

How To Market Your Invisible Ink Pens To The Fundraising And Museum Industries

PENS THAT WRITE
MONEY!

You'll Also Hear...

- **Examples of when to give out the “preferred vendor rate,” what that usually is – and what that might mean for you**
- **The easiest (and cheapest) way to get a mailing list of stores, museums or science centers that would probably be interested in the pens**
- **The very first thing you should do before contacting any store**
- **All about the pricing, incentives, and discounts to consider for your pens**
- **The win-win combinations you can make when mixing the pens with a fundraising effort – that will give people a feel-good incentive for every purchase**
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How To Market Your Invisible Ink Pens To The Fundraising And Museum Industries

The best thing about the pen business is that it's flexible and easy. Mix that with a little creativity, and your possibilities are almost endless. And in this interview you'll hear a lot of creative ideas from a new pen licensee named Judy. Judy's listened to many of the interviews and has decided she'd like to market her pens to children's museums and a local chapter of the Lions Club, but isn't sure how to go about doing it.

So in this quick consultation, you'll hear my advice to her about ways she can combine the Lions Club with police stations and a local bank to make a crime-preventing, fundraising, pen-selling package. You'll also hear ways to easily create a marketing plan for selling the pens to children's museums and science centers nationwide.

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Although the pen business is yours to play around and have fun with, it's always a good idea to learn as many marketing opportunities as possible. And there are a lot of great ideas outlined in this audio that will help you make the most of your business today.

Here is a thirty minute consultation with Judy; she is one of my new Invisible Ink Pen licensees. She called having some questions about how to market the Invisible Ink Pen. I explained to her a method and a system in which she can contact museums, children's museums shop, where they sell all kinds of cool little gadgets like glow in the dark stars and little scientific experiments and magic tricks. You have probably seen them if you have gone to any kind of museum. There is always a store that sells items to the kids after they go to the exhibit. So I explained to her how she can go to one of the museums, look at twenty different products there, write down the manufacturers, visit their websites and see if our Invisible Ink Pen is something that may be a nice fit for this manufacturer. Now many of these manufacturers have already spent years and years building up their business and getting their products distributed throughout museums all over the world. Not just the United States, but all over the world. So they have the distribution in place. I told her if she contacted twenty of them she could probably get one or two of them to take on the Invisible Ink pen and she would have immediate distribution. All she does is handle the manufacturing. There are so many ways you can market this Invisible Ink Pen. I told her I thought this was a great way to go. We also discussed other ways of getting the public involved, like banks and the police, very easily and we also talked about how private labeling the pen with a sticker with the museum's name would add benefit for the museum and incentive to buy the pen. I think you will enjoy and benefit from this recording.

Judy: I did not even open the package yet. I just got the package.

Michael: Well, you're going to see the box...

Judy: I will tell you what I haven been doing since I did not have the packages. I have been trying to get in my head what I am going to do for marketing.

Michael: Okay. Let me ask you this first. You have gone to ID Pen University, right?

Judy: Right.

- Michael: What did you think of that? Was there a lot of good information in that?
- Judy: There was so much information that you cannot read it all and even if you read it all you do not assimilate it all immediately. I have had to go back like four and five times to read things over again to get new points and to listen to certain stuff.
- Michael: All right. Did you listen to some of the interviews with some of the other...
- Judy: Yes, I did listen to the interviews as well.
- Michael: Were they helpful?
- Judy: They were very helpful, because it showed different points that I can do and different ways I can look at stuff and so on.
- Michael: Okay. All right, there are a ton of things you can do. So what did you come up with that you feel like you may want to do?
- Judy: Okay, what I feel that I would like to do is work with fundraising.
- Michael: Okay.
- Judy: One of the areas I was thinking of was like the Lion's Club and so on, which is very big down here in Pennsylvania.
- Michael: What is the Lion's Club?
- Judy: The Lion's Club is like a...
- Michael: What do they do?
- Judy: They are like an organization that gives money for different activities and they're like a social organization that helps in the community and stuff.
- Michael: Okay, that is good.
- Judy: Yeah. And what I noticed that you did with one of your letters was that you had created something were they person could get a discount on the pens.

- Michael: Right.
- Judy: And you gave these special discounts to the particular organization, or the particular company.
- Michael: Correct
- Judy: Okay.
- Michael: Discount is just a financial incentive...
- Judy: Right.
- Michael: For someone to take action. It is not necessary, but sometimes it works.
- Judy: Right.
- Michael: And...
- Judy: Well, I guess I could have even offered them full price and then just say, "For every pen that I sell I will give \$2 to the Lion's Club."
- Michael: That is a great idea.
- Judy: You know, I am just looking at it just like different points...
- Michael: So, and that is very smart that is the difference between me saying "I am going to give you something for free" and me saying "I would like to buy you something."
- Judy: Right.
- Michael: You see? That is an excellent idea and I think with the Lion's Club, that would definitely get their attention.
- Judy: Yeah. Now one of things I am wondering about is because I kind of want to do this I have a lot of time at work when I am on the internet. One of the reasons I chose the Lion's Club over some of the others is that they have the capability online, they have Lion's Clubs all over the world and so on. You could email each one of the clubs online.
- Michael: All right.

- Judy: Do you think this is something I should do by emailing them or should I actually write to them?
- Michael: Well, in an email you are going to be writing to them. Your best option would be to get to someone who is respected in high up in the Lion's Club.
- Judy: Right.
- Michael: Talk with them and get them to endorse you and the Invisible Ink Pen plan. You're going to get a lot more attention that way. Do you think that if you spent some effort and found a person in charge of looking and reviewing fund raising events?
- Judy: Well I know the guy who's in charge of the flea markets and I think he's the president of the chapter that's here in town.
- Michael: Okay. Do you know how many Lion's Clubs are in that area?
- Judy: I have no idea how many are in the area.
- Michael: Okay.
- Judy: But I do know that in Pennsylvania there're probably a good thirty of them.
- Michael: Okay, so why don't you just start in your area? Get in touch with him, get him – make an appointment with him, get him on the phone and go see him. Show him what you have. Tell him you're now a pen manufacturer and you've got the vehicle that not only can benefit the community greatly, but you have something that I think can raise some good funds for the clubs.
- Judy: Right.
- Michael: And you can also, before you go to them, you can get a police station involved in your area that's in charge of public...
- Judy: Public safety?
- Michael: yeah, public safety. And so what you do before you go to him, all you've got to do is find one of the police stations in the area, there's a crime prevention officer...

Judy: Right.

Michael: This is all they're there for. They're there to work with the community for crime prevention programs. You introduce yourself. You say you're a pen manufacturer, you manufacture a security pen, you explain what it does. It replaces the engraver, it helps get stolen property identified faster, and saves your police organization time. You don't have to do the auctions and you want to help get these pens into the community and you want to know would he be willing to work with you the manufacturer and the Lion's Clubs, throughout the community, with him as a police crime prevention officer assist you in putting a program together. So when you got to the Lion's Club guy, you can bring his name with you and have his backing to help you. You know what I am saying? The police officer doesn't have to buy anything, but you can go to him with a plan. You've got the police of Pennsylvania, or whatever, who's going to work with you as the manufacturer then you go to the Lion's Club guy. Do you see how that gives you a little more leverage?

Judy: Right. Because you have somebody else's name into the (Inaudible 7:05).

Michael: Not only that. I've done this with a police station and a bank. Find the local bank. Any bank is looking for publicity and as a bank, if a bank can be perceived as someone who is involved in the community, that's good PR for them. Right? So you can call a bank in your area and talk to someone who would be in charge of public events or whatever. They're out there promoting themselves, also.

Judy: Okay.

Michael: And then you go to the bank after you get the police and say you're a pen manufacturer. You market and manufacture an invisible ink marking pen for the community to try and get theft reduced and property returned to its owners. You'd like to know if your bank would be interested in working with the Pennsylvania police crime prevention unit in a promotion for the community to get items marked and they may say, "Yeah we'd love to" because they look at it as publicity for themselves. Now you have a reputable bank and the police and then you go to the Lion's Club.

- Judy: Okay, so now the bank, would they want to have an imprint, or would they want to have their name on the pen?
- Michael: They may want to have their name on the pen. You can induce them by saying - first you want to ask for their participation and...
- Judy: Right.
- Michael: What would their participation be? Their participation may be including being a little flyer for their bank customers about crime prevention and maybe having, on the flyer, that they can pick up these crime prevention pens through any Lion's Club or through the Pennsylvania unit and have a phone. So they may not have to outlay anything, but if they wanted to participate and distribute the pens and have the invisible ink pens with their bank name, you can put them on a label and I'll give you a supplier of the label, a short run label. You can put their bank name on the pens and they can pass them out to maybe people who open up a new account in the month of December or something.
- Judy: Right. Yeah, if they are always looking for cheap gifts.
- Michael: Yeah. Absolutely. Yeah the bank can be involved, certainly. If the bank wants a pen with a sticker on it, yeah you could charge them for it. You could give them a "preferred vendor rate." You see?
- Judy: Right.
- Michael: So if you can get the bank involved, you can get the police involved for credibility, you can get the Lion's Club involved and if you really wanted to - I'm telling you if you got those people involved and you just use your creativity and put a program together, then you can call your local media. And the media will do a story on it. Did you hear any of the recordings with the stories after we sent those faxes out?
- Judy: No, I've just gotten to the first one about sending out the faxes.
- Michael: Okay. Well there's a recording with a lady up in Canada, Leanne. We sent out some faxes to the media, and you'll hear her answering machine flooded with people from the media wanting to do stories. It's not hard to get a story done on this, at all?
- Judy: Yeah.

- Michael: I'm just throwing out ideas as they're popping in my head.
- Judy: The other thought I had yesterday is, because I have a four year old I am constantly in children's museums, and you had guy who was an insurance agent.
- Michael: Yep.
- Judy: And you mentioned to him that you had, you did have one museum, but I was thinking more of the children's museums, because whenever you go to a children's museum a lot of the toys and so on are pretty pricey.
- Michael: Yeah, absolutely and...
- Judy: You know, for something a little cheaper that they could have fun with. Did you mention that there was a special ink for that, because it had to be non-toxic?
- Michael: Right.
- Judy: And you mentioned that there is a special UV light for that.
- Michael: Oh no there is not a special UV light. the same UV light you have will work with that ink.
- Judy: Okay, but the UV light doesn't hurt their skin?
- Michael: Oh no. But, oh yeah I see what you are saying. I may have been talking about the more powerful UV light.
- Judy: Right. I think it was night clubs or something.
- Michael: Yeah. The UV lights that you'd have in the box, and most of the ones I have, are safe and everything.
- Judy: Okay.
- Michael: No. It's just a real high powerful one. There are some UV lights that are like LED...
- Judy: Right

Michael: And if you look at them, if you point them at your eye they can be dangerous, but the ones that you have like the little pager light like you have in your pocket and I think - I don't know if I stuck a larger one in there but I may have thrown a larger one in there for you, but those are...

Judy: You have a small pager light and what is the pricing on that one? I kind of would want a package so they could read it.

Michael: You've got it. Well, you've got four displays and I put like five or six of those pager lights in your box.

Judy: Uh huh

Michael: So you have a little display with the package.

Judy: Right.

Michael: So you've the box, let's say at the bank. The bank wanted to do this and they wanted boxes of a hundred or whatever.

Judy: Uh hum.

Michael: Then you provide a little UV light so you can demonstrate it for maybe customers who want to know how it works.

Judy: Okay.

Michael: The pager lights - your cost in those is \$2 a piece.

Judy: Oh, that's not bad at all.

Michael: No, not at all.

Judy: It's something that would be durable for a like a little thing for under \$10, then basically.

Michael: Oh, yeah.

Judy: If I did a set?

Michael: Yeah, but you know what? You don't want to sell them. If you were selling to those museum shops, I think that is a great market. You know, I am in the international spy museum.

- Judy: Right. Yeah, yeah. You mentioned that.
- Michael: Okay. That's in Washington D.C., that's the big one, but there are hundreds of these museums in every major - when you go to the science center there's a little store when the kids come through there.
- Judy: Right, yes. That's what I was looking at.
- Michael: Absolutely, that's a great place to market and I've never even marketed to that area. Now you can find a mailing list of those companies.
- Judy: That's what I am trying to figure out now. How do you get a buyer for...
- Michael: This is what you do. I am going to tell what you do. Look in your Yellow Pages and find a store manager of one those museums, one of those little stores in the museum.
- Judy: Uh hum.
- Michael: Okay? Or go to the store. Go down to the science center or call on the phone and talk to the manager and ask them if there is an association for stores like a...
- Judy: Uh hum.
- Michael: ...you know, all these stores, theses groups have different associations?
- Judy: Right.
- Michael: So there should be an association for these types of stores and if there is you want to get in touch with the association and you may be able to sign up with the association for maybe twenty or thirty bucks and sometimes these associations will provide you with a mailing list of all of the stores nationally.
- Judy: Okay.
- Michael: Now if you can't find it that way you can look in your Yellow Pages under "list brokers" and you can call a mailing list broker. But your

best bet is to get on the internet or get on the phone and contact some of the managers of these stores and tell them what you are trying to do. You want to know these science stores throughout the country - do they all belong to a list; where can I find a mailing list?

Judy: Right.

Michael: Or you can find some products in those stores. Let's say you went to the store and found ten possible products, ten companies that have a product in the store that you have a pretty good idea there're in every single store in the country. Okay?

Judy: Okay.

Michael: A couple of ways you can get the list. You can find their websites and go to their websites. Many times a website of a certain unique kind of product will have a database of where you can find their product. You can search a zip code and it'll give you a mailing list of all of the stores in their areas that have that product.

Judy: Ah. That's an idea, work backwards.

Michael: Work backwards. So that's one way. You will be able, if you dig a little bit by calling the stores and talking to the managers, find a list of these stores throughout the country.

Judy: Okay.

Michael: And you will be able to get that list.

Judy: Okay. So you're saying for the museums I should just do the pen or I should do the pen and the light?

Michael: Just the pen.

Judy: Just do the pen?

Michael: Yeah. I would do just the pen in the retail clamshell package.

Judy: Oh, okay.

Michael: Because it is a retail package. It could sell for \$7.99 in those type stores and you're cost on it, with the package, is about fifty cents.

Judy: All right.

Michael: Definitely you want that package for that type of setting.

Judy: Uh hum.

Michael: Now some of the stores may display them, like the International Spy Museum they buy them from me in bulk, so you talk to the store, you have got to find out they may little tables - you know how they have all the little knick knacks there and they have a little price tag on them?

Judy: Uh hum.

Michael: You may be able to do it that way.

Judy: Right.

Michael: Yeah and not only that since the pen, you can tell then that you'll put the name of their science center on the pen, on a label.

Judy: Right.

Michael: And that then may be another nice enticement.

Judy: Okay.

Michael: So, I think that would be a good way to go. I really do.

Judy: Okay.

Michael: Because you can only do so much.

Judy: Right. Those are the two ideas that I had after like mulling it over, going back and reading through it again and trying to figure out...

Michael: I think that is a great idea. I think that market is a great idea. I think you should find a list of those types of buyers and before you start contacting these stores cold, I think you're better off finding, going to one of those stores and go find ten or fifteen products.

Judy: Right.

- Michael: And look on the back of the products and write down the company's name. Go to their website, see what else they have, and talk to them because if you can get in one of those guys, you can explain you're a manufacturer and you have a product that fits perfectly and they've already got all the accounts, they could just introduce it already all over the country.
- Judy: Oh, okay. I see what you are saying. Go to the distributors for other products...
- Michael: Right.
- Judy: And put my name as part of their distribution package.
- Michael: That's correct. For instance, what about the companies who when you go to those stores, you see the little glow in the dark stars.
- Judy: Right. Or the glow in the dark balls.
- Michael: Something like that.
- Judy: Yeah right.
- Michael: The glow in the dark stars that come in the package that sticks up on the kid's room.
- Judy: Yeah.
- Michael: What great thing to have one of these pens inside there with the stars.
- Judy: Yeah
- Michael: That they can maybe draw on the wall or...
- Judy: If they want to, yeah.
- Michael: You know, and it will increase the value of their product it makes it different from every other copy cat. Let me tell you, hundreds of thousands of those little packages are sold every year.
- Judy: I'm sure, yeah.

- Michael: So you're leveraging off all their work. That's the way you should be thinking, I think before you start calling on these stores cold.
- Judy: Okay, all right. Alright, so...
- Michael: Doesn't that sound easier?
- Judy: I'm back at the museum this weekend.
- Michael: Yeah, go there. Go bring your yellow pad, or database or whatever, you'd take down twenty products in that their could be a good match with your product and I bet out of twenty contacts, you can land one or two.
- Judy: Okay.
- Michael: And that maybe...
- Judy: And that will give me a continuous stream?
- Michael: It's all; they've already got the distribution for it. And they're not going to be able to undercut you, because you're the manufacturer. You see?
- Judy: Yep. And now what kind of pricing would you give them since they're distributing?
- Michael: If you know that this product is going to go in a retail setting, it depends if they sold it separately...
- Judy: Right.
- Michael: So let's say the product in this type store can sell for five or six bucks
- Judy: Uh hum.
- Michael: So let's say they want to make want to make two-fifty, they should at least double their price when it goes in there.
- Judy: Right
- Michael: I mean for instance let's say the retail is for five...

Judy: Right.

Michael: ...but the museum is going to pay two-fifty.

Judy: Right.

Michael: Okay, or three, let's say two-fifty, be generous, so distributor is going to want to make maybe, at least, fifty cents on the unit.

Judy: uh hum.

Michael: So you may be able to sell them to the distributors, but, hey, as long as you can sell them to the distributor for a buck a piece you're happy to make fifty or seventy-five cents on each one.

Judy: Right.

Michael: You know, what do you care? They're doing all the work.

Judy: Right. So, yeah, all I have to do is make them at that point

Michael: Yeah. And that's really when it's easy.

Judy: Let me ask you a question. Do you ever have any problems with zoning?

Michael: Zoning?

Judy: Yeah, as far as saying you're a manufacturer?

Michael: I've never had a problem.

Judy: Okay, alright, just curious.

Michael: And I've never really, never filled out a license as a manufacturer. I mean...

Judy: But do you have a business license?

Michael: Yeah, I have a business license.

Judy: For selling?

Michael: Yeah, I have a business license.

Judy: All right.

Michael: I have incorporated. Even though, I mean, no I do this all out of my house.

Judy: Uh huh.

Michael: You know, I may be in a gray area on some aspects but it's never been a problem.

Judy: Yeah, I'm just kind of wondering?

Michael: Like if you make...

Judy: Everyone around me kind of watches.

Michael: Oh you've got people, are you in a house or what?

Judy: I'm in a house but it's like you know the neighbors across the street can tell you what the kids did, you know?

Michael: Uh huh.

Judy: Before you even know.

Michael: Right. Well, you could...

Judy: Because you know everybody's retired just about, a lot of the people are retired...

Michael: So go bring them a pen and tell them to...

Judy: I'll tell them, yeah.

Michael: Yeah.

Judy: I mean they're nice enough; it's just that I was curious about that. And you say that you have a UPS account that picks up everyday from your...

Michael: That's correct. If you're going to start shipping stuff there's no reason to trek out to the UPS place.

- Judy: Yeah.
- Michael: So you can call UPS at 1-800 – they'll get a rep to call you and you can have the weekly service and they'll come and pick up every single day.
- Judy: Okay. Because and then if you're on vacation or something you just tell them don't come that week or something.
- Michael: Yeah. They'll come anyway, but you can let your driver know, you'll know who your driver is and you say "I may be on vacation" and I have system where, no one else does this, but I have a little gate that they come in and I have a little yellow ball, so when I have a package they drive by with the truck and look for the yellow ball - meaning I have a package. If there's no yellow ball it means I have nothing.
- Judy: Yeah. They don't even have to stop they can go take a little break.
- Michael: That's right.
- Judy: Yeah. Okay, all right. That makes sense. Those are the only questions that I had right now and you've just given me some extra stuff that I have to think about and work into my plan, somehow, what to do.
- Michael: This is what – stick to that plan and I think that will be a great way for you to go.
- Judy: All right. I am more inclined to go with the museums even and...
- Michael: Absolutely.
- Judy: ...and the police, because I think it's less of a process.
- Michael: You know what, and you don't have to go down there; go online.
- Judy: Yeah.
- Michael: Go online to the museum shops. You can find it.
- Judy: Right.
- Michael: And you think it would be...

- Judy: I was thinking just children's museums, but you think it would be good in a regular museum?
- Michael: I think you need those children's museums where they come in, because many of them are very similar if you go anywhere in the country, like, we have Balboa Park, San Diego Museum and I have been to museums all over the country, they're very similar. They have some of the same scenes and the same displays and stuff like that. I think and when children go on vacations they bus them in by the hundreds.
- Judy: Right.
- Michael: So they all go to the museum and there's always a store in these museums for the knick knacks.
- Judy: All right. So the children's museums are what I am looking at mainly.
- Michael: Yeah, and you know, there's some really cool, there's some large retail stores to like The Nature Store, you know?
- Judy: That's an idea.
- Michael: They sell kind of cool stuff like this.
- Judy: Yeah.
- Michael: But sell to the museums; it's plenty to start with.
- Judy: Right.
- Michael: You could do all this online. You really...
- Judy: Right, yeah. That's what I'm looking at to try and do this most everything because something that you said intrigued me. That you've never been outside your house with this.
- Michael: No.
- Judy: You know. So fell, okay this is what I've been looking for.

Michael: I've never sold any, I don't think I've sold, maybe with the exception of one or two accounts in San Diego; it's always been somewhere else all by the phone, through the internet.

Judy: Yeah, that's really intriguing to me, because I just want to be home.

Michael: That's right I'm home right now and my two kids home, my wife has just got home from work.

Judy: Yeah.

Michael: And it can be done.

Judy: Yeah.

Michael: You've just got to do it.

Judy: Right. Okay, well thank you very much, Michael. I really appreciate it.

Michael: You're very welcome.

Judy: I can't foresee having any questions; I'm going to open up the box now.

Michael: Open up the box.

Judy: And I'm going to look at everything else that I've got. I even read the information on how to put them together and everything and I listened to the tapes on how to put them together, so...

Michael: It's a breeze.

Judy: It looks like it's pretty straight forward.

Michael: Yeah.

Judy: You know it's just getting the different things, the boxes and so on.

Michael: Okay, great.

Judy: Yeah.

Michael: All right well play around with it.

Judy: Thank you.

Michael: And use your creativity you maybe have better ideas for that box. I mean, look, I'm no genius. I and what I say isn't set in stone. You're the boss. It's now your business, use your own mind, use your own creativity, and change it. You may not like the box. I've always thought sometimes – have you ever seen those, they look like they are plastic bins, like you would see erasers or if you went to a teacher's store, you see pencils in there.

Judy: Uh hum.

Michael: That may be a better display than that box. I mean...

Judy: Yeah I've looked around at displays and see what what's out there and so on, too.

Michael: Yeah.

Judy: Yeah.

Michael: So the real benefit is you've got a product that has value that you now know how to make for seventeen cents.

Judy: Okay.

Michael: Okay?

Judy: All right. Thank you very much.

Michael: All right. Bye.

Judy: Okay. Bye, bye.

Thank you again for listening; this is Michael Senoff with www.hardtfindseminars.com. If you want to get in touch with any of the people in the interviews, please email me at Michael@hardtfindseminars.com.