



BOTANICA/JUPITERIMAGES (WOMEN, SIGN); STOCKBYTE/GETTY IMAGES (FRAME); PHOTODISC/GETTY IMAGES (FAN)

Make big bucks at your next yard sale

Use retail strategies to draw crowds and sell more stuff



Create attractive displays.

When you're laying out your goods, think like a store owner. Group items on tables by type and size, hang clothing on a rack, neatly fan out books or magazines, and stuff purses with tissue paper so they look new. Keep everything off the ground; exhibit your wares at waist height so they're more accessible.

store tactic: Keep kids occupied while their parents shop. You can set out a "free box" for them with small items like fast-food toys, old coloring books and crayons, etc.



Be wise about how much you charge.

Price your goods at around a quarter of their current retail cost. Using a thick black marker, write the price on a sticker and affix it to the sale item (don't write directly on your merchandise). After an item sells, remove the sticker and place it in a notebook to help keep track of profits. Make sure you have a safe place to keep change—you'll need at least \$100 worth of coins and bills, especially singles.

Source: Chris Heiska, Lusby, Md., yard-sale "addict" and founder of yardsalequeen.com.



Schedule to draw crowds.

Plan your sale for a Saturday, when people have time to stop and shop. Mornings and early afternoons tend to bring in the most profits, so start around 8 or 9 a.m. Since early birds may come by sooner, set out display tables the night before so you can stock them quickly in the morning.



Consider your customer.

Entice browsers to stick around by selling bottles of water, soda and prepackaged snacks or doughnuts. Play quiet background music to help them relax. Another smart

Spread the word

You've set the stage; now lure customers to your sale with attention-grabbing advertisements.



Put up bold signs.

On neon poster board, write "Yard Sale," your street address, the day and the time of the event in thick, black letters. Place the posters up at major intersections. (Remember to take down all signs afterward or you may be fined.)

Post fliers.

Go into more detail on fliers: Mention popular items and brands you're selling. Buzzwords like "vintage" also attract customers. Tack fliers onto your town's bulletin boards.

Promote it.

A classified ad in your local newspaper is a great way to drum up business. Time the ad so it appears two days beforehand. Costs are usually minimal—call your local paper to check.

Use the Internet.

Post details about your sale on community Web sites or message boards, as well as sites with larger audiences, like craigslist.org or yardsalesearch.com. Make a short video showing interesting items you're selling, and you can even advertise on YouTube.

Attract attention.

The day of the sale, tie balloons or flags to your mailbox and any signs you have posted. Snag passers-by by placing eye-catching products—like furniture or a big stuffed animal—in front of your house, near the curb.

CUT OUT AND KEEP



Get ahead this month

Household heroes

Get help in the kitchen from unexpected sources.



*** Paper towel:** Place a damp paper towel underneath your cutting board to keep it from slipping. No more chasing the board across the counter as you chop!

*** Spaghetti:** Fresh out of toothpicks? Break a piece of uncooked spaghetti in half and use one of the pieces to test if your cakes and other baked goods are done.



*** Can:** Use a can of soup or beans to crush nuts. Place the nuts in a plastic baggie, seal it and roll the can over the bag to smash the nuts. Keep the nuts in the middle of the bag to avoid ripping the corners.

*** Straw:** Level flour in measuring cups with a drinking straw instead of a knife. Store the straw in your flour canister—it will be one less thing to wash.

*** Salt:** If dinner spills while cooking in your oven, cover the mess with salt right away. It'll mask the odor until you can clean things up. (Use mitts so you don't get burned.)



Speed up your morning routine

“When I shower I use a 2-in-1 shampoo plus conditioner and an in-bath body lotion, which saves me time after I get out. The ultimate time-saving beauty product is tinted moisturizer. By using it I don’t have to apply moisturizer plus a heavy foundation.”

—Diane Soave, 40,
Travis Air Force Base, Calif.

“I pick out what I’m going to wear the night before and make sure it isn’t wrinkled. I also decide on accessories so I don’t have to go through my closet. Every now and then my plan backfires and I decide I don’t want to wear the outfit, so I always have a spare one ready.”

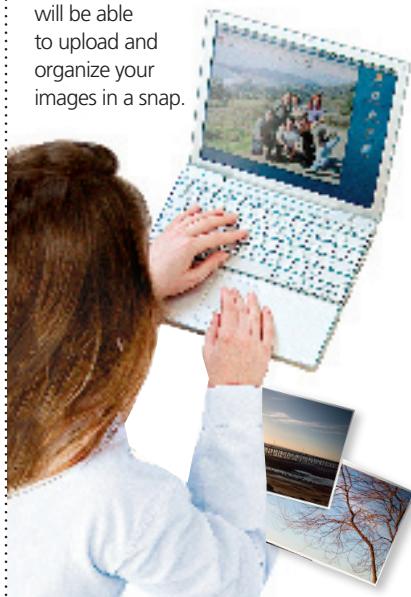
—Rebecca Mommaerts, 23,
Howard, S.D.

DON'T
FORGET!

In just
5 MIN.

Prep for your vacation photos

Add this to your pre-vacation checklist: Set up an account for your digital photos at an online photo Web site like kodakgallery.com or shutterfly.com before you leave. When you return from your trip with pictures galore, you will be able to upload and organize your images in a snap.



Give fun gifts to grads

“My favorite graduation gift is the book *Oh, the Places You’ll Go!* by Dr. Seuss. Most grads can remember reading Dr. Seuss at some point in their lives, and it’s perhaps the last time they’ll read one of his books until they reach parenthood.”

—Lynne Robinson, 36,
Paso Robles, Calif.

“A storage box full of highlighters, a stapler, paper clips, pens, Post-it notes and other school supplies is a thoughtful, useful gift.”

—Peggy Shields, 52,
Evansville, Ind.



QUICK
TIP

Need to take a quick measurement? The distance from the tip of your thumb to the first knuckle is usually about an inch.



Tell us about a tip you use to make your life easier or more fun. Write to us at getahead@allyou.com.