

How To Jumpstart Your Pen Business With A Few Reachable Goals And A Marketing Plan

PENS THAT WRITE
MONEY!

You'll Also Hear...

- **The best (and easiest) way to sell pens in large quantities**
- **A realistic look at what you can expect to spend on marketing – you'll be surprised at how little it takes**
- **Why it might be worth it to hire someone to set up accounts for you**
- **A word-for-word script you can use to land accounts**
- **An almost fool-proof way to track any telemarketer you hire in real time—and know if they're really making calls and how well they're doing**
- **Examples of how Laura (or anyone) can market the pens to schools all over the nation – so they can mark expensive equipment without the hassles of an engraver**

How To Jumpstart Your Pen Business With A Few Reachable Goals And A Marketing Plan

Although the pen business is yours to craft into whatever you want to make of it, there are some key strategies that might help you turn it into a lucrative income stream right from the start, and in this audio you'll hear all about them.

This is a 20-minute consultation I did with a new pen licensee named Laura. Laura currently works as an office assistant in a school district and is hoping to make \$2,000 a month with her new pen business. That's a completely realistic goal, if you have a plan and stick to it. So you'll hear some key strategies and ideas on the best ways to do that.

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Invisible pens usually retail for \$5-\$8 each, but don't cost nearly that much to produce. So with a little know-how and a good plan in place, you should be able to build a nice business for yourself right away. And in this audio, you'll hear how to do that.

Hi, this is Michael Senoff with [HardToFindSeminars.com](http://www.HardToFindSeminars.com), and here is a twenty minute recording with a lady named Laura Vanderlin. Laura called me, and she is now an official ID Pen licensee, and she had a series of questions that she sent me originally in an email. It's me addressing all of her questions, also me giving my best advice on how she should take the invisible ink pens and market them, how she should find a niche market, how she should get customers fast, how she should turn her pen business into an automatic money-making machine. I hope you'll benefit from this recording, and stay tuned to the end because I'll be offering a free thirty day no risk trial to my Invisible Ink Pen Marketing System. Enjoy!

Michael: How much more besides the initial investment do you think will be required for starting ID pen business, like how much for marketing, printing, mailing lists and any other business expenses you might think of? Well, it all depends on how you approach it. What I would tell you, Laura, the best way to approach selling these invisible ink pens is through a joint venture or having someone endorse the pens for you.

The most expensive thing a business can do is to go out and acquire a new customer. It's actually seven times more expensive to acquire a new customer than it is to resell to an existing customer, but the way we handle it and what I teach my students when it comes to marketing is, why should you go to all that interview trying to create a new customer or sending out something to a cold prospect when you can go to someone or a business that is selling a non-competing product, but a product that would fit within the ID pen market.

So, let me give you an example. Why not going to a business that may be selling for example pepper spray, for instance? I sell to many companies who sell to pepper spray, or sell stun guns, or sell security related products. Approach them. Call them up and say, "I saw on the internet that you guys sell stun guns and pepper spray, but I see that you don't have any invisible ink pens. That's why I am calling. I am a manufacturer of a security device which is an invisible ink marking pen. I'd like to talk to your buyer or person who reviews your new products for your catalogue. Can I talk to that person?"

They'll say, "Well, I'm the owner of the company, and I do all the buying." You just explain to them that you're a pen manufacturer, and you've come up with an invisible ink marking pen device which is used to mark property like stereos, TVs, radios, palm pilots, lap top computers, PDAs, recording devices, anything of value, anything that would be stolen, and "I would be interested in sending you a sample

for your review for you to carry on your catalogue on your website.
Would you be interested?"

They'd say, "Absolutely, send it on." So, you send them a sample. You send them a pen. You send probably one in a clamshell in that instance with a card. It'll probably cost you 55 cents to \$1.08 to put it in a padded jiffy envelope, and you get it out to them.

So, what if you called on ten or fifteen companies, and there are hundreds and hundreds and hundreds of companies selling security related items. Now, I'm just giving you one example for one market, but you can do this with any market and we'll get to that on your next question. Does that make sense?

Laura: Yes, it does.

Michael: They're already selling security related products. It's just a matter of carrying and adding a new product. These buyers and owners are always looking for new products to offer their customers. So, you already have a need. There's already a demand from this business's customer for new security related products, and you are just matching that demand. You are bringing your product and introducing it to them, which they would have never known about unless you didn't get on the phone and call them, or send them an email or send them a fax.

You're not afraid of the phone. You've got a great voice. The phone is very, very effective and very inexpensive. You asked, "How much money do you need?" Put aside \$300. Let's say you found someone for six bucks an hour. How many hours of work can you get for \$300? You can get fifty hours.

Do you realize if you had someone on the phone for fifty hours calling on nothing but security companies or potential prospects, do you think in fifty hours, someone could land some deals?

Every hour you can get a very a good potential prospect in one out of two, or one out of three of those hours. Let's say fifty hours, you divide it by three. I think you can get yourself fifteen accounts just in fifty hours of work, and if you can't do it, you pay somebody else to do it.

What are you doing? You're not doing anything but managing. You can have them put the pens together, put them in the clamshell, get it out with a little introductory letter. You can write that on your Microsoft Word, and get it out.

You can have a follow-up after a week, or you'll get calls automatically. There's a format off my site of a letter that I send out to all the police stations. You can take that and modify it. You know what it costs to make the pens. So, that's one idea there.

Laura: You can change your pricing on them?

Michael: It's your pen. You can do whatever you want. There are no rules. This is your business. There's no book that says how much you've got to charge for them. I'll give you an idea. There's a company called Shomertech, very large mail order catalogue. They mail millions of catalogues every year.

They've got my vanity ink pen. They've got a version – it's not my counterfeit money detector pen, but it's one that I resell for somebody, and they've got invisible ink pen in their catalogue. They sell these pens for six, seven, eight dollars a piece. It's a bulk pen, no package, just the pen because people don't want the pen for the way it looks. They want it for what it will do for them.

You could literally approach these mail order companies, and I think selling the pens at retail any less than five dollars, they're leaving money on the table. Anyone will pay five bucks for a pen that will do what this does.

So, you've got to ask yourself, "What kind of margins does a mail order company work on?" Many mail order companies, they buy something and they'll double the price. So, if that's the case, you could sell the pen to them for \$2.50, and they can resell it at five bucks, and everyone is still happy.

Now, if you want to really give them a good deal, say, "Look, we all know that you double the price of your things. I'm going to do better. I'm going to give you more margins. I'm going to sell the pens to you if you buy a certain quantity at 97 each if you buy a certain amount per year. You're the boss, and you know what it costs to make them.

Now, if you're at the \$2.50 price, if they want it in that retail clamshell package, those plastic clamshells, your cost on those is about a quarter. That's more expensive than the actual pen. Your cost on a completed pen with a clamshell package is fifty cents. So, even if you sold it for two bucks, you're making \$1.50.

What is your upcoming breakthrough product that you talked about?
That product was the fingerprint pen product. I'll tell you, the fingerprint pen product, let's say if you're going after these security companies and you get the invisible ink pen, that's a perfect follow-up product for them.

Your cost will be a little more because it's a two pen set. You're going to have to package and these clamshells will hold both of the pens. So, that would be a nice follow-up.

Doing the following, everything you suggest, will I be able to clear \$2,000 a month? If you outline a plan, I feel that you would, and I can't answer that for sure because that has nothing to do with me, and nothing really to do with anyone else. It only has to do with you. What are you willing to do?

Are you willing to follow through? I absolutely feel confident if you have someone working fifty hours a week making calls trying to set up deals with this pen, even a broken clock is right two times a day. Just based on that effort, I will feel very confident you can be making \$2,000 a month. Break that down.

Let's look at it. Making \$2,000 a month, let's say you're making a dollar profit per pen. That means at minimum, you'd have to sell the pen for \$1.25. We've already given the example that the pen should at least retail catalogue sell for five bucks. We're giving you very conservative profit of \$1.00 a pen.

If you have someone doing it for six dollars an hour, fifty hours a week, you would have to break down per hour, fifty hours per week, and you need to sell 500 pens a week to equal that \$2,000 a month. You need to sell 500 pens a week in fifty hours, you would have to sell ten pens an hour.

Now, we already talked about if we're calling on potential resellers of the pen, ten pens an hour. So, a minimum order with a company would at least be ten pens. If the calls are made, and you're calling the right people, this isn't going to be hard to do. So, I hope that may answer your question.

Laura: Yeah, it does, it does.

Michael: As an office assistant for the school I work for, I do all the ordering for all the departments for my school, which means I deal directly with the

purchasing departments of my school district. Is there a way to market to high schools or to any school districts? This could be my niche, or I guess the better way to ask, how would you market to school districts?

Well, first I would ask you this. You knowing what you do with the purchasing, I'm not on the purchasing side. So, tell me some things, what is it like being on the purchasing side for a school which would be similar than a whole district?

Laura: What I do is I look up companies and then I order. If somebody is looking for a certain item, I look for it, and then I order it. Sometimes, I have to justify what I'm ordering it for.

Michael: Who do you have to justify it to?

Laura: I have to justify it, where there's a categorical department that makes specifications for it.

Michael: Is every order reviewed by this department?

Laura: Not every order. It goes for students like there's a certain budget, which is the Title One. If it's for that specifically, then they'll have to be specifically for students. All the other stuff really you can pretty much order anything. You can order whatever it is that you need.

Michael: How do you think this pen may fit within your school? Is there a lot of theft in the schools?

Laura: There is a lot of theft, and we have to label everything. Usually, we do it with an engraver. It's a big pain because there's only one person that ends up using it. In my department, there's one person that uses, and I have to wait for him to do it before I do a lot of items that we get.

Michael: Give me an example. Let's say you get a lot of new computers for the computer room. Where do they come in?

Laura: They come into my office.

Michael: Okay, so you have all the computers sitting there. You want to get them out to the room, but what do you have to do first?

Laura: We have to call the IT guy, and the IT guy will come.

Michael: What does IT stand for?

Laura: Information Technology, he usually likes gets all the codes and he does have to mark the item.

Michael: Is he marking them in your office?

Laura: Yes, he's in my office or we take them to another place to mark them. It's a process, and then he usually puts a sticker on and marks with a black pen. It depends where they go.

Michael: If the stuff is stolen, it's categorized and catalogued and it's marked. So, hopefully it's ripped off, you have a better chance of getting it back. How many items are marked every year about?

Laura: We have another person, our security guy from school. He marks usually little stuff like space boards.

Michael: Every item is marked like that.

Laura: Just about every single item.

Michael: Do you think every school in the district is doing this?

Laura: Most of the schools have to mark everything.

Michael: Who is the person in charge of this marking process in every school? Is there a type of person within each school? Do you think there's a list of these people or a newsletter that they subscribe to, people within school districts who do the marking of all the property?

Laura: I think it's whoever gets the item usually will mark it.

Michael: So, maybe purchasing agents like yourself.

Laura: Right.

Michael: So, if you were able to contact purchasing agents at school districts and had a list of those, you could talk their language, couldn't you?

Laura: I could.

Michael: Well, that's what you want. You're going to sell something, it's always nice when you're talking to a potential buyer, you're one of them. So, you can express from your experience all the pains. You're trying to do

work, but you hear this buzzing engraver going on in the background, and it's ridiculous. It takes too long. Then, they have to put the sticker in, and then I found a solution that solves that problem. It's an invisible ink problem. We can still use the engraver, but that's an over-identifying process meaning any student with half a brain knows how to sand down that serial number and knows how to remove that sticker with solvent.

Then, the property is fair game, and in many cases you'll never get it back because if someone is going to rip it off, they know to get rid of those identifying marks before they take it to the pawn shop. We've got an added secret weapon. We've got a permanent invisible ink marking device that will mark invisible code that actually bonds to the material that's virtually permanent.

Now, they're not going to be able to see where it is, so we secretly mark it in certain areas on different items so when we file a police report, if the item is stolen, we notify the police to look for invisible ink markings on the police report. So, if the stuff shows up boom, we've got the criminal who stole it. We've got our property back, and we've just added an extra security of protection for very little money and very little effort.

I'll send you this recording. You can transcribe exactly what I said, and put that into a letter, or you can ad lib it and discuss it from your point of view. That's a letter or phone script that you can have your daughter call on the purchasing agents within the school, very similar to what you're doing and there are lists available. Can you find a list of these type people if you searched around?

Laura: Oh yeah.

Michael: You say, "Can I talk to the purchasing agent?" You just tell your story and read the script. You write the script down so it sounds the same every time. By the end of the script, you say exact something you think could save your department some money, and is that something you're interested in because if it is, I'd like to send you a sample of this device.

Who is going to say no? So, they get the device. They like it. They like the way it works. They understand it, and then they call you back, or you call them back, and they say, "I like it. How can we do this?" You can say, "We have a gold package or a platinum package or two

different packages,” whatever, and you can have one that has fifty pens, and one that has a hundred pens.

Now, you may not need a hundred pens, but the pens are guaranteed for life. If they ever dry out, we will replace them at our expense, and don't worry about them drying out because they don't dry out. I've got pens that have been sitting around for seven years that are still working, as long as the cap is left on.

You can also introduce the pen to them as something that they may want to distribute or give to the homeroom key advisors. So, you add another service for any student who is carrying around laptops or cell phones or things like that. They can borrow the device and mark their property with their driver's license, even set up a simple website where you can have one of the students do it as a project in the computer room, one of those students to set up a little website where people who have marked their property and are worried about it being stolen can mark their property with an invisible ink pen, and they can go log on to the site with their student ID number or their name or their social security number, and write down the property that they've marked in case it's stolen, the administrative department can search their database for the item, in case it's ripped off.

This is an idea. I had someone approach me from Duke University and they're doing this on the university level, college students. The administrative part of the college has set up this website. All the students can log in. That's one market right there for the school districts. It may be a good one to approach, at least to test out. Spend twenty hours on the phone with some of these people, have your daughter or hire someone.

There's a website you may have heard of Elance.com. This is a place you can hire people, or you can stick a little ad in the penny saver, "Telemarketing work, six dollars an hour, work from home." I'll show you very simply there's a couple of tools you can use. If you have someone who calls you and says, "Yes, I'm at home. I'm a mom. I'd like to work from home," making phone calls is so inexpensive. I don't care where they're calling from.

I can show you three cents a minute where you can get someone to make calls for you. So, let's say you find someone in Atlanta to make calls for you for three cents a minute or someone in your home town. Let's say they're calling long distance or whether they're calling local, it doesn't matter.

There's a website. It's 2.9 cents a minute, anywhere in the country. You sign up with them. You prepay \$25 a buck, and you have a certain block of time.

So, let's say I'm a guy in Atlanta making calls for you, and you provide me a script. You say, "Okay, Michael, here's what you're going to be doing. Here's the phone numbers. Here's a list of administrative people in high schools. What you're going to be doing, you're going to call and you're going to ask for this person, and here's the script I want you to read."

So, you've written out a script similar to what I've told you that you can type out after I send you the recording. Then, you say, "This is all I want you to do." Your job is to introduce what we have here, and ask them if they feel like they may have a need, and ask them if they would like a sample to review.

So, everytime they're calling someone, it's the same script. It's something that's been refined and proven to work rather than them trying to ad lib it or make it up. That's easy enough. Isn't it?

You give them a calling card number, and there's a feature where you can go in and program their phone number that they're going to be calling from, whether it's their cell phone or their home number into this website, and then they don't have to dial these huge long calling card numbers.

So, they literally dial just a couple of numbers and then the area code and number from the list you're giving them, and you can track their calls in real time on the internet. So, you know if they're working. If you're paying by the hour, so they can cheat you.

You can go on. You can see how many calls I've made in the last hour. You see the numbers, and make sure that I'm not using the long distance to call my friends and do other things. You can monitor them. You're able to track them anywhere in the country. Is that nice?

Laura: Yeah, that is really, really nice.

Michael: Now, if you can find someone to do that, here's another place, you can get people to do this anywhere in the country. You'll go to Elance.com. Elance, you know what eBay is, right? You can buy anything and

everything on eBay. Well, Elance, you can find anyone to do any kind of work for you anywhere in the country.

So, you post your job. You go to Elance, and you get signed up with them, and then you post the job. There's all these people out there in the Elance community looking for work, especially work from home. There is a section on telemarketing. So, you say, "My name is Laura. I live in San Diego, California, and I'm looking for someone to make some phone calls to high school administrative assistants. I'll provide you all the numbers, and I have a one page script that you'll be reading. I'm willing to pay \$6 an hour. I'm looking for someone to work part time in the mornings between eight and eleven, between fifteen and twenty hours a week. I would pay for all your long distance phone calls. I'll give you a calling card number. I'll be able to track your calls so I know you're working, and it's very easy. We're trying to introduce a new market to these school administrative assistants."

So, you post your job, and then within an hour, you'll have people bidding on your job. You'll have people saying, "Yes, Laura, I'm interested. My name is bah, bah, bah. I'm willing to do the telemarketing work at six dollars an hour. Here's my bid," and they tell you a little bit about themselves. They have a feedback rating from their past work, and then you contact them. There's a message board you contact them through, and you can put someone to work literally within a matter of hours. You're protected. They've been screened. They're qualified. This is not hard to find people to do this.

So, you have your script. You have your person ready to make your calls. They start making the calls, and you're off. Does that sound like that may work?

Laura: Yes, it really does.

Michael: Really, this is really all there is to it. Once everything is going, it's a system and it works, and the system and the work and you're off and rolling. Let me tell you, that person working for six dollars an hour is better than annuity. That person is like a little money maker for you because they're doing all the work.

When you have someone working, they're not your employee, and you can set it up through Elance. These people who you employ off of Elance, they are individual contract labor. So, you pay them through Elance, so you're not going to be responsible.

Laura: No workman's comp?

Michael: No, none of that stuff. It's actually an expense for your business that you can write off. Now, that you have a business, and it is a legitimate business, you have all kinds of write-offs and tax benefits. Having your own business is the number one tax benefit.

So, you can reduce your taxes. That's an expense that you take off of your earned income you make off of the pens. It's beautiful. Whether you made any money or not, you can save money just from the tax-savings from having your business. You can start writing off part of your office. You can write-off anything related to the business.

Laura: I just don't see any point of doing it unless you're going to make money.

Michael: Well, taxes is a great problem to have. When you worry about having to pay taxes, that means you're making money, but that is a nice point that the people doing the calls for you, you're not going to have to mess with all that.

You just start off with a sole proprietor. That's what I did. I started off as a sole proprietor, and I finally incorporated my business, and that reduces your tax liability. Once you start really making money, I'll show you how to do that, or I'll hook you up with someone so you can incorporate your business, but you're in a much better tax bracket. Have you heard of National Pen?

Laura: Yes, I've ordered from them.

Michael: Yeah, I have too. These guys started right out of San Diego, California. They're right in San Diego, one of the largest direct mail companies in the country and most successful. It was two guys. They started out there's a service where there's not retarded people, but mentally disabled people who do a lot of assembly work. I think they were called ARC, and I used them at one time to assemble my pens when I was doing the red eyes.

He was telling me this story of how National Pen started with them assembling pens. Now, they're a huge mail order company, but that brings me to the point. Once you've got a pitch that works – let's say that you're successful. Let's say every forty hours brings you net profit two or three thousand dollars. Well, do you think this process would work with other school districts in other parts of the country?

You could take your offer, whether it's that letter or whether it's a phone call, whether you're doing it through telemarketing, and you can franchise it. You just duplicate yourself, more telemarketers, and then you can really build yourself a very nice business. There is no doubt.

The pen is just the product. You have something to hustle. There's no doubt in my mind. I really believe it can be done.

Laura: Okay, well thanks for your time Mike.

Michael: You're very welcome. Bye.

If what you just heard about our invisible ink pen manufacturing and marketing business sounds interesting to you, please email me at Michael@IDPen.com. You may visit the website www.IDPen.com, or feel free to call me at my home office 858-274-7851.