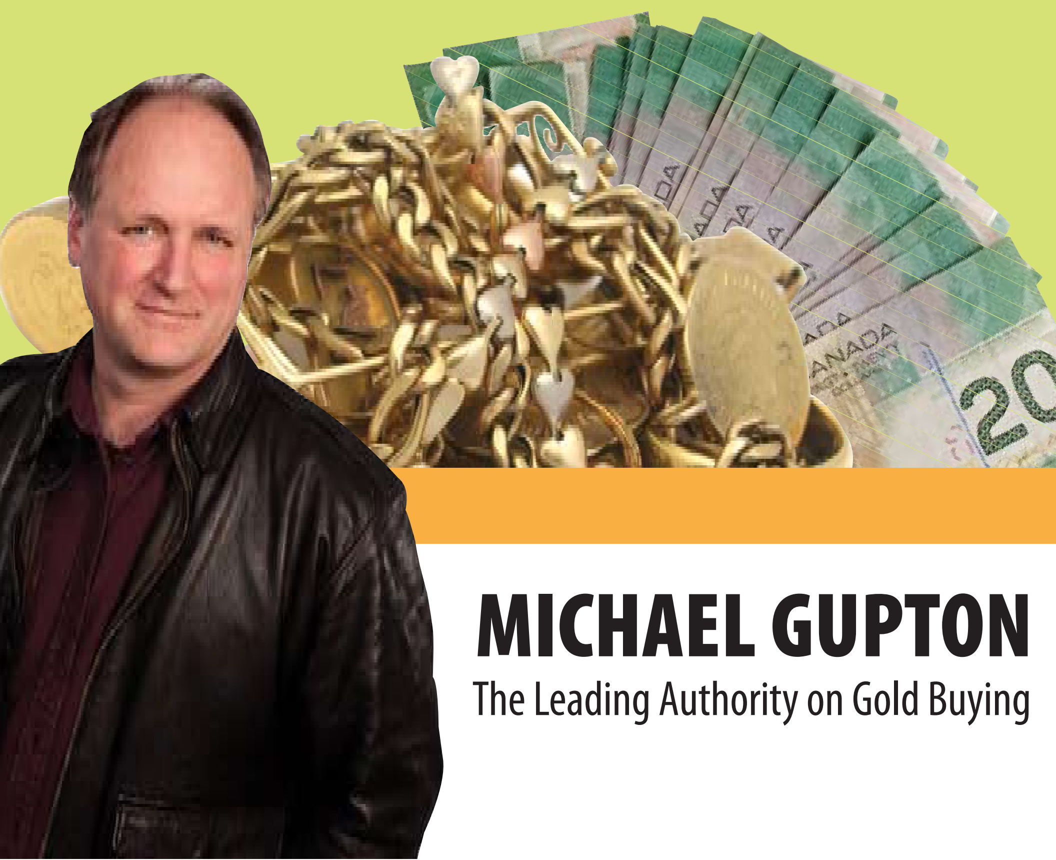
CONDENSED EDITION

GOLD BUYER SECRETS



MICHAEL GUPTON

The Leading Authority on Gold Buying

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GOLD BUYER SECRETS

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1 INTRODUCTION

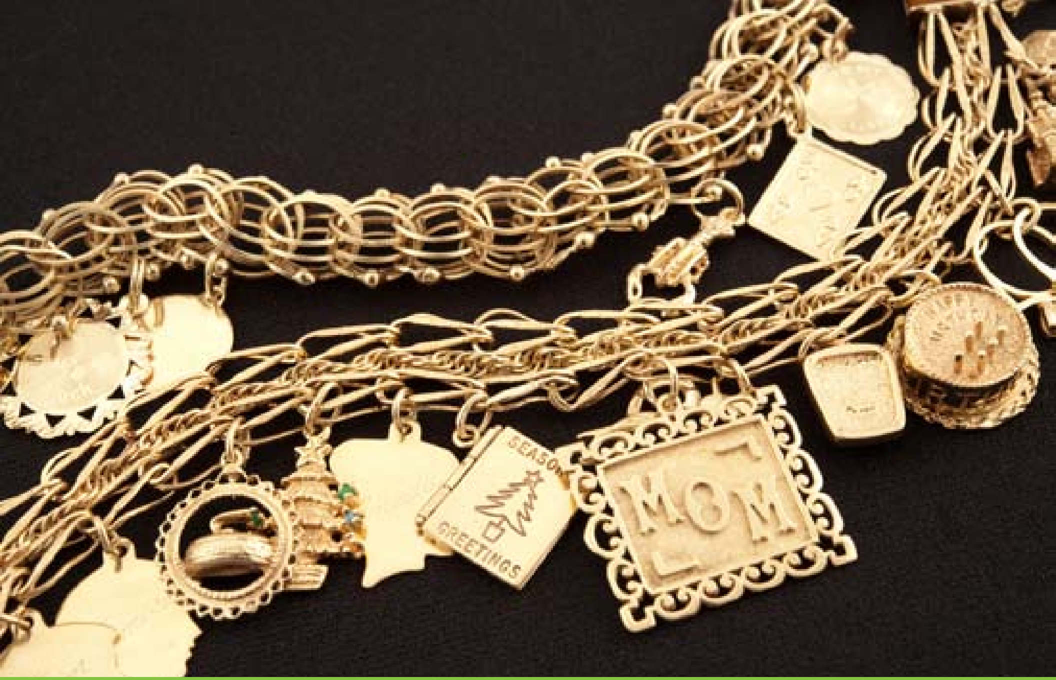
In the publication, A History Of Gold, it details an account thousands of years ago, a child finds a shiny rock in a creek and the human race is introduced to gold for the first time. Following that innocent discovery, gold became a part of every human culture. Its brilliance, natural beauty and lustre, its great malleability and resistance to tarnish, made it enjoyable to work and play with.

Gold was first discovered in its natural state in stream beds all over the world, giving credence to the old adage that "gold is where you find it."

Because gold is dispersed widely throughout the geologic world, its discovery occurred to many different groups in many different locales. Nearly everyone who found it was impressed with it and so was the developing culture in which they lived.

Gold was the first metal widely known to our species. When thinking about the historical progress of technology, we consider the development of iron and copper-working as the greatest contributors to our species' economic and cultural progress - but gold came first.

Gold has always been powerful stuff. The earliest history of human interaction with gold is long lost to us, but its association with the gods, with immortality and with wealth itself, is common to many cultures throughout the world.



Early civilizations equated gold with gods and rulers and gold was sought in their name and dedicated to their glorification. Humans almost intuitively place a high value on gold, equating it with power, beauty and the cultural elite. And since gold is widely distributed all over the globe, we find this same thinking about gold throughout ancient and modern civilizations everywhere.

Gold, beauty and power have always gone together. Gold in ancient times was made into shrines and idols ("the Golden Calf"), plates, cups, vases and vessels of all kinds and of course, jewelry for personal adornment.

Going for the gold has never been easier, thanks now to the information in this book. Here is professional advice from one of North America's leading gold and precious metals experts and he is going to help you make money and profits.

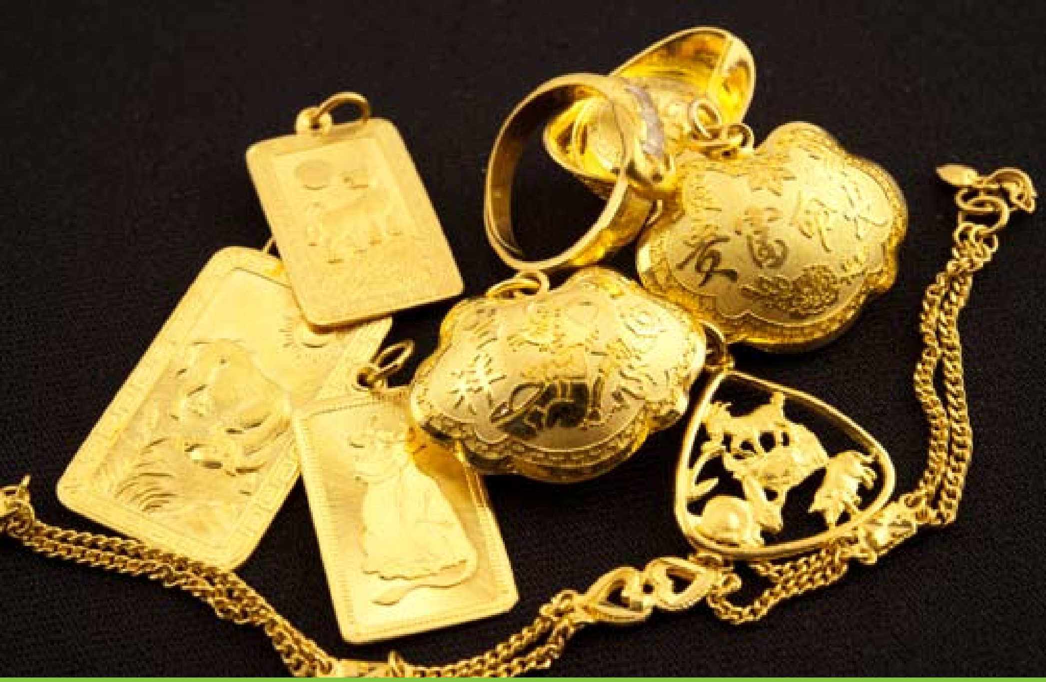
KMG • GOLD
gold • silver • platinum

In his Condensed Edition of Gold Buyer Secrets, KMG Gold President, Michael Gupton, shares some of his most basic insider secrets and proven rules for success. This short insight is for anyone wanting just a taste of how to get started in the business of buying and selling gold and other precious metals. In Gupton's second in the series, the full edition of Gold Buyer Secrets, he details and explains even more information about the industry.

But for now, get ready to be amazed at how lucrative this little known industry can be. There is enough in this short ebook to whet your appetite. The content is rich and informative. Throughout this e-publication, you will find a gold bar icon strategically placed. Click on the gold bar and you will be directed to an online resource if you are connected to the internet.

An independent prospector since 1983, Michael Gupton is also a published author and recognized expert on the environmental practices of precious metal mining and mineral exploration. With papers presented and published at five universities and geotechnical conferences, a peer-reviewed article published in the Canadian Geotechnical Journal and two soon to be released books detailing the industry, Michael Gupton has established a clear message of environmental conservation. He has worked hard to set himself apart from the "other guys." He has set a new standard of ethics and integrity for the gold buying industry.

Michael Gupton is a registered prospector in Manitoba, Ontario, the North-West Territories, the Yukon and British Columbia. Gupton is also a Certified Engineering Technologist (CET), a member of the Certified Technicians and Technologists Association of Manitoba (CTTAM) and the Applied Science Technologists and Technicians of British Columbia (ASCTTBC). He is also a Masters candidate with the University of British Columbia.



Gupton's research and publications focus on the environmental hazards of mining, mineral extraction and mineral processing. From the diamond mine at Diavik in northern Canada, to the Antamina copper-zinc mine in Peru, Gupton has studied the wide-ranging effects that mine waste rock and other tailings have on the environment.

In 2007, Michael founded KMG Gold and has since proven himself to be a leading voice in the gold recycling industry by advocating for consumer interests and by publishing a wide variety of information and resources on his KMG Gold website.

On top of his personal and professional accomplishments, Michael's company, KMG Gold, has been awarded the highly heralded Manitoba Chapter of the Better Business Bureau's TORCH AWARD for Marketplace Excellence, demonstrating ethics and integrity in the marketplace. Better Business Bureau's Torch Award winners build trust, advertise honestly, tell the truth, remain transparent, honour their promises and display integrity in all of their marketplace activities.

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In this publication, you'll discover that Michael Gupton hasn't become one of North America's leading gold and precious metals experts by luck, or by accident. He has developed and applied these proven methods for over thirty years, to become one the leading and most trusted experts in the industry.

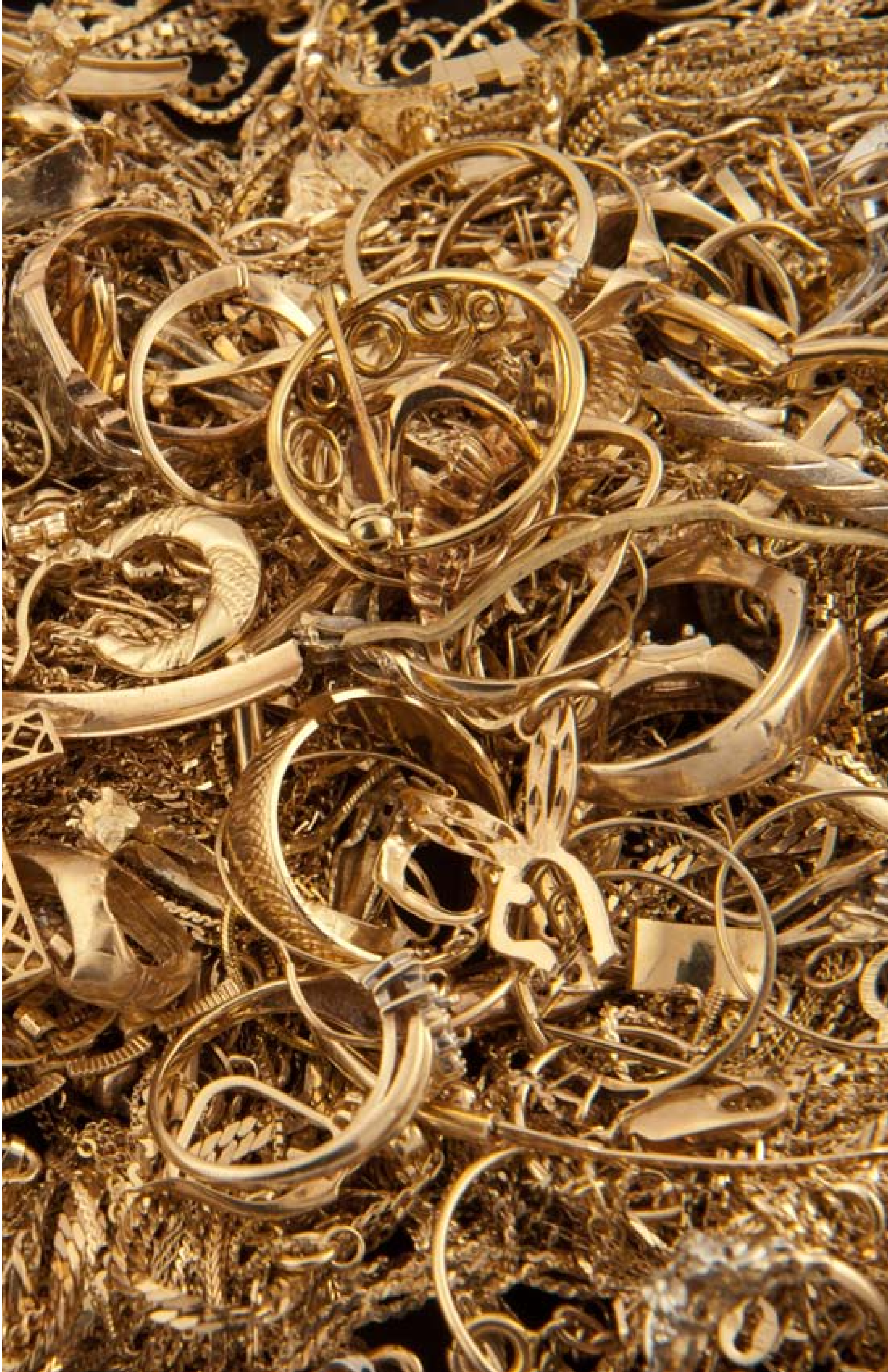
In Gold Buyer Secrets, Gupton reveals some professional tips and little known secrets that he has utilized over the past thirty years, to become one of the nation's top gold dealers.

In his soon to be released, As Good As Gold series, he details even more of his golden rules and tips for actually becoming a Certified Gold Buyer. With Michael's advice and guidance, you'll discover how to buy gold at the right price and quickly sell it for a profit. His proven methods and strategies have catapulted his operation, KMG Gold, to the top of the industry, with numerous locations already established in Canada and the United States.

Gupton will teach you how to start your own business, with little, or no money down. You'll learn all about hidden gold sources and how to buy and sell. Also in that upcoming series, Gupton explains what you need to learn about the complicated process of recycling gold in easy to understand steps. And you'll know all about testing for gold quality, to ensure you're buying and selling at the highest level possible.

"Today's markets have the highest gold and silver prices ever. This is an excellent time to sell. If you buy your gold low and then sell it high, you can make significant money buying gold. Follow my steps to finding the gold and then selling it to build your own gold empire!"

– Michael Gupton, President, KMG Gold



2 GOLD

If there's one thing that has stood the ultimate test of value, through both good and bad times, it's gold. This precious metal has been coveted, protected, fought-over and admired, as far back as ancient biblical times. And now, even today, gold and its value are still considered the monetary standard around most of the planet.

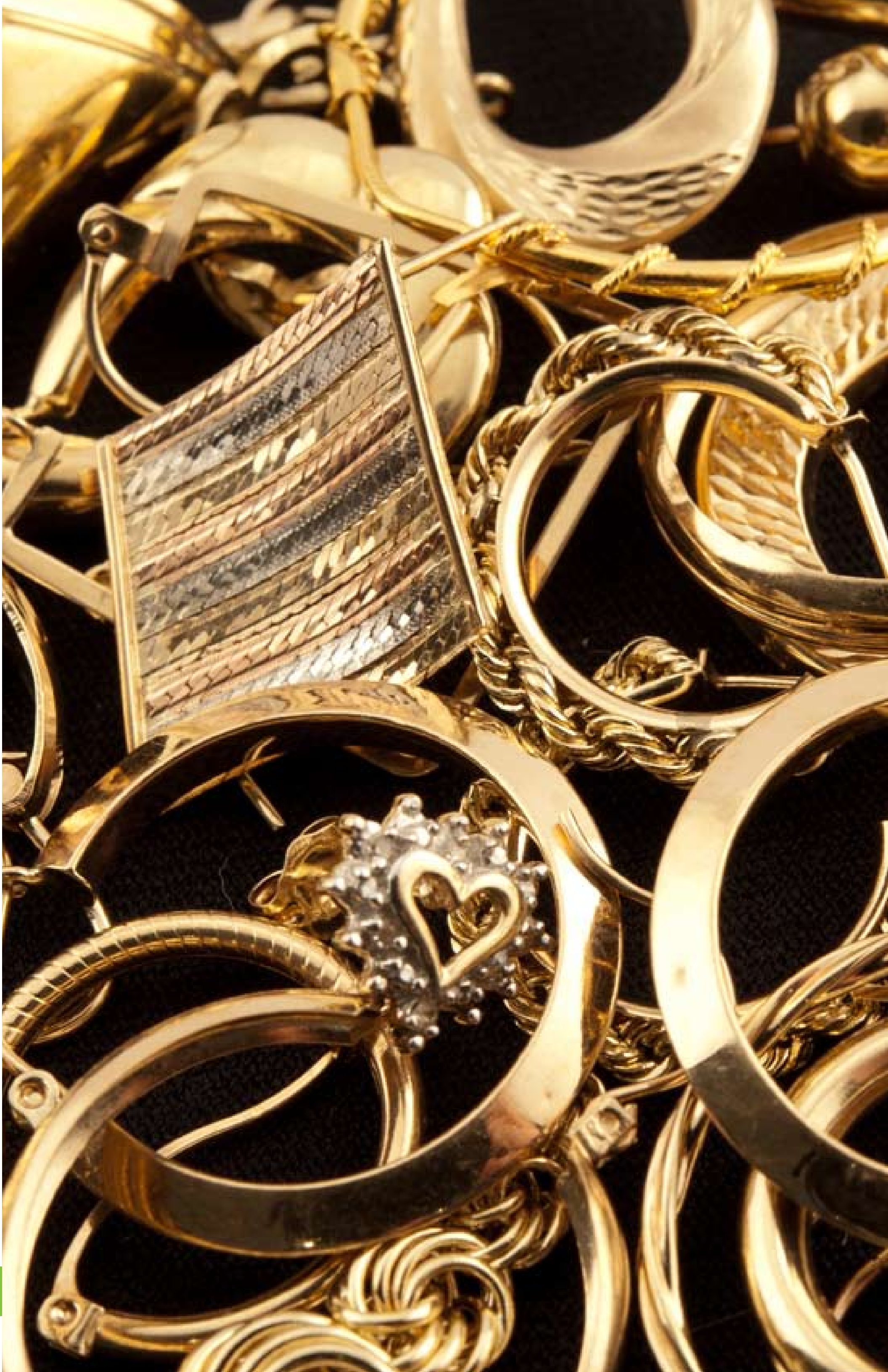
My name is Michael Gupton and I know gold. As president and founder of KMG Gold, I've been personally involved in this industry for over thirty years. When I say involved, I don't mean sitting on the sidelines in front of a computer screen in an office watching financial markets, trends and traders; I mean "get your hands dirty" involvement. And now, hailed by some as one of Canada's most successful gold and silver buyers, I can help you make money and show some amazing profits, by buying and selling gold, from your own home based business.

As a gold prospector, I've been finding gold in the rocks and streams throughout Ontario, Manitoba, Northwest Territories, Yukon Territory and British Columbia since 1983.

I know that of all the precious metals in the world, gold is the most popular, as an investment. Individuals, investors and speculators from around the world, have used gold as a hedge against economic, political and social unrest and to protect against investment market declines. This precious metal has been used against burgeoning national debt, currency failure, inflation and even war. But just like other commodities, gold has also been subject to speculation, especially through the use of futures contracts and derivatives.

The history of the increasing value of the gold standard, the role of gold reserves in central banking, gold's low correlation with other commodity prices and its pricing in relation to actual currency, gives clear proof that gold has some amazing features of being even better than money.

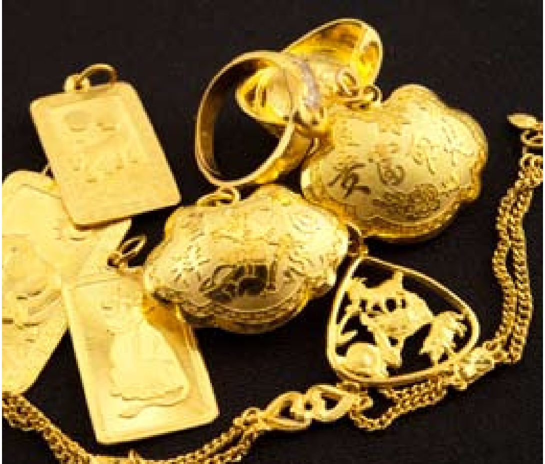
So after all that do you really need more of an incentive to jump in and get your own hands dirty? Read on, because I'm going to show you how.



3 FIND THE GOLD

The obvious first step is to find the gold, but how do I start, you ask? First, get curious. Then get passionate and determined. Sound simple doesn't it. Well it is. Start by stepping out your front door. Yes, it's that easy. Your neighbourhood could be the biggest gold strike ever. Research your immediate area carefully. Your neighbourhood is by far the best, easiest and smartest place to start, because you never know what's out there. Once you've completely exhausted that area, and then start working outward.

Start searching the streets, malls and shops. Find all the goodwill and community-based thrift stores, shops and organizations, in and around your area. Places such as the Salvation Army Thrift Stores, Value Village and consignment stores, could all be your own personal "goldmines". Broken and unwanted jewellery may not be worth much to someone else, but in this business, it has value. I'm sure you've heard the old saying, "one man's trash is another man's treasure". These places are filled with hidden treasures, if you're persistent and patience enough. They may not have anything on the shelves, or in the backroom today, but their inventories are



constantly changing on a day to day basis.

New and used jewellery stores can also be some of your greatest discoveries. These places will always have gold and they have to turn their in-store inventory over as often as they can to keep customers coming back. Styles and trends are constantly changing. What's hot today may not be tomorrow and a smart retailer is always looking for ways to turn their inventory over as quickly as possible.

Estate sales are another venue to study. Find the older, established areas of your city, or locale. Most estate sales are posted a few days before, either in the newspaper, or online. Occasionally you may see a yard sign posted, or a notice at the local grocery store.

Auctions can also be beneficial, but most of these are operating by professionals that have some degree of knowledge and expertise in the industry. An unsuspecting buyer, or interested party, can get caught up in the heat of the excitement and the action, so once again, be knowledgeable and observe the other bidders. Do not let the heat of the moment get the better of you. Remember this is a business and never get emotionally attached to an item.

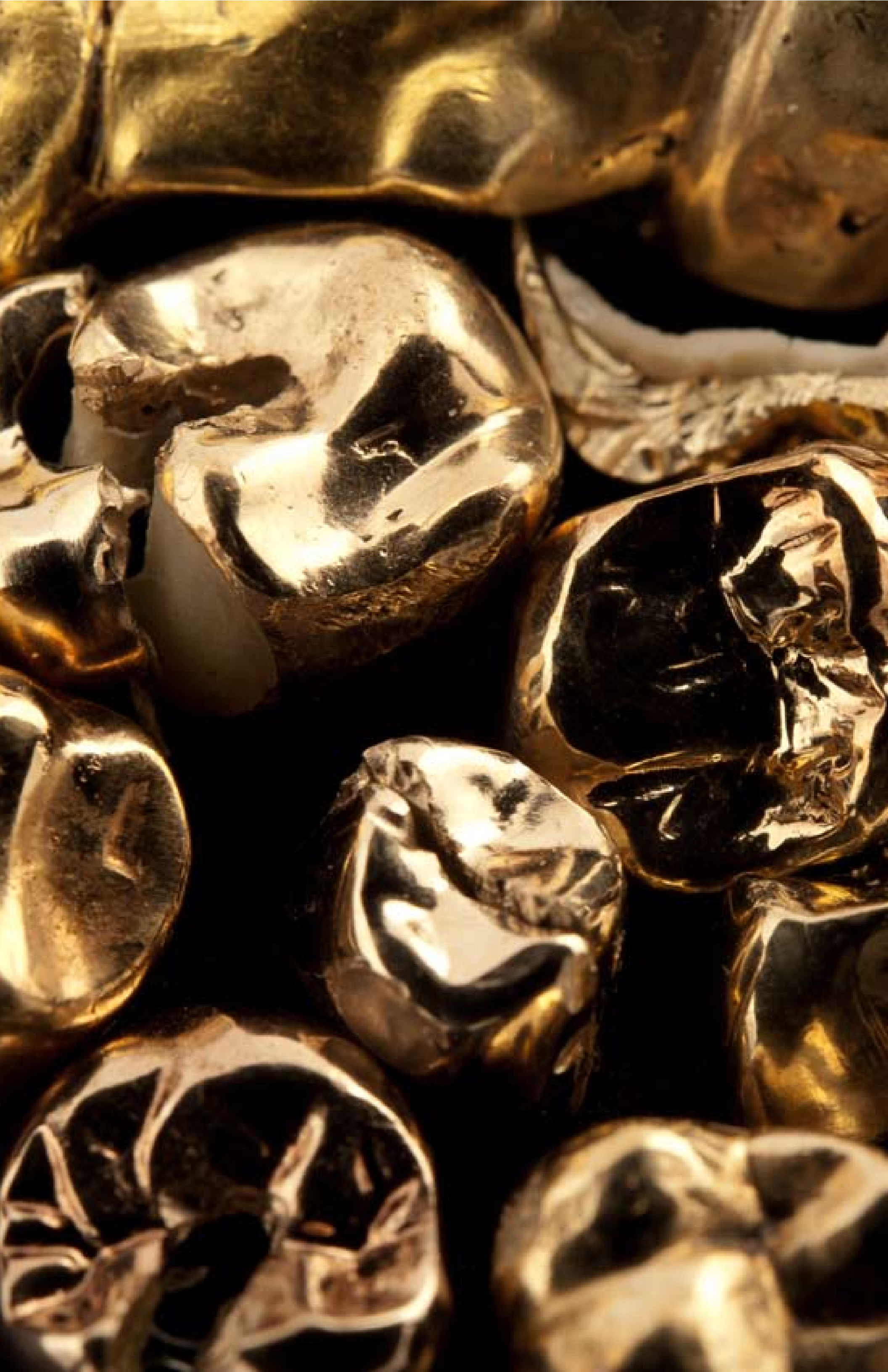
Silverware at some of the Goodwill Stores is usually garbage plate, but some true sterling silver pieces can be found from time to time. There are also many silver trays, creamers and bowls that are worth examining and investigating. Watch for stamps indicating purity or authenticity and any other identifying markings that can help determine the value. Silver coins are a whole other area we will delve into further in As Good As Gold.

Keep in mind we live in a world of scarce resources and an ever increasing population. The push for sustainability and recycling technology has never been greater. Gold is one of the scarcest of resources and is always heavily in demand. Luckily for us, gold is also easily recycled.

Refined gold is exactly the same, whether it is refined from a gold mining operation, or from recycled scrap. Given that most of the gold ever mined is still around today, it makes sense to reuse gold that is no longer used or wanted.

That broken gold chain you have lying around, or the one you find in the local thrift shop, could be your effort to creating a better environment and putting some extra money in your pocket.

The growing awareness of our environment and preserving it for future generations has everyone these days talking “eco friendly” and “going green”.

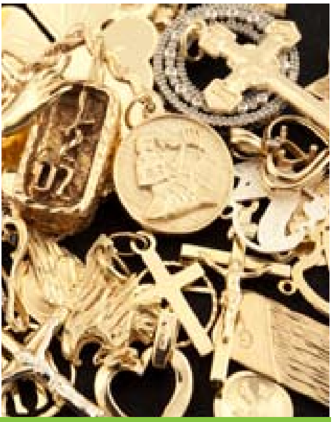


4 JUST DO IT

For many the thought of being laid off, fired, or otherwise let go from your employment, is one of the most frightening things in the world. For others, it can be just the shot of reality needed to set out on the path to their own destiny. That fear of insecurity can be a strong motivating factor in starting a new business.

As it turns out, some of the most successful enterprises today have been started with that in mind. There are numerous stories of well known entrepreneurs, who got their start after the door of employment was slammed behind them. Before starting Home Depot, Bernie Marcus and Arthur Black, were once in that situation. JetBlue Airways', David Neelman, found himself unemployed before his business got off the ground. (full pun intended). Even the author and creator of the Harry Potter series, J.K.Rowling, lost her job for writing short stories during her regular work hours, under someone else.

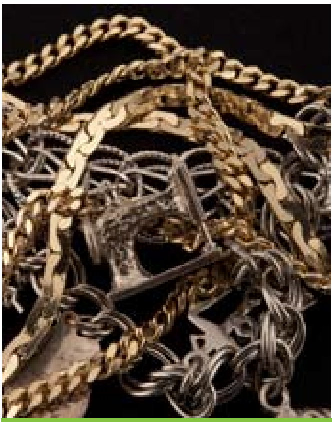
It is estimated that forty-nine percent of all new businesses in the United States and Canada are now operated from a home office. The great part about launching a new business today, is that with all the technology out there, internet, smart phones, email, text



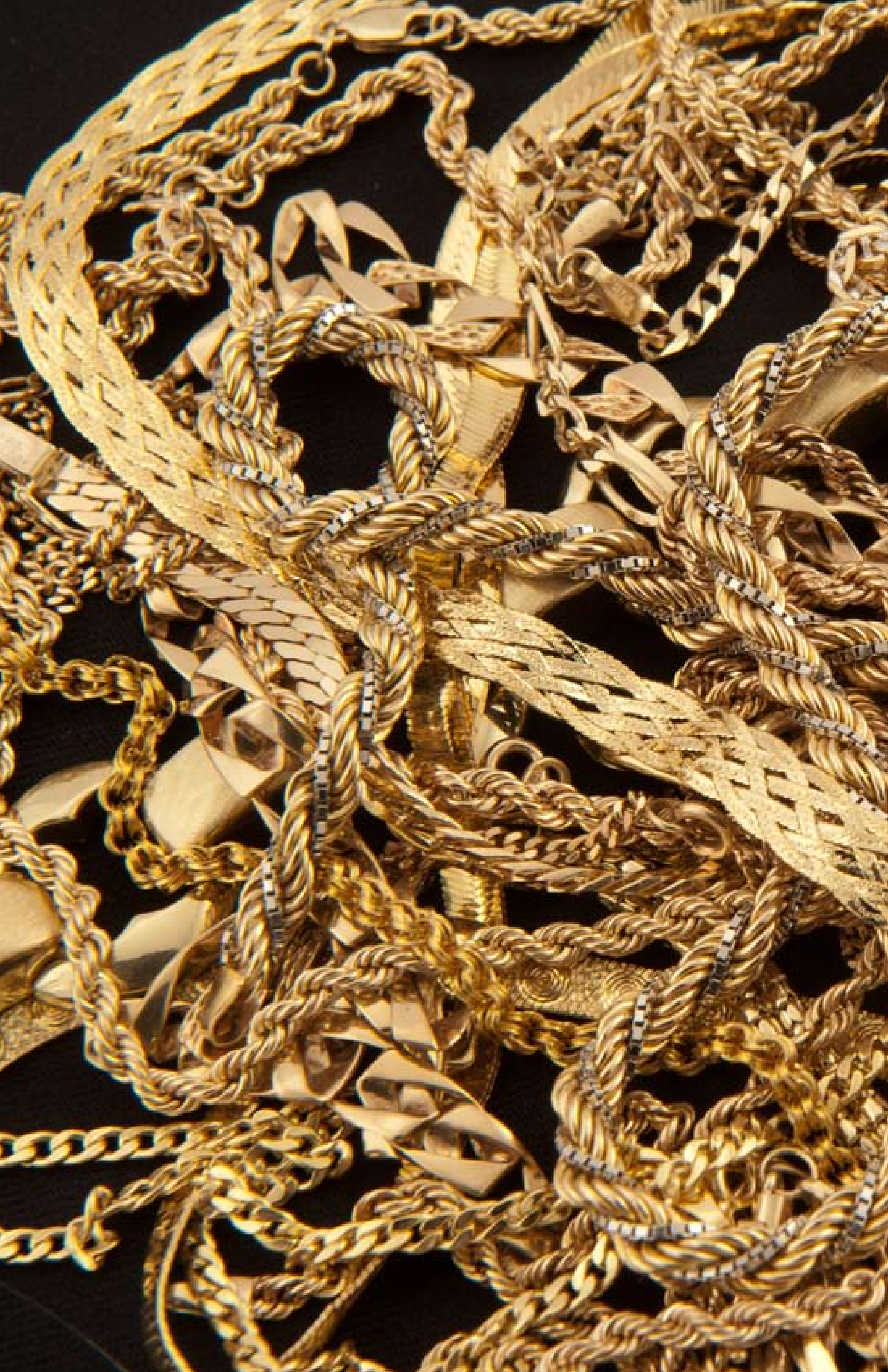
messages and social media, a business can be operated from just about anywhere.

The other great reason for becoming an entrepreneur – and the reason most people take the leap, is that you can gain control over your life and the direction of your career. But chances are that in the beginning, especially in the precious metals industry, you'll be working long hours and putting more energy into this business than anything else you've ever done. The plus side is that you will be doing it for yourself and your family.

There are numerous references that apply to the belief that you should find your gifts, or talents and put them to use with all you have. Basically, find the work you love to do and you'll never have to actually work another day in your life. You will benefit from your efforts, not your boss, or someone else.



Running your own gold buyers business is going to give you greater flexibility to meet the needs of your family in many ways, other than just monetary. You will be able to control your own destiny, enjoy your efforts and see the fruits of your labour in ways you may never have dreamed before.



5 ACCUMULATE & RECYCLE

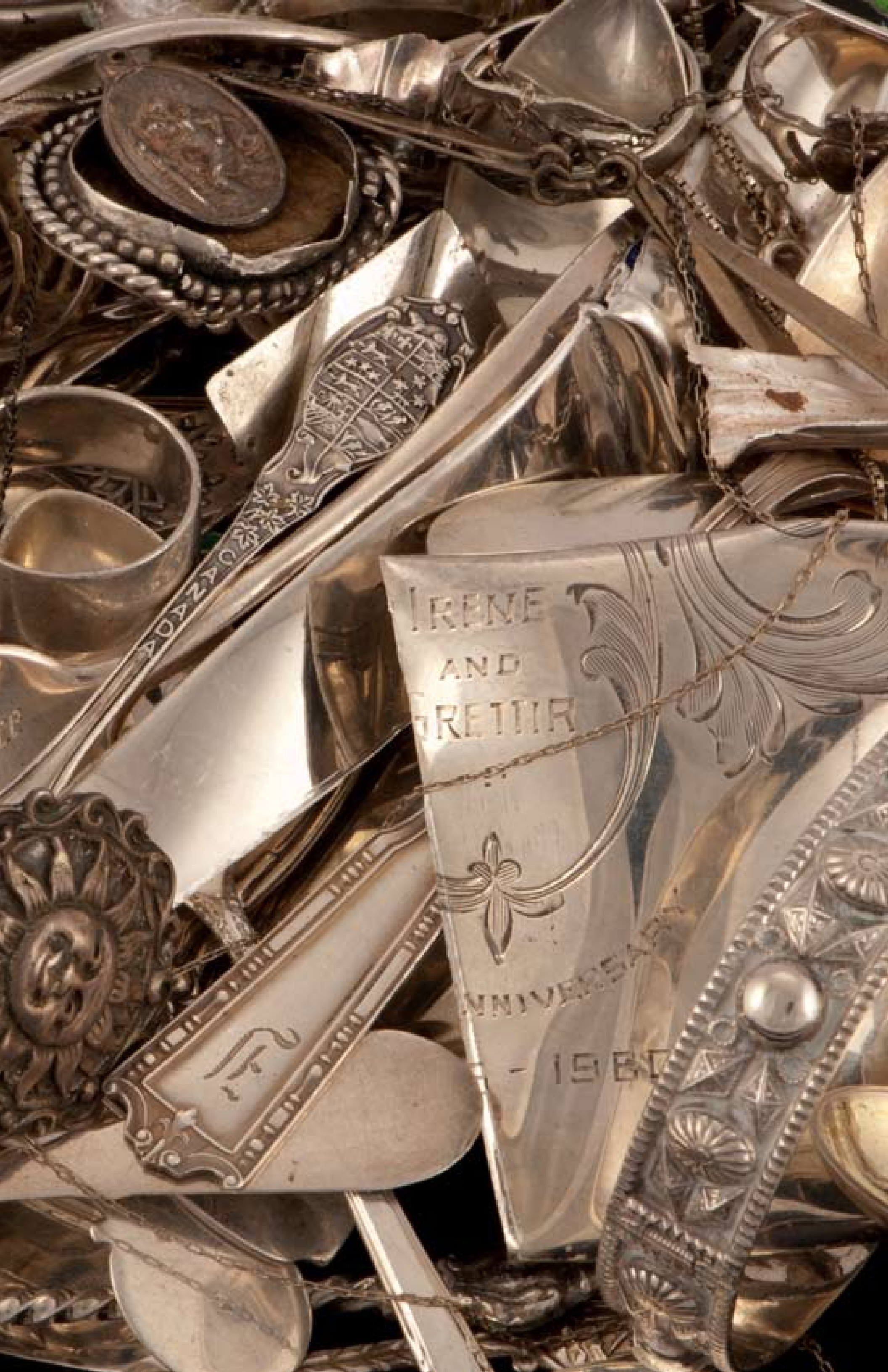
Once you've started to find all that gold or silver, the only solution and the next step on your road to success is to recycle your inventory. Once you've received the payout from your first shipment, use some of that to reinvest back into the business and buy more precious metal. That is how you fuel your enterprise. That's the process that allows you to go out and buy more. Then, the pot of gold, your pot of gold, will continue to grow.

One of the key areas of this industry is the accumulation of the inventory. If you're intention is to operate this enterprise, as a business, then the key is to turn your inventory over as quickly as possible, but also, as profitably as possible. If your intention is for investment purposes only, then you have to look at this from a different angle.

In the soon to be released series, As Good As Gold, I go into far greater detail on the negative effects of accumulation. It's a fairly well known story, about two men who thought they had it all figured out, but instead greed and ego took over and the final result was devastating.

For now though, I'm going to reveal and explain one of the most important trade secrets inside this industry. Few people are aware of it, but it can be a crucial strategy to your bottom line. I call it the Averaging Concept. It's a strategy that's used quite often in the investment business, by some of the top mutual funds, money managers, stock brokers and real estate investors. And it can apply to the gold buying business as well. It's a simple strategy that may not make sense at first, but hear me out. – DO NOT WATCH THE PRICE OF GOLD DAILY.

My Averaging Concept is based on the fact that the daily price of precious metals, including gold and silver, will fluctuate. Look at any precious metal, or any commodity on the market today; even orange juice. The price does in fact fluctuate. But remember this - the value is always there! That's the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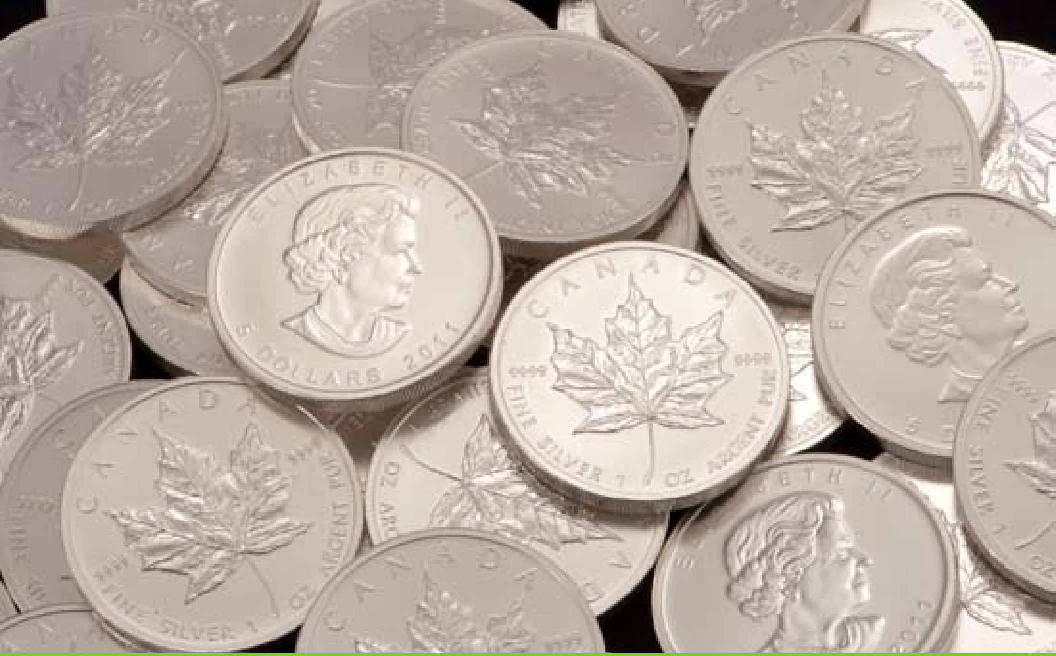
AND

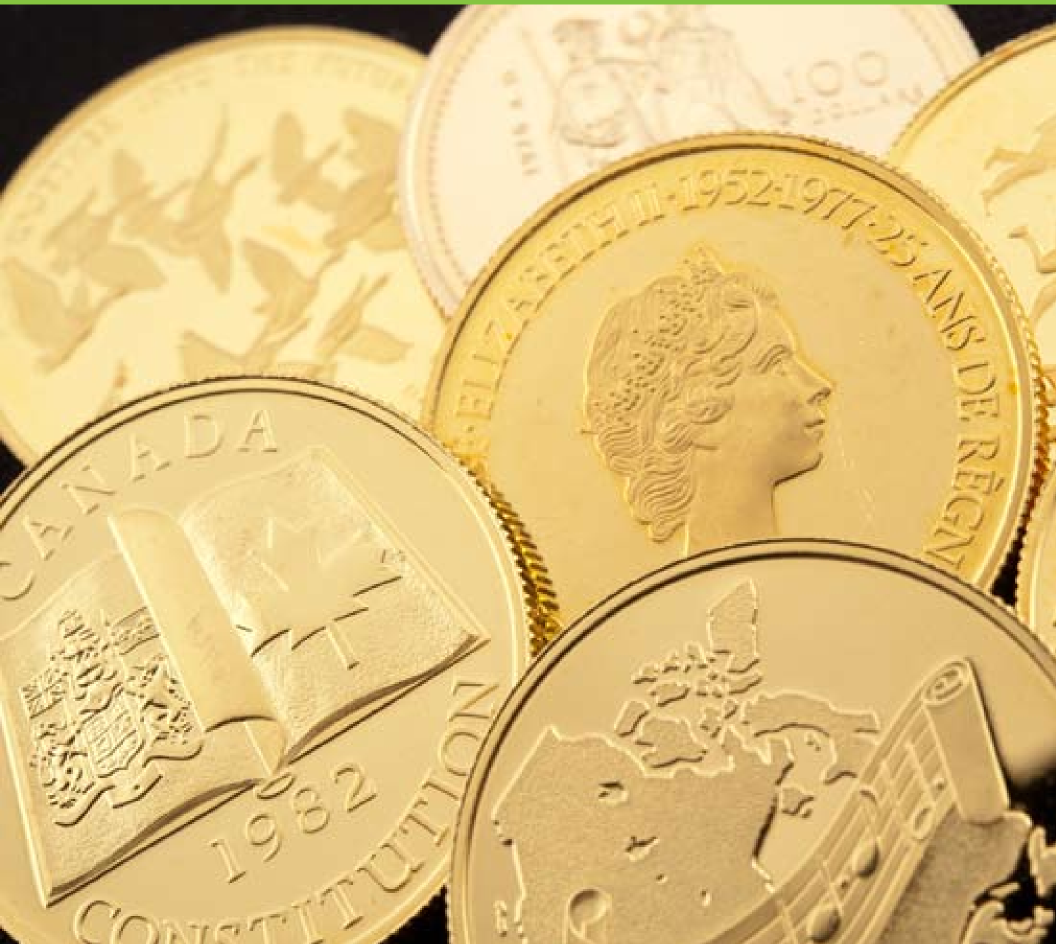
6 KNOW YOUR COINS

Canadian and U.S silver coins are a great way to start and good to sell when the price goes up. CAD coins were cast in sterling silver in 1919, then were 80% silver from1920-1966 and were either 50% and 80% silver in 1967 (no way to tell which is which). The coins minted in 1968 can have either 50% or 0% silver content. The 0% ones are magnetic. US coins were 90% silver up to1964. Kennedy half dollars were cast 40% silver from 1965-1967. Old English coins can be 92.5% silver.

You may stumble upon some coins labelled junk silver, but these are far from junk. Junk silver is a term used by coin collectors because most of these coins don't have a collector's value. Junk silver has value in the eyes of any silver buyer. You can find plenty of these, if you know where to look and what to look for. Check out, As Good As Gold, where we go into even more detail on the coin industry, complete with detailed descriptions and photographs.

Spend some time searching and you'll uncover quite a few silver coins and junk silver websites. Places like C.C. Silver & Gold and CMI Silver and Gold are just two options out there. Just be careful and do your research.


CANADA
ELIZABETH II
5 DOLLARS 2011
FINE SILVER 1 OZ ARGENT PUR


ELIZABETH II · 1952 · 1977 · 25 ANS DE RÈGNE
CANADA
1982
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7 BE REAL

I would highly recommend not buying stones, unless they are diamonds. All other stones, including pearls, opals and such gems, are worthless outside of a retail jeweler's store. There really isn't a secondary market for them, unless you are a jeweler. A jewelry designer may be interested, but it is such a select market, I would stay away.

Testing for a real diamond is easy. Buy a sheet of silicon dioxide sandpaper from your local hardware, or building supply store. Put the stone on the sandpaper, crown or flat surface down and rub it across the paper. Rub the stone clean and then look at it with your loupe to see if it has scratches on it. If it does, it's zircon. If it doesn't, it's a diamond. If you look at the stone with your 10x loupe, diamonds may show little inclusions, or fractures, deep within the stone and little black flecks within the stone.

Diamonds do not have a polished girdle. This is the real deal. Zircons have a polished girdle and will appear flawless. They corrode from human skin acid, so you should be able to see this corrosion on the crown, facets, and culet. There will be no inclusions, or black flecks.

The odds of finding a diamond at a Goodwill, Salvation Army Thrift Store, or other second hand shop, are very rare, but it can happen. I found a Birks 18k ring, with a 0.36 carat, VS1 laser inscribed diamond in it. I paid $19.99

8 JUST THE BEGINNING

This free ebook is just a short snippet of the gold buying industry. I have spent my whole adult life studying the precious metals market and the industry as a whole.

My next book will reveal even more information on the industry, advertising and marketing your own business and a few other surprises that can set you on the path of your own.

Go online at www.kmggold.com to purchase the new publication. And just maybe, you'll find your own pot of gold at the end of this exciting and colourful rainbow.

MICHAEL GUPTON

GOLD BUYER SECRETS

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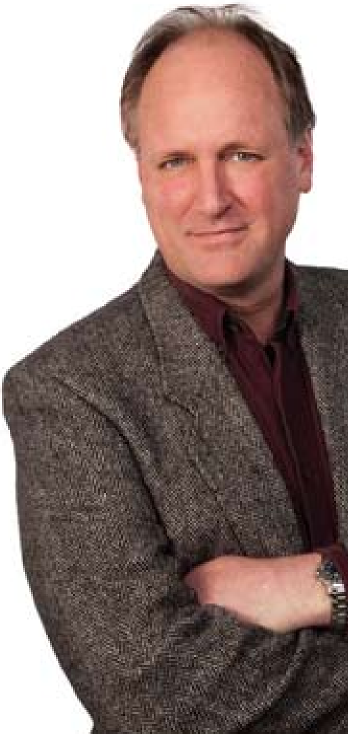
– Michael Gupton, President, KMG Gold

WATCH FOR MICHAEL'S SOON TO BE RELEASED DETAILED FOLLOW UP BOOK

AS GOOD AS GOLD



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