



With The Holidays Upon Us Everybody Can Use A Little Extra Cash

THE OFFICIAL FISHMONGER NOTEBOOK

A Guide To Making Big Money In Your Fishroom The Easy Way

by HORST GERBER

Definition of a Fishmonger

A fish wheeler dealer who attempts to sell his half alive fish.

Attitude --You have to give them some challenge to look forward to.

Everyone could use a second income. You have 4 choices

- #1 Work a night shift at your local "Stop and Rob."
- #2 Try the latest network marketing deal ----- a soap that not only gets you clean, but if you eat it, it will flush your toxins and give you renewed vigor.
- #3 Go in competition with Viagra ... develop a pill that not only keeps you up, but adds depth and vitality to thinning hair (oops, sorry too late for those of you who have already misplaced the thinning hair).
- #4 Or ... you can raise tropical fish, sell them to people with lots of money who really don't need it and get your hands washed during the process of emptying your tanks.

Now that you have chosen #4 sit back, relax and absorb the money making principles I have detailed on these pages.

[For important tax advice, please consult with your CPA]

How To Set Up The Heist

If you know your victim, be extra careful. This man knows your *modus operandi*. He also knows your fish.

If your victim belongs to a fish club, be even more cautious, you have to protect your reputation among your fellow greedy fish mongers.

Best Strategy

Whine about not having time to advertise your beauties to get the right price.

Second Best Strategy

"Such a deal of a lifetime."

"These are bargain prices."

Identifying A Victim

- #1 If your victim simply appears before you, and that could be anyplace (fish store, men's room, etc.), say "thank you, God," then go introduce yourself, and don't forget to mention that you never had a dissatisfied customer.
- #2 He or she is new in town.

#3 He or she is taking the aquarium hobby a little too seriously.

#4 He or she smells like money.

Warning

None of these suggestions work if his name is painted on his Styrofoam box with stamps and mailing address. These people have probably bought fish from breeders.

Your first impression is made within the first 30 seconds of meeting the victim. You must make him feel superior, encourage him to talk about his show winners.

Tips

Make a statement about other breeders, how bad their fish are. Point out how much better yours are, "They all could be show winners."

If in spite of all your careful planning, you should spot a dead fish, "accidentally" shut your lights off, remove the fish and leave no evidence; it helps to operate in the dark.

If he spots a dead fish in your tanks, carry on, appear intense, reassure him that this rarely happens, get him involved in the decision making process ... disposal or autopsy done at a lab to determine cause of death?

Distraction

If someone else came with him or knows you, try to keep that person occupied.

Posters of scantily clad models work wonders.

The higher you build up your quality of fish the easier the money. Its like taking candy from a child. Be honest with yourself about the true price of your fish ... then double it.

In order to establish your new inflated prices, drink heavily, but not so much you forget to count your money correctly. Talk about getting a divorce, complain about high water bills, electric bills or declare bankruptcy. If, in spite of these suggestions, you should happen to not get your suggested price, try to bump up the price by including some old equipment. Play upon his pity or good nature.

Stress the point, this might be his last chance to buy fish from you, since you are contemplating quitting the hobby and entering the wonderful world of golf.

Spread your inflated prices as evenly as possible throughout your fishroom, so he will not buy any cheap fish. Think of it as pollinating your wallet.

SETTING THE HOOK

What to do and say when he first enters the fishroom

Getting your victim to take the bait is the most crucial part of a successful sale. If he is swallowing your B.S., you have him hook line and sinker. If you apply yourself for five minutes, then you can count your money for the next two hours.

Critical moves - introductory handshake, then hand him a net and let him catch his own fish in tanks you want to get rid of anyway. Mention that it was such a nice day you stayed home just for him. Normally, you would have gone golfing or scouting for good pet stores.

If he gets excited about catching his own fish and feels like a kid in a candy store, he will remember to come back.

What To Do During Sale

“I hate to sell these fish. All these fish come from champion stock, I spared no expense when I purchased these beautiful unparalleled champions. If they get out there I will be competing against my own fish. The only way to improve them is to breed them back with wild stock.”

Talk about shows

“If I had the time to bring my fish to fish shows I could have easily taken a few more trophies. What you see here is only a fraction, most of my trophies are displayed in my bedroom.”

Coverup number 1. If he has been to fish shows. “Unfortunately, I didn’t do so well, I was rushing and did not have enough time to pull my best fish.”

Coverup number 2. “My fish are a little skinny, I haven’t been able to take care of fish the way I would like to, since I strained my back. It prevented me from doing water changes and feeding the fish 3 times a day.”

Disparage fish auctions. “They auction fish not worthy of a hobbyist. You can’t really see what you are buying and who knows how long the fish have been in the bags, they are stressed out and you have heavy casualties. This is direct service **from fishroom to you.**”

“There are better fish in these tanks than you can ever buy at auctions.”

Sucking up works

“How did you hear about me? Your friends must know what they are talking about.”

After you have confirmed he is listening, establish how much is he willing to spend.

(If he’s a spendthrift and the money is burning a hole in his pocket, try not to show your pleasure ... I advise against drooling.)

Keeping the momentum going

Now that you are on the highway to easy money, turn on the cruise control.

Effective Bull

Flatter your victim unmercifully, tell him you heard about his outstanding fishkeeping.

“How long have you been raising fish? You accumulated unbelievable knowledge in such a short time. Your mind must be like a sponge.”

By Comments Like

“Pros have nothing on you as to the way you pick your fish”

“Did you study fish in college?”

“Ever thought of raising fish ... for profit?”

“With your knowledge, did you ever try to write articles?”

Apologize sincerely and often for the high prices of the fish. Remind him these are show quality fish — first prize winners. “I hope next time I can give you better prices.”

“I didn’t realize how expensive some of these fish are until I saw them on sale in a pet store for even higher prices.”

Going For The Kill

Since the big bucks are already as good as in your pocket, slack off. Let him decide what to buy. He will come back for more if he feels like a winner. Be indecisive how much he spent already.

GENERAL FISHMONGER STRATEGY

Enhance Your Earning Power

You've got the basics. Here are some points to help you fine tune "The Sting":

Go to fish shows. An abundance of retirees means Social Security money and their kids' inheritance is available. Note: find a victim who wants to pay high prices. The kids will never know and they don't need the inheritance anyway.

Private fish sales to fat cats. Big egos and little brains are a wonderful combination. Caution: watch your flank. Fish clubs are full of guys with the same evil scheme.

How to protect your reputation - wear dark sunglasses, dim light in fishroom, avoid photographers, mention you misplaced your flashlight and magnifying glass for closer scrutiny and use a one word alias like "Slim" or "Buddy." Announce the quality of your fish repeatedly like the proud "father" of an ugly dog. Remember, there is more than one way to get "caviar from a sturgeon."

"Where do we go now?" When he hands you the money, show some emotion. A tear in your eye helps. Imagine a world with no beer.

You have bamboosed the poor guy into believing you have the best fish in town. Now it's time to be gracious and set him up for next time. Proper etiquette - make him feel like a winner by offering him a 10% discount on his next purchase.

When the money is tallied, feign surprise and disbelief. Say, "Holy cannoli, are you kidding me? That much? I think I better give you a few bucks off."

When the sucker (I mean buyer) coughs up a big wad of cash, be humble. Say, "I'd better enjoy this while I can cause I know a breeder like yourself will be breeding these little suckers within days and I'll be buying some back from you."

Devote a percentage of the money to the liquor tab. Think of this as an investment in your future enterprises.

Even if you don't end up with a wallet overflowing with wads of newly made cash, the official fishmonger notebook will keep you laughing, and you will always remember this slogan.

Money Flows - Where The Fishmonger Goes

Here is my wife's comment after reading this article:

"Get a day job!"

