

Architecture of a \$1,000 Day

Book Sourcing Blueprint: An FBA Mastery Report

“Knowing what to look for” is a huge part of the book sourcing puzzle. But there’s more.

In this report, I’m going to cover every ingredient to a successful book sourcing trip. And I’m taking you behind the curtain and showing *exactly* what equipment (and more) was used in the \$1,000 day captured in the “Book Sourcing 1k In A Day” DVDs.

Sorry to disappoint, but it isn’t that complicated.

So here it is: The hardware, the software, and the knowledge that make up a \$1,000 book sourcing day.

-Peter Valley

Hardware



Galaxy S3 smartphone

I bought this used at a pawn shop for \$60. This phone is consider old at this point, but it’s totally functional and until it breaks, I have no reason to upgrade.



Opticon Bluetooth Wireless Barcode OPN-2002

I bought this 5 years ago and have never needed a replacement. I’ve subjected this thing to every form of trauma and dropping-from-high-places, and it’s never missed a beat. Several newer models are available, and used ones will show up on ebay regularly.

This is a higher-end piece of hardware, but it more than pays for itself. The chief benefits are: It’s wireless, has good range (long-distance scanning), has resilience, and has the ability to scan barcodes at odd angles.



Velcro

More important than it sounds. I use adhesive velcro strips to affix my Opticon to the under-

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side of my cell phone. This frees up a hand, and I consider this indispensable.



Backup battery

I have lost untold thousands of dollars to my cell battery dying when I'm out sourcing. Having to stop mid-day to recharge in a Starbucks somewhere is a major time (and profit) drain.

I finally got wise and purchased a backup battery & charger. While I'm out sourcing, I always have this second battery charging in my car.

Available cheap on eBay and Amazon.

Backup battery charger

Mine connects via USB, and either USB or a regular plug on the other end.

Don't ask me how this is possible, but at the time of this writing one of these is available on Amazon for \$1.28 + free shipping.

www.amazon.com/Generic-Battery-Charger-Samsung-Galaxy/dp/B008Y8WE5E/

Power strip

These connect to your car's cigarette lighter (I don't even know if they still call them that) or USB port. With these, you can charge multiple things at once, including your cell phone, barcode scanner, and backup battery. Invaluable.

Since everything can be charged with USBs now, I recently upgraded to a power strip with USB ports only,

External batteries

More batteries? While not indispensable, these have saved me many couple times. There should be no reason you need more than your cell phone battery + backup battery, but sometimes disaster strikes. You forget to charge your backup, or your trip is so epic you go through two batteries. So I keep a couple of these in my car's glovebox.

The chief benefit of these is portability. They fit in your pocket, and you can literally charge while you're sourcing. It's also a cool way to power your phone while sourcing, so the battery doesn't drain at all.

Available for \$10 all over the internet.



Cart

I'm including this in the interest of leaving no stone unturned, though this is only crucial when attending a book sale, or other situation (estate sale, etc) with lots of books that does not provide baskets or shopping carts.

Without a cart, you're forced to either squirrel away your books in a corner of the room, or make repeated trips to your car - both of which can cost you a lot of money.



Software

FBA Scan Scanning app

Everyone wants to know: What's the best sourcing app? There's no competition here. I've tried them all, and FBA Scan is the only app I'll use. Between the data download option, and showing the average 90 day sales rank, this is mandatory.

List of Sources

There are literally dozens (or hundreds) of potential book sources. We can divide these up into a few categories:

- Fixed sources (*Sources in a consistent, fixed location day after day, year after year*)
- Transient sources (*Temporary sources, like library book sales*)
- Wholesale sources (*Places where you're making bulk buys of large lots of books*)

In "Book Sourcing: 1k In A Day" I visit 9 fixed sources (no temporary sales or bulk buys). Some of these sources I've been going to for a long time, but if I remember right, I found all nine in one of two ways:

- Basic Google research (*searching for places I expect to have books, then going there to investigate*).
- Car window research (*seeing something interesting when I wasn't looking for it, then pulling over to investigate*).

Here are a few of my favorite online research tools:

- Estatesales.net
- Craigslist
- BookSaleFinder.com



With research, there's no need to complicate it. Almost anything you want to know is on the internet. It's all pretty simple.

Outside of Google, some of the best sources will be found through on-the-ground research.

One example: The final source featured in "1k In A Day" is a library dumpster. Naturally, nothing on Google indicated it's trash bins are full of books. And I certainly couldn't call and ask. I had to do the mental equation where I ask: What places have lots of books they might throw away? Then I go there and investigate.

Inner Game

In other words: Knowledge.

Once you have the equipment, the scanning app, and the sources, there are two more giant pieces of the puzzle. These two things are what separate the top 5% of sellers from the 95% that merely do "okay."

Here they are:

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1. Knowing what to look for.
2. How to interpret scanning app data.

Knowing what to look for.

This is exactly what [Book Sourcing: 1k In A Day](#) is about. It's 5.5 hours of me talking about how to spot value while sourcing.

How to interpret scanning app data

Your app isn't going to tell you what to buy. The closest it will get is telling you to "buy" or "pass" based on the parameters you set.

Either way, knowing what to buy requires a serious understanding of Amazon data and how to "read" it. While there is no "right" way to interpret data, and everyone has their own criteria, my opinion is that most people fail to read data intelligently.

Here is a short list of the data you should be looking at on your scanning app, and why it's important:

• Sales rank

This is Amazon's system that places a popularity ranking on each book. A sales rank of "1" is the most popular book on Amazon, and so on. The lowest rank you will ever see (as of this writing) is about 17 million. A book with no rank has never sold a copy.

It is possible to look at a sales rank and determine - within a certain range of error - how long it's been since a book last sold. This is important information when making a buying decision.

• Sales rank history

Important because an item's sales rank at this moment is only a snapshot in time, and can be artificially high. Knowing an item's average sales rank is extremely important, and in fact more important than an item's sales rank right now. As of right now, FBA Scan is the only app that offers this.

• Department

Most books will be listed in the Books category (obviously), but when you get into other media, and other items in general, it can be important to know what category the item is listed in. Many categories are restricted, among other reasons this is important.

• Amazon's sale price

You can never expect to get more for an item than Amazon, so it's important to take note of what Amazon is selling a book for.

• Number of offers new and used (if applicable)

Of primary benefit to FBA sellers, this allows you to "read between the lines" and determine the likelihood of a book having many (or few) FBA offers, since most FBA offers are not visible on scanning apps.

(For more on "reading between the lines" and why it's important, see my article: "The Penny Book Profit Formula at <http://www.fbamastery.com/have-i-cracked-the-scanning-app-code-spotting-hidden-profit-in-penny-books/>)

• Current price

This is the one people fixate on the most, but it's one small piece of relevant data among many. To interpret this properly, you must know your costs, and your desired profit margins (remember that a good app will do this math

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for you). FBA sellers should remember that the FBA offers will often not be visible (even on an FBA-specific app).

• Net profit

A good scanning app will calculate your net profit on an item by doing the math on all Amazon's fees, etc. Know what profit margins you need to see, and use this figure to determine if you'll reach them.

And that is the entire architecture of a successful book sourcing mission.

Actually, there's one final ingredient...

Getting out of your house and going for it

The last step is taking action.

This list covers literally every pillar of the book sourcing day featured in the "[Book Sourcing: 1k In A Day](#)" DVDs, and every sourcing trip in general. If you go down this list and accomplish each item here, you'll have everything you need.

The hardware and software is easy. The knowledge can take longer, but there is plenty of training material available to rocket you past the learning curve.

My goal with this report was to pan out and give you the 30,000 foot view of all components - tangible and intangible - of a profitable book sourcing day.

Thanks for reading.

-Peter Valley

