

# The Vending Jackpot



**How to build and manage your own  
profitable vending business!**

**Ronnie Talent**

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*For Nicholas and Karalyn...*

*For each day I stand outside your door  
And bid you wake, and rise to fight and win.  
-Walter Malone*

Note to self-

7/97

*I'm in the air conditioned comfort of a Harper's Restaurant in Charlotte, on a Wednesday afternoon in July. It is 98 degrees outside. It is so hot-I can look out the window and watch people burst into flames in the parking lot.*

*Every where I look, I see the Charlotte, NC business crowd dressed in their suits and ties, drenched with sweat and moaning about their jobs to their co-workers, while they try desperately to eat within their lunch breaks..only to have to brave the heat- get back in their cars, and head back to the office.*

*But not me.*

*I'm going to take the day off.*

*You see- when I started this adventure 3 years ago- I was thinking about days like this. I was thinking about quitting my job, starting a profitable home business that would make cash for me while I was at Harpers, watching the Cubs game, and the rest of Charlotte suffered through their work days.*

*My vending business has grown from one machine, to 318 to date. It keeps growing and growing. But the best thing about this business is that I'm making money now- while I'm here- watching the ball game. The freedom of a profitable vending business is like no other- you make cash around the clock, while you do the things you really want to do.*

*I should write a book about this.*

*I think I'll go hang out at the pool.*

*RT*

# Vending Q&A



***Isn't vending just a "get-rich-quick" scheme?***

Can you make a lot of money? Absolutely.

Does it happen overnight? No. But your business can grow quickly, if you follow the principles we'll provide here. Vending is a very lucrative business for many operators.

***Can I really replace my income from my job?***

That's up to you. According to the Department of Labor Statistics, the average vending owner/operator makes over \$70/hour. But it all depends on how many machines you have, how good your locations are, and how much you want to make. We'll cover these topics.

***I heard there are vending scams...?***

You heard right. There are scammers out there- and we look closely at one in a later chapter. We'll show you how to avoid them. Vending is a legitimate multi-billion dollar a year industry that has thousands of independent operators -but there are a few bad seeds out there.

***Are you folks going to set-up a turn-key route for me?***

No- we're not. That's where most scammers make their money. We are going to show you *step by step* how to set up your own route-and save thousands of dollars by doing it yourself.

## Lets get started!

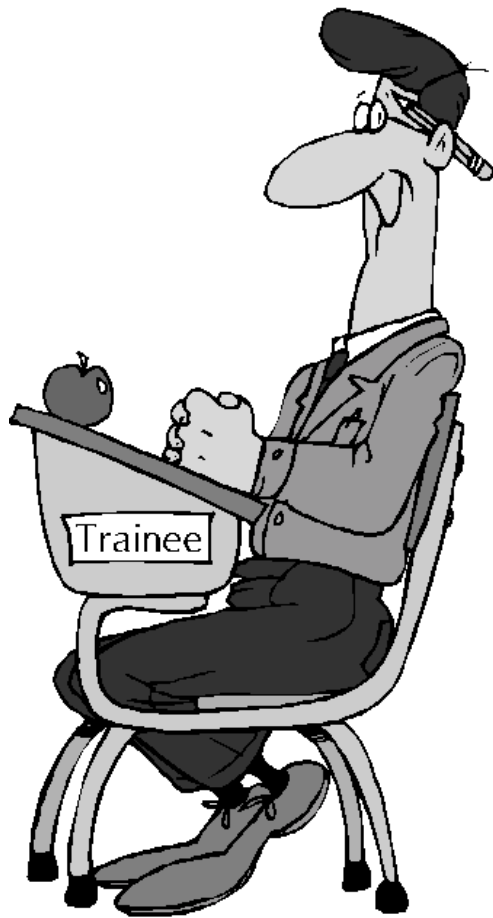
# What are the benefits of The Vending Business?

- *Make money immediately!*
- *No experience needed!*
- *High profit margin!*
- *Operate business from home!*
- *Great family business!*
- *Extra income for existing business!*
- *Tax breaks!*
- *Great for students!*
- *Work as little as a few days (or hours) a month!*
- *Earn profit around the clock- while you are elsewhere!*
- *Stable, recognized industry*
- *Brand name products*
- *No selling- your machines do that for you!*
- *Low start up cost!*
- *Vending can be a great way to add another income to a one-income household.*

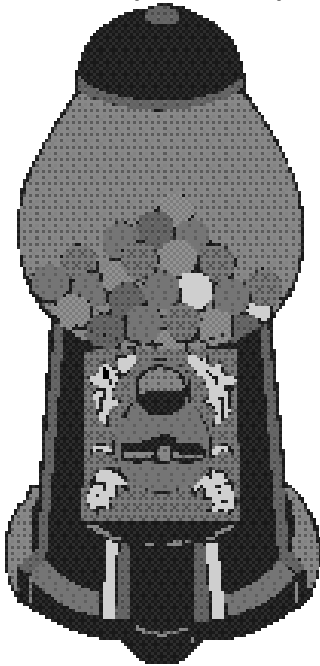
Why on earth would somebody want to work a part-time job, when you can own a business that could grow into another full-time income?



# Introduction To Vending



How old were you? Two? Maybe three or four years old? Try and remember the first time that you bugged your Mom or Dad for a quarter for the gumball machine. I remember that there was a big rack of them over at the department store next to the grocery store. Not only did they have gumballs, but they had the cool baseball



helmets and tattoos. I'd go and pester my Mom for a quarter, and if I was lucky, my father was there, too, and I could go hit him up.

There were all types of prizes even then, thirty some odd years ago. From Candy to Mini-cameras to Superballs, A quarter could get them all. I was amazed at the fact that these machines contained all of these prizes, and wondered what it would be like to have one of them at my house for all of my friends to use.

I don't think I really noticed candy vending machines again until about fifteen years later. I was working as a bartender in Poughkeepsie, NY, and there was a candy machine at the end of the bar that held red pistachios. Every Friday and Saturday night, the kitchen would close at 9:30, but the bar would stay open until 4:30 AM. By 11 or 12 there would be a line in front of the machine . People would fill up a beer mug with these pistachios, and snack on them, and they were so popular that the machine would be empty every week. The pistachio guy would come in once a week to fill it up and empty out the quarters. I remember once that he must have had \$60-\$70 dollars worth of quarters that he counted out at the end of the bar, and it amazed me, because I knew that there must be an incredible profit margin (currently, I could fill up a machine with pistachios for \$6.99)

I was somewhat entrepreneurial, and I was interested in starting a small business to supplement my income. As time went on, I researched everything from pay phones to breath analysis machines to pinball machines. I was about to invest in a large amount of pay phones , when I decided to call one last reference. I called on a gentleman in Alabama, who had bought over 50 pay phones the year before.

He told me not to do it.



Well, if you're a stubborn New Yorker like me, you don't change your mind very quickly especially when you're convinced that you are making the right move. But this man expressed the voice of experience, so I listened. He told me that he had already sold the business (at a loss), and had re-invested his money in gumball machines. And the biggest surprise to him was this- in 6 months, he made back everything he invested.

Now I have to be honest with you- the thought of having a bunch of gumball machines didn't thrill me at first. I thought that pay phones would have considerably less maintenance , and wasn't really thrilled about the prospect of inventory.

But luckily for me, he explained the math to me. He had found out that payphones were more costly than he had anticipated. There were line charges, expensive location acquisition charges, not to count monthly phone bills. He was losing money with the phones. He sold them all, and re-invested his money in bulk candy machines. Gumball machines were cheap, he could buy 2 for under \$100 bucks.

It cost him 2-3 cents for a gumball, and he sold them for a quarter. Each of his locations averaged \$20-30 profit every month, and he had a couple hundred locations. He only worked about 6 days a month, and the rest of the time, he could spend on fishing, his real first love.

Well, my first love was music. I've been in quite a few bands and have been a fairly adequate guitar player since I first picked it up when I was thirteen years old. But something happens to musicians when they get older, though. Their wives want them to get real jobs. I spent years working in credit, finance and marketing businesses, but I never stopped dreaming about playing music.

I had been on a never-ending quest to find that perfect home business that would give me the solid income that my wife required, as well as the freedom for me to play music. I tried network marketing, and ended up disappointed. I tried a bunch of different home business ideas ,but none really gave me the income and freedom I wanted. Luckily,I never forgot about my conversation with the gumball guy.

So, I thought I'd run a little test. I decided that I would buy one gumball machine, and see if it worked. I wanted to see if you could really make money with one location before I made a significant investment.

I had received a catalog from a company which sold plastic gumball machines for as little as \$39.00 apiece. I bought a double-headed machine- which I filled up with gumballs on one side, and peanut M&M's on the other side. We placed the machine in a hair salon, and my wife and I crossed our fingers.

We promised each other that we wouldn't look at the amount of money we made until a month had passed. We made it about 3 weeks. After 3 weeks I couldn't take it any more. I ran over to the salon, whipped out my magical gumball key, and what did I find?

I found \$47.50. To be specific, I found \$35.00 in the gumball machine, and \$12.50 in the M&M peanut machine.

"That was easy", I thought to myself.

But then I started adding it all up. If things kept going the way that they were, the business would have completely paid for itself in less than three months. By business standards, that's unheard of. Most businesses- if you make a profit in 18 months- you're ahead of the game. But under 3 months? Wow.

The magic of my first gumball machine can be broken down into 2 fantastic categories.

- ***The profit was amazing- buy a gumball for 2-3 cents, and sell it for a quarter...***
- ***You didn't have to be there to do it***

My wife and I looked at each other, and shared the same thought. "What if we had 100 of these things? 500? 1000?"

Well, to make a long story short, my vending business grew to over 400 machines in a year and a half. I was able to quit a job that I hated, and was able to work whenever I wanted.

Daily, I was bombarded with questions from people that I knew- regarding the vending business. People that hated their jobs, weren't making enough money, or needed an additional stream of cash in their lives. I decided that somebody needed to teach people on just how to start a vending business, and I knew I was that person .

There are a lot of vending scams out there. Believe me, I know-I almost bought into some of them. Most of the time, when you see a vending opportunity ad in the newspaper, **understand that they are trying to sell you machines.** (We'll talk about one of these companies in the chapter entitled "My Secret Mission") They will give you great scenarios, and make it seem like people are just sitting around waiting for your machine with dollar bills in their hands.

Many of these vending marketing firms will gang up on you during entrepreneur business opportunity shows, or seminars in local hotels.

I know several people who bought into the hype, and ended up with substandard machines that they paid ridiculous money for- in awful locations. Don't let this happen to you! You can get started in this business on a shoestring, and grow it at your own pace.

So - lets get started.

There are all types of vending machines. Let's take a look at some of them.



### **Large Snack Vendors**

You're probably very familiar with these. Large snack vendors are usually owned by large food service conglomerates, and many times, the commission and servicing has been set up with the building management years ago. For practical purposes, this course is for the smaller operator, and these machines are probably not what you're going to want to start out with.

### **SODA MACHINES**

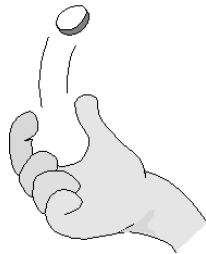


I know a guy that had about 40 of them. He sold them, and he now sells insurance. On the plus side, you'll make more per machine than in bulk or candy machines. You can usually buy a coke for about a quarter or so, then re-sell it for 50-75 cents. That's OK, but not enough of a profit margin for me, when you factor in the other issues you have to deal with.

Years ago, a wise man told me a theory that I preach to this day. It's called ***the B.S. to money ratio***. It's pretty self explanatory.-You want the money side to outweigh the B.S. side. My opinion regarding soda machines? There's a lot of B.S. to wade through.

First of all, there are commissions to think about. Usually, you'll have to pay 25-30% to the site just for the honor of housing your machine. Is it worth it? Maybe. But that also cuts down on your profit. You'll have to make your money in volume, which means luggin' a ton of cans around every week.

Another thing that you have to think about is this- the average soda machine is about the size of a refrigerator. Have you ever tried to move a refrigerator? It's as heavy as all get out, and not much fun to move. You'll also have to think about a vehicle, and the reality of having strenuous work to do every week at each location.



### **Mint machines, Life Saver machines, and other specialty machines**

There may be some situations where these machines might work, but I don't like being stuck on one item. What if it doesn't sell? If a machine doesn't set the world on fire, I'll usually try a different product before I label the location as a dud. With these machines, you usually can't.

## Breath Analysis Machines



This is a very intriguing approach. And potentially, a very profitable one. The KeRo Corporation, out of Palm beach Gardens, offers a breath analysis machine that can not only offer you a nice business opportunity, but may help keep our streets safe.

(Pictured Machine Call Kero Corporation 561-630-0105)

Read a few of their testimonials...

*"..I just thought I would drop you a note to let you know how I am doing with my Alcohol Alert machines. Starting with five machines in May, I was very apprehensive about placing them. It took me just seven calls to place the five machines and I was on my way. After a couple of weeks, I moved one of the machines, but four are in their original locations.*

*By mid-summer I was ready to try five more machines. I placed them without many problems and now I spend about four hours per week collecting and calibrating my machines. It has been my best experience in part-time income and, in addition, has related well with my profession of being a teacher. Hopefully, there also has been a life or two saved.*

*Thank you and I wish you and KERO Corporation the best of luck in your endeavor to keep the drunk driver off the highway."*

*Sincerely,*

*R. T.  
Spearfish, SD*

*".. I recently had an occasion to put your instruments to the test in every way. The results were so outstanding that I felt a letter was in order.*

*As you know, the versatility of your Alcohol Alert instruments to make money is limited only to the owner's imagination. In San Antonio, Texas, we have the largest Fiesta in the United States. It runs for 10 days and hundreds of thousands of people attend. One of the events "La Semana Alegre" is ten days of all kinds of music, sponsored by the San Antonio Jaycees. I made a contact with the head of the committee and told him about Alcohol Alert. Within two days, he called*

me to inform me they would "give me" a space, all they asked was for me to furnish a sign saying "The Jaycees urge you to check yourself!" I couldn't have said it better myself! The idea was very important to this respected organization.

I had three instruments bolted to a table and they ran almost nonstop for ten nights. Each instrument performed over two thousand tests, or close to 7,000 total and NEVER lost calibration or had a problem of any kind! That's a lot of purging, announcements, and quarters! The only thing close to a problem was we could have benefited from a larger coin box; however, we managed!

I also had the satisfaction that, almost without a doubt, we kept some potential drunk driver off the road. We saw drinkers give their keys to their friends who were not impaired.

The units are back in their lounges now, working at a more normal rate of around two hundred tests a week; that's still a lot of quarters!

I now feel even more confident that investing in the Alcohol Alert instruments was a major move for me financially because there is no doubt people are fascinated by the instruments, and use them. I know they are going to last. Looking forward to many years in business together."

Sincerely, L.O.  
San Antonio, TX



## Medical Supplies

At Work? Got a headache?

Go to your break room. That's the premise of medical supply vending. **Medavend** has this to say..

(Pictured Machine Call Medavend 800-881-8366)

"On average, the costs of a single packet of comfort tablets range from 9 to 18 cents. Some products cost more with "generic" brand products costing less. Pain relievers are generally the best sellers.

If you have an average retail selling price of 75 cents per packet, you would profit 60 to 65 cents per sale. *Translation: 700-800% mark-up. There are not too many businesses offering an 80% gross profit margin.*

Considering that it's only "change" in one's pockets, people will literally "throw" money into something for the convenience of receiving the reward now. In the case of the MedAVend Fast Relief Center, an individual needs the remedy now and is willing

to pay a premium. Paying extra for convenience is not a new concept. But, paying extra for the convenience of something they truly feel that they need now is magical...and highly profitable.

### **Amusement Machines**

Love them. Don't have any, but I love them. No product, just quarters. (I like quarters.) There are different challenges, but if you've got the muscle and the vehicle to move games around, well-have at it.

There are other machines that fit this mold that I like a lot, such as Love-Analyzer, and Fortune teller machines, but they're all profitable. You'll most likely need to negotiate a commission for locations using machines like these (see the chapter on locating), but they are a good avenue for profit.



### **Honor Boxes**

What's an honor box? Have you ever seen a little box on a counter that has a charities name on it? And inside this little box are a few lollipops or tootsie rolls, or some other type of candy? This is called an honor box.(It's pretty simple to figure out why they call them that) . I've never done honor boxes, but I have a friend in the business who swears by them. You get locations pretty much the same way, but the location must be pretty well supervised- (like near the cash register) or you'll get ripped off. They're are a few pluses for using honor boxes, but the biggest two are that the start up cost per location is small (under \$15) and you can get locations in stores and sites that are small for a machine.

You can get honor boxes from Sam's Club, or you can order them by mail from several different companies listed later on.

# The Secret to Success in Vending



It's not what machine you use.  
It's not what product you sell.

If you want to be successful in vending, you have to become **an expert at securing good locations.** And good locations don't always mean **high traffic** locations.

**One of my most consistently profitable locations was a security guard shack that had only two employees.**

( Incidentally, the employees were both over 250 lbs.)



- **There are many different types of vending machines, different sizes shapes, and profit levels.**
- **Keep in mind that some are easier to take care of than others.**
- **If you will be servicing machines yourself, make sure you can easily transport and move the machine.**
- **Think about the fact that some machines need to be re-stocked with products not readily available.**
- **Just starting out? Keep it simple!**

*The reason why birds can fly and we can't is simply that they have perfect faith, for to have faith is to have wings.  
-J.M. Barrie*



# My Secret Mission

1:50 PM 8/5/01

I'm at the Hilton Westpark in Charlotte, NC. I'm undercover at a "Vending Opportunity Show"

For years, vending marketing firms have been targeting entrepreneurs – causing many to lose tens of thousands of dollars buying sub-standard, overpriced machines. I'm here in disguise- they don't know that I've been involved in the vending business.

This place is packed.

This all started for me about a week ago. I'm on an entrepreneurial mailing list, so whenever one of these companies is looking for new customers, I'll get a direct mail solicitation. These folks sent me a letter promising wealth and freedom- and heck- who can resist that? The letter claimed that there was an informational seminar at the Hilton, and that this fine vending manufacturer was going to select a few lucky people to operate their machines in this area. To entice me to participate, they gave me a \$1495 rebate check.

Woohoo! I feel like I'm wealthy already!

As we signed in, I could see that they were dividing us into about 5 different groups. They gave us each a packet of information about the vending industry. Each group was then assigned to a different "Counselor", who would call our names shortly. As I sit in this waiting area, people are eagerly tearing through their packets- and buzzing about all the money they were going to make. It's kinda hard to keep my mouth shut.

2 P.M.

My "Counselor" just called my name. I proudly strutted in while the others in the waiting room watched me enviously. Mike, my counselor, was standard issue sales rep- nicely dressed..nice watch... He brought me over to meet the seminar's featured speaker. You could see that this guy was a pro. He reeked of Rolex's and private jets. The grand Puba and I exchanged niceties, and he informed me that he looked forward to working with me..if I was selected for participation.

Mike sat me down and explained that the presentation was broken down into 2 parts.The first part was just a general overview about the vending business, there would be a 10 minute break, then they would

come back and give us some information about their opportunity, and then they would take applications, and decide which one of us might be lucky enough to become part of their team. He introduced me to the people all around me in my row, and told us he looked forward to talking with us a little later on. I'm now surrounded by excited, motivated entrepreneurs that have absolutely no idea what they're getting into.

But I'm undercover- so I can't help them.

3 P.M.

The initial presentation is pretty generic stuff. Vending is an billion dollar industry....blah , blah, blah...

The main points that they brought out were that:

- Snack Vending was the smartest business move they could make.
- Virtually No Overhead
- Large machines and bulk machines were no good.

The best line that I heard all day was- Snack and Soda Vending machines were not available to small business's **until now!** (*like they invented this concept*)

I knew that their machines weren't going to be cheap. But I had no idea what I was in for.

There were 4 programs I could choose from.

- The Bronze Program
- The Silver Program
- The Gold Program
- The Platinum Program

The Bronze was the "starter program". You got a whopping 4 snack machines, 2 drink machines, and 2 dollar bill changers-**for \$15,285.**

Next was the Silver Program- 6 snack Machines, 3 Drink machines, and 3 dollar bill changers.. **for \$21,267.**

Still not enough for you? Well, then – the Gold Program was for 8 snack machines, 4 drink machines, and 4 dollar bill changers- **for \$26,790**

Finally, for all of the people who are serious about their new business venture... you can move on up to the Platinum program, which includes a whopping 10 snack machines, 5 drink machines, and 5 dollar bill changers, **for only...\$31,855.**

It's insanity.

But wait- it gets better.

Worried about theft or vandalism? Well, no need to be. They have a great replacement policy. If something happens to your machine- a fire, tornado, spontaneous combustion... just pay the small deductible and they'll rush another machine out within a week. To make us feel even better about the policy- he stressed that in the company's history, with over 4000 operators... there's only been 3-4 claims. (He just forgot to mention that the deductible was \$500-800 dollars per machine- close to 1½ times the cost of comparable machines)

Want references? They've got them! A couple of stipulations, though... First- No phone numbers were given- only phone numbers would be given to those who were financially qualified to move forward. When that happened, you were allowed to call the references. You could ask them anything but one question- *how much do your machines make!* You could, however, ask them what their favorite color was, who they liked in the World Series, etc....

Probably the most appalling aspect of my afternoon was listening to them talk about their fantastic locating program. This was broken down into 5 stages....

### **Stage One**

Customer signs purchase agreement, obtains special postal permits to set up a mailing program

### **Stage Two**

Company will make you 50-75 letters(per machine) to send out to prospective locations.

### **Stage Three**

Customer purchases First Class postage, mails letters to locations, and receives a certificate of mailing from the Post Office. Interested businesses will mail reply card back to you, and you forward these to the company.

#### **Stage Four**

Company will call interested location , explains the program and services on behalf of your business. They will verify that the location is actually a good fit for your machine- and set up an appointment for you to visit.

#### **Stage Five**

Customer delivers machine and makes zillions of dollars. (I threw that part in)

This is craziness.

You see- what is not explained is this.

First of all... what do most businesses do with junk mail? What do you do with junk mail? Right! They chuck it! You actually have a chance to spend over \$30,000 and have a garage full of vending machines-with no locations. Which is what will happen to many of these lucky chosen applicants.

I knew many of the people who were there were going to lose money. I did some research when I got home- to see if I could find somebody who was burned by this business opportunity. It took me 4 minutes. (Note- I changed the name of the company to XYZ company)

Here are some excerpts of what one lucky guy had to say.

-----  
***If you are considering buying vending machines from XYZ Company, read this carefully.***

*The main myth which makes people like myself bought these machines is that they claimed they would assist you in machines' placement. Why else would I buy the machines from them if you could get the same machines elsewhere for the small fraction of the price you pay them?*

*For example, if you buy one of their "packages", you end up paying about \$3000 for the drink machine and \$1500 for the snack machine. You can buy even better snack machines elsewhere for \$300 (!!!) and drink machines for \$1300 (!!!) with no shipping costs. Shipping costs with **XYZ Company** will be about \$300-400. If you calculate the difference, you'll get about \$10,000 that you presumably pay for their*

*"location assistance".*

*"Location assistance"-all they do is provide you with the "mailing". They get business addresses from publicly available database, create about 500 pre-addressed brochures and send them to you. You get to pay for the shipping again as well as for the actual mailing of these envelopes. Most of the addresses are obsolete so in my case I got about 10% (about 60 envelopes) back with the stamp "non-deliverable".*

*When I was buying the machines, I specifically asked XYZ Company's representative "What happens if the first mailing does not provide enough locations?" He said "We will just send you more mailings". What happened in real life was when I requested more mailings, I was told that I need to pay extra \$300 for the second mailing.*

*My most "successful" location (one out of three resulted from the first mailing) produced about \$30/month "profit". You can easily calculate how many years (or, rather, centuries) it will take you to just cover the cost of the machines*

*But wait, this is not everything. The major "feature" of these machines is their mechanic action, very extensively advertised by **XYZ Company**. They say it is much more reliable compared to the electronic ones. What happens in real life is every time you restock the machine you find one or more jammed mechanisms on each machine. This "feature" does not help your "profits" very much. Very soon customers don't want to take chances of losing their money and you can figure out the rest of the picture. You are asked to take the machines away.*

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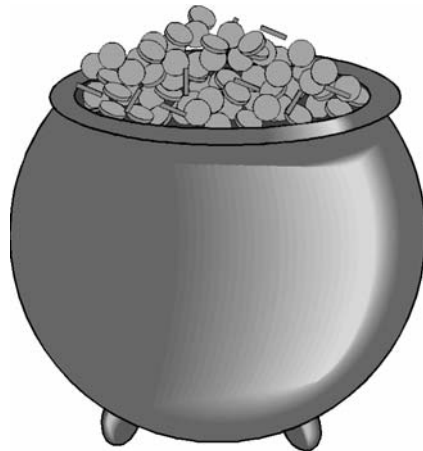
This wasn't the only negative letter I found. There are plenty more- just type vending scams on any search engine on the WWW.

4:30 PM

I left the seminar. My mission was complete. A roomful of people stared at me in disbelief as I walked out- undoubtedly wondering why I'd pass up such an incredible opportunity. I felt for them- but again- I was undercover. Even soldiers sometimes have to leave a few of their own behind enemy lines. I hope nobody gets burned to badly- but I fear the worst.

I know you can make good money in vending if you use your head.. In the next chapter – I'll introduce you to some of my troops.

- **Don't buy into any hype..use your head.**
- **Vending can be profitable- and you can start on a shoestring.**
- **Finding your own locations is 90% of your battle**
- **Shop around for machines- both new and used.**
- **The most successful people in this business don't buy machines at opportunity shows.**





## What is in the upcoming chapters?

- Which machines make the most profit!
- How to Obtain Big Money Locations!
- How to grow your business part time- till you can quit your job!
- How to buy machines for half price or less..
- maybe even **Pennies on the dollar!**

Think about this... what could you do with an extra \$300 bucks a week.  
What could you do with an extra \$500? \$1000?

Like I told you before... My first machine was a very profitable \$40 gumball machine.. that generated me hundreds and hundreds of dollars in spendable cash **for years.**

Now you can determine how much money you want to make.  
(Remember.. Entrepreneur Magazine has reported that the average vending owner operator can earn \$90,000/year)...

But you need to get started right now if you want to take part in this special offer.

Remember... We can even help you get started! You get a ½ hour telephone consultation, and 60 days unlimited e-mail support to make sure your business gets off on the right track!



**Tomorrow you'll be back at work sitting at your desk.**

*Think of how much different you'd feel if you had several thousand dollars sitting in cash machines all around town?*

**And all you had to do was pick up the money...**



Dear Fellow Entrepreneur,

I'm willing to bet that just recently you made somebody's day.

You bought a piece of gum from a candy machine. Or a gumball for your kid. Maybe you bought a can of soda from the break room, and maybe some chips or a Snickers™ bar to go with it.

Well, you made my day, too.

You see, as somebody *who has owned over 400 vending machines*, your spare change - and the spare change of thousands of people - **gave me my freedom**. The freedom to do what I want - exactly when I want to. No more nine-to-five job. No more 40, 50, or 60 hour work weeks. Sure, I work now - but I set the hours, and I set the times I work those hours.

Now, you can enjoy that freedom too. **The vending business is easy**. Once you place a few vending machines, you could have *the precious time you're looking for* to stay home, spend with your family and kids, your friends.

Continued..

As a vending operator, you'll enjoy the personal freedom of **making money even when you're not there.** Whether you're having dinner, playing with your kids, or you're at a ball game, or staying home just watching TV: your machines are making a steady, reliable income for you, automatically.

***I started out my vending business with just one machine. Just one. I remember it cost me about \$50. I still remember the first time I checked it, three weeks after installing it. There was \$47.75 in it. In just 3 weeks. Then I started to think, suppose I had 20 of these around town? Or 50? Or 200?***

Think of it this way: while you're home reading the paper, your vending machines are working hard bringing in an income for you.

In vending, you start *MAKING MONEY the VERY FIRST DAY* you install your first machine! **People buy a gumball for themselves or their kids and pay 25¢ - yet it only costs you 2¢ to 3¢!** Sell 4 - it's an easy buck.

Probably the easiest buck you'll ever make. And unlike other businesses - you can start in this business for under a few hundred dollars.

Perhaps you were like me starting out. I tried everything to go into business for myself. I tried direct mail, I looked at franchises - I even bought some courses you see on TV. Nothing worked until I bought my first vending machine. Even if you haven't had success in other businesses - this one is different.

***The average vending operator earns \$90,000 a year,*** as reported by Entrepreneur. It's all CASH. With my own business, I did all the work out of my home. But the best news is - I did it in my spare time.

Now - I'd like to show you exactly how I did it, and how you can do it, too. I'll show you how you can make a good living... no... **a great living,** by placing a few vending machines in your own neighborhood. Work a few hours a day - or just a few days a month.

***You earn money everyday - no matter where you are:  
at home, on vacation, on the beach, anywhere!***

Here are **just a few** of the benefits of being a vending operator:

- ⇒ If you invested \$50 in the stock market a year ago, chances are good you may have lost as much as 25% of that money. If you invested that same money in vending - and got an average location- chances are you would have doubled it.
- ⇒ High Profits - Buy products for 2¢ - 3¢, sell for 25¢ -- four easy sales make you a buck !
- ⇒ Recession Proof! In fact - this business could actually produce MORE CASH during tough times!

In addition, you'll learn the best parts of this business are:

- ⇒ No Selling - your machines do that for you !
- ⇒ You are earning -while you stay home with your family!
- ⇒ Low Start-Up Costs - feel free to start with just one machine - for as little as \$40 (or less!)

You can learn the ins and outs of this lucrative business in just a few nights of easy listening. Our new home study course - **The Vending Jackpot**- shows you just how super easy it is to start a vending business. And how simple this business is to run.

What you don't see in our package - you'll have to learn this for yourself - is how much fun it is to operate. How

it feels to set your own hours. How it feels to own your own business - and how great it is just drive around and collect CASH each week. You'll see how great it is to earn money no matter where you are, no matter what you're doing at the time - you're still earning money.

**According to the Department of Labor Statistics -The  
Average hourly income of a Snack Vendor  
Owner/Operator is \$70.58/Hour!**

**The Vending Jackpot** is packed with secret strategies you need to succeed!

You'll learn:

- ***Exactly how to start!***
- ***Where to buy great machines at discount !***
- ***How to buy machines for pennies on the dollar!***
- ***Where to find financing!***
- ***Which machines to buy for the fastest return!***
- ***Learn the most profitable products !***
- ***Learn exactly how to get the highest profit***
- ***locations!***
- ***Learn how to continually expand and grow !***
- ***How to spot Vending Rip offs!!***

Maybe you could find some of this information elsewhere. But it would take you months - years maybe - and even then you'd never know if you're missing a few valuable pieces of the puzzle to make your start-up as fast as it can be, as easy as we make it for you, and as secure as we show you in this course and set of excellent tapes.

***For example: My friend and I went to a mid-day baseball game. He lost a half day's income while he was at the game. I made just as much money as I do every day - even though I was at the ball game! Now that's a great way to make a living!***

Why try to figure it all out yourself, when for such a reasonable cost you can start, and be up and running in your own business - and generating cash - within two weeks.

With the explicit "How-To" information you'll receive, you'll get to know the ins and outs of the vending business right away! You'll learn tips and techniques it took us years to learn and figure out. **Tips that will make your business CASH-GENERATING from the FIRST DAY.**

You won't have to stumble around or wonder if you're doing everything right; **with "The Vending Jackpot"** course you'll know from day-one exactly what to do and exactly how to do it. We know what works, and we'll show you: how to avoid all the mistakes that others fall into! You learn how you can pull in the most cash in the shortest period of time - with the least amount of headaches.

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It's the world's finest, most complete course on starting, owning and operating your own profitable vending business. **Order this course right now**, and you could be making extra cash in a few short weeks.

Thank you - and good luck with your new business.

Kindest regards,

Ronnie Talent

How much more income do you want per month? Do you want your kids to go to better schools? Your machines will pay for private schools! Good colleges. That new car you wanted. Boat payments. Your dreams and your freedom can come true. These priceless secrets could virtually guarantee your success if you follow this easy step by step course.

# Special Bonus #1

**60 days unlimited e-mail support!**

Got a question? **Ask us!** If it's vending, we probably know the answer. We're your mentor, we're your guide. For **60 days!**

You don't have to worry about making the wrong decision, or buying the wrong type of machines... **We won't let you!**

We'll show you what worked for us, **and how it can work for you!**

# Special Bonus #2!

Purchase **The Vending Jackpot RIGHT NOW**, and you'll receive an Additional bonus!

**41 Questions** is a special report that will be available to you in minutes! These are the questions (and answers) of the most commonly asked vending questions.

***What kind of machines should I buy?***

***What kind of locations should I get?***

***How much time will it take?***

***I'm a housewife..can vending work for me?***

***I'm in a foreign country... can I use the course?***

***and 36 more!***

***Read this report before buying ANY vending machine!***

Got questions? We've got answers! And to top it all off- your 60 days of unlimited e-mail support starts the second we receive confirmation your payment. We'll answer your questions till we're blue in the face!

## ***Unconditional Guarantee***

Try the **Vending Jackpot** for a **full 60 days**- if you do not believe that this is the finest business opportunity - simply return it for a full refund of the purchase price. No Questions Asked.

**You have nothing to lose!** You could be starting in your new profession in a few short weeks - if you order now.

**[www.universelvending.com](http://www.universelvending.com)**

**Order Now!**

**[www.universelvending.com](http://www.universelvending.com)**

**Want to order by mail?**

**Send \$39.95 , plus \$6.00 S&H to:**

**Universal Vending Consultants  
3503 Tierwood Court  
Houston, Tx 77068**

