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## Rocking the flea world

by [Michael Alterio](#)



A brand new product, created to help people who need a lift, is now making its debut at flea markets and swap meets. Tom Warmus was inspired to make an inspirational product after a relative sent him an uplifting card when he was going through a rough patch in his personal life. "I thought, I could make something to help other people as well," Warmus recalls. "I realized that there are a lot of people out there who could use a focal point to help them get through the things they are experiencing." The product he created is "[Attitude Rocks™](#)," a name he has officially trademarked because he feels that it is completely unique. Each smooth stone is carved with two inscriptions, front and back. For example, one side, it reads "Attitude of Gratitude," and on the other, "-it lifts you up!™" The company offers five variations, with different inspiring aphorisms.

From there the concept evolved and took on its current shape. Warmus started a company, called Gratitude Rocks, LLC, to make his product, which has now expanded into three product lines: loose rocks, key chains, and necklaces. Warmus says his product testing at flea markets has really been encouraging. "Someone walking by a booth in a flea market can touch the stone, feel it, and read the message. It's an emotional impulse-buy item." Another selling point is that the item attracts both gift shoppers and self-help shoppers. "Many people I know want to give gifts from the heart. The appeal to the product is that it is a thoughtful thank you gift. However, it is also a self improvement item." He mentions that it works for those who already have everything. "Giving this to a person who probably already has a keychain is fine, because there's a meaning behind this."

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