

# GARAGE SALES

## Have a Sense of Humor

You've heard the phrase that honey attracts more flies than vinegar. Well, sometimes, a good laugh brings in a yard sale shopper. Anything that attracts attention means more shoppers and, in the long run, more profit for you.

It's also a way to have a little more fun doing something that can be, at times, more than a little tedious.

### SET A THEME

Riff on a favorite movie or song and set a theme to your sale.

Here's an example: Jurassic Park.

- Flyers and signage: Jurassic-sized deals. Hold on to your butts, this is a big sale!
- Dress up like the characters, dinosaurs included.
- Set up dino-themed scavenger hunts for discounts. This forces people to explore your sale.
- Make a surprise grab bag table, but call them dinosaur eggs.
- Or, go for a whole era: The Eighties.



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- Print out some totally tubular and radical flyers and signage. Hit the neon paper hard.
- Have all the prices end in .80.
- Costumes and big hair, of course.
- Have some portable speakers playing a family-

friendly 1980s playlist.

### JUST MEME IT

This is great if you've got an artist in the family. Sketch out some popular internet memes and use them on your garage sale signage. Like the crazy ex-girlfriend captioned with "Hey, wanna buy all my

stuff?" or a hey-girl meme with Ryan Gosling: Hey, girl. Wanna buy some great gently used bikes and ride them into the sunset?

Or you can also just fire up an internet meme generator and let the printer do the work for you. Your call. Just make sure your signage is easily

readable and easy to understand, even from a distance.

### MAKE THE BEST OF A BAD SITUATION

Moving is a top reason people hold sales, and the end of a relationship, unfortunately, is one big reason people move. If that's the case, and you can find the humor in it, a Cheating Ex-Husband Sale or a Giant Divorce Sale might get you more than a few sympathy dollars. Pro tip: Offer discounts if someone produces their divorce settlement papers.

### KEEP THEM GUESSING

How many ways can you call it a garage or yard sale without calling it a garage or yard sale?

- Crap You May Need For Cheap!
- Is it a Yard Sale or a Department Store? Find Out!
- Completely Random Stuff For Sale Cheap
- Treat Yo Self!

Don't forget to eventually make it clear, maybe in smaller print, that it is actually a garage or yard sale. And include other important information, such as the date, time, place and what you have for sale. Include pictures, if you can, of what you think are the best or most unusual items in your sale. Make sure everything's clean and well-lit before snapping away.

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### BUYER'S TIP

#### Have Fun

You can have fun right along with the sellers in this scenario. Bring your sense of humor as well, and you might be able to negotiate for some better deals just by playing along. And maybe even make some new friends.

## AD SPACE