



How to confidently  
profit with  
livestock without  
hoping or guessing  
the market



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If you're marketing your cattle the conventional way, you're probably buying some calves in the spring and selling in the fall hoping to get a good price and make a profit.

What most don't realize is the conventional way is the absolute opposite of what should be done.

In this webinar, we share how Sell/Buy eliminates hoping and guessing your way to making a profit. It gives you confidence to make decisions and know when to market and profit.

You see, it's not what you buy and then sell later. It's what you sell/buy right now that makes a profit.

Read on to hear what you'll learn.



## Introduction

0:00 to 0:59

What most people miss when marketing livestock—what is Bud Williams' Sell/Buy Marketing?

It's about being profitable with any livestock and really anything you own.

## Bud Williams began teaching “Sell/Buy” in 2000

0:59 - 2:19

Bud started teaching marketing along with stockmanship. They're a wonderful marriage of tools and ideas of how a person can not only have animals that produce better and are more profitable but at the same time have a mindset to profit when you sell and buy back, preferable on the same market—within 7-10 days.



**Bud asked me, “Richard, what’s your marketing plan?”**

**2:19 - 4:12**

Early on when Tina and I first met, Bud asked me, “Richard, what’s your marketing plan?”

I answered, “Well, I buy a few calves in the spring and normally sell a few calves in the fall.”

When Bud then walked off without a word, I knew that was the wrong answer.

Bud was far past the conventional ideas most of us have that we’ll wean some calves off and then take whatever the market is willing to give us that day.

**What I did **before** I understood Sell/Buy—the opposite of what one should be doing!**

**4:12 - 6:10**

In the beginning, I’d go to the sale barn in the spring and I wanted 400 lb steers, and that was all I bought because that was what I came to get. But you see that is not really proper thinking.



**What I did **after** I understood Sell/Buy—  
buying back on the same market.**

**6:10 - 9:20**

We knew the animals the people wanted and were willing to pay a premium for, and we sold those. We also bought animals nobody else wanted knowing they were underpriced. The market cycles, so animals they don't want today, they will want later. And then we will have them for sale.

**We can't let Bud's teachings go into history  
forgotten.**

**9:20 - 12:02**

Tina and I started teaching livestock marketing in 2014 because people wanted the stockmanship and marketing taught at the same school.

Bud's techniques, processes, and ideology were priceless and will begin to seep into all parts of your life.

**Sell/Buy is about current value.**

**12:02 - 12:23**

We might consider buying those animals that are undervalued and keeping them until they become overvalued. Then we can let somebody else own them.





We're all doing sell/buy; we just don't know we're doing it, and we're not doing a very good job.

12:23 - 14:14

You sold your time or some other animals to get some money to buy new animals. Then, you sell your feed, labor, time, and overheads to put weight on those animals while hoping to make a profit without understanding the price relationships. A lot of times that isn't profitable.

See the appendix at the end of this pdf for Bud's full statement about this.

Is profit three out of ten years good enough?

14:14 - 15:18

We also don't believe in "break even." It sets the bar lower than what we need, so that's all we have to accomplish, to get to break even! I don't think that's a good way of looking at things.

Are you selling, or are you buying?

15:18 - 15:51

Either selling or buying, make the correct decisions using easy math!



**I tried to prove Bud was wrong.**

**15:51 - 17:20**

I tried to find an example of a Buy/Sell transaction, but Bud would point out to me how it was not; it was always a Sell/Buy. I was convinced you bought them for this amount, you had them for this long, you had this many expenses, you sold them for this, and if there was a profit there, that's what you made. But that's skipping a lot of steps.

In reality, life is all a sell/buy. Through our marketing school we will illuminate those processes so you can see that conventional marketing wisdom is possibly not the most profitable.

**You are doing Sell/Buy right now!**

**17:20 - 18:09**

While you are watching the webinar and/or reading this supplement, you are selling your time and buying knowledge or insight into what we can give you to help you be more profitable.

This is a sell/buy.

**We need to get better at it.**

**18:09 - 18:50**

It makes no difference what prices will be 6 months from now. The price relationships for each weight class go up and down, and if you miss those opportunities, you miss your chance to be profitable.



## Testimonials

18:50 - 21:53

From Joe:

Since my wife and I have started ranching, we knew something was missing. It has felt like two steps forward and one step back. The Proper Livestock Marketing Course helped me see where I was “not quite right.” I bought and read the book and can see clearly the sell-buy marketing in every transaction. It was always there, we do it; but until you recognize it, you screw it up. Thank you very much.

From Tim:

Just finished the Proper Livestock Marketing course. The sell/buy concept is fascinating, and Richard and Tina do a great job teaching it. Once they explain how it works, they release the spreadsheets that do all of the calculations. Very interesting and well worth the investment. We have already started implementing.

From Rob:

Thank you so very much; this has been THE BEST online course that I have taken. There are online courses where once you buy the course they see their end as done. You guys have over delivered to the tenth degree. It is very clear to me that you want this to be a course that empowers you for life. There is no doubt in my mind that it will! I had a fellow ask me about this sell/buy; I said you just have to take the course at handnhand to start!





## **Sell/Buy works for anyone—big or small.**

**21:53 - 23:17**

Richard provides an example of how retailers sell at a profit based on what it costs to replace their inventory.

Sell/Buy works the same whether you have a huge herd or only a couple of animals. It works if you have a ranch with thousands of acres or you have a small family farm you work alongside your day job.

## **Instead, make a profit when we market; right then, not later.**

**23:17 - 24:14**

With input costs the way they are today, the old way of thinking of making it on production—putting more weight on the animals—is going to be much more difficult. So, we need to learn to make a profit on animals as we sell and replace.

## **Your first sell/buy decision is here!**

**24:14 - 25:11**

Your first sell/buy decision will be whether or not to sell \$600 and buy the knowledge Tina and I and Bud and Eunice have gathered over 50 years. If you can make that \$600 back in one afternoon at the sale barn, it could be a very wise decision on your part.



**You get excel files now instead of using a calculator and paper.**

**25:11 - 25:58**

Many excel files are included with the course to help you do the math to get the information you need to make wise marketing decisions.

**If you don't like the material, we'll refund your money.**

**25:58 - 27:02**

This marketing will improve your life, the life of your animals, the lives of your family, and the profitability by knowing when to sell, where to sell, how to sell, and most importantly, why to sell animals.

If you aren't satisfied with the materials and knowledge you receive in our course, we will gladly refund your money.

You get to make the decision on what you will sell/buy.



## Appendix

Bud explained sell-buy marketing during the 2012 Bud Summit in Coffeyville, Kansas like this—

Everybody who has anything to do with livestock is already doing the Livestock Marketing just like I say. The whole industry is doing the marketing just like I say. They just don't know they are. Since they don't know they are, they're just screwing it up.

You can't sell anything without buying something; and you can't buy anything without selling something. So, we are already doing these things. The only thing is, we cannot make ourselves realize this because we only think of buying and then selling.

Every time you buy animals, you must sell something in order to buy those animals. They already sold and then bought. Every time we sell an animal, we buy something. When you take animals to the sale and sell them, you buy money. I'm almost sure you do, or I doubt you would take them there. Because, if you take them to the sale and don't get anything in return, you will probably stop doing that.

If you sell them to a private party, I'm almost sure they give you money in return. So, we already sell-buy. If anybody can show me a situation where you don't, I would like to see it. I don't know of any, and I've been studying this for a long time.

So, we already sell-buy. It's just that we have it in our mind we buy-sell, and we don't want to let loose of that. We don't want to admit we already do it, and all we have to do is improve on it. But, you can't improve on something you don't believe you do. That's where the problem is.



You don't have to switch over to anything. All you have to do is realize you are already doing it and just improve the way you are doing it.

Don't look at Proper Livestock Marketing as, "We have to make a change."

We don't have to change anything except our thinking.

**That's all.**

**Nothing else.**

[Click here to get the Proper Livestock Marketing Course](#)