

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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Question and Answer Session With Mr. Scott Nickerson.

Here it is a 45 minute recoded conversation with Scott Nickerson asking all kinds of questions on how to get going in the ID Pen business. This will give you more ideas on how to make your pen business work for you. ... and setting up joint ventures is the best way to leverage your time and effort, because you're leveraging that companies years and years of time of them building up their customer list and good relationships with their customers, and you just introduce the product...

Michael: Okay, we're talking to Scott Nickerson, a new ID Pen licensee, and you got your package. When did everything come in?

Scott: It came in five days or so after I ordered it. It was approximately a week ago.

Michael: Okay, so it took about a week because it was shipped UPS Ground?

Scott: Right.

Michael: Okay and you were able to open up everything?

Scott: Yeah.

Michael: Did you pretty much understand what everything was?

Scott: Absolutely.

Michael: Okay. Did you try to put one of those boxes together yet?

Scott: Yeah, I did. I pretty well got it. That's one of the questions I was going to ask you, as far as the setup. I've got it all put together. The top is still open with the flaps, but the flaps are kind of flying right now.

Michael: Okay. Now, let me explain it. First of all, when you go to ID Pen University, there's a section of photos that shows, I think, six or seven photos that show the process of how we fold the box up. Now, those flaps that stick out are important, okay? They're

perforated, so you can tear off one of those flaps because you don't need it. They're not supposed to be sticking out. Or, you can bend it back and tape it to the back. The other flap, you want to take your UV light - did you open one of those things up?

Scott: Yes.

Michael: Did you put batteries in it?

Scott: Right.

Michael: Okay. So it's like a clip. That's where you want to hang that UV light, on that flap. There'll be a piece about an inch and a half to two inches sticking out, and you just cut that off, so it looks real nice.

Scott: Okay.

Michael: Do you see what I'm saying?

Scott: Absolutely.

Michael: Or, you could make a sticker for the piece that sticks out that says, "Try me." Something like that.

Scott: Oh, okay. Sure.

Michael: So that's where you hold the UV light, or you could have two UV lights. If you're setting up in a retail location, so that the UV light doesn't get lost or ripped off, you can take a little string and tie it around that clip. Then, just poke a hole in that flap and tie it to the flap so that it doesn't get lost or ripped off.

Scott: Yeah, I wondered about that. That's a good idea.

Michael: That'll work; I've had people do that.

Scott: Okay, great. One thing I wanted to ask you about was, as far as insurance goes, and I don't know what kind of liability – I guess my biggest fear is you get some kid that gets a hold of them and chokes on a pen cap, and now I'm...

Michael: Yeah, you know what? I'll be honest with you. I've never, ever had any liability insurance on any of my pens.

Scott: I see.

Michael: Maybe it's stupid on my part, but I just don't have it. If you want it, get it. If you'd feel more comfortable with it, you can certainly call your insurance agent and tell them that you're manufacturing a pen, and they'll insure you.

Scott: Sure.

Michael: I've never had anyone ask me for it. You're probably the first person who's asked me for it. I've never had any of my customers require it, or ask for it, or anything.

Scott: No, I didn't think so, but I wasn't sure what liability was there. I actually work in the insurance industry, so that's one reason that I'm probably the only one that asked you.

Michael: No, it's available for anyone. I had a tie-dye T-shirt company, and I remember when I first started, I got liability insurance and it was quite expensive. I guess I'm taking my chances, but I don't have it.

Scott: Well, if you've never had anything happen...

Michael: I've never had anything happen, no.

Scott: I guess what I'm going to focus on is I wanted to contact the police stations with the idea that you have. If you think that's still pretty open.

Michael: It's absolutely open. I think you should go to a market you enjoy. That police station is just one small market, so just because I've done it and it's worked pretty good for me - I want you to think about the fact that you're going to be talking to these people, and if it's a field you enjoy, because there's such a huge market for the pen, I'd encourage you to do something that's fun to you. One that you're going to enjoy talking to folks who are in that market or industry.

Scott: That's true.

Michael: Now, you told me that you have a contact with the convenience stores, right?

Scott: Right, with a wholesaler, yeah. He goes to the different convenient-type stores. I haven't really approached him yet.

Michael: That may be an even better avenue for you. Do you know a little bit about your buddy's end of the business or do you know a little bit about it yourself?

Scott: About wholesaling?

Michael: Yeah.

Scott: No, I don't know anything about it myself. What happened was, I work in an agency with my father, and one of our insurers is a wholesaler. He has I don't know how many hundred stores, and I know he's got like 10 vans that are just running constantly. So I think he's got a pretty booming business. My only question is: I don't know how he normally works, if he only works with one wholesale company or if he works with several.

Michael: Oh, I'm sure he has multiple.

Scott: Yeah, that's what I kind of figured.

Michael: He's in business to place products that sell and make money. That's the bottom line. I'm sure he's never seen this, so definitely approach that. Let me ask you this: you come from the insurance business. Tell me a little bit about that. Your dad's a broker?

Scott: Right, we're just independent agents, and I definitely could see that if an agency, or a company for that matter – I've read some of this in your manual – if they wanted to use this as like a free giveaway or that type of thing...

Michael: Do you sell home liability insurance?

Scott: Yes.

Michael: I think they would be a perfect match. If you just focused on insurance agents all over the country as a nice promotional item or a giveaway, or when they sell a policy, you send them an invisible ink pen.

Scott: Absolutely.

Michael: You know you can talk the lingo. You've got some credibility in the insurance industry. That may be a good way for you to go, too. There may be a ton; you know how many agents there are.

- Scott: Oh yeah, dozens, and dozens, and dozens. That's absolutely one avenue that I really wanted to go after.
- Michael: Okay, so what my idea is, since you come from that background, and you know that lingo, and you can talk with these guys on their level because you've done it, you have more credibility right there. It's still a tremendous market. That one market may even be bigger than all the police stations.
- Scott: You bet. Absolutely.
- Michael: I'm just trying to throw out a couple of ideas. I guess what I'm mainly trying to say is, do something you enjoy, or that you know and have experience in.
- Scott: That's a good thing to keep in mind, because I'm in home and business security. Just send them out with a "Thank you," and...
- Michael: There's no doubt. Send them out with a sales letter. I've got a couple of sales letters you can modify up on my ID Pen University. Especially the one that we send out to police; you can modify that, plus you've got all the sales letters in the manual that you can modify. You can send them out with a sample pen to ADT, Brinks, any of these security companies. Anyone dealing with home burglar alarms. It's a wonderful premium, and a wonderful service that they can provide to their customers. When they come in to install a burglar alarm, when they come in and do a property inventory assessment, and it's also a great lead for their salespeople to get into the house. Free property inventory assessment; they'll come into the house, they'll ID all their property, they'll form an inventory sheet which you'll have a master of, that you can modify with their company name on it, and that's a great lead-in into the house to do a back-end sale.
- Scott: Absolutely. I thought too, and I started writing a letter that, once I finish, I'd send to you and see what you thought.
- Michael: Sure.
- Scott: Maybe it was an idea for yourself or whatever as a door-opener. You know, attach the pen to the top of one of the letters that you talked about, an eight to twelve page letter, and run an ad in the paper. "Homeowners: Do you know the seven secrets to securing your home against any burglar?" That type of thing. Or, a free report and have them call a 1-800 number, send out this letter with a pen attached to the top, and tell them, "You might be wondering

why I attached a pen at the top. It's actually a very unique security device, and I'll explain that in a minute, but there's a reason I put this security device at the top of this letter. I'm concerned about your security. I hate the fact that one out of every how many homes is going to be broken into. Yadda-yadda..." and just go into all of that. I didn't know if you could set it up in one of two ways, where I go to the security company somehow and say, "I can provide you with leads." Get so much money per lead, or talk them into doing it, and work out a percentage somehow, or that type of thing.

Michael: No, that's absolutely a great idea. If you could use the pens as a way to generate a lead and break even on the lead generation, there's companies that do nothing but make all their back-end money on regeneration. I think you can have the most success and be able to leverage yourself the most through joint venture relationships. That's finding people in the security field who have already built a customer base, who already have customers, by going to them and introducing this product. Because you're the manufacturer, you can make them for pennies, and you can wholesale to these guys and let them take it and run with it. So, rather than building up your own customer list and generating leads for your own, really the most powerful thing, and I should be doing more of it, sometimes it's hard to practice what you preach, but by far, joint venture relationships and setting up joint ventures is the best way to leverage your time and effort. Because you're leveraging that companies years and years of time of them building up their customer list and good relationships with their customers, and you just introduce the product. Because you're the manufacturer, you just wholesale it to them and let them do all the work. Let them fill it in their pipeline.

If you just focused on that, I think you'd have a lot of success, but you're going to have to approach people and figure out which type of niche or market you want to go to. On the ID Pen University, there are a couple of audio interviews that I did that you can listen to, specifically related to joint ventures, which you should definitely hear.

Scott: I saw that, yeah. Yeah, I will check those out.

Michael: They're really good. They'll give you a lot of great ideas on joint ventures.

Scott: Okay. One other quick question.

Michael: Sure.

Scott: I've got two sons, and they both absolutely adore the pens.

Michael: Okay, how old are they?

Scott: They're 11 and 7.

Michael: Okay, great.

Scott: They just love them. They're having a ball, and they're extremely excited about it. I started selling them as "Spy Pens".

Michael: Yes, absolutely. That's a great idea. It is a spy pen. As a matter of fact, the International Spy Museum, out of Washington D.C., orders pen from me. It's a new international museum called The International Spy Museum, and they order pens from me. I just shipped them another 400 of them.

Scott: Really? Yeah, I heard you mention that, I think, on another recording.

Michael: Yeah, and you can say that. You can say, "These pens are featured in the Washington D.C. International Spy Museum. These are the same pens there." They ordered them in bulk with no imprint on them or anything, then they did their own display and marketing. I just made the pens up with all the parts and just shipped them in bags of 100. They did have a special request on the second order: they wanted them in blue, because they order another pen from me, a Vanishing Ink Pen, and to differentiate the pens, because there was no imprint on them, I did them a blue pen. So, the pen parts from your pen manufacturer, Rotary, they have those in all the different colors. So, I called Rotary, and I said, "Send me 500 barrels and caps," and we did a white plug on it. So, I just made them up and shipped them blue pens.

Scott: Cool. What I had talked to the boys about is maybe making up our own. I have a little bit of graphic arts talent, and we're going to make up our own little display. Actually, we talked about that they would appeal more to kids if they were bright colors, so I was thinking...

Michael: Yeah, you should. Don't rely on me. I've done a couple of things, but by far, there are so many better ideas out there. So I encourage you to do it as if it's your own product, and use your own creativity,

and go with any idea you have because your idea may end up being a lot bigger than anything I've ever done. I'm serious.

Scott: I know.

Michael: I think that's a great idea, and the kids' market is a wonderful market. I want you to note, and I think I have this in the manual, there's another ink. If the kids are going to be marking this on their skin, there is another ink that's more non-hypoallergenic for the skin. It's not as permanent. These are made to be marked on properties and to stay a long time as a permanent ink. I've got another supplier, and I can get that for you if you're going to be marketing that to the kids and they're going to be using it to mark on their skin and stuff. We've got another formula that we can use for that.

Scott: My son, my 11 year old, had the pen in his mouth, and when he looked up, his tongue was blue.

Michael: Oh, he had the pen in his mouth?

Scott: Yeah.

Michael: I don't think it's going to hurt him, but I wouldn't encourage him sucking on the pen.

Scott: No, but it made me think. I didn't know if you knew...

Michael: No, because it is an ink formulation and you don't want to eat the stuff.

Scott: No.

Michael: I think it will be alright. It's a lot to digest at first, just let it gel. Don't do anything today, don't do anything tomorrow, just kind of let it sit in the top of your head, and ideas will start coming out. Just kind of think, "Which way do I want to go with this?" Definitely, don't do anything until you listen to both interviews on joint ventures up on the ID Pen University. They'll give you a ton of ideas. They're excellent, excellent educators on joint ventures, both of them. Bianco, and a gentleman named (Inaudible 14:34). These are about an hour each, and they'll give you a lot of ideas. It'll open you up to stuff that you've never thought of. Joint venture marketing is stuff they don't teach in Harvard and different colleges. It's really,

really eye-opening, and you’ll see it’s the greatest way you’ll leverage your time and effort.

Scott: Yeah, I’ll do that. I do appreciate your time, Mike.

Michael: Okay, good. Just make movement and don’t quit, and you should easily recoup your investment back, and then you’ll have something that you can hustle for a long time. And your boys; it’ll be a great experience for them.

Scott: You bet. Yeah, we’re excited about it.

Michael: Tell them it’s better than cutting lawns.

Scott: That’s right. Well, the one boy has a paper route now.

Michael: Well, if he has a paper route, I think when he sees what they cost and what he can make, I think he’ll see that this may come out a little bit better.

Scott: Oh, absolutely.

Michael: Well thank you very much, and call me. I’ll be checking my messages and my email, and let me know if you have any other questions at all.

Scott: Okay.

Michael: Okay, take care.

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