature that they could be overseen by someone else, or in cases of my absence could be put on hold, for reasonable periods of time, without ill effect. I personally do not care for the type of business that must be personally, also, totally attended, such operations, to me at least, that come into that index, of the tail that wags the dog. This said, you may now understand how Mr “S” is able to move to the next level as I would describe it.

In years past, by law, for a British passport holder to fly out of the country to international destinations outside of what then was termed Europe, they were required to use what was referred to as a British carrier, at that time of course that being B>O>A>C later to become British Airways sometime after obviously more easily mentioned overall as B.A. whilst the ruling lasted, I covered a vast amount of air miles with the company. Looking back I guess I thought that fact alone should open the door for me as Mr “S” to put ideas in place that at that time they appeared to be unaware of. So it was to this end I first wrote to B.A.

Reply came in the form of an invitation to dinner at a fine restaurant in London with a Mr Reynolds, whose first name I regret I do not remember. We discussed several

different aspects recognised by the high mileage flyer. The most significant easily recognised to day, as opposed to then, the problem of bored people walking up and down, which he said there was not an easy answer to, when I said they don't do it when the movie is on, he said he knew that, to which I further replied, then show it more or go the way of TV because people will sit there and watch it, and that's what will keep most from walking up and down, with all the problems you have with it seriously reduced. Reynolds listened intently at this point and began to carefully make notes. The rest, as a dear friend of mine Mr Raymond E'tere, used to so frequently say, is history, the results of which are today once again right under your nose, taken for granted.

Money as a motivator, many times is not the key, as in this instance described, the satisfaction I received from what then was termed my 'Executive Card' that was of immeasurable value, and not taxable.

Employers and the employed alike, have been loosing sight of this fact and technique of business for years now, and of the benefits to be had from what now most appear look upon as old fashioned trading practices which I could put forward as a very strong argument to return to, or to

retrain as an art of the self employed, currently in danger of being forgotten and even lost.

“The Forgotten Art of Trade”

Each time man enters a new era; things of the past are often mislaid or merely just lost to time. Follow now; what could be the greatest possible oversight, self employed individuals seem to overlook, probably for no other reason than that of appearing old fashioned, a super trading system of my time at least.

As school children, we referred to this, simply as ‘swap’s’ although, in time, as we became better educated grammatically, as a result, used the terminology; exchange’s. However, the snobbery of the past few years, seen today with those now termed, entrepreneurs, in place, of mere traders, of the past, to such an extent, it as seen the failure of ‘exchanges’ magazines, for such fine exponents’ of the lost art.

One of the masters of this skill was Raymond E’tere, who preferred to ‘swap’ than take money; when ever possible, some of his trading becoming, even a mystery to him, but still hugely profitable.

I could also site for you, many examples of my own such trading deals but it is like anything else, you build upon it. In that light, there is no difference from the toy, exchanged in the school playground, to the doll collection I swapped for the car collection, forty years later, than my schooldays, the difference being only the many thousands of pounds, instead of merely a few pennies.

Pennies, they say makes pounds, in yet another old adage, come to one of my classes, you yourself can become a student of the art. Reading about it may be fun to some; it is however, more fun to live the dream.

Thoughts and or actions, anything, or subject, can be lifted to an art form. The Japanese have possibly proved this far more than another nation. In the west we don't, as the Orientals do, go back to training the basics and build special skills upon them, taking them, to the level of Zen (the search for perfection). Instead we invent silly names for them to make them sound more important. In this I would cite the adoption of the totally misunderstood French word Entrepreneur, to replace all the various terms for those fine business people, I have ever known throughout my entire career, who would never under any circumstances, have attached to themselves such a word. Whatever title they would have adopted, it most defiantly would not have been a French word when correctly applied simply means, dealer in new goods. See my article "[Entrepreneur Brocanteur](#)"

Some occasions through my life would just naturally occur, that in most instances, in all probability, we would all of us, just let pass by. One such incident ended with Mr "S" practically rewriting the sales manual for Rolls Royce Motor Cars, this starting out in all innocence as one of the silliness of the moment, which just kept getting sillier still.

One bright sunny day, all at peace with the world, very well dressed, I walked into the RR main agents at that time in Leeds. Where I saw a Camargue model in mint condition, second hand but without number plates, as this model, at that time had been in production for several years, quite obviously to me at least as the salesman approached, was the thought that if I knew the age of the car, I could with that knowledge have an idea at least what its price bracket might be.

As I was well versed with this make of vehicle having been an owner driver well over twenty years at that time. Also of course I had driven up in one of them I owned, this young man first spoke a greeting that was not any form of question, to speak myself at this point, my natural, to me at least, reply, was to ask 'how old is this car' my mental reasoning being that his reply would tell me to some extent the expected price bracket, when knowing this, I would not so easily find embarrassment, the young man, then gave me a puzzled look and said he did not know. Having said that then simply stood there waiting for me to speak again, it was at this point, so as to break what was looking like a silence, that I asked him what price was the car, without hesitation, he replied that he did not know and again, he simply stood there, by the side of the best

salesman in the world. As the silence resumed, I asked him, “is this car for sale” to which, he once more was able to employ exactly the same refrain for a third time. Thanking him for his time I returned to my own Rolls Royce motor car parked on the forecourt, that bore the number plate REG 1G and left the premises.

After returning home, I decided to write this, a factual story, under my Mr “S” heading and submit it to the car manufactures for comment, or, perhaps, a possible enquiry for sales training courses. This in time lead to me meeting RR staff and several weeks when together with my secretary of the time, we quite literally rewrote the book for them as we might say. On my visit to the factory on that occasion, I choose to use my favourite of their manufactured motor cars; the number plate it carried was REG 1.

Life was once again happily busy, still tripping twice and three times a year into the Far East, depend on my mood more than anything else. Those who drive motor cars, when learning, look at the pedals, switches and sticks, none of which they do once they get better at it, they pass their test, you can pass your test to be self employed also, you can even go further, and become well off.

You right now have history that you actually have made, how much, how good, bad or indifferent, is not so important, what is important is that you have some no matter how little of it you may have, it's yours. When, you can see this, accept it, and come to realise you can in fact, rewrite history, your history. Then and only, then we are in business, this can become the terminology, also the technology but, not until then!

"The Safe"

Nine times out of ten, when asked if they're interested in buying something, the uninitiated's instant reply is 'no' ... when if instead thought about, in its place the reply "tell me more" could open the door to trade and profit. One such instance, for my example, occurred when I was asked if I was interested in a Safe. Following the code I live by outlined above, I invited enquirer of this remark, to bring it to me, as I would probably find a buyer. It was heavy, I watched him unload it, and put it in my garage. A couple of days later, a visitor asked what it was there with me for, and so I told him the price for which it could be his. From his grunts and groans as I checked and counted the money, I guessed it had not become any lighter in weight, since it arrived. Not once did I touch it, the profit as always, very even, by just doubling the incoming figure instructed on its arrival, that way I just need to give half, given to me, to its previous owner.

For me next, because I have this history, I am sought after, and as a result of my reputation that is built by history. I am introduced to Mr Clifford Seed, who tells me that he has the largest personal collection of art and

antiques in private hands imaginable. This as it was said to me, I felt sure could only be a wild exaggeration. So very often, I find when people don't believe or accept something they do no more about it. Right here we can put a finger on the reputation called average, which happily I most certainly am not. I could also say neither is anyone else who gets things done.

I therefore went to look for myself, Clifford, owned a five story disused old textile mill to do nothing else but house his collection! The amount of space his collection took up being more than that our local museum as for its entire display. His interest at that time was in finding and locating, what you would probably refer to as first, an advisor then secondly an agent, to put in place a package of ideas to clear not only the collection itself, but also the building and its several acres.

Clifford, who had spent his whole life as a wheeler dealer, never saw himself as the popular title, that is so easily or even, carelessly, thrown around to day, entrepreneur. The credits of recognition he had, included the fact, that over the years he had attended no less than three Buckingham Palace garden parties. His story as Joe Karbo I feel sure would have recognised, will indeed be yet another book.

So indeed would so very many others, like myself, born in the heartland of the Industrial revolution.

The sale of some of Clifford's more specialised, and yes, more expensive pieces, took me once more to America, This time visiting the, dare I say, ultimate of antique traders, in Miami, Florida, Who, I guess because the items were indeed so up market, together with the figures of money, mentioned previous to my journey. They must have thought, only the best is good enough, and booked me in to the Fontainebleau, hotel in Miami Beach.

This world famous, five star resort that is the back drop to so very many well known movies. Goldfinger, the James Bond title, coming to mind as only one of many, and I was there. No less than Frank Sinatra, maintained a permanent suite in this sumptuous palace to human wealth. For the first time in my life, I think that, although others around me had seen it for years, I saw where my level of motivation was taking me, it was truly the first time, I really recognised it as such. I breakfasted beside the pool, has indeed I have seen so many, big screen names do, the exact same swimming pool, I had cocktails at the circular beach bar, looking out to the Caribbean and beyond sitting where the cream of the rich and famous

even royalty had sat before me, if you can stand this story getting any better, my commission on sales for that trip, would have meant I could have lived there for a year in that unbelievably expensive setting should I have wanted too, with every conceivable extra.

Fortune, they say favours the brave, yet another old adage, there is as many negative ones of these as there are positive, I know that but, I personally, simply whenever possible, try to over look all the down beat ones, I like the person, who said, if you haven't anything good to say, then shut up.

Who needs them, not a seeker of fame or fortune that is for sure. There is a very famous line, from a film now rated as a modern day classic, were a caricature and the actor that play the part won immediate accolade, plus immortality, for the character, when he said "will yer' quit with the negative waves, already"

One of the very best of motivational speakers of his time was Earl Nightingale, I 'heard' him when he said don't talk about your health, unless it is to a doctor, as he said, it cannot do you any good, it certainly won't do them, your listener, or reader any good. As I know this to be so,

without question. What came along next, I take Earl's words into account, together with my better understood old adages, the very much more positive ones that is. When fate shall I say, put me in a rather exclusive club.

When viewed from that perspective, at least. Of course I did not realise it that at the time, and certainly it was not easy to come to terms with, live with or even understand, at first. One comes to terms with it, many have; see the membership list, of but a few, who have done just that, with varying, credits.

Past members include;-

Leonardo da Vinci

Abraham Lincoln

Vincent van Gogh

Winston Churchill

Spike Milligan

and

Albert Einstein

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Look about you life goes on, it becomes what you make of it, sometimes it's to push harder than others, but it's not all

uphill. Also if you look around you will find someone to show you a better way, then that is the equivalent to becoming motorised. You who are reading these pages right now were not born with that ability, to read these pages, you learnt it. When you're ready, I can do so very much more for you than that and with much less fuss; than you went through just to learn how to read. "There's nothing difficult about earning money when you know how" Stand on me.

Raymond E'tere, who I mentioned briefly in previous pages, also sadly is no longer with us, had more stories of business, than any one I have ever met. The definition of this statement would be, by miles. Ray understood the failings of people, to create their own business. So he just simply went out started one and then sold it. Records he kept showed, incredibly he had done this more than one hundred and fifty times! His story should be written, he had kept every photograph, scrap of paper, absolutely every thing of his working life, all the deals, signatures many who since have become very much in the public eye. The most regular phrase I remember him voicing so much in his later years was; "it's all history".

This history, can we call it at this point, filled forty, in storage within his home, four drawer filling cabinets, more albums etc, all over the house. I loved to listen to his stories, all which had the theme of turning pennies into pounds, Ray's speciality been that he could see opportunity from what to others was waste. In his later years, just one example, when he was living in Somerset, a company making sheepskin coats could not believe that he would take away all their rubbish for nothing. He had home workers cutting to patterns, stitching, producing sheepskin slippers. These were sold all over the county. Parts of Raymond's story are now in fact legend; he was the first to adapt disused parachute harnesses into motor cars, thereby inventing car seat belts, he also sold Herbert Morrison, the old cinema that became the first supermarket.

I have been so very fortunate to know so many wonderful self employed people, locally as a school boy, throughout the town as I grew up. Then over the country as time went on, leading on to the whole world. I learnt a lot from many, but none so much as Raymond E'tere. Who always bestowed on me the honour of calling me, son. Joe Karbo would certainly have written a second book had he met

Raymond, of that I am completely sure, its title “The Magic Way to Riches” as Ray most surely had that.

One quiet summer’s night, alone with him in his study, amongst the symbols of his success, he drew for me “The Magic Circles” at first I did not understand, slowly and deliberately, he spoke clearly in a low voice, simple yet precise details, as he titled each of them and their significance. The realisation of what I saw, I felt, I cannot describe, other than to say I saw the light that few know exists; fewer still search for, yet many thousands and more, dream of worldwide.

“Dream the Dream”

Every time you see an item that is too cheap you are in fact looking at a business opportunity. The only question this leaves is are you up to it. If not why not, you know this to be true, so what is it which holds you back. The answer is you, I know there is far more to it than, simply, that for you, I also know with correct help, guidance, and the education (for want of a better word) you could be up there with those of your hero’s exactly as I did before you. Dare, first of all to dream the dream, come tell me what it is, I will show you how to live it, just one little problem, with this is that first you must have the dream.

Therefore this text I will close, with not just these thoughts, but powerful words if you will allow them to be so, for your own good.

Or another adage; am I casting pearls before swine?

For some I could well understand your laughter.

Not so much that you don't believe in me, but sadly because you don't believe in you – if you cannot therefore believe in you – then how else is anybody else going to.

You are that what you think you are, if you, have a problem with that then; examine the word 'think'.

The last word in this text dedicated to so very many old friends, colleges and my hero's. I will give to dear Raymond E'tere, who said it all so simply.

"It's all history, son...."

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BIBLIOGRAPHY

James Bond (fictional) this hero, practically very man or boy, at some point looks at with a certain envy, for his adventures, conquests and far more; was the creation of Ian Fleming. The “licence to kill” being the only really noticeable variant between the international entrepreneurs or spies, only one of which as superiors or bosses. The other is master of their own Domain.

Jim (James) Bushel (1951-1994) worked with, or for all the top name direct selling organisations, his personal favourite the oil painting business, notwithstanding; being that of ‘Golden Products’ for the quality of not only goods sold but also their application of motivational training excellence.

Winston Leonard Spencer Churchill (1874-1965) it could be argued that he was born in to greatness, yet a school teacher wrote on one of his term reports ‘not likely to amount to much’ in that vein, surely there is therefore hope, still, for us all.

Albert Einstein (1879-1955) best remembered for his famous theory of relativity, shown as $E=MC^2$ his name becoming synonymous with the term genius, a title he strongly deigned. A German born Jew, a man of strong convictions, who thought the world was not yet ready for nuclear energy, and would abuse it as a weapon of war, rather than a power for peace.

Raymond E'tere (1925-2005) occasionally used the name Hopkins, to escape his own famous family history. His illustrious Italian descent he viewed as holding him back from doing his own thing. In just one life time he recorded scores of inventions, ideas, trading styles than could ever probably be conceived, by the 'average' man.

Guy (Guido) Fawkes (1570-1606) long acknowledged by the self earning classes of Britain as the only person ever to enter the houses of parliament with honest intensions.

Peter Fisher (1945-) fourth generation business man, his great grandfather started the company he came to inherit and run. This he did quite well but with the typical lacklustre commonly found in those who's Career was mapped out by others.

Stephen Samuel Gee (1966-) as second son to the author, more often referred to as 'middle' son, owing to having one elder, and one younger brother, present active roll being that of Webmaster, for all Knoll House internet sites and other related activities.

Billy Graham (1918-) William Franklin Jr. commenced his sales career as a door-to-door salesman for "The Fuller Brush Co" before changing his 'product' to Christianity, he holds the live audience records of the number of people preached to at any one time, exceeded today only by television.

John Gommes (1943-) publisher, stock market impresario, past agent of Karbo's book, business opportunities digest and other small news sheets.

Vincent Willem Van Gogh (1853-1890) Dutch post impressionist, known to have produced over two thousand paintings and drawings. History is unclear however; if in fact he ever sold even one item. Frustration drove him to suicide, his work later attaining incredible accolade, which he never saw or, benefited from. A posthumous 'Oscar' it may be said.

Joe Karbo (1925-1980) American advertising expert, unclear records today, do not even so much as state as to his first name being fact, slang or short version of the obvious. History would seem to suggest he was one of the more fortunate of the 'high fliers' of his day with debts at one point taking over eight years to clear.

Tony Lockwood (1950-2000) the welfare states worst nightmare, by using the reference library, reading all possible, on civil law, he turned it inside out to order. He knew how to cross swords and come out on top in any legal situation. If it should be that one came up he did not understand, then he simply went back to the library, and came out with the knowledge.

Wladziu Valentino Liberace (1919-1987) although by profession a piano player, few in his audience actually went to see him play, they did however go to see him perform. Leading the way for stage dressing and extravagance, he is quoted 'too much of a good thing is wonderful' during his long career he also achieved the accolade, highest paid entertainer of all time at one point. Thus, becoming 'billed' as "Mr Showmanship"

Sophia Loren (1934-) born; Sofia Villani Scicolone, highly successful female actress, her performances always bordering on her sexuality, spanning a career longer than usual for such casting limitations.

Abraham Lincoln (1809-1865) 16th President of America, being the first to be assassinated. This act, against US leaders, would appear to give them, a substantial line of immortality, not to mention a degree of credibility unearned.

Donald Moore (1927-2003) writer, publisher, student and master of self, or desktop authors, school of Joe Karbo, also a gentleman, in the true meaning of the word.

Yves De Montanas (1934-) French nobleman by birth, M Le Comte, a full titled Count, a self confessed rarity owing to the French revolution (1789-1799) one of several ultimate 'high' fliers, bills in night clubs would equal the price of a new family car, time and time again.

Spike Milligan (1918-2002) born, Terrance Allen Sean, British India. Humorist extraordinaire, of whom it has been, said 'comic genius' HRH the Prince of Wales, his most

harden fan. Scripted and performed the now legendary 'goon show' 1950's

Earl Nightingale (1921-1989) most accomplished US motivation speaker, who excelled in the minute detailed examples taken from every day life, showing why so many work hard to attain the position 'average' when in fact so much more is under their nose.

Frederic Roberts (1942-) Fred is one of the rare breed of men, who genuinely care, and would go out of his way to assist. Could and probably, has been said to be 'happy with his lot' a goal setter who reached his target, helping others to do the same along their route.

Reynolds app(1936-2008) B.A. executive showed author great courtesy and awarded coveted high air mileage members card, for assistance regarding air travel, allowing all first class privileges' to holder.

Frank Sinatra (1915-1998) Francis Albert, his favourite song, also probably most remembered but first written and performed by Paul Anka, was in life quite far from reality, but history often is clouded by mythology and 'My Way' is the song we should all adopt, not only Frankie, who in

actual fact, toed the line more than he cared to admit in the words of the song at least.

Peter Sellers (1925-1980) christened Richard Henry, comedian, womaniser, motor car fanatic viewed as all round bad boy of the time, big favourite target of the gutter press.

Joseph Wilson Stephens (1919-) sales specialist, references include Sir Isaac Woolstein Group, various major insurance houses, an accomplished after dinner speaker and toastmaster.

George Clifford Seed (1905-2000) regularly used to ask someone what memory was, then answer his self, saying 'that's what you forget with' this had resulted in him keeping a full huge diary, every single day of his almost 100 years.

Pauli Welsh (1930-) an extreme feminist, very able and skilled, unusual for her generation but possibly not so much by standards of today. She was a strong supporter of Thatcherism, but as woman thing and not political conviction.

Howard Walker (1940-1995) few men of my generation, truly deserve the term 'gentleman' his word was his bond, in all the years I knew him I never meet anyone, who would have disagreed with this.

Terrance Stanley Victor Wingrove (1938-) the term high flier was invented for him and the very few like him, top of his class in Japanese martial arts, language and antiquities, an almost true to life James Bond, the entrepreneurial, heading of these bibliography pages.

Leonardo da Vinci (1452-1519) birth name Ser Piero born in the town of Florence, the only man in recorded history, truly worthy of the accolade 'genius' fully five centuries had to pass before common man could assemble and comprehend much of his work, in a tremendous array of fields and technical subjects.

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