



Hype Sniper CookBook



**Complete Sneaker / Supreme
Reseller Training Manual**

24,000+ words

The Hype Sniper Cookbook

High-demand Product Reseller Guide

Hype Sniper

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Why We Cook

Markets are a self-created function of the *Wisdom of Crowds* (an excellent book, by the way). In a free market economy, the forces of supply and demand will always move price to its perfect level. There's simply no denying this.

Sure, lots of would-be consumers complain about sneaker resellers, saying ignorant things like *they are ruining the market*. Nothing could be further from the truth. The market created us, not the other way around.

We sell products for double retail because a whole bunch of people are eager to pay that price for these particular sold-out items. While they were working, we were sitting in front of a computer clicking buttons at the exact right time, sometimes using special software loaded with the exact right instructions. The consumers never stood a chance getting these things at retail. For the products we cop, retail is the new wholesale.

Heck, if they want to blame someone, they should blame the manufacturers and retailers – who know exactly what they are doing, and even hire *demand creation marketing* consultants at ridiculous rates to tell them having a line around the block in front of their store every Saturday morning is good publicity. Duh. I would have told them that for free.

I can't explain why certain brands and/or certain styles within certain brands have so much demand the public is willing to pay twice retail for them in the aftermarket. I can only acknowledge that this situation exists, and teach you how to capitalize on it. The hype-reseller business is something anyone with a small bankroll can learn and get in on, and in a short while have a legitimate operation which earns \$40,000+ per year for 5-10 hours effort every week (once you get the routine down). Those are conservative numbers, by the way. Teenagers using their parents' and uncles' credit cards have been interviewed who made six figures in 2015 running a part-time business before and after school. If you have the determination, it is possible to do this for a comfortable living.

What exactly are we talking about here? Just this: Buying and selling shoes, clothes, and cosmetics. The basic premise of the American dream, baby. Admittedly, it's a unique application. We don't need a business license because we are paying retail for our inventory. Did I say inventory? That may not be accurate, either – as many of us sell the product, including collecting payment, in advance of receiving it. When it hits our doorstep we simply slap a different shipping label on it and send it off again, having already banked the profit.

There are two types of aftermarket resellers. First, you have the power sellers. These folks run a full-time eBay business, don't mind keeping inventory on hand, and they buy-sell-ship stuff every day. As such, they are perfectly content to flip low-margin products and even sometimes take a loss on items that sputter

and die. Their volume makes up for it. Nothing wrong with this approach. For years I worked in the auto accessory wholesale business, where gross profit margins were typically around 30%. The “custom wheel and tire” space sustains itself on profit margins around 20% (but they sell higher-end products). Buying sneakers for \$130 which have a resell value of \$180 can be part of a viable model, especially if you are able to utilize low-fee sales outlets. Sell three or four items today at \$40-50 profit per sale and you can sleep sweetly tonight, knowing you did your thing. Remember, this is a home business with very little overhead other than the inventory. Even shipping supplies are mostly free.

Then you have the part-timers. That’s most of us. We focus on high-margin items. Stuff we can double our money on, or at least make a cool hundie without tying up more than \$200. There are enough high-margin drops to keep us busy. A typical week during the height of the season (late winter through mid-fall) has us cooking on 2-3 scheduled drops plus chasing at least that many sudden restock alerts. Anyone who has set themselves up with the right tools – and is able to pay attention – can score multiple items on a weekly basis.

Occasionally, the score will be huge. Think **Yeezy 750’s**. Cop a pair of these and you’re looking at a \$1,000+ payday for a \$350 investment. A recent Ultra Boost x Solebox release retailed for \$190 and fetched \$750+ in the aftermarket. Reebok “Alien Stompers” went for \$180 landed and are lighting up eBay for

\$1,000 a pair – and they were not a difficult cop. As a reseller, these kinds of drops will all be on your agenda.

More typically, though, you'll be looking to double your money or thereabouts on certain Adidas NMD's, certain Ultra Boosts, Air Jordan Retro OG's, certain Nike Air Max releases, certain Supreme items, and stuff like that there.

Some of the players in the sneaker reseller business employ what is known as a *ground game*. This might even mean camping or standing in lines, paying others to camp or stand in lines, entering raffles, and/or paying others to enter raffles. You can find people looking to do this for you at online communities on Twitter and Reddit. You'll see Craigslist ads offering to pay \$100+ for anyone that can secure a winning Yeezy raffle ticket. Your time is better spent elsewhere, in my opinion. With the odds of winning a Yeezy raffle somewhere around 1 in 75, it's just not worth the effort even if you score a pair of 750's and sell them for \$1,700 on Flight Club. But there's nothing wrong with heading to the mall on a weekday to see if you can grab a couple hot pairs Jordans that are supposed to be restocking in local stores that day. Those can often be resold for a quick \$100+ profit per pair.

The term “cooking” refers to using technology, that is a **bot**, to buy shoes for you on popular online drops. We bidders get everything set up at least half-hour ahead of time, and then a few minutes before the drop we start our bots and watch, waiting for the beloved “checkout success” message. Because

we have four or more accounts all hammering the same release at multi-threading speeds, our odds are pretty good.

Botting is only part of our acquisition strategy, though. We score just as many pairs of profitable shoes manually using web browser tricks, by being fast on the trigger reacting to restock alerts. This requires an advance setup as well.

This guide is associated with an inexpensive membership site that includes a forum and chat. It has live feeds piped in containing drop alerts, bot results, aftermarket evaluation, and industry news. We help and encourage each other there, review the various bots, and keep up with proxy providers. I'll be occasionally making reference to our members area as we go along, but you won't actually need it in order to succeed because I'm not holding anything back. The following chapters will provide **full disclosure** on teaching you everything I know for making a lucrative side income as a reseller.

The basics of what you'll need in order to be successful are:

- **Proper Banking Setup** including an appropriate bankroll
- **Acquisition Software** properly configured
- **Live, Breaking Information** (drop alerts & links) from the right sources
- **Market Evaluation** – the ability to predict resale value
- **Wise Selling Practices** so you don't get burned

In the pages that follow, I'll give you the specifics of the above points. Upon finishing this guide you'll have all the book knowledge of an expert in this business, and will only need some experience in order to complete your training. We can help you with that, too. So let's get started...

Banking Setup

You need several different banking identities. This is because limited releases only allow one item per customer, and you won't make enough money for this to be a worthwhile pursuit settling for one cop every drop. The magic number of banking identities for a part-time reseller is **four**.

Why four? Because there are four *Footsites*. In case you don't know the lingo, Footsites are the brands that reside under the **Foot Locker** umbrella: Foot Locker, Eastbay, Champs Sports, and Footaction. They are all Foot Locker stores, and thus all Foot Locker sites. Take that in. Each of their online stores are essentially differently-branded portals to the same website, as far as our identity is concerned. That means you cannot buy a limited release item, like say a pair of Yeezys, from Foot Locker and Eastbay with the same banking identity (credit card number **and/or** same billing address). If you do, both orders will be cancelled because of violating the "one per customer" rule.

By the way, limited releases are the dinner bell in this business. Low supply on high-demand products commands greater resale value. The "one per customer" releases are exactly what you are after – only you want to score multiple times on the drop. In order to accomplish this, you must "become" several different people with different addresses and payment methods. This is probably the most significant fundamental concept that separates the pros from the wannabes in the shoe game.

Let's tackle addresses first. Do you have any family living in your city? What about close friends you know you can trust? These are going to be your first considerations. Explain your new business to them and ask if it's okay that you have a package shipped to their house once in a while.

Doesn't work for you? No big deal. There are other solutions; specifically, **mail forwarding services**.

Please note that P.O. Box addresses are undesirable because many shoe retailers won't ship to them. Some do, but having a P.O. Box for an address on one of your accounts restricts your coping capabilities. You don't want anything restricting your coping capabilities.

These days, you can probably find multiple mailing center businesses in any medium-sized city. Many of them offer mail forwarding as well – it will take you a couple extra days to receive your product that way, but if you live in a rural area this may be your only option. In my city, for example, three miles from my house there is a business called *The Mail Center*. They offer a rented “mailbox” service and advertise the fact that my address will not be a P.O. Box. It will look like this:

My Name

16787 Nike Blvd. #_____

Adidas Beach, CA 90210

They also offer mail forwarding service, which I don't need. I like the fact I can drop my USPS packages off there as well,

killing two reseller birds with one stone. The monthly fee for this is \$21, and there's always someone there to sign for my packages.

But that's only one address. Isn't the cost going to be too much, especially if you need to use two or three of these places? Not really. If you maintain four banking identities, you'll be randomly distributing your cops across all of them. Each one will probably be responsible for at least \$700 in net profits in any given month, so even if each address costs you \$30 (and they won't) you're good. Don't forget all such business expenses are tax-deductible.

Got your four different addresses lined up? Good. Now let's talk banking. The way this is done is with **prepaid credit cards**. You can buy them at just about any drug store, convenience store, or supermarket these days. You can also order them online. Most are reloadable. Most don't do credit checks. Most let you change your address when you register them online, and some even let you change the spelling of your name (a good idea if you do not have a common name).

You need to understand how these work. The store where you buy a prepaid credit card will usually swipe your ID upon purchase as an anti-terrorism precaution, or so they say. Go ahead and fully load it with \$500 right there at the cash register. Most cards will be usable from that moment, but at that point it works like a gift card. The way vendors verify purchaser

information on gift cards is by name and zip code only. This is **not** what you want, because it will be too easy to cross-reference your multiple purchases. Moreover, some sites do not accept gift cards for payment – and they don't work with some of the better bots, either. No Bueno.

The solution is to take them home and register them. This is done in about two minutes online. When so doing, you can change your address – without any hassle – on most cards. Some will even let you respell your name. The second you complete the online registration process, your prepaid credit card acts like a “real” credit card with the online vendors. They won't know any difference when they charge it. That means they verify the name and entire physical address with the bank upon purchase, not just the zip code. Since the entire process is automated, your order completes – as it came from a different bank and different address than any of their other orders. (Vendors don't typically cross-reference names, because many people have the same names.)

The prepaid-card bank will mail you a permanent card after you register it online (to the address you registered, so make sure your stupid son-in-law doesn't trash it). The card you got in the flimsy packet at the store is temporary – but still fully usable until you register the permanent one, which will replace it at that point. To clarify: Once you register the temporary card online, it behaves like a real credit card with vendors and you can use it before receiving/activating the permanent card you'll be getting

in the mail. The permanent card, however, is reloadable and usable at ATMs. The temporary one is not. Once you register a card, you cannot do so again with that same card issuing company as you are normally allowed only one account with each “card.” So make sure you either get the permanent reloadable card, or use the funds up on the temporary one after registering it and then trash it in search of another. Which brings up the fact that...

There is a **huge** difference in fees among prepaid credit cards! They make their fees in different ways. You **don't** want a high monthly maintenance fee! Also try to avoid unreasonable fees for making spends. Small charges for a loading transaction are fine – we're talking under \$5 here, but obviously load each card to the limit (usually \$500) whenever you load. Many stores have a \$500 total daily limit on loading prepaid cards, so you may have to go to a couple different places to reload multiple cards. Cards can be reloaded online via bank or Paypal transfers, but it takes 3-5 business days and you could miss some primo restock alerts in the meantime – so that's no good. Go to the bank, get cash, go to the stores and reload. Keep all your receipts in a tax file.

We review different prepaid cards in our members area, and you can Google search the fees for any you are considering at your local stores right there from your smart phone before purchasing. Two that we like are *American Express Serve* and

NetSpend. One that we hate is *AccountNow* (and we caution you to be weary of the fees on all GreenDot cards).

Using **your regular credit or debit card** (with your real home address) for one of your purchasing accounts can be problematic, because banks flag too many transactions for unusual activity these days. If you have a bank who is cool about this, you can probably break them into the new pattern slowly, buying one pair of shoes online here and there. Also, you might be able to prevent problems by calling your bank before a drop date and telling them you'll be buying shoes online this Saturday and don't want any problems. Personally, I prefer assigning one of my prepaid cards my real info in order to avoid this scenario.

International Parcel Forwarding

We've barely gotten into this guide and already I'm about to drop a valuable pro tip on you that very few sneakerheads are doing (or even know about). When a hot shoe drops on the wrong side of the pond, you can still buy it directly from Nike or Adidas and use a parcel forwarding service for a shipping address. For example, the online UK stores for Nike and Adidas will allow you to pay with a US billing address as long as the shipping address is in the UK. At the time of this writing, a US Paypal account works beautifully as a payment method for Adidas/UK. For Nike UK you'll have to use one of your prepaid cards.

The reason so few people are doing this is probably because they don't know how easy it is, and/or they don't realize you can buy from Nike & Adidas UK with a US billing address.

Listen: It is **so** easy. You can open an account at...

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