

# **GOLDEN OPPORTUNITY**

**HOW TO  
MAXIMIZE  
YOUR GOLD  
BUYING  
BUSINESS!**



## **What You'll Learn:**

**Chapter 1: Why the gold business now?**

**Chapter 2: How to identify purity levels?**

**Chapter 3: Higher purity items.**

**Chapter 4: Frequently asked questions and how to answer them.**

**Chapter 5: Ways to find gold to buy!**

# **Chapter 1**

## **Why Gold Now?**

**Gold has had value since the beginning. In Genesis 2:10-12 it tells of the river of Pison out of Eden, and “the land of Havilah, where there is gold: and the gold of that land is good.”**



**The coin shown above dates back to the Roman Empire. Gold has long been a symbol of beauty and power. The lure of gold is what created the gold rush of 1848. There was a global migration to California due to gold being found.**

**Until 1971 all dollars printed were backed by gold owned by the federal government and stored at Fort Knox. Until the 1960's due to our large amounts of gold and our military strength the dollar was viewed as good as gold worldwide. The value of the dollar was 1/35 ounce gold meaning the Federal Reserve set the value of gold at \$35 per ounce. However, the government in the 1960's began printing more money than they had gold to back it with. The French and a few other**

**countries began to demand one ounce of gold for thirty five dollars. The U.S Government had to disband the gold backed policy in 1971 due to its inability to fulfill the full backing of the dollars printed.**

**Gold has always been a safe haven for investors during times of inflation. With the current monetary policies in place many believe that inflation will soon follow as the economy recovers. Although no one can say exactly why the price of gold has escalated over the past few years, we do know that it is near an all time high.**

**The business we are in has seen a coming together of the perfect storm over the past few months for this business. The high price of gold. The fact that gold jewelry is now out of style. The fact that gold was so popular in the 1980's through the 1990's and many people have a lot of old gold jewelry gathering dust. Plus the fact that everyone can use the extra cash right now. These factors have all led to a once in a lifetime opportunity for the gold purchasing business.**

**The party atmosphere gives people a comfort**

**level that all their friends are doing it. The party atmosphere is fun and people have never been to a party where they leave with more cash than they came with. The parties breed parties and the business grows with very little effort on its own.**

**I can't think of another job where you get to meet a lot of people that are excited to meet you and get paid at this level. It truly is the perfect business for this time in history.**



# **CHAPTER 2**

## **HOW TO IDENTIFY PURITY LEVELS.**

**Gold comes in many different colors and purity or karat combinations. Pure gold is 24 karat. 24 karat gold has no impurities it is completely gold. All other purity levels have other metals mixed with the gold. Since pure 24 karat gold is so soft there is very little use for it in jewelry. The other metals used can create different color gold. Nickel and silver can assist in creating white gold and copper helps create rose colored gold. The lower the karat the more durable the jewelry.**

**The following is a breakdown of purity levels or karat:**

<b>22 karat</b>	<b>22 parts gold/2 parts alloy</b>	<b>92%</b>
<b>18 karat</b>	<b>18 parts gold/6 parts alloy</b>	<b>75%</b>
<b>14 karat</b>	<b>14 parts gold/10 parts alloy</b>	<b>58.5%</b>
<b>10 karat</b>	<b>10 parts gold/14 parts alloy</b>	<b>41.7%</b>

**Jewelry is typically marked in one of two ways. Most jewelry manufactured in the U.S. and Italy will be marked with the karat identification (10k Or 14K). Jewelry manufactured in other parts of the world is marked with the purification breakdown. In other words, 14K is marked 585.**

**Here are the common markings:**

**24k or 9999 mostly found in coins or pendants**

**22k or 920 mostly found in middle eastern or Asian jewelry**

**18k or 750 like 22k, mostly Middle Eastern or Asian jewelry**

**14k or 585 found in all jewelry**

**10k or 417 found in all jewelry**

**Most (not all) jewelry that has European marking is real. Also, almost all jewelry that is marked with a manufacturers mark and 10k is real. Class rings that have manufacturer marks and 10k are real. Add a Beads that are crimped are real. The more**

**frayed a herringbone necklace is the more likely it is real.**

**The ability to quickly identify jewelry that is not real gold quickly can be a huge advantage at parties. The first thing to do is run a magnet over the jewelry. Gold will not be attracted to the magnet. Make sure the magnet is not just picking up the clasp since some clasps have springs in them that will be attracted to the magnet but the necklace or bracelet may be real.**

**The following are non-gold markings. These markings typically follow the karat purity. After each, I will show you how it may read. If you see these markings , DO NOT BUY!**

**EP– Electroplate 14K EP**

**GE– Gold Electroplate 18K GP**

**GF– Gold Filled 14K GF**

**GS - Gold Shell 14K GS**

**HGE– Heavy Gold Electroplate 14K HE**

**12K 1/20 - Means it is 1/20 of 12K gold plated**

**These are a few common things to look for to quickly distinguish non solid gold jewelry:**

**Earrings that have silver stems are not gold.  
Any watches that have any stainless steel in the band.**

**Earrings that will not bend.**

**18k rings are rarely real.**

**Beads that will not give are not real.**

**Common Silver Markings:**

**925 (.925) Sterling**

**925 NV Nevada Silver**

**835 (.835) British Silver**

**Sterling**

**Taxco**

**STER**

**Common Platinum Markings:**

**Pt (this is the atomic symbol)**

**PLAT**

**Pt900**

**Pt950**

**If you are not sure after these items you can always use the acid test. Also, any items that are heavy should be acid tested. The first step in the acid test is to nick the jewelry with the file. Make sure you ask the customer before you file the jewelry. File in fairly deep to get past the possible heavy plating to the base metal. Put the acid on the area you filed. If it turns green, bubbles or turns black then it is not real. If it stays clear then it is real and at the purity level of the acid used in the testing. If it turns brown, then it is real but at a lower karat purity than the acid you used for the test.**

# Chapter 3

## Higher Purity Items

**Higher purity items are usually the items that drive the values of big clients gold up. They come in the form of coins and Middle Eastern or Asian jewelry.**

**The chain to the left has an S curved clasp. This is indicative of Middle Eastern or Asian gold. Most of this will be 22 karat.**



**They usually have a heavy weight so, make sure you acid test it. Notice how the higher purity gold has a brassy look to it. It is also going to be softer than a typical piece of jewelry.**

**Coins are another common higher purity item. Most coins will be marked 9999 which means it is 99.99% pure gold. They can come in the form of full ounce coins or smaller percentages. Usually the small coins you find in a necklace or ring that is 24k will have something around it to protect it that is 14k.**

**The Panda Ring is a common ring we see. The coin is set in a ring (typically 14k). The coin will say either 1/20 ounce pure gold or 1/10 ounce pure gold. The way to price these is as follows:**



**Weigh the entire ring. If the whole ring weighs 4.7 DWT (pennyweight) and the ring says 1/10 ounce pure gold then we know that 1/10 ounce is 2 DWT. So, we price 2 DWT at the 24k price and 2.7 at the 14k price.**



**The South African Krugerrand is one of the most common coins.**

# **Chapter 4**

## **Frequently Asked Questions**

**Most of the questions we are asked at parties are usually the same. Here are a few questions and how I answer them:**

**Q: What do you pay?**

**A: We pay approximately 70% of the full value of 24 karat pure gold based on the closing price of gold the previous day. 14 karat gold is 58.5% gold and we back our percentages down depending on the karat purity.**

**Q: What do you do with the gold?**

**A: We ship it off to New York to one of the largest smelters in the country. They melt the gold into pure form and recycle it out to banks, investors and jewelers.**

**Q: Can you tell me how much this ring with the diamond is worth?**

**A: I can tell you how much the gold is worth but, stones are not what we do. Any jewelry store can give you an appraisal but I'm sorry I can't.**

**Q: Can you tell me if this diamond is real?**

**A: I'm sorry, that is not my area of expertise and I wouldn't want to give you an opinion that may not be correct.**

**Q:How do you determine what you pay?**

**A: We receive pricing from our home office each day before a party. The prices are set based upon the price of gold, the purity level of each piece and the weight.**

**Q: How can I do what you do?**

**A: Let me give you the owner of the company's phone number and name. He will be glad to discuss it with you.**

# **Chapter 5**

## **How to find gold to buy**

**The lifeblood of any business is a steady flow of customers. The gold business is no different. The main factor in how much money you earn is how much gold you can buy. The parties are a great way to gather a group together and buy from multiple people at one time. However, don't miss out on all the other opportunities to buy gold.**

**Here are a few ideas on where to find party hosts, groups or individuals with gold to sell:**

- 1. Get the email address of every party guest. Then send a follow-up email to each guest telling them you hope they enjoyed the party and if they did chances re their friends will as well. In the email tell them about the benefits of hosting a party and what a good time they are for everyone.**
- 2. Girls night out groups, Bunko, or any gathering of ladies.**
- 3. Fundraisers for charities.**

- 4. Bingo Halls.** The bingo hall will love to have the additional revenue source and the fact that their players will have more cash to spend at their business.
- 5. Radio Ads.** I ran an ad on the local AM station during their swap shop. The ad cost me \$240 and I made that back in the first three days I ran the advertisement.
- 6. Signs.** I had signs printed and put them up in rural areas. I made the cost of the 25 signs back on the first two people I bought gold from.
- 7. Facebook.** Make sure everyone you know realizes you buy gold.

**These are just a few. Let your mind wander. The possibilities are endless. This business is literally a golden opportunity to have a great time and make a substantial amount of money.**