

Attention: FFL Dealers Serious About Making Your Gun Shop a “Real” Business

Is it even possible?

To Turn Your Low Margin Gun Shop Into a Profit Machine... With a Steady Flow of Money and Customers Who Will Recognize YOU as Their “Gun Guy”

As the owner of a small to medium gun shop, your days could be numbered if you don't take some drastic action. Of course, if your gun shop is really just a hobby and you've got a boatload of other cash to fund your retirement, you don't need to read this letter. After all, you aren't really in a business...it's just a hobby for you. And, of course, a hobby is fine, but this letter is for FFL Dealers who want to make sure that you thrive for years to come.

I was reading a forum for gun shop owners and this guy piped in about how bad the industry is right now... no margins, customers leaving for a few pennies, Internet price shopping, large investments, almost no money to be made... really tough stuff.

If this is what your business is like, I'm really sorry. Maybe that's not your situation, but I know enough about the gun shop business to know that a lot of what he says is true. Margins on new guns and ammo just suck. Some are making a little money on used guns. I talk to FFL dealers

almost every day and it's really tough out there.

Maybe to put a little humor on this, I heard another quote from a gun shop owner and he said this **“Want to make a million dollars in the gun shop business? Start with \$2 million and work your way down.”**

It Doesn't Have To Be That Way...

I want you to understand that I feel what you are going through and believe me; I want gun shops to thrive forever. **The gun industry is where I've spent my entire career.** I believe it's one of the most fun businesses to be in, but I'm concerned that we may find a day when all the sales go through chains, big box stores and the Internet.

I just hate to see honest, hard working guys in the firearms industry not making any real money

Who Else Wants to Earn Another \$100,000 Plus From Your Gun Shop Business?

Anyway, I think I may have some ideas to **turn your gun shop into a profit machine.** Maybe your hobby can become a real business. And, **if you are in the category of actually making a decent living from your gun shop, I commend you and I know that there are many of you out there. You are the type of business person who “gets it” and wants to always find that edge that can take your business to the next level.**

Let's be frank.... Some of you are reading this and just saying “I'm OK with where my business is right now. It's really just a part time hobby for me. I like having my FFL and if I can sell a few guns a year, make some transfers and cover my costs, I'm fine with that”. The rest of this letter is not for you.

But, if you are like me and want to see small gun shops survive, including making your business into something that will draw customers, gun enthusiasts and even other gun shop owners to you, I've got some real solutions that will work for you. **In fact, there is substantial money to be made in your business and I can prove it...**

Are You Ready to Easily Learn a New Strategy That Will Add Thousands to Your Gun Shop Bottom Line and Transform Your Passion Into a Real Business?

Just a quick introduction, so you will know where I'm coming from. I'm Gene Kelly and I founded the American Gunsmithing Institute in 1993 and I've personally held an FFL since 1984. I was a gunsmith by training and trade. We've created the premier Gunsmithing course in the industry. (We've trained more working gunsmiths than all the other Gunsmithing schools combined.)

So, yes, the strategy I suggest for your gun shop is to consider professional Gunsmithing services as an add-on and enhancement to your business.

“Repairs and custom guns is where 99% of the profits are made” from the AR-15.com user forum

I just want you to consider what Gunsmithing can add to your business. Once you have all the information, you can decide. Just **keep an open mind for a few minutes** because I know some of you may think that there is no way gunsmithing can work for you.

Briefly, This is What the AGI Gunsmithing Course is All About

And, I do mean briefly. You see right now, I'm not trying to sell you our Master Gunsmithing Courses... all I suggest is that you consider the benefits of adding Gunsmithing to your services

The AGI Master Gunsmithing Course is the Only Certified, Video Based, Study at Home, Firearms Design, Function and Repair Course Available.... Anywhere, At any price!

A few of the benefits of the AGI Course:

- You learn from the Masters in Gunsmithing who give you **confidence to tackle almost any project.**
- Study at your home or office. **Avoid time and trouble of colleges**
- Over **108 detailed videos** that are indexed and available for review and study again and again.

- **Customize guns and/or make custom guns to sell.** for huge profit margins.
- And, we show you how **little equipment and space** you need to get started.
- Being certified sets you up as a “local expert” and really a rock star in the gun business.
- We also provide you, in the master course, with the complete **Business Success Package.**
- And so much more.

Maybe You Have Some Real Questions About Adding Gunsmithing to Your Arsenal.... Just a Few Things We've Heard From Guys Like You

Many FFL Dealers have a stubborn streak. Not sure why, but if you are like me, you might be pretty set in your ways. Before you just dismiss this out of hand, let's go over a couple of the things we've heard from people just like you. We cover all of this in the information we send you.

1. I Don't Have the Time to Devote to This—
2. I'm not really that handy—
3. No room to set up a Gunsmithing area—
4. I don't want the liability of working on other people's guns—
5. Not sure there is real money to be made versus the cost of the course—

(In the information we send, we'll show you how you pay for the course

in just 6-12 months. It's simple, but not enough room here.)

6. I know this might be good for my shop, but I just don't want to be a gunsmith—

Who Really Thinks Your Gun Shop Can Survive on 5-10% Margins, With Gun and Ammo Shortages, While Internet Sales and Big Box Stores Are Competing for Every Dollar?

I'm just telling it like I see it. **You cannot have a sustainable business competing primarily on price.** You can offer great service but long-term relationships are built on trust and credibility. We have a way to set your shop apart from others with **unique, upscale services that your customers just can't get elsewhere.**

With millions of used and antique guns owned by our citizens **there is a huge need for Gunsmiths while the supply of qualified tradesman has dwindled.** Most gun shops can't even find a local gunsmith to send their customers to, let alone take care of their customer's real needs..

Position yourself and your shop as the experts. Have a reputation as the “go to” shop for expensive repairs and customization. And, that's a competitive advantage that Wal-Mart and Cabela's just can't match.

The fact is also that with the rise in gun sales and the backlog of old, out of use guns in the United States, this will be a sustainable business that you can leverage until it's time to exit this industry. And, by the way, when you

do exit, your business will be worth much more to sell because you will have good margin services and a loyal customer list to sell.

All I Suggest is That YOU Check Us Out (You won't be disappointed. I guarantee it.)

I told I wasn't going to sell you anything and that is absolutely true. I know you may still be wondering about AGI and what our courses might be like

I will send you a one hour introductory lesson FREE and all I ask is that you invest just \$9.97 for priority mail shipping and handling. Even this \$9.97 is totally refundable, no questions asked, if you don't think the one hour course meets your expectations.

And, I'm sending you a \$10 AGI Bucks gift certificate to use in purchasing anything from us. So, really I'm paying for you to try out this course and see if you like it!! I must be nuts, but really it's just that I know I can help you.

To order your free one hour course, just call us at 1-800-797-0867 or go directly to www.gunshopsystem.com and you can order online (only \$3.97 ordered online). I can also tell you that there will be other useful information and surprises included with the free course.

Bonus Just for Gun Shop Owners: We've just created a special report called “The Top 10 Mega Marketing Mistakes That

Gun Shop Owners Make” and I'll include that for free with your introductory course. This report alone could get your gun shop back on track.

I realize I may have challenged some of your assumptions and even the reason you are in the gun shop business. Know that I do this out of concern and love for our industry.... You're under attack from so many quarters and threatened by economic forces as well. I want you to be one of the survivors so we can work together in our businesses for years to come. Just check out our Free Introductory Course as a small first step and then we'll take it from there.

All the best to you and your gun shop,

Gene Kelly
President, American Gunsmithing Institute

PS: I don't want to be too dramatic, but it's just like I'm throwing you a life preserver and it's up to you to reach out and grab it. This could be the one difference that allows your gun shop to survive and even thrive. **Don't pass this up.**

“NONE of this would have ever happened had it not been for AGI... You have a wonderful product! I display my certificates proudly in my show room. Because of you, I now have renewed hope for my financial future. Because of you and what you did, I now have a business. I have new skills, I have satisfaction. In short, you have changed my life. To say “thank you” seems so lame.”

Jeff Kovarik, The Gun Shop, LLC. Park River, ND