

# Applying Marketing 101 Principles To The VeeFriends Booth | DailyVee 611

<https://silosolo.com/980396>

## Summary

The speaker is attending the 42nd National Sports Collectors Convention in Atlantic City. They are passionate about card collecting and retail arbitrage. The speaker comes up with creative ideas to attract customers and improvises to make their booth stand out. There is a friendly competition between the speaker and another participant in opening card packs. The speaker talks about their success in reselling Pokemon cards. They value authenticity and their goal is to make people happy.

## Silo sample questions

- What event is the speaker attending?
- What is the speaker's passion?
- How does the speaker attract customers?
- What is the speaker's approach in opening card packs?
- What does the speaker talk about in relation to Pokemon cards?

## Topics

National Sports Collectors Convention

Card collecting

Retail arbitrage

Creative business ideas

Competition in card opening

Reselling Pokemon cards

Authenticity and happiness

## Key Takeaways

- The speaker is attending the 42nd National Sports Collectors Convention in Atlantic City.
- The speaker is passionate about card collecting and retail arbitrage.
- The speaker improvises and comes up with creative ideas to attract customers.
- There is a friendly competition between the speaker and another participant in opening card packs.
- The speaker talks about reselling Pokemon cards and the success it has brought them.

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