

INVISIBLE INK PEN MARKETING SYSTEM

**16 Secrets To Get More Customers
In A Month Than You Currently Get All Year!**

**PENS THAT WRITE
MONEY!**

Discover The Secrets Of Generating A Constant Flow Of New Customers For Your Invisible Ink Pen Business!

- How To Generate A Constant Stream Of Qualified New Customers Who Are Calling You!**
- How To Create And Implement Predictable, Reliable And Profitable Marketing Systems And Strategies!**
- How To Create Systems To Automate Your Business So You Can Work Less And Play More!**
- Marketing Techniques, Sales Letters, Ads, Flyers, And Other Proven And Tested Strategies That Will Cause Customers To Seek You Out!**
- Ready-To-Go Promotions That Can Be Customized To Your Business And Used Immediately To Create A Flood Of New Customers!**

The Source Of Real-World Information And Success Secrets Designed To Build Your Business And Increase Your Income So You Can Live Your Life The Way You Want It!

By Michael Senoff

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Michael: This is a 37-minute recording I did with a gentlemen named Gene Parker out of North Carolina. Gene was at my www.hardtofindseminars.com website listening to some of the audio clips and he saw the one on my invisible ink manufacturing pen business. So, he went to www.idpen.com, read through the entire website, actually filled out the application. But before he sent it in, he wanted to talk to me. He had a lot of questions to ask me and that's what this is a recording of. It's a recording of Gene grilling me on all kinds of questions related to the business. And I also introduced some new ideas and ways that he can generate an income, not only from manufacturing and selling the invisible ink pen, but with some side line businesses that naturally go along with the pen business; for instance, selling invisible ink in bulk and doing pen fulfillment in short runs and selling UV lights. They are a natural part of the invisible ink pen business and I give him some ideas about other income possibilities in addition to the invisible ink pens. If you've every looked at my www.idpen.com website and considered it, just open up your eyes to some new ways to make money. I use specific examples of real sales that I've generated from the business. I hope you enjoy.

[Music]

Michael: Hi. So, you have some questions about the invisible ink pens?

Gene: Yes. I was wondering about the ability to sell wholesale and possibly retail and some way to put it on a website -- essentially one website totally devoted to that and be able to see if I could produce some sales that way.

Michael: Absolutely. Are you interested in the manufacturing part of it? Let me ask you this. Let's start from the beginning. Did you hear a recording of me with the couple in Canada?

Gene: No, I did not hear that.

Michael: What have you seen about the invisible ink pens? Did you go to www.idpen.com?

Gene: I think it was www.idpend.com. And I actually went onsite and I went through the site and read the information. Actually received an application on that, I believe. And I complete it and was holding it until I...

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Michael: Until you talked to me.

Gene: Yes.

Michael: Does making them -- is that what sounds attractive to you being able to make them for 17 cents each?

Gene: Absolutely.

Michael: When you get down to it that is the whole thing that makes this business work and makes it so good and attractive is that you can make them for pennies and even wholesale them at almost ten times the amount. So, your margins are really what makes this good. If it costs you -- to make the pens -- 60 or 70 or 80 cents, it probably wouldn't be a good business for me or for anyone. So, because the plastic pen parts are so cheap and because we've got an ink in there that solves a problem -- that makes this a wonder product. The answer to your question is once you take the course and understand that you can make them just as easily as I can or my babysitter can, you can make these things for 17 cents to a quarter each. Yes, you can set up a website and you could market the pens and you can direct people to the website and have all the information they need. I give you, with the license, the ability to use information off of my websites for you or your web designer to copy parts from my website and use it; like all the questions and answers about the pens and what it does and all that. You can use that and use that on your website plus you get all my previous sales letters and marketing pieces and brochures -- any of that. You get the rights to use that. And that's all been done for you. And when you become a licensee, as soon as you pay, I send you a link to a place called ID Pen University. You know how McDonald's when they train people to work at McDonald's they have to go through McDonald's University.

Gene: Yes.

Michael: Well, it's similar. I set up similar things. I have a complete training program. I have everything where you can access the entire course. It's a 290-page course. I know it sounds like a lot, but I recommend you read every word of it because I've outlined systems in marketing methods that work for the invisible ink pen. And then I have all my contacts on there. So, where you're going to buy all your supplies, their phone numbers, what you're going to

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need to get the business going. I also have about six or seven hours of interviews that I've done with other ID Pen licensees; just like I'm taking to you. I've talked to many other people and recorded the conversation. And they've given me their permission to use it. So, you'll have access to me talking to new ID Pen licensees. That's all right there. You can just click the play button just like on my audio clips. So, you get to hear hours of me talking to people making suggestions, people have questions. The same questions you're going to have. It's all right there for you to listen to immediately. Instant access.

Gene: How long would an ID Pen last on a ...

Michael: Here's the thing. It's a funny thing about pens. The ID Pen will last someone a very long time because it's got a lot of ink in there. It'll mark thousands of items. But the thing is with the pens, people loose them and they misplace them and they get stolen. When I have ID Pens on the retail counters, they get sold and then there's repeat orders say from a retail store that's buying them wholesale from you and reselling them to the end user. So, you get orders that way. But, if you're selling to individuals what's going to happen is people loose pens. Thinks of pens, how many pens you have at your house? They walk away. They get lost. Maybe someone leaves the cap and they dry out. So, when we're talking about repeat orders, I hope that you're thinking about being a manufacturer and wholesaling to companies who either distribute to the end user or who distribute to beyond a wholesale basis. So, repeat orders are going to come from your businesses or people that are buying from you. The orders aren't coming because the pens are drying out or people are loosing them. But they're coming to you because the pens are being sold. Does that make sense?

Gene: Yes it does.

Michael: So, when you have a retail store that has a display of your pens in there and they get sold to the customers -- yes, you're going to get repeat orders. The box is going to be empty and someone is going to call back and say I need more invisible ink pens.

Gene: Now, on the...I believe it was on the machine...was it the ultra violet light...

Michael: The ultra violet light, correct.

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Gene: Let's say I bought a pen. I would need to buy the light.

Michael: That's a good question. You do not need that. That was, when I first started, one of my biggest obstacles. Did someone need to buy the light to see the pen was really working? And the answer is no because on the display I have before and after pictures showing exactly how to use the pen. So, it shows a hand marking an item like a VCR and when you mark the item, you can see it going on wet. So, you don't need a light to mark all your valuables. But I have these four; color card inserts that go inside this little retail clamshell package. But these can be sold with each pen, which has the whole instructions. It's called operation id. And it tells the end user how to use the pen, how to mark your driver's license number on the back of the item -- the whole concept of it. There are two, four color pictures that show what it looks like under the UV light. So, some customers will buy a UV light with the pen. But it's not necessary. And this is something really important. Whether you like it or not, you'll be in the UV light business. And the UV light business is a wonderful business to be in because number one, you can sell them with the invisible ink pens, but you're getting my suppliers where you can pick these UV lights up at cost. Like the litter pager lights only cost you two dollars a piece. The other lights, the six-inch ones with the four watt bulb, you can retail these things at \$20, \$29 a piece, which is not out of line at all. And you're cost on them is as low as \$4.50 to \$5.00 each. So, you'll have the same suppliers. I even give you a supplier, a direct importer where they're all manufactured out of China. So, you'll have that supplier, too. Because I've sold, in one order, thousands of them at one time where I've sent a UV light with a pen order and then I had a company who was interested in thousands of UV lights. And they have other uses for them besides shining them on the invisible ink pen mark. Because with the new currency, the new \$20 bills, these UV lights were originally marketed for counterfeit currency detection because you can shine a UV light on US currency and it will determine whether it's genuine or not. You can shine it on a credit, money order, American Express traveler's checks; all of these items have UV markings. And UV lights can detect all kinds of stuff. There's all kinds of uses for UV lights and I have another website, which, I don't know if you've checked it out; you'll see my UV lights business. And it's at www.monicoproducts.com. Did you ever go to that site?

Gene: No, I did not. I didn't get to that one.

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Michael: You should go check it out. Go to www.monicoproducts.com and go click on my UV lights. And you'll see all the different UV lights I offer. It's just another nice part of the business. And here's another nice part of the business you may not realize and it's on ink. I just had an order for a gallon of the invisible ink. And you know what I charged her -- \$595 for a gallon of ink because it's a very specialized ink. Now, we know where we can get it because I've done the research, right.

Gene: Right.

Michael: But the average person doesn't know. Each gallon of ink, it's a lifetime supply of ink for somebody depending on what they're using it for. And I charged her a premium price. And I just got a money order FedExed for \$595 for a gallon of ink and your cost on a gallon of ink about \$50.

Gene: Oh man.

Michael: You'll see that there are other income streams that will come out of this business if you perceive the business because you're not only a UV pen light licensee, you're in the pen manufacturing business. You're in the pen fulfillment business. You're in the ink fulfillment business. You're in the UV light business. And you will see other income streams coming out of this business whether you want it or not. This is exactly what happens with me. I make money on ink. I make money on doing pen fulfillment. There's a very large company in LA who has contracted me to do fulfillment for all his makeup pens. He's one of the leading guys in the markup artist industry. When someone wants to do a short order of pens, since I've created a way to do it all by hand, short orders -- 500 or 1,000 or 1,500 -- no pen manufacturer is going to do orders like that because they have machinery that costs money to set up, that cost money to run. They're going to have minimum orders of 50,000, 100,000, 200,000. They're not going to touch it. So, there are people out there who want create pens for themselves but don't know how to do the fulfillment. And you can go sell 1,000 pens in a couple of hours. All you need is the ink. And you'll have the supplies. I charge the guy to do the fulfillment 80 cents a pen. And I had all the parts. And what do my parts cost? There are a lot of different things you can do.

Gene: That's awesome.

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Michael: And I'm still in this business. This is exactly what I do today among other things.

Gene: That sounds real good. Michael, I also noticed, I believe Saturday or Sunday maybe, I was checking the emails and I saw a message from you that had some information. I did not get to read it, but it looked like there was some information about marketing and providing access to customers or...

Michael: That I would provide leads for you?

Gene: Yes.

Michael: Yes, I will provide you...whatever it says...if it says 50 or 25 leads directly from police stations. What I do is I will send out a fax or a broadcast to police stations and you'd have to set up a voice mail. And I'll have your phone ringing with police officers that are interested in the pens. I'll give you an example. I just had an order on 10/24/03 from the Bowling Green police department. And he called me, Captain Mark Johnson, and he had \$1,000 in a budget to spend on a lost prevention program. And he order \$999 worth of products. I sold him 600 invisible ink pens. I sold him 500 of the colored inserts. And I sold him 65 of the little UV light pagers. So, let's figure it out. Sixty-five UV lights times two. It cost me \$130. Six hundred pens times -- I'll be even less conservative -- 25 cents. It cost me \$150. So, that's \$150 plus \$120 -- that's \$270. And the 500 cards at six cents. Cost me \$30. That's \$300 was my cost. So, that was a \$700 profit except for the shipping.

Gene: Wow. That's good.

Michael: He had to send me a purchase order. I didn't get my money right away. But I'm convinced I will. That's what can come out of that. Not only one order, I've had police stations that ordered from me multiple times.

Gene: Wow.

Michael: I'm just trying to bring you all of the advantages. It's just my real life examples of what's going on in my little pen business.

Gene: That sounds awesome. Michael, are you then selling these retail to the police departments or are you giving them the wholesale price?

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Michael: I know what it costs me. And you know what it's going to cost you. In this case, if someone comes to me I always want to make a deal. I'd rather make a little on something than not get the deal. So, he told me he had \$1,000. So, I made him a sweet deal. When I sent out the letter to him, it had certain prices, which I had one to 200 pens were \$4.50. Then I had a price breakdown. And at ID Pen University, you'll see the exact letter that I send out to the police departments after they respond to the fax. So, I've got pricing on there. And you can use those prices or you can adjust them. I got the call when I made him that offer it ended up being about half of what was on the letter. So, I wanted to make it a good deal for him.

Gene: Okay. Well, that sounds awesome, too. Well, I'm real excited about this. I need to check out these sites. Well, as I said, it sounds very interesting. I'm very excited about the possibility. It sounds like a real winner.

Michael: What do you do now?

Gene: Well, actually right now, Mike, I'm trying to get into the info-preneuring and Internet and entrepreneuring.

Michael: What did you do in the past?

Gene: I have been in marketing most of my life only it has been in direct sales.

Michael: What have you been selling?

Gene: I was with one of the largest insurance companies in the US and that was Mutual of Omaha. And I was selling pretty much insurance products. And I worked that for a number of years and then, of course, I also worked when I was young and going to college I was working retail stores, going to school taking marketing at night and so on. I went from that to being a large office supply sales to developing territories. I really enjoyed all of that. The grass was always a little greener on the other side of the bank. So, I kind of went from this and that. It seems like I was money motivated, as well. I make good here, but I believe I can make twice as much over there. And then getting into a course, I bought a franchise business. Ran that for a number of years.

Michael: What was it?

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Gene: It was a cleaning and restoration business. The name of it was ServPro. Those are the guys that run around with little green trucks and orange houses on them.

Michael: How did that go?

Gene: That went pretty good. I just got burned out on that. That required me to be hands on management 24 and 7. And when you're really busy, you never sleep.

Michael: I understand. How many years were you doing insurance?

Gene: Insurance, probably about seven and a half years.

Michael: Do you have contacts in insurance industry?

Gene: I did. It's been a long time back, however.

Michael: That may be a good avenue. One of the biggest problems with the ID pen is, which market you're going to go after. I would recommend you go after something you know and you're familiar with. And you may want to approach insurance agents who want to give their sales reps or their salesmen some kind of tool to get in the door. You could just sell these pens to the thousands of insurance agents who are selling property and casualty insurance or theft insurance or home liability, whatever. And you can customize and print insurance company's label -- do a short run label right around the pen and have this beautiful little product to sell as a specialty advertising gift.

Gene: Well, yes. I was thinking about while you were talking, I was also listening to that and I was also thinking about some of your homeowner's insurance agents.

Michael: Yes, home owner. There are thousand of them. You can get a mailing list or an email list or a fax list and come up with an offer because you know the game. You've been in insurance for seven years. And you were doing the actual direct -- hustling, selling right?

Gene: Right, yes.

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Michael: Were you making appointments or were you doing it on the phone mainly?

Gene: Actually I hired myself a young lady that did that probably four hours a day. She would be calling, at that time telemarketing. And we had lists of say people between the ages of 25, 35. A lot of your families that were just getting started, had a baby, and Dad needed insurance now or more insurance. She would market to those guys. And then we had others she would market to.

Michael: So, she'd be working on the phone and she'd get leads. And would you do it all over the phone or was it a...

Gene: Once she secured a lead, I then would get her list of leads for a day or a week and I was in gear to complete the call and say, "I understand that my representative called you today and talked to you and you're interested in seeing some of the products we have." And sometimes I'd get, "No, I didn't talk to anybody today. I don't remember that." And then sometimes you'd get people that are just really eager to see you and it's just at the right time and the right place. But that worked very well. And, of course, I paid her minimal per hour rate and also I gave her; I think it was \$10 per lead.

Michael: That's great.

Gene: But she was doing pretty good with that -- happy with that.

Michael: Here's a little trick. Have you heard of www.elance.com?

Gene: I have, yes.

Michael: I think I talk about it in some of my recordings at www.hardtfindseminars.com. But Elance is a website where you can hire freelance telemarketers all over the country do to you calls for you. And here's the way that you can monitor them in real time. If you're paying them by the hour, you can check and make sure every phone calls they're making in real time through a website called www.bigzoo.com. So, you pre-buy long distance telephone calling time. You're only paying three cents a minute. You set it up through their website. You give them a little four-digit pass code that they dial before they dial the long distance phone number, the area code, and number. And it's billed to your account that you've

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pre-paid online. And you can monitor their calls in real time so you know that they're actually working.

Gene: Wow.

Michael: Isn't that great? So, you don't have to worry about them lying to you. You just let them know that you'll be monitoring their calls through the Internet. And you just give them the script and they can go to town. You don't even ever had to see them.

Gene: Well, that's great.

Michael: You can pay them online through PayPal. Are you familiar with that?

Gene: Yes, PayPal.

Michael: PayPal is great.

Gene: Well, like I say, I'm getting into this and I'm 55 years of age. But I'm not retired by any means. I just want to work out of my home and I have the ability to do that now. And I just really look forward to it. And I have been especially trying out every opportunity.

Michael: What do you think made you call about mine? Did anything stick out about this? Was it different to all the other stuff you've seen?

Gene: It really was extremely different. And it was something that I viewed and it was like a hands on thing. And I said, wow. I'd like to have something to be doing and something like that. We have a large basement or a large two-car garage that has plenty of space. And we could set that up in there, as far as the actual producing, manufacturing, and shipping and things like that.

Michael: Great. Was the website helpful?

Gene: It was very helpful. Website was good and it gave me enough information that wetted my appetite to say, "Hey, I need to call Michael."

Michael: Good. Because whenever I'd get questions by email, and there's a question and answer sections there, I'd just go into the question and answer sections and I'd write the answers in the email and

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then I would go and put them in there. So, every question and answer, I'll just write the answer and copy and paste it and put it in there for people to read. I just want to tell you if you do join up, I've got so much advise that I can give you. Not only will you get access to the ID Pen University, but you'll have access, like you saw on my www.hardtofindseminars.com, I opened up all 87 hours of my marketing consulting interviews and recordings. So, you'll have access to that. You can pick up the phone. I'm a real person. I'm here. I'm still working the business and I'm here to help you. With your experience in sales and as long as you do something, there's no way you can't make you investment back.

Gene: That's right.

Michael: And have a great business, really. I'm going on eight years in this silly pen business. And time has gone by fast. Even though I'm not even actively pushing the pen business that much. A lot of my focus has been going into my www.hardtofindseminars.com website and my audio recordings and consulting on other projects. But I still get orders for the pens. Actually last year I got in a great order with the International Spy Museum. Did you hear about that when that opened up?

Gene: Yes, I have heard about it.

Michael: It was on CNN. I think it opened up about a year ago. See, you never know where your business is going to come from.

Gene: Wow.

Michael: And there's markets for these pens that I haven't even explored. And you may have ideas for the pens. Just think about it. Anything that gets ripped off is a market for it. And the real smart way of marketing it is instead of calling it an invisible ink pen; let's say you find a market like specifically laptop computers. There's thousands and thousands of people buying laptop computers. There is no one with a laptop computer that shouldn't have their laptop marked with invisible ink. Wouldn't you agree?

Gene: I would agree.

Michael: All you have to do is find a supplier and get that message to them. You could find a list of laptop computer wholesalers or retailers and send a simple letter; a simple 8.5 by 11 letter that introduces

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yourself. You could say there is not one customer of yours that has bought a laptop computer from you that shouldn't have this laptop computer marking device. Then you've niched it. It's become not just an invisible ink pen, it's become laptop invisible ink marking device specifically for laptops. You see?

Gene: Yes.

Michael: And then you can command a higher price. I have a wholesale company, it's a mail order catalog called Shomertech. You can look them up on the Internet. And he's in Bellingham, Washington. And he has sold invisible ink pens. And he sells them retail for \$5.00 a piece. But if you solve the person's problem and you let them know that the pen is specifically for them, i.e., laptop computer owners, they'll pay a premium price for it. And what's your cost? What's it cost you to put a label that says laptop ID pen?

Gene: I would imagine it would be pretty cheap, really, if you could get the right printer.

Michael: You've got a source called Short Run Label Company. I'll give you that free one. That's in your directory of sources. And it's a short run label-printing outfit in California that I use. They can do a beautiful label for you. Order them in 500 at a time. They cost you around three cents a piece. You can do a beautiful silver metallic label with black print and it wraps around the pen perfect. I give you the label number. And it's a beautiful pen. You've got a black pen with a silver metallic writing. They'll help you design art and everything. Printing on this pen is bitch. You don't want to print on these pens. Because, number one, you don't want to screw it up and get stuck with the pen. And number two, a label you can custom make for the amount you want. And you can let them stick it on there. You see?

Gene: Oh yes. Well, Michael, I really appreciate you working with me and returning my call.

Michael: It's nice talking to you.

Gene: Same here Mike.

Michael: I hope I've given you a lot of information. And if you want to get going, you've got the application. Just fax it over to me and then I'll

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go through it and we'll get you approved. And then we can get going.

Gene: Okay. Michael, I've already completed it. So, what I'll do is it will probably be Wednesday after I get some things cleared so I can put my credit card on there.

Michael: All right, that's fine. If you want to send the application just minus the credit card and everything, I can do my due diligence on this end. And when you get the credit card information, you can just fax that separate or email me.

Gene: Okay, well, great. Now do I need to fax this or send in a letter? I don't remember.

Michael: Do you have a fax machine at home?

Gene: Yes I do.

Michael: Just fax it to me. Put on there attention Michael. It's my home fax machine and it's on right now. And you can fax it right over and I'll hold on to it. And then we'll get you okayed and if want to go ahead and do it, all you have to do is just get me your credit card information. Or you can even do it through PayPal.

Gene: That's super.

Michael: You're welcome to do it through PayPal. My PayPal address is freepen@aol.com.

Gene: Okay.

Michael: So, I can send you a PayPal invoice. It costs me the same. If I ran it through on my Visa or Master Card, I think I pay around three percent. If I do it through PayPal, it's only about 2.1%.

Gene: Wow. That's a good deal. I'll do that then. I'll go ahead this afternoon. I'm on the East Coast, so we're about three hours...

Michael: Yes, we're three hours different.

Gene: So, I'll go ahead and get this together and I'll go ahead and fax it to you.

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Michael: I think we've gone over a lot of stuff. Can I use this and put this up on my ID Pen University for other people...

Gene: You sure can.

Michael: I really appreciate it.

Gene: Well, Michael anything I can do to help you out there.

Michael: Well, great.

Gene: I'll be glad to.

Michael: Well, I'll talk to you later.

Gene: All right, bye.

Michael: I want to thank you for listening to www.hardtfindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtfindseminars.com by email. You can email Michael@hardtfindseminars.com or you can call 858-274-7851.

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