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Table of Contents

Introduction to Success Swap	3
The Real Benefits of Barter.....	4
How To Successfully Barter	5
Bartering Tips	9
Barter Ideas	11
Recommended Resources	12

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Introduction to Success Swap

Bartering, by definition; means:

bar-ter [bahr-ter] verb

1. to trade by exchange of commodities rather than by the use of money.

In other words – you are trading one service or product for another service or product, with no money trading hands.

When it comes to building a successful business, or expanding an existing business bartering is a great way to gain access to products or services that you need, regardless if you're short on funds or if you lack the capital.

As for how you can use bartering to your advantage, and where to go in order to connect to other people who may be open to bartering, there are many different ways to reach out and network with others in your field.

According to the International Reciprocal Trade Association, there are more than 400,000 businesses that actively use some form of bartering to supplement cash transactions in order to maximize profitability while reducing costs.

“Success Swap – Barter For Business” will show you how you can begin to explore the most lucrative bartering opportunities.

So without further delay, let's begin!

The Real Benefits of Barter

When you think of bartering, what immediately comes to mind?

Perhaps you think about the time your father talked down the local car salesman into taking off a couple of hundred bucks in order to garner a quick & easy sale.

Or, maybe it brings to mind the many times you've agreed to do a favor for a friend in exchange for them "owing you one".

However you think of bartering, when it comes to business it can truly change the way you increase sales, free up cash flow, reduce costs, explode business and improve your bottom line.

Here are just a few ways that bartering can benefit your business:

- Gain market share easily!

Tap into new markets and gain access to valuable partnerships by bartering products and services with other vendors and companies.

- Reduce Costs!

Need to free up cash flow and minimize expenses? Consider bartering products for services (or vice versa) in order to gain access to the resources you need.

- Build Partnerships!

There's no easier way to build important relationships with like-minded entrepreneurs than by teaming up and offering one another's products and services to your market.

Plus, you will be able to build customer loyalty by adding real value to your products or services through partnerships and networking opportunities.

- Increase Productivity

Consider the benefits of being able to utilize the services of professionals in your market in exchange for products or services of your own!

- Move Inventory

There's no better way to eliminate excessive inventory than by offering it to other businesses in exchange for their products or services!

- Build a circle of trust

Bartering is a great way to develop strong relationships with other successful business owners in your market, as well as in similar markets where you can mutually benefit from customer referrals.

- Teaches you important negotiation skills

Negotiation is simply part of business and by getting involved in the world of bartering, you'll learn how to negotiate terms, set up mutually profitable agreements and manage joint venture opportunities.

- Unlimited Possibilities

There are literally dozens of other ways that bartering can maximize sales, increase profits and cash flow and improve your bottom line.

How To Successfully Barter

Depending on your company, niche or market there will be unique ways of integrating a bartering based system into your business plan.

For example, if you are a company that caters to offline merchants who are interested in expanding their outreach by setting up a web presence, you could barter a variety of web-based services in exchange for a specific quantity of product. In some cases, people have even bartered shares in a company in exchange for service-based offers that guarantee an increase in profits!

The key is to trade evenly. You want to offer something of value that can be given back in equal value.

For instance, if you offer a company a specific service such as designing a website for their business, you'll need to assign a monetary value on that particular service. That way the company understands the real value of what is being offered and can return an equal value in product.

Here are a few things worth considering when deciding what to barter:

What available assets do you have that could be used to develop a barter program? For example, are you a proficient writer interested in offering writing services in exchange for products? Are you a company that has excess inventory and are interested in swapping it for free services?

Consider all of your assets before you get started so that you can create a lucrative offer.

Are there specific services that you could benefit from that would otherwise be out of your reach? For example, if you've always wanted to build a website for your business but you lack the skillset and the start-up costs involved, you could approach a marketing team or development company and offer to trade goods for their specialized services.

What "excess" do you have that could be converted into value?

For example, do you have an overflow of inventory that could be bartered in exchange for other products or services? One great thing about bartering is that it gives you the opportunity to trade one value for another. If you have excessive inventory you could easily swap it for other products or services.

It's important to qualify the trade. You want to make sure that what you are offering is worth what you are receiving in return. Place monetary value on everything so that you can quickly (and accurately) measure what you are giving and receiving.

And finally, treat it like an income. Any bartering income you receive is taxable and needs to be reported with the rest of your income. Be sure to consult a tax professional for advice specific to your situation.

Bartering Tips

One of the easiest ways of uncovering potential barter opportunities is by joining a bartering organization or communities. Doing this will simplify the process and make it very easy to connect with other people who are open to the concept of bartering for goods and services.

Further, by joining a bartering organization you are able to minimize risks. All of the reputable bartering organizations hold their members to strict ethical standards and in many cases; activity is monitored ensuring that you both hold up your end of the deal.

Two of the largest bartering organizations include:

National Association of Trade Exchanges (NATE):

<http://www.natebarter.com/>

International Reciprocal Trade Association:

<http://www.irta.com/>

Whenever you find someone that you're interested in bartering with, you will want to do your best to research the company and what they are offering.

- Look over their profile (if available) as well as their history of successful trades.

- Determine if the company is established and reputable. Do they have full contact information? Transparent? Clear with expectations? Is their offer well explained?
- Check all available references. Many barter organizations will provide the opportunity for companies and individuals to include references with their offer and listing.
- Run their company name through the Better Business Bureau www.bbb.org
- Consider creating an agreement (written contract) that outlines the terms of the barter (time frame, delivery, overview of what is being traded, etc)
- Do not do business with any barter group or organization that fails to report income generated from bartering. It is required by law that all barter income be reported.
- Evaluate the prices or value assigned to services and goods that are being bartered and ensure that a fair price/value is being assigned. All barter trades should be of equal value.

Side Note: Most of the larger barter communities do charge a one-time membership fee to become a member of the community while others may take a percent commission for all successful transactions. These charges go towards maintaining the community, providing prompt customer support and arbitration services.

Barter Ideas

Here are just a few ways that businesses are taking advantage of the barter-system by offering in-demand services in exchange for goods or other services:

Accounting Services	Design Services	Writing Services
Stocks & Shares	Computer Services	Inventory – Products
Legal Services	Consultation Services	Business Supplies
Advertising & Marketing	Video Production	Web development

There are literally hundreds of different services that you can barter in exchange for goods or services. The easiest way to determine what to offer is to evaluate existing bartering opportunities and see what other companies are looking for and whether you possess the skillset, resources or ability to deliver.

With business-based bartering growing in popularity, you are bound to find open opportunities that will match exactly with what you are looking for!

Recommended Resources

Barter Card

<http://www.BarterCard.com.au>

Barter Business Unlimited

<http://www.BBU.com>

Itex

<http://www.Itex.com>

The Barter Company

<http://www.thebartercompany.com/>

BBU Barter

<http://www.bbubarter.com>

Barter Organizations:

National Association of Trade Exchanges (NATE):

<http://www.natebarter.com/>

International Reciprocal Trade Association:

<http://www.irta.com/>

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JayKay Bak

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