



Gold Strategy Guides: A workout - not a walkthrough

WORLD OF WARCRAFT

The comprehensive guide to making gold in World of Warcraft, packed with the latest tips and strategies, designed to make you millions

Gold Strategy Guide

Eric Dekker

[PACKT]
PUBLISHING

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BIRMINGHAM - MUMBAI

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About the Author

Eric Dekker is a civil engineering student who has been playing computer games ever since he first started using his computer. His gaming experience runs the gambit from first person shooters such as Team Fortress 2 and Left 4 Dead where he ran servers, to competing on teams on MMOs such as World of Warcraft. In World of Warcraft, he's had experience on the front lines of heroic raiding and gold-making.

Eric Dekker currently writes The Golden Crusade, a blog that focuses mainly on gold-making in World of Warcraft. It can also be found at xsinthis.net.

I'd like to thank all my friends, family, readers, and members of the World of Warcraft community who have supported me in this endeavor and have helped to make this book possible.

About the Reviewers

Ray Gould (aka Profitz) from WowProfitz.com is new to the gold-making community and recently started out on his own gold-cap journey in the World of Warcraft. He has contributed to the community by way of blogging, live-streaming, and The Cross-Realm Podcast series. Additionally, he has kicked off The LightHouse Project is a beginner's educational podcast series to help beginners walk through the fundamentals of gold-making from step one to success. Profitz is a loving father of two teenagers, and has been married for fourteen years. They are a gaming family at heart. To find more about Profitz, please contact him at his website: WowProfitz.com, via Twitter @WowProfitz, or stop by his IRC chat channel at www.tinyurl.com/wowprofitz.

Best regards to you all and best wishes in your gold-making endeavors!

Phat Lewts has been making gold in World of Warcraft for over 3 years, earning over 9 million gold during that time. He is the author of Phat Lewts' Gold Blog, a blog about making gold in World of Warcraft, which can be found at www.PhatLewtsGold.net.

Helen Shorey is a part-qualified accountant by trade, a keen photographer, blogger, and, most recently, World of Warcraft player and gold maker known as Nev. Having played World of Warcraft for a year and finding herself guildless, she began her journey in gold-making just before the Cataclysm expansion. Her blog, Auction House Addict, was born around the same time, journaling her adventures on the way to one million gold in-game. Her blog has just celebrated its second birthday and continues to draw in new readers almost daily.

Being a part of the gold-making and blogging World of Warcraft community has become a major part of her continued game-playing experience. She is striving to find new ways to make gold in-game and to pass that information on to her readers.

I would like to thank Eric (the author) for the pleasure of reviewing his first book. It's been a rewarding experience and an honor. As for my own gold-making experience, I'd like to thank all the other gold-making bloggers out there, for getting me started, for including me in their community, and for keeping me going over the last tough year.

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Table of Contents

Preface	1
Chapter 1: Setting Up Your Gold-Making Empire	5
Setting goals	5
Why goals help you keep your head in the game	6
Setting up your main banking character	6
Choosing your bank alt	7
Choosing a character name	7
Choosing your character's operating city	8
Choosing a character class	10
Whether or not to remain anonymous	10
Setting up your bank alt	12
Managing bags on your bank alt	12
Using banks for storage	13
Storing items in mailboxes	14
Dealing with hate mail	15
Picking your first professions	15
Optimal profession pairing	16
Profession priority	18
Leveling alts	18
Filling empty profession slots	19
Leveling professions	20
Secondary professions	20
A warning against gold-buying and other Terms of Service infractions	21
Gold-buying	21
Botting	21
Item duplication	22
Scams	23
Summary	23

Chapter 2: Earning Your First Gold	25
You need to spend gold to make gold	25
Reselling vendor pets	26
Neutral vendors	27
Pets from in-game events	30
Faction-specific vendors and pets	31
Fishing	36
The Tillers, farming, and Sunsong Ranch	36
A copper saved is a copper earned	37
Costs associated with the Auction House	38
Milking every copper from daily activities	38
Daily quests	38
Player versus Player (PvP)	40
End-game Player versus Environment (PvE)	40
Raiding	41
Gold Dragon Killer Points	41
Dungeons	43
Leveling	43
Summary	44
Chapter 3: Exploring Your Major Income Sources	45
Farming	45
Gathering	46
Mining routes	47
Herbalism routes	52
Skinning	56
The concept of manufacturing	56
The shuffle	57
Pricing	61
Summary	61
Chapter 4: Using Your Professions Effectively	63
Alchemy	63
Learning new recipes	64
Potions	64
Flasks	66
Elixirs	67
Transmutes	68
Materies	69
Blacksmithing	70
Armor	70
Item enhancements	71
Enchanting	71

Engineering	72
Inscription	74
Glyphs	75
Shoulder enchants	76
Equipment	76
Trinkets	76
Jewelcrafting	77
Gems	77
Leatherworking	79
PvP gear	79
PvE gear	80
Item enhancements	81
Tailoring	83
PvP gear	83
PvE gear	84
Item enhancements	85
Summary	86
Chapter 5: The Tools of the Trade	87
TradeSkillMaster	87
Installing the add-on	88
Starting TradeSkillMaster	89
Module Options	90
Auctioning Groups/Options	90
Shopping Options	96
Crafting Options	97
Mailing Options	100
Module Features	101
Accounting	101
AuctionDB	102
Item-Tracker	102
Crafting Professions	102
Crafts	103
Materials	104
Options	105
The TSM Auction House tab	106
The Undermine Journal	106
The realm page	107
The item page	109
The seller page	111
Summary	113

Chapter 6: Understanding and Profiting from Market Behavior	115
How gold behaves as a currency	115
Gold sinks	116
The Black Market Auction House	117
Repairs as a gold sink	118
Auction House cuts as a gold sink	119
Market cycles	119
Daily cycles	120
Weekly cycles	120
Patch cycles	121
The patch effect on bot programs	122
Expansion cycles	123
Holiday seasons	124
Supply-and-demand	124
The relationship between raw goods and finished products	125
Wealth disparity	126
Game holidays	126
Summary	127
Chapter 7: Expanding and Streamlining Your Empire	129
Time management	129
Daily routine	130
Time investments	131
Inventory	132
On-hand inventory	132
Stockpiles	133
Economy of scale	135
Cross-faction trading	135
Server transfers	140
Profiting from transfers	142
Summary	143
Chapter 8: The Final Stages of Becoming a World of Warcraft Gold Tycoon	145
Using multiple accounts	145
Setting up Altoholic to share information across accounts	147
Setting up TradeSkillMaster to share ItemTracker data	151
Obtaining suppliers	152
Flipping items	153
Unusual items	155
Remote Auction House	156
Buy	160
Sell	162

Auctions	163
Tips	164
Identifying gold-making opportunities on your own	165
Other resources at your disposal	166
Blogs	166
The Consortium	167
Gold Capped	167
Twitter	167
Summary	167
Index	169

Preface

Whenever a game has a currency or mechanism to buy things in-game, players become concerned with how to best acquire it, and preferably in large quantities. In World of Warcraft, gold drives the in-game economy and players spend hours every week trying to collect enough of it to play the rest of the game effectively. A select few take it one step further – they want to be on Azeroth's rich list, being able to buy whatever they want in-game, with gold being no concern.

Unfortunately, World of Warcraft is fraught with misinformation about how to obtain these levels of gold. This book aims to remove the fog and mystery of mega gold-making and teach the reader how to make the most gold, most efficiently.

What this book covers

Chapter 1, Setting Up Your Gold-Making Empire, explores how to lay the groundwork for your gold-making empire.

Chapter 2, Earning Your First Gold, gives an introduction to entry-level methods of making gold.

Chapter 3, Exploring Your Major Income Sources, explores your major sources of gold in-game, including farming, manufacturing, and the shuffle.

Chapter 4, Using Your Professions Effectively, provides explanations and guides to every major profession in the game.

Chapter 5, The Tools of the Trade, gives a comprehensive rundown of the add-ons and tools you'll need to maximize your gold-making.

Chapter 6, Understanding and Profiting from Market Behavior, explains how the market behaves in World of Warcraft and how to best profit from it.

Chapter 7, Expanding and Streamlining Your Empire, broadens your horizons and tells you how to conquer the World of Warcraft gold-making scene.

Chapter 8, The Final Stages of Becoming a World of Warcraft Gold Tycoon, gives advanced tips and tricks to give you an edge in gold-making.

What you need for this book

An active World of Warcraft subscription and all the expansions up to, and including, Mists of Pandaria. Many of the techniques also require at least one level-90 character.

Who this book is for


Any World of Warcraft player who is tired of copper pinching and wants to finally be able to buy anything they want in-game.


Conventions

In this book, you will find a number of styles of text that distinguish between different kinds of information. Here are some examples of these styles and an explanation of their meaning.

Code words in text are shown as follows: "These are items that can be traded (via mail) to any character so long as it is on the same `Battle.net` account."

New terms and **important words** are shown in bold. Words that you see on the screen, in menus or dialog boxes, for example, appear in the text like this: "When you have the client installed, open up the **Get More Addons** tab and search for **TradeSkillMaster**."

 Warnings or important notes appear in a box like this.

 Tips and tricks appear like this.

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1

Setting Up Your Gold-Making Empire

In this chapter, we will be exploring how to lay the groundwork for your gold-making empire; just as you can't build a house without a foundation, you can't start making gold in earnest without the proper support. When we are finished, you will be ready to dive into the wonderful world of gold-making in World of Warcraft. In this chapter, you will learn:

- How to set goals for yourself
- How to focus your activities through one central character for easier management
- How to set up the central banking character
- How to set up your other characters and their professions
- How to avoid breaking the Terms of Service

Setting goals

While many players will have set goals for themselves before starting on the path to riches, an unfortunate number of players start making gold with the sole aim to be "rich." I, however, have some news for you; you'll never be rich enough, and there will always be somebody out there richer than you. Not setting yourself clear goals can lead to burnout and your premature exit from the gold-making world.