

# **The Hype Sniper Cookbook 2**

*Advanced Tactics for 2018 & Beyond*

**Hype Sniper**

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## **Table of Contents**

Preface	4
Upping your Game	6
Progressive Banking Setups	11
Winning the Bot War	20
New Proxy Solutions	31
Hourly Server Setup	39
The Latest Browser Tricks	46
Monitors and Restocks	58
Markets and Investing	64
Jigs and Rigs	69
Ballot Stuffing	79
Supreme Shenanigans	90
Loaded for Bear	95
Proverbs for Resellers	102

## Preface

This book has been rewritten 4-5 times prior to publication. Can you guess why? If you are a seasoned reseller, I'm sure you nailed it: things keep changing. The manuscript would get mostly done, put on the back burner for a few weeks, and then find itself in need of another complete rewrite.

The main problem lies in giving specific walk-through instructions, for just about anything. Therefore, I decided to focus more on principles than “step by step” in the final rewrite. Some specific instructions survived, but where the reader encounters those you are advised to look beyond the steps described to the reasons behind them, thereby soaking in a deeper-rooted education that the sneaker reselling ebbs and tides will be unable to shipwreck.

A good example is the chapter on **setting up an AWS server**. I had to be especially mindful of the specific steps involved there. When I say, for instance, to set an “elastic IP” on your server, be aware that Amazon may well rename that function by the time you read this. If you absorb the material in the way I advise, you will understand that you want to assign a sticky IP address to the virtual server, so that every time you stop and start it you can access by the same IP (so your saved RPC connection will still work, and any IP-authorized proxies saved on the server will also still work the next time you restart the instance). Whatever

Amazon may rename this feature, it is sure to be descriptive enough to let you know what it essentially is, and be reasonably findable on the EC2 dashboard. Relying on instructions for specific steps would leave you lost, confused, and possibly stressed over such a matter when the process has undergone an interface redesign. But understanding the logic behind the steps provides you with knowledge and confidence which cannot be squelched by a mere redecorating job.

It boils down to the old adage about teaching a man to fish vs. giving him a fish. Let's hope your goal is to become a master fisherman, not just told where the fish happen to be biting today.

## Upping your Game

In our first cookbook, we taught you how to get 4+ pairs of limited sneakers from the same site when the “one per customer” rule is posted. That was basic training. The focus there was on the principles and tactics typical sneakerheads use on hyped releases to grab multiples, in order to make a few bucks and perhaps pay for their personal pairs in so doing. It was sneaker cooking 101, but that training manual should not be skipped by amateur chefs. It is timeless, foundational material.

In this manual, we will show you how to score 25+ pairs on the same hyped release.

Yeah.

But that is only the beginning. We are taking it up three notches in every aspect of sneaker reselling, reaching for the upper pinnacle of performance that only the top sneaker chefs achieve with regularity. If you have the resolve, there is no reason you cannot join their ranks.

As the operator of a 200+ member cook group, I am blessed with the opportunity to routinely interact with a handful of consistently successful chefs. They usually aren't shy about sharing their methods with me. This is probably because the methods contain nothing shockingly revolutionary. Anyone serious about reselling will have access to the same tools and

knowledge. But knowing this stuff and doing it, especially with confidence and efficiency, are two different things.

It doesn't take much more prep time to go after 25 pairs of Yeezys than going after 4 pairs. Not once you have a basic infrastructure in place. I'll be examining an exact setup targeting 25 pairs of a hyped release later in this book, but the point I want to make here is that the difference between making \$1,000 on a release or making \$5,000 boils down to focusing on the tasks which produce the highest returns and not letting all the rest of the noise distract you. Use the best tactics. Don't get so sucked into the hype that you end up chasing your tail on low-return efforts while missing the bigger picture.

Stress should be a non-factor. I really don't think the serious operators who "go big or bust" experience anywhere near the stress the average sneakerhead does, who is lucky to get 2-3 pairs of the most hyped releases (if that). It's a simple matter to analyze which tactics offer the best chances of success at your current operational level, and set that up correctly. Right?

Of course, you need to understand which tactics actually offer the best chances at any given time, and know exactly which steps that best setup consists of. This is why it's so valuable to belong to a cook group. The more members the better, as you can get an accurate picture of the current landscape before all major drops by hearing the opinions of multiple chefs you have come to respect. Our goal is to turn you into one of the resident experts.

If you are anything less than a serious operator today, why not up your game? Wouldn't you like to post your own flex pic of yourself standing inside a fort constructed of high-demand sneaker boxes currently flipping for double? What's holding you back?

The most common answer is probably time – an understandable dilemma. But if you are sacrificing sleep the night before a big drop, you are probably already investing at least as much time as a serious operator. You just aren't spending it wisely. Honestly, how many pairs have you scored from consortium sites that drop in the middle of the night while the serious operators are likely sleeping? This comes down to measuring your return on effort and only going where the fishing is good. Being so zonked out you nod off when one of your Adidas windows gets past splash isn't helping your cause. (That's assuming you don't have a working jig for bypassing splash. Often, one is working. Trying to find out about it on Twitter puts you too far behind and subjects you to too many troll posts. Again, you need a good network for this, and you need to keep up with what is happening even during the lulls between the heat.)

Resources should be acquired, allocated, and set up as much as possible during the downtime between the big drops. Scrambling to deploy servers and learning the proper setup for the bots you have decided to use the day before a release creates stress, and sets you up for being a zombie with an L on your forehead on release day. Trust me, another hyped release is coming soon. The time to start setting up for it is now.



That being said, one must also control their expenses, especially during the off-periods. If you are paying server fees and keeping a high-bandwidth residential proxy service like Luminati alive, it doesn't take more than a couple of slow months to gobble up too big of a chunk of your profits from the month that was lit. Monthly expenses add up faster than they would appear. There are some things you do want to have at the ready all the time, but those costs should be minimal. Paying \$250+ per month for servers+proxies is what you need to keep an eye on. So while you absolutely need to have the right resources at your disposal, you must also watch the books and run your business efficiently. Do that, and you can truly call yourself a smart operator – and the sound of those boxes landing on your porch will be all the sweeter.

To make a big score on the next big release, simply:

- Target the sites where the highest number of pairs will be dropping
- Have the best available technology for those sites set up in the best possible way
- Multiply that setup as much as your resources allow

Think about it. If you have the above scenario in place, your chances of getting a few good hours of sleep before the release are a lot better, don't you think? And then if you find yourself up late and want to take a shot at a couple of those smaller boutique drops, so be it – but consider it gravy if you score.

Either way there is no stress, as you are loaded for bear where the real action will be.

We've already been over the basics in our first cookbook, and will not rehash that material. You should, by now, understand the procedure for creating multiple billing identities so you appear as different people purchasing from the same site. We'll look at additional payment solutions for those identities in the next chapter, but will not redo basic training. We're going to build from that to become master chefs. So let's get started...

## **Progressive Banking Setups**

Virtual credit cards hit the sneaker scene in 2016, and sneakerheads quickly discovered how well they work for online purchases. This type of billing solution is unbeatably convenient. No running to the bank and then to 7-11 to reload prepaid cards.

But these products have their own set of pros and cons. Let's look at them individually.

### **Privacy.com**

This is a virtual Visa debit card program that works with just about any bank account. It requires you to have a reasonable balance in whatever account you link, because Privacy.com essentially spots you the funds for use before charging your bank account a few seconds later. This procedure results in an unfortunate initial daily charge limit of \$1,000 and a monthly limit of \$3,000. But it's a pretty awesome solution for spending that first thousand on release day. (Recently they have begun increasing limits for established accounts who ask for it. I just got mine raised to \$1,500 per day and \$4,500 per month.)

What's unique about this service is they have an official policy of allowing you to use any name and address for your charges. That is to say, Privacy.com will verify the transaction with the vendor for any name and address as long as the card number,

expiration date, and cvv number for the virtual card used all match. They allow you to make about a dozen virtual cards for use at any given time. (Their official policy states you can make more cards than this, but in practice they will limit you when it comes to unused virtual cards, especially new accounts. You'll be lucky if you can get 15 open cards created.) Each card can be a "single merchant" or a "burner" card. After use, the cards can be destroyed and replaced if so desired.

**Single merchant cards** lock to the first vendor you use them at. They can then only be used at that same site. This is fine, as long as you are organized enough to keep them straight after they get charged so you know which ones work on which site. You can rename them on your Privacy.com dashboard to help with that, and label them on a text file or spreadsheet, in addition to naming the profile accordingly in your bots. If you are not that organized, or just don't want to mess around with it, simply destroy and replace them after each use – or stick with burner cards.

**Burner cards** can be used once. Privacy destroys them for you after they are charged. One advantage to this is you know a bot will never charge the same card twice during a release, putting you at risk for cancellation as a result. And it's easier to organize your card numbers if they are all burner – as you know to visit your dashboard, create a new card, and replace the numbers on your documents and bot profiles any time one gets used.

Privacy.com is my favorite card to use when it works. It doesn't always work, unfortunately. Adidas and Supreme both seem to be able to identify and block them when they want to. As of this writing, Privacy cards are working well on all Shopify and footsites, and most consortium sites. They have also been working on Adidas and Nike lately. They tend to come through often enough to justify using them in a significant portion of your bot tasks.

Another drawback is their limitation, as you can only have a dozen or so unused card numbers going. And then there's that pesky daily spend limit, which applies to your entire account – it is not per card.

Privacy.com is not always open for new account signups. It is highly recommended to sign up when they are.

## **EntroPay**

Entropay is an online wallet account that lets you create virtual prepaid credit cards and fund them from your wallet. They also allow you to add funds directly to any created prepaid card using other credit or debit cards. So it's convenient. You can destroy cards and create new ones any time, instantly swapping money in your wallet between any of your virtual cards. Your wallet can be funded by direct bank transfer. Everything is done online and the only fees are a 1% charge to send funds to your account, which is in line with the loading fees on most plastic prepaid cards (considering that most of those charge \$4-5 for a \$500 load).

All your virtual cards will be tied to the same identity, though, and they require ID verification documents to be uploaded. This means you can only use your home address for delivery. But if you have an address that is easy to jig, this can be a good solution as there are no monthly fees to maintain it.

### **Big Bank Virtual Cards**

Capital One is now offering a credit card account called **Eno** that allows you to make a large number of virtual credit cards. Bank of America now has a feature called...

--- End Sample ---

*To continue reading, to learn the latest tactics master sneaker chefs use to score 25+ pairs on a release, and to join our private group where we discuss each week's drops and help each other cook, sign up at:*

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