Chapter No. 3
"Exploring Your Major Income Sources"
In this package, you will find:

A Biography of the author of the book

A preview chapter from the book, Chapter NO.3 "Exploring Your Major Income Sources"

A synopsis of the book’s content

Information on where to buy this book

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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.

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For More Information:

World of Warcraft Gold Strategy Guide

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.

For More Information:
Now that we have got you adjusted to the gold-making lifestyle, we will start exploring your major sources of income. When you dedicate time to gold-making, you will typically be farming, crafting, or playing the Auction House (flipping, arbitrage, and so on). In this chapter we will be discussing farming and manufacturing (crafting), as flipping and arbitrage are advanced topics that will be discussed at a later time in Chapter 7, Expanding and Streamlining Your Empire and Chapter 8, The Final Stages of Becoming a World of Warcraft Gold Tycoon.

By the end of this chapter, you will be setting up farming routes and bulk crafting. Some shortcuts to expedite your crafting, such as pricing and shuffle, will also be introduced in this chapter.

**Farming**

Farming is the process of going out into the gaming world to collect base materials by looting, gathering, or skinning (only for collecting leather). This is not to be confused with the new Tillers farm added in Mists of Pandaria.

While farming is the manual labor in World of Warcraft’s gold-making scene and is looked down upon by many of the game's richest players, it remains a reliable source of income and an integral part of the in-game economy. Farming also requires no start-up costs or investments and thus is always a positive gold gain. Finally, many players find the simple work relaxing or enjoyable and will often spend time gathering while waiting for raids to start, dungeon queues, and so on.

For More Information:

Exploring Your Major Income Sources

The downside to farming is that it typically offers a much poorer return for your time. The Gold per Hour is lower than the manufacturing processes, which will be discussed in this chapter. Farming is also a heavily botted activity, where you will be competing with the Auction House goods collected by a nonhuman, which is a piece of software that can travel from node to node perfectly and without rest for days on end. Bots supply a large portion of the raw materials that can be found in the Auction House. However, due to the large volume of goods exchanged, even if you do get rapidly undercut, you can still make sales as buyers will typically buy large batches that will eat through the auctions posted below yours. Just don’t expect to keep up with the volume of other players competing with you.

Gathering

If you took the recommendation, back in Chapter 1, Setting Up Your Gold-Making Empire, to place both Mining and Herbalism on the same character, this is where it will come in handy. If you are trained in Mining and/or Herbalism, you get a new option in your mini map to track nodes, where ore or herbs spawn. If you’ve placed both Mining and Herbalism on the same character, you can track and gather both at the same time. Once you’ve picked up Mining and Herbalism, your mini map's tracking feature should have options for both minerals and herbs, which can appear simultaneously on your mini map as shown in the following screenshot. When it is enabled, herbs and/or mineral nodes will be displayed on your mini map, if any of them are in the range. Note that these will show up even if you don't have the skill to gather them yet (for example, if you have just been trained and you're leveling up in Pandaria).

For More Information:  
By stacking gathering professions together, you can collect both ore and herbs at the same time and increase your profits.

**Mining routes**

Due to the bulk demand by end-game players for the items added in the Mists of Pandaria expansion, these items will be crafted solely by using materials added in Mists of Pandaria. Since this has the highest demand, the best market will be for the base materials added in the expansion (ore, leather, herbs, and so on.). The three ores (Black and White Trillium Ore is counted as one since they behave the same) you will be gathering in the Pandaren continent are:

- Ghost Iron Ore
- Kyparite
- White Trillium Ore
- Black Trillium Ore

These ores can be collected in the various zones of Pandaria. The following are maps of the zones where you can find the new ore and the ore spawns. The suggested routes are also drawn so that you can maximize your productivity:

[Image: Suggested mining routes for The Jade Forest]

For More Information:
Suggested mining routes in the Vale of Eternal Blossoms

Suggested mining routes in Kun-Lai Summit

For More Information:
Suggested mining routes for Townlong Steppes
Suggested mining routes for Dread Wastes
Exploring Your Major Income Sources

Herbalism routes
As the largest demand for mining production falls on the Pandaren ore, so will most of your herb sales be coming from the herbs collected on the new continent. In addition to the occasional Golden Lotus herb, you will also find the following herbs:

- Rain Poppy
- Silkweed
- Green Tea Leaf
- Snow Lily
- Fool’s Cap

These herbs are found scattered across the Pandaren continent. The following are the maps of the new zones with an overlay of all herb node spawn locations as well as suggested routes to take while gathering. Also keep in mind that more than one herb is found in each realm, so these maps and routes are aimed to maximize general herb collection. If you wish to target a certain herb, you can change your route to hit those nodes more often:

For More Information:

Suggested herbalism routes for The Jade Forest
Chapter 3

Suggested herbalism routes for Krasarang Wilds

Suggested herbalism routes for the Valley of the Four Winds

For More Information:
Exploring Your Major Income Sources

For More Information:

Suggested herbalism routes for Vale of Eternal Blossoms

Suggested herbalism routes for herbalism in Kun-Lai Summit
Suggested routes for herbalism in Townlong Steppes

Suggested routes for herbalism in Dread Wastes

For More Information:
Exploring Your Major Income Sources

Skinning
Skinning operates differently from the other gathering professions. To collect leather with skinning, you will have to slay skinable mobs in the Mists of Pandaria continent. These mobs are found in new dungeons, raids, scenarios, and on the Pandaria continent. The leather you will be collecting mostly is as follows:

- Sha-Touched Leather
- Exotic Leather
- Prismatic Scales
- Magnificent Hide

The Prismatic Scales only come from reptilian mobs, lizards, dragons, and so on. The Sha-Touched Leather isn’t directly usable; rather, a player has to turn it into an Exotic Leather before it can be used; it takes 5 Sha-Touched leathers to create an Exotic Leather. The Magnificent Hide is a rare drop leather that can be skinned from any mob that yields Exotic Leather. A leatherworker can take up to 50 Exotic Hides and turn them into a Magnificent Hide.

The concept of manufacturing
For most players in the gold-making industry, a substantial portion of their income will come from manufacturing processes. These processes, much as in the real world, take base materials collected from the gaming world and convert them into usable items for the end user. Some examples of these base materials include:

- Cloth
- Leather
- Ore
- Herbs

For More Information:
These item classes, with the exception of cloth, can be collected from any mob in the gaming world and come from the following three gathering professions:

- Skinning
- Mining
- Herbalism

And these are processed and turned into items for end users by the following crafting professions:

- Alchemy
- Blacksmithing
- Enchanting
- Engineering
- Inscription
- Jewelcrafting
- Leatherworking
- Tailoring

These professions are generally called crafting professions because their main purpose is to craft end products. In the next chapter, we will be detailing each of these profession’s top sellers and other useful information you will need to build your crafting empire.

**The shuffle**

One of the core principles of gold-making is what has been coined the shuffle. The shuffle is typically applied to other processes, such as taking raw ore, prospecting it, and using the gems produced to create a wide variety of items ranging from enchanting mats, enchanting scrolls, cut gems, jewelry, and many more.
As you can see from the previous diagram, there are a lot of options for what you can do with the gems that you gain from prospecting. Using the shuffle, you can potentially produce all of the following products for sale:

- Raw Rare quality gems
- Cut Rare quality gems
- Raw Uncommon quality gems
- Cut Uncommon quality gems

For More Information:

• Meta Gems
• Jewelry (rings and necklaces)
• Enchanting materials
  ° Spirit Dust
  ° Mysterious Essence
  ° Ethereal Shard
• Enchants (scrolls or otherwise)

You will find that at certain points in the shuffle you have to decide what to do with the resultant items. If you can handle the volume of materials (processing ore takes some time and patience), you can produce each one of these final items, assuming that they will be sold at a profitable price for you.

Ores that are prospected for the Mists of Pandaria version of the shuffle are:

• Ghost Iron Ore
• Kyparite Ore
• White Trillium Ore
• Black Trillium Ore

The gems that are produced from the prospecting are as follows, and are broken down into color and quality:

<table>
<thead>
<tr>
<th>Color</th>
<th>Uncommon</th>
<th>Rare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>Pandarian Garnet</td>
<td>Primordial Ruby</td>
</tr>
<tr>
<td>Yellow</td>
<td>Sunstone</td>
<td>Sun's Radiance</td>
</tr>
<tr>
<td>Blue</td>
<td>Lapis Lazuli</td>
<td>River's Heart</td>
</tr>
<tr>
<td>Orange</td>
<td>Tiger Opal</td>
<td>Vermillion Onyx</td>
</tr>
<tr>
<td>Purple</td>
<td>Roguestone</td>
<td>Imperial Amethyst</td>
</tr>
<tr>
<td>Green</td>
<td>Alexandrite</td>
<td>Wild Jade</td>
</tr>
</tbody>
</table>

You can get a small program called the Consortium Key Sender at http://stormspire.net/addons-ui-customization/3828-consortium-key-sender-cks.html, which is essentially a GUI for a script that pushes your hardware events to the game. This is perfectly in line with Blizzard’s rules as it generates only one in-game event for every hardware event. For more information, see the previous link.
Exploring Your Major Income Sources

The following are the prospecting yields for the three ores added in Mists of Pandaria (for these purposes, Black and White Trillium Ore are counted as one since they behave the same). Note these numbers denote the yield per prospect of five ores:

<table>
<thead>
<tr>
<th>Gem</th>
<th>Ghost Iron Ore</th>
<th>Kyparite</th>
<th>Trillium Ore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pandarian Garnet</td>
<td>25.6%</td>
<td>27.30%</td>
<td>18.41%</td>
</tr>
<tr>
<td>Lapis Lazuli</td>
<td>26.33%</td>
<td>27.30%</td>
<td>16.79%</td>
</tr>
<tr>
<td>Sunstone</td>
<td>24.33%</td>
<td>26.24%</td>
<td>17.41%</td>
</tr>
<tr>
<td>Alexandrite</td>
<td>26.67%</td>
<td>30.85%</td>
<td>15.80%</td>
</tr>
<tr>
<td>Roguestone</td>
<td>24.00%</td>
<td>22.70%</td>
<td>15.67%</td>
</tr>
<tr>
<td>Tiger Opal</td>
<td>25.67%</td>
<td>19.86%</td>
<td>15.92%</td>
</tr>
<tr>
<td>Primordial Ruby</td>
<td>3.67%</td>
<td>5.55%</td>
<td>15.05%</td>
</tr>
<tr>
<td>Sun's Radiance</td>
<td>4.33%</td>
<td>4.26%</td>
<td>16.42%</td>
</tr>
<tr>
<td>River's Heart</td>
<td>4.33%</td>
<td>5.32%</td>
<td>19.40%</td>
</tr>
<tr>
<td>Wild Jade</td>
<td>4.67%</td>
<td>4.26%</td>
<td>16.29%</td>
</tr>
<tr>
<td>Imperial Amethyst</td>
<td>5.00%</td>
<td>4.26%</td>
<td>16.29%</td>
</tr>
<tr>
<td>Vermillion Onyx</td>
<td>5.00%</td>
<td>3.90%</td>
<td>16.67%</td>
</tr>
<tr>
<td>Shards</td>
<td>129.67%</td>
<td>160.64%</td>
<td>148.76%</td>
</tr>
</tbody>
</table>

Generally speaking, when prospecting you will get the following results:

<table>
<thead>
<tr>
<th>Quality</th>
<th>Per Stack of Ghost Iron Ore (20)</th>
<th>Per Stack of Kyparite (200)</th>
<th>Per Stack of Trillium Ore (20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rare</td>
<td>1.1</td>
<td>10</td>
<td>4.0</td>
</tr>
<tr>
<td>Uncommon</td>
<td>6.1</td>
<td>62</td>
<td>4.0</td>
</tr>
<tr>
<td>Sparkling Shard</td>
<td>5.2</td>
<td>64</td>
<td>5.95</td>
</tr>
</tbody>
</table>

You can find more information about these numbers at http://xsinthis.net/prospecting-rates/.
Pricing
Many of the items you will be producing have simple linear price calculations. Essentially, if \( x \) amount of item A and \( y \) amount of item B produce item C, the cost to produce item C is the sum of the cost of its parts. For example, if you were to craft Contender's Silk Raiment, a PvP cloth chest piece crafted by tailors, the price of production would be 5 bolt of Windwool Cloth; or, since it takes 5 Windwool Cloth to create each bolt, your production cost will be the cost of 25 Windwool Cloth. You then account for Auction House cuts (that is, 5 percent), potential lost deposits because of relisting or expiring auctions, and then set a minimal profit to get your minimum sale price for the item.

Beware of the "I farmed it, so it's free" mentality! Just because you collected the materials yourself, doesn't mean it didn't cost you anything! Just as in real life, you value your time at a certain rate; make sure that you're valuing your in-game time appropriately.

The pricing model for anything that doesn't have a linear manufacturing process can be a bit difficult. With something like the shuffle, you can't necessarily fix a production cost to individual items. What you need to do instead is take a sample, say 100 stacks of Ghost Iron Ore, and determine how many items will come from it. You then take the cost of the 100 stacks and start subtracting the sale prices. For example, some players may find that selling the rare gems makes the ore investment, and whatever they sell the enchanting materials, jewelry, or uncommon gems for will be pure profit. Your mileage may vary, however, so make sure you are making a profit selling the items. To aid this, you can use a spreadsheet to plug in ore costs, sample size, and what you can sell the resultant items for; it will tell you if you're making a profit, and if so how much.

The Golden Crusade Shuffler, which can be found at http://xsinthis.net/the-golden-crusade-shuffler/, can be used to determine if the shuffle is profitable on your realm and how to maximize your profits from it. Full instructions on how to use the spreadsheet can be found at the previously listed URL.

Summary
From this chapter, you are now acquainted with what will become your major income sources. You have learned how to get your hands dirty, so to speak, and go out into the world and collect goods to sell on the Auction House; you have also learned to process yourself and create final products for the players of your realm.

In the next chapter, we will delve into each profession in greater detail and will give you tools to master the market.

For More Information:
Where to buy this book

You can buy World of Warcraft Gold Strategy Guide from the Packt Publishing website:

Free shipping to the US, UK, Europe and selected Asian countries. For more information, please read our shipping policy.

Alternatively, you can buy the book from Amazon, BN.com, Computer Manuals and most internet book retailers.