### How to make money on hockey .

### **1. Collecting and selling hockey cards**

- Purchase cards and packages: use verified sources for purchases, for example <u>www.dacardworld.com</u>
- Identifying valuable cards: use specialist sites to identify the value of cards
- Selling on online platforms: selling on big sites such as <u>www.ebay.com</u> or <u>www.comc.com</u>, don't forget to take good quality photos and a good description :)
- Historically price increases: Collector cards can have annual price increases ranging from 5% to 20% depending on condition and demand. Some cards especially rookie star players can have annual increases of over 50% per year. For example, Wayne Gretzky's 1980 O-Pee-Chee rookie card has increased in value by over 1000% over a ten year period

#### 2. Prediction and betting

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- **Team and player research**: Analyze the performance of teams and players using statistics on the site <u>www.nhl.com</u> or <u>www.eliteprospects.com</u>
- **Micro-Betting:** focus on smaller betting events in a match (number of goals, number of fouls, number of shots...)
- Choosing the right bookmaker: use trusted platforms with good odds
- Watching live matches: Watching live matches can help you gain valuable information for your next bet. Sites like <u>www.espn.com</u> offer live streams and stats.

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#### 3. Content creation for social networks

- **Create a blog or YouTube channel:** Create a blog or YouTube channel and start creating content. The content could be focused on analysis, predictions and tips.
- **Monetization:** Monetize your content after you gain followers. YouTube offers ad revenue opportunities, while blogs can use affiliate marketing.
- Social media : Share your content via social networks like Instagram, Twitter, Facebook, TikTok, Reddit. Use relevant hashtags to make your content reach a wider audience. Don't forget to regularly interact with your followers, answer questions and comments. This will help you build a bigger and stronger community :)

#### 4. Trading fan merchandise

- **Buying items:** Fan items are in huge demand, especially during major sporting events like the World Cup. For example, you can use https://shop.nhl.com/ or <u>www.fanatics.com</u>
- **Selling items:** Sell these items at a premium for example on Ebay, Facebook Marketplace, local forums and groups.



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#### 5. Thaurus Guru app

Use the Thaurus Guru app to find out the different ways you can also make money from your favourite sport. Berry can give you all the directions and routes, as well as accurate match predictions. Just ask Berry and give him space :) As they say, just listen more and talk less



