



Merchandising reflects the many different activities that one does to support the movement of products out of a retailer's door (paid for, of course). It's a great, fun way to make money on your own terms on either a part-time basis to supplement other income, or it can definitely turn into full-time employment if that's your wish. And if you're also a mystery shopper, you'll find that merchandising is the perfect companion to your work--it's the other "Perfect Work-At-Home Job"!

The Quick and Easy Guide to Making Money as a Merchandiser

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**The Quick And Easy Guide
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By

Melanie R. Jordan

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Melanie R. Jordan may be contacted by e-mail using the information provided above regarding this book (including permission to reproduce selections). Your comments, questions and suggestions are welcome.

Introduction

If you're reading this book, you're probably looking for flexible, home-based work that will supplement your current income from your employer, self-employment, a pension, or perhaps you are a stay-at-home Mom or Dad or student looking for a way to make some money. You also may do other flexible, home-based work like mystery shopping, saw some job assignments posted about merchandising, and were wondering what it was all about. No matter what your situation, merchandising can be a great way to make money on your own terms.

I was a mystery shopper—first to supplement my income in sales which fluctuated wildly—one month I had money coming in, the next, someone changes their mind about a purchase and “poof”—no income! I was looking for a way to supplement what I was earning, while evening out the peaks and valleys, and stumbled upon what I then felt was “The Perfect Work-At-Home Job”. Well, it wasn't long before I started seeing assignments also being offered in merchandising, and realized that there was a sequel to mystery shopping. In the spirit of summer movie sequels everywhere—I call it “The Perfect Work-At-Home Job II”.

For those of you who may not have read my books on mystery shopping, here's some background on me. By the way, if you enjoy this book, you'll see when you get to Chapter Ten: *Creating A Dual Career For Maximum Income*, that you'll likely also want to become a mystery shopper if you aren't already. My book *The Perfect Work-At-Home Job: Mystery Shopping* will get you started the right way. Or if you are already a mystery shopper, you

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can learn how to take your career to the next level with my book for experienced shoppers called *How-To Finally Make Money As A Mystery Shopper*.

I am a former Vice President of Marketing for one of the country's top financial corporations who got caught up in a consolidating industry and a merger of giants. For all my hard work, I received the old "terminated due to merger", a.k.a. layoff, a.k.a. downsized, a.k.a. "thanks for your eight years of service and loyalty, don't let the door hit you in the butt on the way out".

Since then, while I did make additional attempts to stay in Corporate America, I found myself asking more and more frequently—"why"? Finally, I made up my mind to create a work life that allowed me to work out of a home-based office on my own schedule. My work had to fit my life, not the other way around.

So I became self-employed doing home-based financial services sales. For awhile it seemed like a good choice given my former corporate background except I discovered one thing—while I did well in sales, it just wasn't what I wanted to do solely in life. Well, at least I got the home-based part right, and ultimately it led to self-employed work as a marketing and infopreneur consultant—much more in line with my love of helping others succeed. But it was at the time I did sales myself that I needed something else to do to bring in some "pocket money" to help me during the down times that are a given in the sales field for my bills and living expenses.

So one day, by surfing the internet, I stumbled upon the concept of Mystery Shopping from a link that led to another link, that led to another link (you know how that goes). Later on, I also decided to expand into the field of merchandising. And while I did well as a mystery shopper, by combining both types of work, I found a way to bring in some very nice money on a regular basis without upfront investment, without going back to school and without people calling my former employers for references (not that I have bad ones, but it's nobody's business what I choose to do).

These were also the "Perfect Work-At-Home Jobs" to support my passion of writing. I am the author of several books you may enjoy in the fields of work-at-home lifestyles, infopreneuring, marketing and health and fitness. Please take a moment to check out my publishing company web site at <http://www.SunLoverPublishing.com> for additional empowering works of mine.

I found that a good guide to getting started in the merchandising field in the fastest, easiest way possible, while also learning what assignments to take on and some of the issues that are unique to merchandising, just didn't exist. So I decided to share all that I have learned with you, so you'll have the benefit of my experiences and save a lot of time and hassle.

So here's what you'll learn:

- how-to get your first merchandising assignment (and keep getting

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merchandising assignments) even if you don't have any experience in this field:

- how-to maximize your merchandiser income;
- how-to create a dual, flexible, home-based career for maximum income;
- the essential items you need in your merchandiser resume, job lead
- response e-mail and cover letter (samples provided);
- the most commonly-used merchandising terms, so you'll sound knowledgeable from day one;
- what it's really like to be a merchandiser;
- 10 qualities you need to make it as a merchandiser;
- how to do a great job, so you get more and more jobs; and
- *so much more that it's time to stop listing everything and get you into the "meat" of this book.*

You'll also want to become a subscriber to my free monthly e-zine *Perfect Work-At-Home Job Update* (a former National Center For Professional Mystery Shopping (NCPMS) Winner—Newsletter Of The Year)—just send an e-mail to mscoach@aweber.com. While the publication focuses on mystery shopping, it also features information on merchandising from time-to-time. Plus, if you want to build yourself a great “dual career” in both fields as I will explain further in Chapter Ten, you'll want all the valuable, free information I provide about mystery shopping.

In my e-zine, I answer select questions from my readers and share some of my latest tips and news from the trenches—*the inside scoop that you've been looking for, but no one tells you.*

Also be sure to regularly check out my web site Mystery Shopper Coach's Corner at <http://www.mysteryshoppercoach.com> for back issues of my e-zine, tips, reports, special offers, my merchandiser section and much more!

Chapter One: So, What Is Merchandising Anyway?

The term “merchandising” is defined by the National Association of Retail Merchandisers (NARM) as “placing a product in an approved and eye appealing configuration”. I would expand on that quite a bit.

To me, merchandising reflects many different activities that one does to support the movement of products out of a retailer’s door (paid for, of course). This can mean having attractive signage or other enticing promotional displays; the way a product is placed and arranged on a shelf or hangers; and having brochures, coupons or other informational material readily available at the point of purchase to encourage the consumer to go home with that item. It can also include ensuring that the right product is out on the sales floor, in the right place, in sufficient quantity and is priced correctly. Often inventory counts need to be made, old and defective stock must be returned and new prices must be put on the merchandise.

A merchandiser will sometimes deliver educational materials to a store, or even give some guidance, so that the management and employees will learn more about the product and how to sell it—increased sales benefit both the store and the manufacturer. Lastly, the merchandiser who goes out on regular assignments to a particular store can become a “goodwill ambassador” for the manufacturer and the positive relationship his or her visits create can often lead to securing better placement of promotional materials, additional orders for the product and possibly even a prized location in the store for the

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manufacturer's product. Just like in real estate, in retailing it's location, location, location!

The merchandiser can be involved in any or all of these tasks, representing the manufacturer who can't be everywhere. He or she ensures that the manufacturer's products are being offered to the consumer (and not stuck in a back room), in a way that appeals to them, and that the hard work of their marketing department to create promotional material that induces sales of those products is not wasted.

Chapter One: Notes



Merchandising reflects the many different activities that one does to support the movement of products out of a retailer's door (paid for, of course). It's a great, fun way to make money on your own terms on either a part-time basis to supplement other income, or it can definitely turn into full-time employment if that's your wish. And if you're also a mystery shopper, you'll find that merchandising is the perfect companion to your work--it's the other "Perfect Work-At-Home Job"!

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