

onematchstick



Hi! I'm Telana Simpson and I'm trading a matchstick for offices. I started this project on 12 June 2006, where I put up one matchstick to trade for something, and created my blog, onematchstick.co.za to track my story.

My aim is to keep trading items up in perceived value, until I get some offices to run my coaching and training business, **Inner Coaching**, from. When I get my offices, I'll be contributing some of the space to start-up entrepreneurial enterprises, and helping them give their business dream life. I'm based in Jozi, South Africa, and will go anywhere in South Africa to make a trade - I'll even consider anywhere in the world if the trade is right!

Each time I make a trade, I am aiming to trade up in (perceived) value to get closer to my final trade, which will be for offices. After each trade I do, I "open" for offers on the new item I have to trade with. After a while and when I've received offers, I choose the best one in my opinion and make my next trade.

My Inspiration:

I have an interest in trading. I can't remember when it started, but I do remember when it grew into a passion.

It was when I heard about Kyle MacDonald, a Canadian who traded up one red paperclip for a house. Inspired by a trading game he played as a child, he thought he'd try applying the principle of the game to the red paperclip sitting on his desk. Being a blogger too, he started a **blog** to tell people about his story and get offers for his items.

His trading story began when he traded his one red paperclip for a fish pen, and that pen for a door knob. Fourteen trades and one year later, he traded a role in a Hollywood movie for his house.

I thought this trading idea was so full of fun and adventure that I just had to try it out!

My Trades so far:

So I created my **blog**, and told a few people about my project. I got some exciting offers for my **matchstick**, and decided to trade with Nikki for her **ordinary green pen**. I then traded that pen with Megan for a **fluffy toy frog**, and that I traded with Retha for **2 books**. Nick offered me 2 cases of **First Sighting Wine** (which is a superb wine, by the way!) for the books, and then I traded the wine with Claire and Dave for a **Holiday in Utopia** Nature Reserve.

Gerald and Gaynor really wanted the holiday, but couldn't come up with anything to trade except cash. So I decided to try something different and traded with them for **R3000 cash**.

The cash took ages to trade on! I believe that because cash is such a definite value, the perceived value of items that I was riding on with my past trades, was



missing. I received **118 offers** for the cash, and nearly traded the cash three times – for a Shoei motorbike helmet, a Jackson Kelly electric guitar, and a 1996 Hyosung GA 125 motorbike, but each trade fell through for various reasons.

Then through an amazing chain of **synchronous events**, I met Claire and decided in 34 seconds after she made her offer, to trade the cash with her. Her item was a **hot air balloon flight** with champagne breakfast!

I got some offers for the flight, and then Jenny Crwys-Williams of **702 Talk Radio** found my blog somehow, and called me up. We spoke on live radio, and she went to the phone lines and we received **12 awesome offers** in 40 minutes! I then spent a few frantic weeks researching each offer, and decided to trade with DJ Al your Pal for the **Party of the Century** for up to 150 people!

I then got an offer but I couldn't see how I'd make it work...until I woke up at 2am one night with a fantastic idea! That led to me making my next trade with Eric and Eran for **375 springleap^{Best} T-shirts**.

I ran a competition for the best onematchstick T-shirt design, and the **designer Tu** won the **awesome prize** valued at R5300, (including R1000 to spend at **bid or buy.co.za**) with his design: "**Mission:Not Impossible**"

Over the next 2 years I traded each of those 375 designer, limited edition T-shirts with individuals. I did a few things to help trade the T-shirts on, including throwing **Africa's first SWARM Party**, doing **three-ways**, **handing out matchsticks with my blog written on them in the traffic**, and giving talks to schools and companies.

After trading all the T-shirts, I turned that into **an exclusive "Rock the House" experience with one of South Africa's top bands WONDERboom!** And then I traded that with for a "**Mobile Lifestyle Makeover.**" So if you want to be a part of the one matchstick story, then make me an offer for lifestyle makeover! **Email me** and let's chat!

Best Part: The best part of this project for me is the people I am meeting through my journey while I live out a dream project to reach one of my goals of helping entrepreneurs. It's exciting to hear from strangers who find my blog and to now have them as friends I speak to often! As well as to hear from people who feel my project inspires them to look more creatively at their particular problems or wishes. I'm having such fun too getting to know the people I trade with, and I'm really looking forward to meeting even more people as I go along. Will you be next?

Send me an email (onematchstick@gmail.com) or give me a buzz or sms on +27837302979 and let's chat.

I look forward to trading with you!

Telana

a.k.a 'matchstick girl

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You?