

Survive In Place Barter & Negotiating

The Ultimate Step-By-Step guide to creating your Urban Survival Plan

SurviveInPlace

Bartering And Negotiating in Post-Disaster Survival Situations

**How Negotiating Will Help You Buy Your Life Back
Time Tested Negotiating Strategies and Tactics
History & Background of Bartering
Top Skills for Survival Bartering
Top Items to Have for Survival Bartering**

By

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On to the meat:

One of the many concerns that people have about a SHTF (poo hits the fan) or TEOTWAWKI (the end of the world as we know it) scenarios is about bartering and trading. Specifically, many people dream of an area like "Barter Town" from the Mad Max movies.

Things may or may not ever get that bad. No matter how bad they get, solid bartering, trading, and negotiating skills are a valuable skill. From trading a cord of wood for a full dose of penicillin or Cipro in a post-disaster situation to getting a discount on a computer at Best Buy, these skills will help you for the rest of your life.

How important is negotiating and bartering? Well, the US Army thinks it's so important that a good chunk of the practical exam for Special Forces Selection (known as "Robin Sage") is built around negotiating, bartering, and dickering. If the US Army thinks this skill is important enough to use as a test for whether or not guys get sent home or get their Green Beret, I think it's worth paying attention to.

You see, they've learned over the years that in non-stable situations like what the Green Berets operate in (and like an urban survival situation) the art of negotiation can make the difference between success and complete failure...or life and death.

We're also going to cover some of the best items and skills that history has shown to go up in value during desperate times.

Some of the tactics that I'm going to share with you are going to be very familiar to you. Others might make your head spin a little. And some might even make you uncomfortable. Whether you decide to use a particular tactic or not, it is very important that you understand them and can identify them when other people are using them on you.

So, here we go. What I'm going to share with you is a very powerful overview of the negotiating skills that I've learned over the last 15 years. During that time, I've taken numerous negotiating courses ranging from the Karass negotiating training that you see in airline magazine to a \$4,500 graduate level negotiating class,

attended several smaller negotiating classes, studied more than 20 books on negotiating, and negotiated thousands of deals ranging from everyday items to a couple of multi-million dollar deals.

You're definitely going to want to print this one out and mark the heck out of it. Underline the sayings and strategies you want to use, write out how you'd customize them so that they sound natural for you, and start using them! You'll be absolutely amazed at how powerful these strategies are.

To paint a picture of JUST how powerful these strategies are, I want you to think about money real quick. In a very real sense, money represents your time. If you had enough money to take care of all of your needs, you could spend the majority of your time with family, volunteering, or doing whatever you are passionate about. Most people call that retirement. When you have the ability to do whatever you want for just a short time, people call it a vacation. In both cases, it takes money to "buy" the time. So every time you overpay for something, one way that you could look at it is that you're voluntarily giving yourself a cut in pay and working harder and for more hours than you have to in order to enjoy the exact same lifestyle.

In everyday life, using these skills has the power to let you spend more time with those you love, give more money to charity, and prepare faster. In a survival situation, using these skills will help you get the best deal when you buy, sell, or barter AND they have the added power of being able to help you negotiate your way out of trouble and de-escalate conflicts.

SUPER NINJA TACTICS FOR SUCCESSFUL NEGOTIATING

I have to admit, I used "super ninja" in part to get a smile on your face. That being said, what I'm going to share with you IS incredibly powerful. The next few pages will arm with the tools you need to out negotiate ALL of the general public and will give you a better than even shot against hard-core professional negotiators.

Negotiating, selling, dickering, debating, and convincing are all different shades of the same color. This is a basic life skill that you use on a daily basis; regardless of how much you like or dislike it. You use the skill any time you talk about where to go to dinner, what movie to see, or what to buy.

Since you do it every day, you might as well be good at it.

As a note, many people dislike negotiating and selling because they don't want to be sold junk or "lose" at negotiating. I'll address both of those concerns.

1. If you effectively sell someone something of high quality that they want and will benefit from, that is a good thing. They will thank you for it and you shouldn't feel bad for helping them overcome their objections...even if you profit from it.
2. If you negotiate an agreement that both you and the other party are happy with, that is also a good thing...even if you end up with a better deal than you would have gotten with the original offer. If you don't negotiate, you're basically agreeing to pay the maximum possible price for the smallest number of features and benefits. Or, if you're the seller, you're offering to give up the most amount of your time, effort, and/or resources for the smallest possible amount in exchange.

I'll use a car as an example. If you go out and negotiate a \$1000 savings on a car compared to the asking price, what did you REALLY just accomplish? Well, if you make \$52,000 per year, that \$1,000 that you saved will "buy" you a week away from work. Actually, it will buy a little more. When you figure in taxes, if you make \$52,000 per year, you probably have to work almost a week and a half in order to have \$1000 in your bank account. So, that \$1,000, in a very real sense, represents a week and a half of your life in the bank. This is not something to be squandered needlessly.

Again, this is time that you could spend with family, friends, serving, volunteering, or anything else that you want to think about when you're on your death bed looking back at how you spent your life. Or it is money that you could give to your church, give to a charity, use to pay off debt, or go on vacation.

This begs the question...is your life/time valuable enough to you to learn a few simple skills so that you can get back those hours, days, and weeks of your life? I certainly hope so.

I'll have links to some of the best negotiating books at the end of this lesson, and mention a few as I'm going through.

PROPER PLANNING WILL GIVE YOU A 30% BETTER OUTCOME

To start with, I want to talk about planning. In an extensive study of negotiations done by Karrass, they found that people who did pre-planning got, on average, a 30% BETTER outcome than people who did not do pre-planning. Again, when you realize that you aren't negotiating with dollars, stuff, or skill, but minutes of your life, this is particularly important.

10 STEPS TO PRE-PLANNING

The most important part of planning is developing your BATNA. It's not complicated...it's just shorthand for Best Alternative To a Negotiated Agreement. In other words, before you go into any negotiation/sale/barter, (I'm going to use these interchangeably from here on) you should know what would make it an acceptable outcome and what would make it an unacceptable outcome.

Let's say that your only form of transportation is walking and you decide to go out to buy a bicycle. If the seller is asking too much, your BATNA or best alternative would be to not buy the bicycle and continue walking. In this case, you're literally deciding when you would walk away from the deal :)

This gives you a LOT of power because it allows you to walk away instead of forcing a bad deal just for the sake of making a deal.

Second, decide what your opening offer will be. If possible, let the other party make the first offer. If you're buying something and they ask you what you want, say something to the effect of, "Well, I'd kind of like it for free, and I'm guessing you'd be happy with a million bucks, but what's a price you could live with?"

Third, make a list of "extras" that you have. These are things that you think have little value to you and a lot of value to the other person that you can throw in to sweeten the deal.

Fourth, make a list of "extras" you think the other party has. These are things that have a lot of value to you and don't cost the other person much, if anything. You want these so you can ask them to throw them in in exchange for the terms they're asking for.

(On #3 and #4, these could be quality considerations, (with produce, brass, or other items) time of delivery, guarantees, assistance, personal instruction, manuals, terms, who transports, etc. As an example, if I want a reloading setup, I may be willing to pay an otherwise outrageous price if it includes the seller delivering it to me, including some brass, primers, powder, and bullets, and guiding me through my first few batches of ammo. That would have tremendous value to me and the seller may enjoy teaching someone the skill that they love.

As another example, let's say that I'm going to a farmers' market because I want to buy some tomatoes for making roasted salsa. Most people don't want to buy soft tomatoes, but I don't mind them at all for making salsa. As a result, I know in advance that I can probably work out a great deal to buy all of someone's tomatoes that they can't sell and are about to throw out.)

Fifth, walk a mile in their shoes. To the extent that you can, put yourself in the other party's shoes and try to figure out all of their needs and wants and how you can fulfill them at little to no cost to you.

There's a pig farmer that I saw on "Dirty Jobs" that does this. He goes to some of the all you can eat buffets on the strip and takes all of their food trash. They used to have to pay the garbage company to take it, but now this farmer takes it and feeds it to his pigs. The casinos save money on garbage and he saves money on food. Win-win.

Sixth, try to figure out a few ways that you can make win-win agreements.

This is important, not only so that you can get your current transaction done, but so that the other will be happy to see you and trade with you again in the future.

Seventh, decide in advance what your concessions will be and don't make them too big. By making big concessions, you'll be training the other party to never accept your initial offer in the future. Each concession should be smaller than the previous one. In addition, they shouldn't be given for free and you should draw them out. Again, this trains the other party so that they don't think that they can keep getting "something for nothing" just by asking.

Eighth, NEVER split the difference just for the sake of splitting the difference, but always count on the other party suggesting that. Ideally, every concession that you make should come at a cost to the other party.

Ninth, pick the time and place of the negotiation. In general, you want to negotiate on home turf or a neutral location. As to time...well, one strategy that I've had a lot of success with at gun shows is to go around at the end of the weekend. People will often give me a better deal because 1. They had a good show and are tired and high on endorphins; 2. They didn't make much and are hungry to hit a certain number; or 3. They're just plain worn out and would love to have one less thing to pack up.

Tenth, try to trade things that people ARE emotional about for things they AREN'T emotional about. An example of this is that if you have some fine chocolate or a mineral bath mix and you find a lady who is selling some of her husband's guns/knives/ammo/gear. Figure out some strategies to take advantage of this in advance. Doing so will also let you know what things YOU are emotional about so that you can monitor yourself closer. Be flexible. You won't know which combination will work for sure until you're in the middle of the negotiation, but thinking about it some in advance will go a long ways towards being able to use the strategy when the time comes.

Ok. You've got your pre-planning done. Now I need to go over a few general rules for negotiating that have served me well over the years.

Before you go into a negotiation, **decide whether or not it will be win-win or adversarial.** In almost every case, I use win-win negotiating. One exception is when buying a car. With a car, it is, for the most part, a zero-sum game. In other words, I'm going to leave with the same car regardless of how much I pay. And the chances of me buying another car from the same seller again are next to zero. As a result, I'm willing to push things. My biggest concern is giving up as little of my time/life (money) as possible for the car.

Famous negotiating coach, Jim Camp from StartWithNo.com told me in an interview that we did that one of his favorite car buying tactics is to go into a dealership, ask for the owner or general manager, and hand them a check for what he's willing to pay. He roughly says, "Here's a check for the car I want. That's what I'm willing to pay. If that's acceptable, then let's do the paperwork. If not, I'll just go find someone who will take it. Keep in mind...whoever cashes that check will get my future business and my referrals as well."

In situations where I'm negotiating over something consumable where I may want to go back repeatedly, I will still make sure to get a good deal, but I take care to make sure that the other party won't be bitter towards me the next time I want to do business with them. In short, I want us to both leave feeling like we got a fair deal.

Never negotiate when you're in need. If you ARE negotiating for something that you need, act or posture yourself so that the other party won't know that you are in need.

Keep in mind that **people will normally ask for more than what they expect to get.**

While **price tags** are considered sales prices in the US, in the rest of the world, they simply tell people the MOST that the vendor is willing to take. Always look at price tags as a starting point. If your offer is rejected 90% of the time, it means that you saved money 10% of the time. Again, money isn't JUST money, it's a representation of your time and effort and it has the ability to buy you time to do what you love most.

Negotiating is a powerful tool. Don't abuse it. With the planning strategies I told you and the negotiating tactics I'm about to tell you, you'll eventually have the ability to get people who aren't as skilled to do things that they'll regret later. Look out for the people you're dealing with. Make sure to be firm but fair in all of your dealings or it WILL come back to bite you.

Let's Get It On!

FACE TO FACE NEGOTIATING TACTICS

Now let's look at some powerful proven tactics you can use when you're face to face.

One of the most important things to do right off the bat is to attempt to **develop rapport**, or to get the other person to **like, trust, and respect** you on a subconscious level.

It may not appear like you can do this with everyone. Some people put up a snarly, mean, tough as nails shell, but that doesn't mean that they aren't human. Your goal isn't necessarily to make them smile and want you for a best friend, but to get them to be just a *little* bit more willing to accept your offer or give you a better deal than they normally would. This isn't black vs. white. It's ALL subtle and in the grey zone.

So, here are six quick tips for developing rapport quickly. They'll work for both buying and selling:

1. **Make non-threatening eye contact.** In fact, smile with your eyes. You know what I mean, whether you realize it or not. Have you ever seen a picture of someone who was smiling and you KNEW it was fake? Generally, that's because, subconsciously, you saw that the area around the eyes didn't look right.

The eyes weren't squinted or the eyebrows were at the wrong angle. You may not consciously have known why, but you knew that something wasn't right. You can accomplish the goal of smiling with your eyes by looking at the person as someone who you want to help and as someone who is going to help you rather than as an adversary that you need to defend yourself against and conquer.

2. **Smile.** This goes with #1. You don't have to go overboard, but try to be pleasant and approach the situation as if you're meeting someone who will be your friend. Smiles are contagious and disarming, if only on a subconscious level.
3. **Assume a non-aggressive posture if possible.** My natural posture when talking to people is to have my feet shoulder width apart in a fighting stance, back straight, and my arms crossed or on my hips. This is universally seen as an aggressive posture. That's not my intent at all and I realized at one

point that I was intimidating some of the people I was dealing with.

As a result, I started putting my hands in my front or back pockets or touching my chin with my hand like "The Thinker", slouching slightly, tilting my head to the side, and sometimes even swaying. You could say I went from looking like a fighter to looking like a professor. It's a very disarming stance and it has worked very well for myself and others.

4. **Compliment the person and or their products.** In fact, one technique that you can use right now with private party car/house/firearm sales is, "This is great. What would possibly make you want to sell it?" If appropriate, you can follow up with, "Wow. I don't know if I could get rid of it, even if that was the case for me." I can't tell you how many times this has unearthed the REAL reason why someone was selling something and allowed me to structure a deal that was great for them and not just based on a dollar amount. It is also a great way to get a seller to tell you what's wrong with whatever they're selling.

You can use this when you're selling something as well. You MUST be honest. People will sniff out a fake compliment immediately. If possible, try to use the compliment to bring up something that you share in common with the other person, like, "I like your flag lapel. I've got one just like it at home." Or, "You've got a beautiful smile. It reminds me of my favorite cousin." Again, be honest with this and don't overdo it. It's powerful like nitroglycerine. A little bit heals hearts. Too much blows up bridges.

5. **Mirroring.** This is something that many people do subconsciously. If you pay attention to it, it is very powerful. In short, people tend to be attracted to others who they are similar to. Like using a compliment to bring up a common trait, mirroring causes people to feel a common bond with you. Some people take mirroring to the extreme and cross arms, change stances, and even alter their breathing rate to match the person they're talking to. This is hard to pull off and tends to look awkward.

A simpler way to mirror is to match the speed that the other person is talking, the grade level that they're talking at, and their intensity, (unless you're trying to calm them down) and use some of the same words that they're using.

Would it surprise you to know that you already do this? When you talk to young children, don't you get down to their level, use more facial expressions

than normal, talk slowly and clearly, and use simple words?

You don't do this to be manipulative; you do it to be polite and more effective with your communication. Well, when you use mirroring with adults, it makes your communication more effective too.

So, what else can you do physically to help in a face to face negotiation?

One thing is to **visibly flinch at the first offer**. You could simply squint your face like you just smelled something nasty or got a mouth full tart lemon and say, "Oooh" or any other audible sound of shock. You might not have to say ANYTHING else to get a concession.

If you're buying, you could follow up with, "I can see why you'd ask that much right off the bat, and I'd love to be able to pay that much but the simple fact is that I don't have that much to spend on that." This statement does a few things. First, it doesn't challenge the value of what they're selling, so they don't have to get defensive. Second, it introduces the assumption that this was their first offer and they should try again. Finally, it plants the idea in the person's mind that you're willing to buy, but just can't at that price.

If you're selling, you could follow up your flinch with something like, "You know, I'd love to see you walk away with it, but I'd rather hold on to it than agree to something that's not good for both of us. What do you think is fair?" Again, there are a few reasons for this. First, you've planted the idea that you'd like to see them walk away with the item. Second, you've said that you're not desperate to get rid of it. And finally, you've planted the idea that you're not trying to "take" them and you want to figure something out where everyone walks away happy.

Another physical strategy is to **stare at defects, but don't say anything**. Just stare until the seller gets uncomfortable and explains the defect. It normally doesn't take very long at all and they'll normally offer a concession without you having to ask or actually say anything bad about what they're selling.

Watch eye pupils. Pupils will momentarily dilate and nostrils will flare when people see something that touches them on an emotional level. If you're looking to buy something that you're particularly emotional about, consider wearing sunglasses so that the other party can't see your eyes. (As a note, this is something that you can watch for when you're in a restaurant and have your back to the door. It is an effective way to "keep your eyes on the door" without actually watching the door.)

Uniforms are another physical negotiating tool. If you are in law enforcement, a fireman, work in EMS, or are military, don't be shy about

negotiating in uniform/scrubs when it's safe, legal, and the timing works. If you're in one of these fields, people generally don't have an expectation that you'll have a ton of money AND many people WANT to give you a good deal as a way of saying thanks for your service. You don't (and shouldn't) infer that you'll give them preferential treatment in exchange for a deal.

If you're a veteran, it doesn't hurt to wear an "OIF Veteran" or something similar. Again, many people WANT to thank veterans for their service by giving them a discount. There's no way of telling how this will play out in a long term survival situation, but the core strategy will remain. It could be that everyone wants to befriend and help out clergy, or maybe everyone will want to warm up to log splitters. You just have to play this strategy by ear.

A very powerful physical strategy is to simply walk away. A couple of ways you could frame this are, "I understand if that's the best you can do. I'd really like to buy it today, but I just can't at that price and I don't want to take up any more of your time. I hope you can find another buyer." Or, "Alright. Well, I'd like to go ahead and buy one today, but I just can't at that price. I'm going to look around awhile. Let's both see if we can think of a way to make this work. If I find another one for a lower price, would you be willing to match it?" Both of these statements have the ability to flush out whether or not the other party is serious about selling or not and if they have any flexibility. Most importantly, they leave the relationship open in case you can't find a better deal and want to come back.

The final physical skill is the power of the printed word. If, for example, you're buying a baseball card, either party can pull out a book of card values and use it as a negotiating tool if it works in their favor. You can also use this with cars, guns, precious metals, rare coins, or even by showing a sheet of paper that says, "Confidential Price Sheet. Not To Be Seen By Customers!"

VERBAL NEGOTIATING SKILLS

I've included several verbal skills up to this point, but I also want to include these 10 incredibly powerful negotiating skills that will almost give you an almost unfair advantage as soon as you start using them.

The first one is to ask questions. This is relatively straight forward, but let people tell you what they want or what they're selling.

Next is the concept of leverage. This is a very powerful topic and I could write an entire book on it, but I'll just include the most powerful and most common ones. It's not only important for you to know these so that you can use them, but also so that you can identify them when someone is attempting to use them against you.

There is a LOT of room for abuse with leverage, so it's important that you don't disclose any situations that the other party might be able to use to get leverage on you.

-Other options. In short, if several people have what you want, you've got more power when you negotiate with each of them.

-Deadlines. People are generally more willing to make concessions as a deadline approaches. Deadlines become more powerful for people who have invested a lot of time and who don't have a strong alternative to a negotiated agreement (BATNA).

-Emotion. If you get emotional, you can weaken your position. On the other hand, sometimes people will fake anger and rage to get you to give in to their demands and quiet them down. Children use this tactic quite often and effectively.

-Momentum . This applies to concessions and to commitments. As an example, if you can get people to say agree to three things in a row, there's a 70% chance that they'll agree to the 4th. Each concession or commitment that you get increases your chance of getting the next.

-Sickness, fatigue, or other weaknesses. One negotiator that I know of was mediating a labor dispute that had gone on for several weeks. He put on a catheter, gave everyone coffee and donuts, locked the doors, and 30 minutes into the negotiations he told them that nobody would be able to leave the room until there was a fire or they had a signed agreement.

-Position of power. People with both civil and government titles have extra negotiating leverage. So do famous people or others who are outstanding in their field.

-Knowledge. Whoever knows more about the products/services being negotiated has a better chance of getting a favorable outcome.

-Big stick. People who can buy in large quantities, like Wal Mart, have a lot of negotiating power.

-Influential. Public figures, celebrities, media, and well followed critics.

-Law. "If you don't give me what I want, I'll report you for doing X."

-Consequences. If one party must get something or someone will die. Or, if all of the assets of a marriage must be sold for a divorce to be finalized. Or if one party has to sell stuff quickly to get money to pay the IRS.

Again, there is a lot of room for abuse with leverage. One strategy that I've found to be particularly helpful if I identify underhanded leverage I could use is to simply say, "Look, I've been doing this a long time and I know that some people might take advantage of X and try to screw you over. I want to get it out in the open right now that that's not going to happen. I want to figure something out that is not only good for both of us, but good enough that I'd be comfortable having you tell my mom about it."

Third is deferring to a higher power: A common example of this is a salesman saying, "I'll have to ask my manager about that." One way you can use it is, "I've got to ask my wife. I like you and I'd really like to buy it from you. If she says no, is there any reason I should come back, or is that the absolute best we can do?" This also works well with the "confidential price sheet" strategy mentioned above. You can say, "Look, this sheet shows the lowest price I can offer."

Fourth is changing levels: If you've got any experience with judo or jujitsu, you'll recognize it immediately. I'll give you four examples of ways that you can use this strategy, depending on whether you are the buyer or seller:

If you're selling ammo and someone's beating you up on price, "I'd love to help you out. At that price, I could sell you these reloads. The brass has only been used once and they're done by a full time ammunition company." Essentially, you give them their price but change the quality of what you're going to provide.

This is an example for a doctor, but you adopt it for any service, "I can do the surgery for that price, but I'll have to ask you to sterilize the instruments yourself." In this case, you agree to do the most skilled portion of the transaction for the price they're offering, but ask them to do something critical on their own that they probably don't want to do.

Or, you can offer to pay with a different medium, "I can't pay X, but the good news is that I can get the cash in your hands instead of (barter credits, eggs, insurance, or credit cards/checks) today if we can agree on a price that I can afford." This is PARTICULARLY powerful right now with medical providers who get paid by insurance companies. I regularly get a 50%-80% discount for paying cash since they get their money immediately, don't have to pay a company to collect for them, and don't have to deal with insurance companies.

If you're selling, you can agree to the price they're offering if they buy in bulk, "Sure! I could do 5 dozen at that price."

The point is to take what the other party is offering and figure out if there's any way that you can change the terms to make their offer a possibility. Normally, you'll want to phrase it so that you sound very happy to work with them, but you

want to make the offer so that the original offer is actually more appealing. The reason for this is that you don't want to condition the people you're dealing with to think that they can make crazy offers that are tilted in their favor and you'll always accept them.

Remember that when you're dealing with people who you might deal with in the future, every interaction is setting the stage for the next one. Screw someone once and you'll likely pay for it EVERY time you deal with them in the future. Cave in once, and the other party will probably always see your opening offers as being flexible in the future. But, if you're fair with every transaction, future transactions will generally get easier and easier.

Fifth is silence:.....

That's supposed to be a joke, but it's kind of hard to do "silence" in print :)

There's a popular saying that, "The first one to speak always loses." And that may be the case when you're doing confrontational negotiating or win-lose negotiating, but if you're genuinely interested in creating a deal that's good for everyone, there's no need to think that saying something during a silent moment puts you at a disadvantage.

That being said, there IS power in asking a question and allowing an uncomfortable amount of silence in order to get the other party to talk. Sometimes they might simply be thinking through an intelligent answer instead of shooting off from the hip. Give them a little bit of time to come up with an answer. If they "fill in the void" of silence, great. If not, eventually, you might be able to say something like, "No simple answer to that one, huh?" and see if it gets them off the fence.

Then next verbal strategy is to use future statements: From a psychological point of view, future statements are a form of post-hypnotic suggestions. When I say, "post-hypnotic suggestion," don't get all weirded out. It's much more common than you may think. The point is to get the other person to see themselves having a good experience with whatever it is you're negotiating over. Just to take care of any concerns you've got, this won't make someone do something they don't want to do. It will only help them make the decision to move forward with something that they already want to do.

Here are a few examples:

"I don't know if you should look at that...just looking at it is going to make you want to buy it!"

"I think you'll enjoy using that tonight."

“Your wife is going to think that you’re her hero when you show up with that!”

The 7th verbal strategy is to use stories: Everyone loves listening to a good storyteller. Most people also can’t stand bad storytellers. If you’ve got stories showing the value of your product that paint a mental picture of the benefits, it will go a lot further than simply slamming the person you’re talking to with a list of features. And, yes, ironically I’m not going to share a story or an example for this strategy.

Verbal strategy number 8 is to say what the other party is thinking. This is a pretty slick ninja-voodoo tactic. The idea here is to increase trust that the person you’re dealing with has towards you by getting into their thought process and saying what they’re currently thinking. Again, this won’t get someone to do something they don’t want to do, but it WILL help create a bond between y’all and it will make it more likely that they’ll tell you what their true objections are instead of simply saying, “no” so that you can figure out solutions to them. Here are some examples:

“You like that, don't you?”

“Ammo prices look like they're going to keep going up. I've got a lot of people telling me they'd like to get some before it does. How about you?”

“I bet you can see yourself shooting some mighty nice groups with that, can't you.”

“Don’t those look delicious?”

Verbal strategy number 9 is takeaways: We talked about a physical takeaway earlier when we talked about walking away. Here are a couple of other creative uses of takeaways:

“Now that's just for SERIOUS XXXXXXXX. Is that really what you're interested in?” In most cases, it will flush out your serious buyers and they’ll tell you why they “qualify” for the product or service. In the process, they’ll tell you what you need to know to make an offer that gets accepted.

This one’s tailored more for women, “You better not get that outfit. EVERYONE'S going to want your number if you do.”

With takeaways, you can simultaneously shock and compliment the other party, get a smile, and make them comfortable sharing information with you.

Verbal strategy number 10 is to compliment the other party after you get an agreement. Remember that your current negotiation is going to set the stage for future negotiations. If you close the deal and say, “Wow, I would have paid twice

as much” or “I would have sold it to you for half that amount,” do you think they’ll have a good or bad feeling about how things went? Of course, they’re going to think they did poorly and will remember this the next time you interact. This is particularly important when you’re hiring someone or negotiating a long term contract...even on something as simple as lawn care.

Here’s a few ideas for closing statements to make. Of course, they MUST sound natural and genuine, so alter them as you need to:

“Wow. I don’t think I would have agreed to those terms with anyone else.”

“You’re one heck of a negotiator.”

“You understand that this deal is just between me and you. NOBODY else can find out about it. I’ve got a reputation as a good negotiator and I couldn’t afford to do that with anyone else, so if anyone else asks me for the same deal, I’ll know where it came from and I’ll have to cancel our agreement. Okay?”

And, verbal strategy number 11 is to assume you get extras. With a computer, you could say, “Which of these games comes with it?”

With a gun, you could say, “How much ammo do you have for it?” “Is the cleaning kit still in good shape?” or “what kind of scope do you have for it?”

With a house, you can say, “I’m going to need the manuals for the appliances. You do still have them, don’t you?”

With a service on your car, you can say, “At that price, I’m guessing that you wash and detail the car too, right?”

If you’re buying ANYTHING in bulk, you SHOULD say, “What’s the discount for buying a whole box/case/pallet.”

With a plumber, HVAC guy, roofer, carpenter, etc., “Do you have everything that you need to clean up when you’re done?”

All of these statements pre-suppose that the items/services are included as part of the deal and forces the other party to disappoint you by telling you that they’re not included. They also set expectations in a way that is usually seen as non-confrontational.

I say that because most plumbers and especially roofers seem to HATE cleaning up after themselves. To be fair, I can understand it. I HATE cleaning up after them too. :)

They don’t work all the time, but it is very powerful every time they do work.

Identifying DIRTY Negotiating tricks.

If you've ever dealt with people, you know that some people use dirty negotiating tactics. The best way to protect yourself from these underhanded tactics is to be able to identify them and even point them out to the other party.

Here are some of the most common dirty tricks. The foundation for this list is from the book, "Getting To Yes" which I'll refer to on the resource page:

Lying with facts. "My grandma only drove it to church on Sundays." Or "This gun will shoot 1" groups at 500 yards with white box ammo." In most cases, you'll know or be able to tell that the person is lying because they give off a "tell" or you know the fact to be impossible.

Lying about authority. In this scam, the person TELLS you that they have the ability to authorize whatever you agree to. Once you're emotionally committed and you think you have an agreement, they'll step aside to confer with someone and come back to you with a worse offer. You have to be willing to stand your ground or walk away.

What makes this different is that the person TELLS you that they have final authority when, in fact, they don't.

Lying about quality. You'll see this with bulk purchases and with time sale purchases. The salesman will show you the absolute best examples of the product and deliver a lower quality product if you don't have quality specifications in the agreement.

Agreeing with no intention of follow through. We saw this with Hitler and Chamberlain before WWII and by numerous world leaders since then.

Without starting any fights here, I will say that some cultures have a LONG history of allowing or actively supporting lying during negotiations. In addition to being a norm among several cultures in general, extremist Muslims in particular have twisted Islam so that they feel that they SHOULD lie to non-believers.

In all of these cases, just because you identify one of these lies doesn't mean that they're being done on purpose. I actually had someone use the 1" group lie on me. Because of where we were in the negotiations, and the tone of his voice, I knew that he wasn't TRYING to hurt me, but rather just get me excited about buying the gun. I'd beaten him up on price and the deal was good, so I didn't call him on his lie.

Next are psychological dirty tricks:

Physical pressure. Earlier, I told you about the strategy of putting on a catheter, giving everyone coffee, and locking the doors. Well, there are other dirty tricks you will see that put physical pressure on the other party. One is to make the location uncomfortably hot, cold, loud, or bright. Another is for the person to sit with a disturbing image behind them or to be elevated considerably like a judge or Senators during hearings. Mobsters throughout history and around the globe regularly go into talks with one or more “enforcer” types with them.

One that I have actually used to get out of unwanted conversations gracefully is to place myself between the other person and the sun or bright light so that it’s uncomfortably bright for them. If it works out so that I can cast a shadow on the other person’s eyes, I’ll slowly rock back and forth alternating between giving them shade and sun in their eyes.

In any case, if you feel uncomfortable physically with a situation, you don’t need to accuse the other party, simply suggest an alternative that will put both parties on equal footing.

Personal Attacks. These are normally petty insults, but they can be directed towards your integrity, physical appearance, or intellect. One of the simplest forms of personal “attacks” is refusing to make eye contact or refusing to shake hands or make any physical contact. As a note, refusing to shake hands is perfectly acceptable...in fact preferable...to Donald Trump and to Japanese.

Good cop / bad cop. You’ve probably used this one :) To counter this tactic, simply ignore the “bad cop” and only deal with the good cop. The use of this tactic will normally tell you one of three things. 1. That either the other party has no interest in a long term relationship; 2. That they’re both being honest and aren’t a unified team; or 3. They’re inexperienced and just doing what they’ve seen on TV.

This is an important one to know how to deal with. One thing you can say is , “Ok...come on, guys. Right now, I’d love to do a deal with you (good guy) but I need to know which of you is in charge because I don’t think that it’s going to be possible to do a deal if your partner keeps acting the way he is. If we can all get on the same page, I’d love to keep talking. If not, just let me know and I’ll save us all some time.”

Threats. These can be physical threats or, “If you XXXX, I’ll YYYY.” Giving in to threats is not a healthy pattern to develop, but your response is going to depend on whether the threat is, “I’ve got 3 shooters ready to take you out if you don’t do what I say.” Or simply an, “If you don’t do XXXX, I’ll tell everyone YYYY.” On the first one, you may be wise to give in. If the risks aren’t so extreme, you can ignore the threat, tell the other party that there’s no reason to act like school children and

resort to threats, tell the other party that you're recording the conversation and you would really like them to rephrase what they just said, tell them you respect them and are giving them an opportunity to take that back and rephrase it, call their bluff, or simply walk away.

Unless you really want things to escalate, it's better to NOT respond to a threat with another threat.

One time I was sitting in a room with a rough, grizzly, intimidating guy. He started yelling quite loudly and telling me how he could slit my throat from ear to ear with the knife that was sticking out of his pocket before I could get to the door...and how he knew how to do it from his time in Vietnam. What did I do? In my mind I figured out how I'd eliminate the threat, but audibly, I apologized. I told him with a honey sweet voice, "I'm not sure what I did to make you so angry that you're threatening to kill me, but let's figure this out 'cause there's no reason we can't leave here as friends." When I refused to engage with him, he crumbled. He basically told me about all of the things going wrong in his life, apologized, and we completed the deal. He just happened to be unstable and I happened to serve as a lightning rod at that point for his pent up anger.

This leads to our next dirty tactic...**Fake Anger**. I used to know an attorney who threw temper tantrums quite often. Some of them were just because he was immature. But others were staged as a deliberate negotiating tactic. And it made people so uncomfortable that it usually worked! It's important to stay calm and analyze the person to see if they're being serious or putting on a show. Once they're done, try to re-engage in a calm voice. If they won't calm down, one strategy is to say, "I can see that this isn't a good time for you. Let me try back later and see if I can catch you at a better time."

Another psychological dirty trick is similar to the fake authority ploy. It's called the "**Nibble**" and car dealers are FAMOUS for it. The principle is to let you beat them up on the price of the car, and then when you've invested lots of time, are tired, are emotionally committed, and going through the paperwork, they add another 10-40% on to the price by nibbling you with fees, surcharges, and other junk. By this point, people have already bought the car in their mind and it's very hard to walk away.

Appeals to relationships, whether they exist yet or not. This is common among family members looking for money. Another use is where one party will ask for an incredible deal and say something to the effect of, "If you give me a good deal today, I'll return the favor down the road."

And finally, **extreme openings**. An example would be to call up someone selling a \$20,000 car in the classifieds and offering them \$4,000. The next time someone does that to you, don't be insulted, angry, or hostile...just play the game. You can laugh at the offer and say something like, "Not only can't I sell it for \$4,000, if you find anyone desperate enough to sell one to you for \$4,000, I'll buy it from you for \$10,000."

This tactic can be either an ethical or unethical one. Done correctly, this tactic can be softened and used quite successfully. It's one of my favorite. I use it quite often when I see something that I want in the classifieds. Let's say it's a roof mounted cargo rack that sells for \$200 in stores and someone's selling it for \$120. I'll say something like, "I've been looking at that rack at REI and I really want one. \$120 is a fair price, but I've only got \$80 cash that I can spend on it. I'd REALLY like to buy it and I've got the cash right here. If there's any way that would work for you, I could hop in my truck and come over right now."

Let me break down the statement. I tell them that I've been looking at REI so that they know I'm serious, know what I'm looking at, AND that I know the retail price. I tell them that their price is fair to acknowledge their thought process. And I tell them that I've only got \$80 to spend on it so that I'm saying that the problem is that I don't have enough money...not that they're asking too much.

This only works for me 20-30% of the time. But it DOES work for me several times a year, and every time it does it's a home run.

Put together, these strategies and tactics have the power to change your life. I STRONGLY encourage you to go back over them repeatedly. As I said at the beginning; an indication of just how important this skill is, a good chunk of the practical exam for Special Forces Selection is built around negotiating, bartering, and dickering. If the US Army thinks this skill is important enough to use as a test for whether or not guys get sent home or get their beret, I think it's worth paying attention to.

The more you develop this skill-set in non-critical times, the more confident and better equipped you'll be to deploy the tactics when it IS critical.

BARTER

Now let's move on to bartering. Let's start by looking at what bartering is and how it evolved into using coins and currency.

Bartering has been around since Adam and Eve and could have been as simple as family A offering a goat to family B in exchange for helping to pick their fall crop.

But what if family B didn't eat goats and really wanted chickens? Well, then they had to find ANOTHER family who had chickens and wanted a goat.

This gets complicated REALLY fast. And it gets even more complicated when you take different delivery times into account. Let's say I take a goat in exchange for helping someone pick their fall crop. But I want to eat the goat and their goat won't be ready for another 6 months. I agree to the deal, but have a pressing need 3 months down the line. I come to you and you agree to help me in exchange for getting the goat that I'm promised when it's ready. Now you've got a deal with the goat owner with me sandwiched in between. Carry this out to multiple transactions by every family every week and you see how likely this is to lead to conflict.

As a result, currencies were developed. Some currencies have been furs, salt, weapons, and eventually precious metals and paper money. Currency had the advantage of streamlining bartering between 3 or more parties and streamlining barter among people who were on different time tables. The idea until recent history is that the currency will be based on something that holds its value until you're ready to trade it for what you want.

The fact is, the currency or medium of exchange can be whatever a particular society decides that it is.

It could also be bullets, cigarettes, gas, or something completely different. After Katrina, dollars, fuel, water, and food worked as currency. When Argentina had their massive inflation, coins were worth more than paper money. When Zimbabwe had their economic breakdown, they knocked 12 0's off of the paper currency and kept the coinage the same...essentially ADDING 12 0's to the value of the coins. They eventually started using foreign currency to conduct business. The point is, currency can be anything that a group of people decides it to be.

In a very real sense, you already barter...you just practice a form of barter known as "delayed 3rd party bartering." That's a \$10 way of saying that you get paid currency for your goods or services. Then you can give that currency to anyone else immediately or at a future time in exchange for their goods and services.

Another way of looking at currency is that it is (in a non-inflationary situation) a storehouse of time. I said this before, but it's so important that it's worth repeating. As you work and exchange time for money, most people try to save up some of that money and invest it with the hopes that eventually, they'll be able to "coast" for the rest of their lives, living off of their savings/retirement. In a very real sense, when they're saving for retirement, they're buying the time at the end of their life so that they can do whatever they want.

As an aside, if you live very frugally and your family lives off of \$2,000 per month, each \$2,000 that you have in savings can “buy” a month of your life where you don’t have to work. If you have \$24,000 saved up, you can take off an entire year. On the other hand, if you have the same \$24,000 saved up and your family lives off of \$4,000 per month, you could only survive for 6 months without working. This is why focusing on lowering your monthly expenses is so much more important than focusing on increasing your income. They’re both important, but lowering your expenses will make you more stable during economic downtimes.

Ideally, our currency would still be based on something tangible, like gold or silver. If that was the case, we really wouldn’t have too much concern about rampant inflation and the need to return to a traditional barter system. Unfortunately, our the value of our currency is based on US taxpayers’ ability to pay back loans to foreign countries and those countries’ continuing to refinance our debt and loan us more. Because of this, there is a good chance that we will see massive inflation in the near future and traditional bartering may become necessary again.

MYTHS AND TRUTHS ABOUT BARTER

So, let’s look at some of the myths and truths about barter.

As I mentioned before, traditional bartering is VERY inefficient. In order to get paid for something you’re trying to sell, you need to find someone else who has something you want, who wants what you’ve got, and who places similar value on both your stuff and theirs! Let’s say I’ve got bullets and you’ve got eggs. I want your eggs and you want my bullets. We STILL have to both agree on how many eggs I get for each bullet.

What has normally happened after currency collapses is that barter networks form. In Argentina after their currency collapse, people turned to barter when the banks stopped allowing people to make withdrawals (like what almost happened in the US in the fall of 2008.) It’s estimated that there were 400-800 barter clubs and more than 2 million people participated in barter networks in Argentina in 2002.

Each of those barter clubs issued their own barter credits that acted somewhat like currency. I might give the barter club a box of 20 bullets for 20 credits and then I can take my credits and get some eggs from you, or some bacon from someone else, or a chiropractic adjustment from a chiropractor. These barter credits get their value from the fact that other people in the barter club are willing to accept the barter credits for payment.

In Argentina, having 400-800 barter clubs with their own credits meant there were 400-800 currencies floating around! This led to counterfeiting, an arbitrage

market, and even fraudulent barter club owners issuing credits in exchange for goods and then disappearing.

Many of these barter clubs DID do well, but they tend not to do well once the number of members gets over 50-100 members. The exception to this is when the barter clubs functioned like flea markets and when most barter agreements were completed immediately. In other words, the more immediate the exchange of goods or services, the more likely that the barter agreement will be successful. Any time you agree to do something for someone else in exchange for you getting something later, you're increasing the chance that the agreement will go bad.

Barter exchanges ARE taxable in the US. It is a myth that they aren't. If you enter into a barter arrangement with another person or company, you owe your pound of flesh to the IRS and possibly to state and local taxing authorities as well. Argentina MAY have set a precedent by waiving their 21% sales tax on barter agreements during their financial crisis. We can only hope that the same thing happens in the US if/when we experience another economic depression.

So what are good things to stock up on for barter?

Well, that makes the assumption that you should stock up on "stuff" for bartering. While it's good to have stuff, the problem with stuff is that you'll eventually run out of non-renewable items and "stuff" takes money to stock up on, takes space to store, may not transport easily, and it's likely that you won't be able to get much use out of it between now and a survival situation.

We'll look at historically good items to stock up on, but let's first look at skills to learn.

WHAT ARE THE BEST SKILLS TO KNOW FOR BARTER?

What about gunsmiths and blacksmiths?

There are endless stories about how two of the best skills after a breakdown in civil order will be blacksmithing and gunsmithing. History and a practical look say otherwise. Let's look at gunsmiths first.

To begin with, too many people have the skill already. Gunsmiths are a dime a dozen, but good ones are hard to find. The same is true after a disaster. The good ones, who were professionals during calm times, will still be doing work. Do it yourselves who know their own guns will still be working on their own guns, but there's no reason to expect that the neighbors of a new gunsmith will start

pounding on their door offering to exchange something of value for getting their guns worked on by an amateur.

Besides, if you're trying to stay under the radar, do you really want to hang out your shingle as a gunsmith?

How about blacksmiths? Well, that really depends on the disaster. They're likely to be more in demand after an EMP or electrical grid collapse, where modern foundries aren't able to function, but not during or after a simple economic collapse.

Does that mean that gun and blacksmithing are bad skills to know? Absolutely not. They're great skills with centuries of history, unlimited possibilities for learning, and they're very practical. But I wouldn't hang your hat on them putting food on the table in a survival situation.

So what are some skill sets that not only have a high likelihood of being valuable after a breakdown in civil order, but are also valuable now?

I'm going to list them below:

Midwife—this includes natural childbirth, medical and trauma skills, psychology, counseling, and natural pain management.

EMT or Paramedic—which includes medical and trauma skills and should include locally occurring natural alternatives to prescription drugs such as herbs and essential oils.

Physician's assistant/ER nurse—if you don't know, in many parts of the country and the world, these guys are the work horses of the trauma world. They do most of what we think "should" be done by a doctor in the ER.

Veterinarian's assistant—not only are animals vital after a disaster, almost all of the skills learned by a vet can be used on humans...as well as many of the drugs.

Farming/Gardening—They're not the same. While gardeners are generally hobby/health oriented, farmers have to get things done as cost effectively as possible. Sometimes this means having a working knowledge of herbicides, pesticides, insecticides, and even hybrid seeds. Organically grown heirloom crops are great when they're available, but you need to have the other "non natural" tools at your disposal if you want to be sure that you'll have enough food to eat in a total breakdown scenario.

A quick note on hybrid/heirloom seeds. Hybrid seeds are seeds that are a combination of different breeds of crops, or sometimes completely different plants/animals. Some hybrid seeds even have fish DNA in them! Most hybrid

seeds are much more boring...like a variety of tomatoes that's resistant to insects being crossed with a variety of tomatoes that produces lots of tasty tomatoes.

In any case, hybrid seeds normally only work for one or two seasons. If you save seeds from the first season's crop, you'll get SOME tomatoes the next year, but not many. After year 3, you normally won't get much at all. As a result, you want to make sure that if you're buying seeds for long term storage, you don't JUST have hybrid seeds.

With heirloom seeds, on the other hand, you can harvest and replant the seeds for several seasons. The downside is that if an event happens that shortens the growing season, like a major volcano eruption, a "nuclear winter," or just a major early to mid summer hail storm, there just won't be enough of a growing season for heirlooms.

So, if you do have seeds as part of your long term storage, make sure to have a combination of heirloom and hybrid.

Most importantly, don't wait until a disaster to develop this skill. It's difficult. ESPECIALLY if your current gardening efforts depend on being able to run to Home Depot to buy a bag of "stuff" to fix your soil every season and every time you have a problem. It's not a bad idea to figure out how to use night crawlers or diatomaceous earth in your garden (just not together) as well as learning how to compost and how to plant complimentary plants together for protection and maximum yields.

Chemist—Chemists will have tremendous value in a long term urban survival situation. Chemists can make fuel from fats/remnant oil, ether for pain management for surgery, alcohol for disinfecting and drinking, beer and wine, fertilizer, herbicides, pesticides, explosives, and drugs.

Escapism—This one has been big in every economic downturn and war since the dawn of time. Specifically, alcohol, movies & plays, gambling, watching sports, and even crocheting and cross stitch. Basically, any activity that will allow people to escape their current reality. Many forms of escapism are not healthy, but they are almost always a growth industry.

Nanny/babysitting/teaching parenting skills—The specific skills I'm referring to are NOT simply watching kids play and reacting if they get hurt. I'm referring to the skill of guiding and properly disciplining kids so that they learn how to behave properly, treat others with respect, and grow up to be productive members of society. This is, unfortunately, an uncommon skill that is VERY valuable...both now and in a long term urban survival situation where you will probably have friends/neighbors who must work to survive but have kids that need proper

attention. It is also something that is a very valuable skill that you can teach to others for free or on a barter basis.

Beekeeping—Not only will you get a source of food that won't spoil, but you'll have a more abundant garden.

Charcoal/wood gas making—There are several profit centers and uses for this. You can use the wood gas to power a generator for electricity (charging people's batteries), heating/cooking, or to power a PTO for several uses, including splitting wood. The clean, high quality charcoal that you produce will have several uses, including cooking, heating, smelting, AND water purification...both with heat and by running water through the charcoal.

Water purification—As I alluded to under charcoal/wood gas making, water purification is a VERY valuable skill to have. When chlorination and high pressure in water systems stops, we can expect to see MANY more cases of Cryptosporidium, Giardia, tape worms, botulism, dysentery, malaria, chlorea, E. coli, Legionnaires', Salmonella, Typhoid, and even SARS, Hepatitis A and polio. These are just the better known water borne diseases. People will need clean water for drinking, hygiene, pets, livestock, and for growing.

In general, the more ways you have to filter and/or purify water, the more valuable it will be to those around you. It would pay to know how to purify water in as many ways as possible...many of which I discuss in the lesson on Advanced Urban Water.

Small engine repair—Specifically 2 and 4 cycle generators, how to maintain them, and how to alter them to run on propane, natural gas, or wood gas. AND diesel generators and how to make them run efficiently on rendered fats and waste oil. As a note, even though I had a year of small engine repair and grew up on a farm, for several years I either bought a new weed eater or took it in to get worked on instead of working on it myself every spring. I just didn't have the time to "mess" with it. This is fairly common and makes this a valuable skill.

Log splitting—Not to beat a dead horse, but since many convenience stores across the country have split logs sitting out front during good times, it's safe to assume that there will be a demand in survival scenarios. Split logs are great for heat, cooking, making charcoal, as a barrier, as a bullet catcher, smoking meats, and more.

Plumbing and general mechanical skills—how to make pumps work, fundamentals of transferring fluids in tubes, improvised and unorthodox soldering, how dissimilar metals react, maintaining pressure throughout a system with multiple nodes, sizing, and more. Plumbers are currently one of the best paid trades, and there's no reason to think that this won't continue in a disaster.

Animal husbandry—There's a lot to this, but in short I'm referring to the art and science of getting animals to produce healthy offspring.

Blade sharpening—knives, serrated edges, saw blades, and other blades all need periodic sharpening. This too is part skill and part art. What angle do you sharpen at for the particular use? How can you get optimum sharpness while removing the least amount of metal? When do you need to use a back bevel? What's the best angle and use of a knife based on the thickness, metal type, and hardness? Which uses call for a perfectly smooth blade and which call for "micro serrations?"

These are all important questions when knives become survival tools and not just cool toys. Someone who truly understands blades and can quickly and correctly sharpen them is a valuable asset. They can not only sharpen blades so that they stay sharp longer, but they'll do it in such a way that the knives will last longer.

Ice making—In the winter, this is no special feat. In warmer weather, either with a generator/freezer, battery array/freezer, OR by using "night sky cooling" which basically solar energy in reverse. It uses a parabolic dish pointed towards the darkest part of the sky. Amazingly enough, this technique allows for ice creation when the outside temperature is as warm as 40 degrees!

Clergy—There's always a demand for clergy, and even more so after a disaster. I'm a Christian, so I'll talk from a Christian perspective and you can alter it as you see fit. In short, study your Bible so that you can give Biblical answers when people come to you with problems.

Psychology (performance psychology (leadership), relationship counseling, and grief/post trauma counseling)—In an ideal world, this would go together with "clergy." In short, understand the human mind and it's amazing ability to magnify events out of proportion AND to minimize major events into minor hurdles. People can be talked into performing at the best of their abilities. Marriages can be healed or made vibrant with the introduction of healthy communication skills. And people experiencing grief or PTSD CAN learn the skills to move on with their lives and get good sleep without extra drugs and pills. These are all tremendously valuable skills at any time, but will be a force multiplier in a long term survival situation.

Let's say that in a long term survival situation, your neighborhood bands together. Some of these people will be depressed that they're in a survival situation to begin with. Since ½ of marriages end in divorce, it's safe to say that several houses will have daily conflict. It's likely that people will have lost loved ones or experienced extreme trauma and are trying to deal with that. None of these people will be performing at their peak. They will be likely to make more mistakes, be less efficient, and get hurt/sick more often. Someone who can effectively counsel a

group of people like this can, in some cases, double or triple the overall effectiveness.

THE BEST ITEMS TO HAVE ON HAND FOR BARTER

Let's move on to items that you might want to stock up on for barter in a long term urban survival situation. This is not an exhaustive list, and I wouldn't suggest getting everything on the list. What I would suggest is getting extras of items on the list that you already use.

In general, you want to focus on consumables that won't go bad and that have a lot of value in as small of a package as possible in case you have to bug out or relocate.

Fuel—any and all kinds. Gas, Diesel, Propane, kerosene, and any of the different variations of camp fuels.

Drugs—you'll only be able to get optimum value for non-expired drugs, but you may still be able to use several drugs well after their expiration date. Many expiration dates are in place simply because the drug manufacturers don't want to pay for the tests necessary to be able to promise effectiveness for a longer period of time. Some drugs, on the other hand, become less effective or even toxic after their expiration dates. At some point, I'll record an interview with a pharmacist to get you this information.

Shoes—Especially if you have children who are still growing.

Shoe/Tire repair

Batteries—Ragnar Benson has written about a time when he was in Africa and the locals were willing to pay an entire day's wages for a new set of flashlight batteries. Make sure to test any brands/types of batteries that you intend to stock up on.

Sugar & Salt

Diapers (cloth)

Baby wipes

Games/decks of Urban Survival Playing Cards

Spare glasses—consider getting not only your own prescription, but one or two prescriptions stronger as well.

Wide dental floss

Toothbrushes toothpaste

Band Aids/athletic tape

Sunscreen

550 cord—also can be used for shoelaces

Wire—all kinds. Phone, electrical, fence, etc.

Plastic bags—all kinds, including zip locks and contractor bags

Heavy plastic sheets

Tarps

Condoms—not just for birth control, but that would probably be the highest value for barter.

KY

Latex and non-latex surgical gloves

Matches—Another Ragnar Benson story...he's interviewed people who have gone through as many as 750 matches a month in urban survival situation! In fact, 10-15 per day is pretty common for non-smokers. You should be able to get by with WAY less than that, especially if you keep your fire going with any type of candle/lamp.

Alcohol—both medical and consumable.

Chocolate—70-85% because you can always add sugar and butter to it, but I don't think it's possible to turn semi-sweet chocolate into dark chocolate.

Hard candies

Cough drops

Essential oils

Iodine—both liquid and tablets

Gas stabilizer and diesel additive

Duct tape

Anti-biotics—both oral and topical

Fishing line

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Knives—box cutters, fixed blades, folders, kitchen, fillet, etc.

Spices

Books (Urban Survival Guide & other survival, field manuals, medical, etc.)

Coffee

Tobacco

Pencils & paper

Yeast

Pepper spray & bear spray

Short season seeds

Feminine care products, including pads and treatments for UTIs (check out D-Mannose) and yeast infections.

Soap—plain soap, smelly soap, deodorant soap, Gojo/Lava, liquid soap, bar soap, shampoo, dish soap, laundry soap, etc.

Pain medicine—both oral and topical

Flashlights

Flashlight bulbs

Lighters—again, all kinds

Orajel and Dentemp for dental emergencies

I saved this one for the “end” :)

Hemorrhoid cream. Look for the highest concentration of Lidocaine you can find so you can use it for other pain management.

On all of these, you want to stick with name brands for barter. Why? Because it’s one less obstacle that you’ll have to get over with a potential buyer.

A couple of other items to avoid is food that you’ve preserved at home and reloaded ammunition. Nobody but your closest friends will have any reason to trust that you actually know what you’re doing.

One final bit of wisdom from Ragnar Benson and a quick note on who he is. In “Ragnar’s Urban Survival” he talks about how in Stalingrad, supplies of many

materials increased as people died off. In particular, so many German soldiers died that the Russians all got shoes to wear...sometimes for the first time in months!

Ragnar has written over 30 books on survival and primitive living. I encourage you to check out his titles by going to http://www.amazon.com/Ragnar-Benson/e/B000AQ72AU/ref=ntt_athr_dp_pel_1&tag=surviveinplac-20

You'll notice that I didn't mention ammunition. I can see trading ammo with friends in a long term survival situation, but I don't think it's smart to arm a potential enemy.

Currencies are another item that deserve consideration. At some point in a long term survival situation, one or more currencies will be adopted to streamline transactions. In recent years, when economies collapsed, they switched over to US Dollars. That will probably continue until another currency replaces it as the global storehouse of value. As a result, it is smart to have a good supply of small bills on hand.

Once you've got your main survival provisions taken care of, you should also consider buying pre 1965 silver US coins as well. I believe they will have value in a post disaster situation simply because of how many survivalists and preppers have been told that they WILL have value. The advantage of these coins is that the metal content is worth more than the face value and they are recognizable. As an example of how much they're worth, depending on exchange rates, a quarter might be worth \$3.75.

You can also look into 1 oz silver rounds...specifically US and Canadian, but they won't be as easy to trade as pre 1965 coinage.

I also recommend gold, but not to use for trading for smaller items. It's best uses will be to exchange for larger items, transporting large amounts of money over long distances, and as a way to protect your wealth from inflation.

As a note, gold has historically traded at 17 times the price of silver. Coincidentally, the concentration of silver in the earth's crust is 17 times higher than gold. Both have many uses, including jewelry, medicine, electronics, and industry. Even so, Gold is now trading at between 60-70 times the price of silver. At some point, prices will probably get back to that 17X mark. It could either be because of a massive 75% drop in the price of gold, which is unlikely, OR it could be because silver quadruples.

In Closing

I strongly encourage you to go back through the first section of this book on negotiating skills. Make a point to read through it any time you're about to make a private party purchase or sale, deal with a salesman, or trade/barter for something. At a minimum, it will help you identify the strategies that are being used on you. More likely, the powerful tactics that I've shared with you will give you an advantage like you've never experienced before and will help you create great outcomes every time you negotiate from now on.

I've been reading negotiating books for almost 20 years now, and of all the books I've read, there are a handful that I'd like to share with you for further study:

www.StartWithNo.com This is Jim Camp's site. Jim is the negotiating legend who wrote the FBI Hostage/Crisis Negotiating manual. When you go to StartWithNo.com, Jim will actually download the audio version of the book that the FBI manual is based on for free. I encourage you to check out all of Jim's books, products and classes.

"Secrets of Power Negotiating" by Roger Dawson.

"Getting to Yes" by Roger Fisher, William L. Ury, & Bruce Patton.

"The Negotiating Game" by Chester L. Karrass.

Make sure to visit my other Urban Survival websites:

SurviveInPlace.com – The critically acclaimed online course that will get any family ready for riots and breakdowns in civil order after natural, manmade, and economic disasters.

UrbanSurvivalPlayingCards.com—52 Urban Survival secrets on real playing cards. They contain vital survival information that you must know after a disaster, but may forget under stress. They should be in every car, GO bag, and backpack you own.

In addition to being great gifts for friends and relatives who are currently preppers, they're also great for relatives who choose to keep their head in the sand. When a disaster happens, all they have to do is open up this deck and they'll have 52 pieces of vital survival information at their fingertips.

SecretsOfUrbanSurvival.com—This is where you can see the latest issue of the Urban Survival Newsletter, as well as past issues. It contains vital information on current threats, reviews of products, services, and courses, AND skills you should know for surviving disasters in urban environments.

Make sure to visit the resource page at
<http://urbansurvivalplan.com/824/lesson16>

to see the resources for this lesson and to let me know what you thought. I REALLY value your comments.

God Bless,

David Morris
Publisher, SurviveInPlace.com