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Thread: [ONE THOUSAND WAYS TO MAKE MONEY](#)

menuhiah - December 15, 2019, 3:56 pm

Could you Make Money Using One of These One Thousand Ways?

(Starting In Business)

Many men fail because they undertake a business without considering whether there is room for it; others because they do not thoroughly establish themselves in the place, making no effort to get a constituency; and yet others because they do not keep the goods that are in demand, or do not renew the stock sufficiently quick, or do not present their goods in an attractive way. Such causes of success or failure as are in the line of this work will now be considered. Here are the rules of an old merchant which he would take for his guidance were he to start anew in business:

1. The Minimum Basis.—Enumerate the entire number of heads of families in the town, village, ward, or neighborhood where you purpose to begin business. Figure out the number of such persons you will require as a minimum basis in order to get on—that is, how many persons or families, spending each on an average a certain amount per day or week at your place of business, you will require in order to make a living. Do not go blindly into your work, trusting to luck. Luck is always on the side of pluck and tact. Determine what per cent. of the people's patronage is absolutely essential{22} to your success. The first step is to ascertain if such per cent. is likely to come to you.
2. The House to House Canvass.—Make a personal canvass from house to house. Do not trust the work to your friend, relative, or clerk. Nobody can help you so much as you can help yourself. Nobody has your interests so much at heart as you have. Tell people pleasantly that you are a new bidder for their patronage. Inform them what you propose to do. Make them to understand that no man shall undersell you, or give them in any way a better bargain. If possible, take a few samples of your choicest goods with you.
3. The Choice Location.—If you become popular, the people will come to you; but at first you must go to them. Your place need not be central or on a corner, but it must be where many people pass. Step out largely and conspicuously. You could make no greater mistake than to rent a shabby place on a back street. Have out all manner of signs, curious, newsy, and alluring. Do not think to sustain yourself by people's sympathies. Men will trade most where they can do best.