

✓ ***I don't have any customers who'd pay that much!***

Of course not! These are new clients who are looking for specialty bullets, not the same horse-traders who come in every week. When Shooting Times and American Rifleman and Guns & Ammo mention your new product offering in their reloading column, you'll get letters, faxes and calls from people who don't even know you exist right now. (Your old clients may come around, too, after you are famous for that new design everyone is talking about).

✓ ***Everyone buys standard factory bullets!***

Sure they do. And about one out of every hundred shooters buys custom bullets because they want the best, or something different, or because they have unusual guns for which there are NO standard bullets. With about three million handloaders in the USA alone, your market looks pretty good—especially from out of town sales.

✓ ***Nobody spends that much for a bullet.***

Ever heard of Glaser Safety Slugs? Trophy Bonded Bullets? Bitterroot Bonded Bullets? Swift A-Frame Bullets? Check out the listings of custom bullet makers in the World Directory of Custom Bullet Makers: \$24.50 from Corbin publications, or look at the web page on the internet at www.corbins.com. Who keeps these guys and 300 other full time custom bullet makers in business?

✓ ***It's probably too hard to do; I don't want to learn.***

If you can reload a rifle case, you can swage bullets. It's a lot easier than casting, and much faster. Cut a piece of lead wire, drop it in a die, and pull the handle on the swage press. (Most people can chew gum while pulling the handle and still not fall off the chair.)

✓ ***I'm so rich I don't care about making money.***

Can't argue with that! But if you don't think you've made enough yet, why not send for Corbin's Market Information Package (M.I.P., \$4) and find out how hundreds of others did it?

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Gunshop Owners!

***Make 40% Profits and MORE,
for an investment of
less than \$12,000 selling
your own brand of
custom bullets!***



Here's a whole new world of opportunities:

- ✓ Free publicity in national publications
- ✓ Get sales from clients outside your area
- ✓ Open up international direct sales
- ✓ Use slow times to make high profit products
- ✓ Takes nothing away from your busy times!
- ✓ Quickly train anyone to do the production
- ✓ Make products available nowhere else!
- ✓ Build a reputation as an expert bullet maker
- ✓ Attract buyers to see bullets being made
- ✓ Easy to learn, safe to use: no molten lead
- ✓ Make products with little or no competition
- ✓ Bullets sell for @ \$1.50 average

***Why do some sporting goods
stores fail to take advantage of
such a profitable opportunity?***



- ✓ ***I'd rather sell more low profit products.***
Why? Is it more fun to work harder and be paid less for it? Margins of 10% to 20% are OK, but if you could put out the same effort selling a product that had your own name on it and made 40% or more, wouldn't that build a better future for you? Which is better, selling 1000 bullets for 5 cents each or selling 50 bullets for a dollar each? You make the same \$50 either way... or do you?
- ✓ ***I don't know anything about bullet swaging.***
That's what Corbin does: educates business people about the market and the technology that we have developed over the past two decades, so you can take advantage of it. Hardly any of our present successful clients knew anything about swaging before they visited with us, read the books and tried it. Today, most of them want to kick themselves for not doing it ten years sooner!
- ✓ ***It must not work or everyone would be doing it.***
So that means everyone was writing software for personal computers before Bill Gates founded MicroSoft, and the world is full of billionaires now? Or everyone was making bonded core, copper tubing jacket hunting bullets long before Corbin's clients got buried in orders at \$37.50 per box of 20? *I don't think so!* What makes people wealthy is doing something everyone else is NOT doing, and doing it WELL. The opportunity for custom bullet makers has never been better today, precisely because not all that many people are doing it.
- ✓ ***I don't have time to learn something new.***
It's not that hard, or that new. You know how to reload. This is easier. You know how to poke tobacco into a pipe bowl or dirt into a post hole. Well, swaging is just poking lead into a die hole, only you use more pressure and more precise tools than you normally see in reloading. Most people learn how to swage good bullets in about ten minutes. You never stop learning. Your imagination is your only limit. But if you spend any time waiting for a customer to walk into the store, you've got time to learn how to make great bullets.

Helical finned 12-gauge shotgun slug,	
List.....	3.00 each.
Cost.....	0.20
Profit.....	2.80



- ✓ ***I'm nervous about something I haven't done.***
So am I, sometimes. But this isn't brain surgery. It's a simple, elegant technology that turns ductile metal into perfect mirror images of the diamond-lapped dies and punch ends by applying pressure. Get the Library of Bullet Swaging, virtually everything in print about it today: read through it, look at the photos. Remember, Corbin has been providing this to businesses around the world for over twenty years: it works or we wouldn't be here. Neither would most of the custom bullet makers you read about every day in the gun magazines!
- ✓ ***The market is already saturated with bullets!***
This is just the opposite of "nobody's doing it so it must not work". Actually there are 250-300 full time custom bullet businesses in the world at any one time, and 99% of them use Corbin equipment. But there are over 537 calibers listed in "Cartridges of the World", and only about 90 are being built by those firms. Also, with swaging there are thousands of weights and designs for each caliber. Finally, most custom bullet makers are buried in orders: there seems to be plenty of demand to go around. People have been using this as an excuse not to make money ever since we developed the first custom bullet firms decades ago! The market is saturated with standard factory and cast lead bullets that sell for pennies. There is always room at the top for the best bullet.
- ✓ ***We're a gunstore, not a manufacturer.***
So, why not become one? A gun store is the ideal place for a custom bullet business because (1) it draws clients for guns and accessories when the curious non-buyers come to gawk at your process and tools, and (2) it gives your store free national (and international) publicity when the gun writers mention your products, and (3) it fills in slack periods and lets you use part-time help to better advantage, and finally (4) it makes you an expert, a guru of something most shooters barely understand (making jacketed bullets) so your word carries more weight when it comes to all things gunlike.
- ✓ ***We don't have room for a bullet business.***
Hmmm...here's something that takes about two feet on your benchtop, turns slack time into the most profitable time you'll spend in the store, makes products that put you on the map and give you an expert status in the eyes of your clients, and just incidently makes products that have at least 40% profit (some have 500-600%). Just how does dusty inventory with 10% margins make better use of the same space?