

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

*Is it even possible?*

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

**(If Your Gun Shop “Hobby” Business Is Gobbling Up Your Retirement Money or You Aren’t Making at Least Six Figures a Year, Read this Letter Immediately)**

Dear <First Name>

**As the owner of a small to medium gun shop, your days could be numbered if you don’t immediately 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 exclusively is for FFL Dealers who want to make sure that they not only *survive* but *thrive* for years to come.

Here’s **something pretty controversial** I found when I was on a web site forum for gun shop owners: Someone asked a question about starting and owning a gun shop... this is just one guy’s opinion..... And, if this is your experience I’d ask you to just consider **what it would be like to really see your business explode with profit**. I’ll be showing you a system that can transform your firearms business. So, don’t lose hope. But first see if you can relate to the pain this guy is experiencing:

***“How much does it cost to start up? How hard is it getting a loan? How hard is it to turn a profit?”***

*I’ve peeked into that window recently and got my Type 02 FFL to go along with it. I began with my personal inventory of about 40 guns and have bought and traded for more used guns. I’ve bought a couple of new guns but I am not really a gun shop, in that I don’t stock accessories or ammo. Still, I’ve seen enough of the gun business to have some opinions. (I number my 4473 forms and I’m up to 75 since January, if that gives you any idea.)*

*My sense is that a person would have to **be a damn idiot to open a gun shop and think they’re going to make a living in this economy**. There is NO profit on new guns. Unless you count on selling only to clueless customers, you’ll have to cut your margins if you have any hope of competing against Internet sales and Wal-Mart. Seriously, if you make 10 percent on most new guns, you’re doing good. And it doesn’t really matter how much money you can make on guns, you won’t sell many in this economy. Your “customers” will fingerf...k your guns, tell you how it’s just what they’re looking for, how great your price is and that they’ll be in on Friday to get it. Friday never comes.*

*Of course, that’s only IF you have what they want. But you won’t. You’re **going to have to have hugely deep pockets** if you expect to have any kind of inventory. Seriously, think how many options there are now for compact carry pistols. Are you going to stock all, most or many of those? Hunting rifles? Just think how many options there are for caliber, stocks, finish, barrel weights, etc. You going to stock all those? I guarantee whatever you have in stock, the customer in front of you will be looking for something else. You can not imagine what it would cost to stock a decent gun store.....*

*Special orders? Right. Try buying ONE of something and see if you can be competitive. It's not going to happen. You'll check your distributors — the ones that will sell to you — and find that your customer can buy the same gun for the same price or less on Gunbroker. In most cases you'll make just as much money telling them to buy the gun themselves and offering to do the transfer.*

*Ammo and accessories? I haven't really looked into this much but I can't imagine that you can compete. I've never understood why a serious shooter would buy do-dads from the local gun seller when he can find much better prices and selection online. The non-serious shooter is going to Wal-Mart. Where's the piece for the local gunshop? Just loyalty? Maybe if you've been serving the guy and his dad and granddad for years. But as a new guy you don't have much to offer.*

*The ONLY thing a local gun shop going for it is the FFL. Because the law requires transfers be made through a licensed dealer, gun customers have to come to dealers if they want a gun (either through a sale or transfer). If it wasn't for this pseudo monopoly, gun shops would have gone the way of every other kind of specialty shop — eaten up by Wal-Mart and the Internet. But since you can't make money selling new guns, that FFL doesn't offer much protection.*

*Open a gun shop? You bet, sounds like a great idea . . . . 😊*

*Don't get me wrong. I still love dealing in guns and waiting on gun customers. But I'm realistic about it. As a pawnbroker I'm going to make my money in other areas of my store. Yes, I can make a good profit on used guns when I sell them, but those sales are gravy for the business, not the meat or the potatoes. **I can't imagine trying to make it as a true gun shop.***

*Oh, and one more thing: **My business is entirely self-funded.** If you expect a bank to loan you the money to start your business and you're thinking you'll be able to support a major debt load with a gun business, think again. You should probably keep your day job.”*

**I'm sorry if that sounds a little harsh.** And, I didn't write it, but it really struck me when I read it. If this is what your business is like, I'm really, really, sorry. It doesn't have to be. 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 for many people. Margins on new guns and ammo just suck. I talk to FFL dealers almost every day and it's really tough out there. Everyone thinks you must be killing it with all the talk about gun rights and the stampede to buy guns and ammo. But, many of you aren't sure whether to keep going, let alone making a good living.

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 truly love our industry, guns and believe in the rights of gun owners. I believe it can be 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, and big box stores. That's not the way I think the gun business should be run and it pains me to have to say that.

I just hate to see honest, hard working guys in the firearms industry not making any real money. And, I know I can help. It's been my passion since I was a little kid. I've always loved guns, making money and the freedoms they symbolize... in fact the freedom to enjoy life and make a good living is so very

important and dear to me, that I'm raising my right hand as I write this and pledging to you that I will do whatever I can to see this industry succeed.

The truth is that this problem we see in our industry is not unique to gun shops. Many people get into businesses because they have a passion or talent... I think of all my friends who've started restaurants, opened a flower shop, bought a bait shop, converted their home to a B&B, bought a golf course, winery, whatever.... Really many times these turn out to be disasters and it really pains me.

## **Who Else Wants to Earn an Additional \$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. This will benefit you too!!**

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 in new customers, shooters, gun enthusiasts and even have other gun shop owners coming 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...** even with the small margins, gun/ammo shortages and the current assault on our Second Amendment rights.

## **Are You Ready to Easily Learn a New Strategy That Will Add Thousands to Your Gun Shop's 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 am a gunsmith by training and trade. We've created the premier Gunsmithing course in the entire industry. (We've trained more working professional gunsmiths than all the other Gunsmithing schools combined.)

I also founded the Gun Club of America and have other security related businesses. I'm proud to say that I'm a self made (God Blessed) multi-millionaire, so I know a thing or two about business. Surprisingly most of my wealth has been created as a result of my love for the gun industry and it all started with Gunsmithing.

So, **yes, the strategy I am suggesting for your gun shop is to consider an easy way I created to add professional Gunsmithing services as an add-on and enhancement to your business**. If you are already doing Gunsmithing or minor repairs, I know that our professional courses can save you huge amounts of time, expand your abilities and add much to your offerings. And, if you've never really considered Gunsmithing, bear with me for a few minutes while I discuss why I think this can be the best of many alternatives you have for making your gun shop a **thriving profit machine**.....

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

By the way, I will be offering you an essentially **free way to dip your toe in the water** so you can check out our training system. So, really I'm not even trying to sell you anything right now. I just want you to get the information you need so that you can 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... too hard, too much liability, space, tools, time, etc. I'll address all of that, so just read for a few more minutes.

Glenn Thielker, of Hazelwood MO. Says... *"I am a hobby gunsmith, but have started working part-time at a gun shop doing minor repairs, mounting scopes, etc. The AGI video courses are extremely detailed but easily understood. The information and procedures contained in the videos have allowed me to accurately diagnose and repair the guns brought in for work."*

### **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. You can decide later if our course is right for you.

*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 true Master Gunsmiths** like Bob Dunlap, Gene Shuey and Darrell Holland. They give you the **confidence to tackle almost any project**.
- **Study in the comfort of your home, office or shop.** Avoid the time, massive expense and trouble of attending a Gunsmithing course at a college. The tuition, lost wages from your job, along with the living expenses and the stress on your family for a single semester at a college greatly exceeds the total investment in our courses.
- **Learn from Detailed videos** that teach you complete Firearms Design, Function and Repair. They are indexed and available for review and to study again and again. You can **go back to review something you didn't understand whenever you need to**. Or, when you or your staff has a gun to repair and you're stuck or it's an unfamiliar gun, just go to the index and the DVD's. The answer will be there or at least good ideas on how to tackle the problem.
- Our courses shows you how to **customize guns**. There are huge profit margins in this.
- And, we show you how **little equipment and space** you really need to get started. You will be amazed at how **modest an investment** you need to add Gunsmithing to your business humming.
- Being AGI Certified sets you up as the "local expert" and really a rock star in the gun business. Right now there is such a shortage of quality Gunsmithing that the new skills and knowledge you acquire will dwarf others in comparison.
- Actually there is much more to tell you about, but you will get all of that information and more when you take me up on my FREE Offer to learn more about how this could be *the* solution for you.

Read on .....

## Confidence to Become a Gunsmith and Serve Customers

*“I was conditioned to be afraid of trying anything. It’s the same thing you and others expect if you take your gun to a gunsmith- nothing but the best! Upon viewing your introductory tape I was immediately convinced that with your guidance I could start to become a gunsmith – one step at a time!*

*I have gained complete confidence, knowledge and experience that would have been unobtainable before if I had not bought your complete course. It has made myself very happy not to mention friends and customers alike. I thank you for making my dream come true.”*

Floyd A. Pitts III

Blue Sage Firearms Parts & Service, Moses Lake, WA

## 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 you might be pretty set in your ways. Maybe even closed to some new ideas and you have already decided there are great reasons not to do Gunsmithing. How’s that working for you?! I can tell you that I’ve made the same mistake several times and closed my mind to opportunities I should have pursued. So, before you just dismiss this out of hand, let’s go over a couple of the excuses we’ve heard from other people:

1. **I Don’t Have the Time to Devote to This**—Time is always an issue. Really it’s the way we measure our priorities. The point for the AGI course is that this is something you can add to your business at your own pace. Study when you can and add the guns or services that most fit your likes and those of your best customers. In just a few hours a week you can become a Certified Gunsmith in less than a year... all the while making money by working on guns for customers or selling broken guns you bought and fixed. Your course will be paid for before you finish it.

### ***No time to attend full-time school....***

*“Since I am a working person, and going back to full time school is not a possibility, I started researching for schools that provided home courses in gunsmithing. After looking closely and contacting several organizations offering home courses, I decided that AGI offered the best professional gunsmithing program.*

*I highly recommend the AGI course for anyone thinking of becoming a gunsmith and who, like me, is unable to attend a full time school.” Bruce N. Procter Yuma, AZ*

2. **I’m not really that handy**—With basic tools and studying the detailed DVD’s by our expert instructors even someone who has never worked on guns before can pick this up. And, some of the more technical stuff you can just choose not to do until you get more comfortable. Or send out tougher stuff to other Master Gunsmith’s in the AGI network. Really what we find is that most gun shop owners and even gun owners have tinkered with their guns a little. And, our courses help you take your skills to a much higher level, quickly.
3. **No room to set up a Gunsmithing area**—You can get started with an area as small as 4 feet wide by 10 feet long. Just a small workbench and space for some hand tools and guns. Even many of the top gunsmiths do all their work in a shop smaller than the size of a normal 2 car garage. I wonder about gun shops adding shooting ranges, etc. and the cost/space for something like that. I’m not against shooting ranges, but I think that you can invest a lot less and get a lot more from a Gunsmithing service.

4. **I don't want the liability of working on other people's guns**—Actually the insurance to cover Gunsmithing services is quite reasonable, starting as low as about \$50 per month And, it's because the insurance companies have determined that there really aren't big liabilities. We have relationships with insurance companies who can help with this and will be glad to hook you up.
5. **Not sure there is real money to be made versus the cost of the course**—We have AGI students who tell us they are making over \$100,000 a year. So we know it certainly can be done. The money is there and we'll be giving you many business tips of how to get your Maximum Return on Investment. Here a just a few ways to make money from Gunsmithing:
  - a. Routine repairs, scopes, bluing, stock refinishing, etc.
  - b. Selling Frames or Receivers to Customers and then assembling guns from their parts kits.
  - c. Customizing the most popular guns for big \$\$\$ . We show you how step by step. With knowledge it really isn't that hard.
  - d. Perform other customized work like barrels, decorative stocks, special scopes, pillar bedding and so much more. This type of work attracts affluent customers.
  - e. Buy used, broken guns to fix and resell (This is a top secret tip that we suggest to get your experience with Gunsmithing and quickly get your money back from your investment to start Gunsmithing.)
  - f. Perform Gunsmithing services for law enforcement, shooting ranges and other FFL Dealers.
  - g. Hold classes and seminars, either for free or for a reasonable fee. Get the contact information for the people attending these classes and start marketing your guns, custom services, self defense shooting, etc. to these prospects. This is a fast way to increase your customer base and keep them from going to the competition.
6. **I know this might be good for my shop, but I just don't want to be a gunsmith**—What about sponsoring a young person or family member who is looking for a career? Maybe somebody who already works in your shop and could be taught these skills? *What a great situation... you can make more money in your shop and also help another guy get into a satisfying, lifelong career where he can make good money, too!!*

**Renewed HOPE for Financial Future and a real business**

*“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, Owner of “The Gun Shop LLC”, Park River, ND**

*“Yes, I'm building custom rifles. My wife and I are both competition shooters and over the years I got to know more about how the rifles are put together and got interested in starting to build my own and it eventually branched out from there to **where I've started building rifles for others**.*

*Oh, I love the way Bob has of teaching and putting forth the information in an understandable way, easy to use, especially now that the courses are on DVD and catalogued. **You can go to the indexes and go directly to the information on whatever problem that you're facing at the time**, very quick, very easy, very accurate and I enjoy them very much. They're very worthwhile.” **Clark Faye, Phoenix, Arizona***

## **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'd remind you that I've been in your shoes and know what you are going through. I have every reason to want your success, so 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. I know that in the last few years you have seen real swings in the business, with times that you had almost nothing to sell. How can you profit with nothing to sell? Well we have a way to set your shop apart from others with unique, upscale services that your customers just can't get elsewhere.

With hundreds of millions of used and antique guns owned in the USA **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. Our systemized training and marketing approach can be the solution for you.

Position yourself and your shop as the experts. Believe me if you devote yourself to the AGI course you will be light years ahead of other local gun shops with a reputation as the "go to" shop for repairs and customization. And, that's a competitive advantage that Wal-Mart and other Big Box Stores just can't match. This is the **way to build those solid relationships and trust.**

With the massive rise in gun sales and new gun owners, we will have a dire need for Gunsmiths for at least the next several decades. This is not just a quick fix, overnight strategy, but 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 For Next to Nothing (You won't be disappointed. I guarantee it.)**

I told I wasn't going to sell you anything right now and that is absolutely true. I know you may still be wondering about the American Gunsmithing Institute (AGI) and what our courses might be like. And, you may want to check out what it might feel like to be enrolled in our courses. So, I have a way for you to test drive and see what we're all about.

**I will send you a one hour introductory lesson DVD and information package for FREE,** all I ask is that you invest just \$3.97 for priority mail shipping and handling. Even this \$3.97 is totally refundable, no questions asked, if you don't think the one hour course and information package 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 learn how this course can make you money!! You may think that I must be *nuts*, but really it's just that I know I can help you. To do that I need you to take the first step...

To order your **free one hour course and information package,** just call us at **1-800-797-0867** and just refer to **FFL-13** or go directly to [www.AmericanGunsmithingInstitute.org](http://www.AmericanGunsmithingInstitute.org) and you can order your FREE Lesson and info package online. I can also tell you that there will be other information you will find useful and surprises included with the free course. Remember to refer to offer "FFL-13".

**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.

**No Risk...just try it**

*"Well, the simplest thing is buy the \$10 introductory class, find out for yourself. It shows them what they're going to get. You have a money back guarantee, so you're really not risking anything other than a little bit of your time. I know some other people who have these courses and nobody sent them back. They're keepers."*      **John Connick, Astoria, New York**

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 enjoy working 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. Call us at 1-800-797-0867.

All the best,

Sincerely,

*Gene Kelly*

Gene Kelly, President, American Gunsmithing Institute

**PS:** If you're serious about operating a sustainable, thriving gun shop, you really do owe it to yourself to at least check out our Free Introductory Course Sample DVD and Information Package. And, I'll be sending along some other goodies as well as our new report "The Top Ten Mega Marketing Mistakes That Gun Shops Make." Just give us a call at **1-800-797-0867** or go directly to [www.AmericanGunsmithingInstitute.org](http://www.AmericanGunsmithingInstitute.org) and you can order online. **Refer to "FFL-13"**

**PPS:** And, don't forget that even your \$3.97 minor investment in the Shipping and Handling is **guaranteed.** And, I'm sending you \$10 to spend with us. You really can't go wrong. Just order the Free Course right now.

**PPPS:** 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.**

*"I have a small retail gun shop. I've taken the ICS "Home Study" gunsmithing course but it didn't cover anywhere near as many guns in as much detail as AGI's course. Your detailed index is impressive. I can look up a problem and find it in your video quickly. In the pistolsmithing videos, the oversized hammer/sear mock-up clearly show how the parts interact. This is the Secret to making money Gunsmithing!"*

*John P. Koenig  
Center Moriches, NY*

*Refer To "FFL -13"*

**CALL 1-800-797-0867 to Get Your FREE Introductory DVD Lesson and Information Package.**