

ARTWORK AND LETTER SWIPE FILE

PENS THAT WRITE
MONEY!

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

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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Any perceived slights of specific people or organizations is unintentional.

Welcome!

Congratulations And Welcome On Your New Journey!

Dear Friend and New Customer,

Welcome!

The decision you made to invest in this system just may be one of the most important decisions you've made in your business career. After thoroughly reading this material you will have a better education in effective emotional direct-response marketing techniques than 95% of most business owners.

The ability to effectively and predictably generate a constant flow of new customers is one of the most important...if not *THE* most important...things that you can do as a business owner.

The most important thing that I teach business owners is this: You're not in the invisible ink pen business. You're in the business of *marketing* the pen business.

You can have the best pens in the universe, but if nobody knows about them and you don't have a constant flow of New Customers, the reality of the situation is that you're going to fail.

I'm sure you know of people that aren't great at what they do. Maybe just average. But they have a profitable, thriving business. Why is that? It's because they are good at marketing what they do.

Learning how to effectively market your business is what will make the difference between success and failure in your pen business.

We've got a lot of ground to cover to get you up to speed. Please keep an open mind as you read this material. A lot of it may be the exact opposite of what you *thought* or have been led to believe (by self-serving advertising agencies or ad reps) that successful advertising and marketing is all about.

Even if you have a lot of money to spend, I would never advise you to spend one cent on fancy-looking image ads. Ad reps will tell you that you have to keep running those ads week after week because "repetition is important in order for people to see the ad and find out about you". Plus they want you to keep spending your money with them week after week without you having any idea if these ads are actually bringing you any business. They don't want you to be able to track the response from the ad. Then you might be able to find out that you're wasting your money!

I'll show you how to never waste another dime on ads that are unaccountable. In this manual, you'll learn how to track responses from each and every ad or promotion so you can repeat the winners and ditch (or revamp) the losers.

You've got a lot to learn so please keep an open mind as you make your way through the material. It may seem daunting at first because I've tried to cram a lot of stuff in this manual. Just take it a bite at a time and allow each section to "digest" before moving on to the next section.

This course is not something that you can read passively like you would read a novel or newspaper and then hope that your newfound knowledge will

somehow miraculously change things for the better. You have to actually get involved and *implement* what you've learned.

It's going to take some work and thought on your part to make this material come alive and transform your business.

I don't really care what you do first. Just do *something*! If you have questions, please use the enclosed consultation certificates. I want you to be able to get my help if you need it.

Let's get started! The next 30 to 90 days could be the most exciting time of your business career!

Welcome to the program and I look forward to hearing about your success.

All the best,

Michael Senoff

DATELINE

1-800-992-6487 **Crime Fighting Pens** 858-374-2579

SAN DIEGO, CA—Monico Products, a writing pen manufacturer, has announced it will donate ten thousand of its ID Pens, a pen that invisibly marks property for security purposes, to local and national police stations, businesses, and community watch groups.

The ID Pen contains a unique invisible ink that is semi-permanent. It actually bonds molecularly to the surface written on. The pen's invisible ink can be seen under an ultraviolet lamp by

police departments.

According to Michael Senoff, president of Monico products, "The ID Pen can be more useful to local neighborhood watch groups and police stations than the vibrating engravers. The vibrating engravers imbed scratches and can damage property. People don't like to use them because these marks destroy the resale value of the property.

"Because of the low price and convenience of the ID Pen, everyone in a community can now own their own

personal property protection device. Police stations who promote the use of the ID Pens will close cases faster, save time, save money, and get the public to use the pens easier than outdated engravers."

**INDUSTRY
INTELLIGENCE**

Isanti County News

www.HometownSource.com

Braham, Cambridge, Isanti & Surrounding Communities

Number 51

Wednesday, January 24, 2001

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I.D. pens available to police, watch groups

Monico Products, a San Diego writing pen manufacturer, has announced it will donate 10,000 of its ID Pens, a pen that invisibly marks property for security purposes, to local and national police stations, businesses and community watch groups.

The ID Pen contains a unique invisible ink that is semi-permanent. It actually bonds molecularly to the surface written on. The pen's invisible ink can be seen under an ultraviolet lamp

by police departments.

According to Michael Senoff, president of Monico products, "The ID Pen can be more useful to local neighborhood watch groups and police stations than the vibrating engravers. The vibrating engravers imbed scratches and can damage the property. People don't like to use them because these marks destroy the resale value of the property.

"Because of the low price and

convenience of the ID Pen, everyone in the community can now own their own personal property protection device. Police stations who promote the use of The ID Pens will close cases faster, save time, save money and get the public to use the pens easier than outdated engravers."

For pen donations, fax your name and letter head to Monico Products. Please fax address to (858) 274-2579

JANUARY 12, 2001

MARKETPLACE Groton Landmark • Harvard Hillside

Special Free Press • The Public Spirit, Ayer • Shirley Orsola • Townsend

Pens donated to local businesses fight crime

SAN DIEGO, CA - Monico Products, a San Diego writing pen manufacturer, has announced it will donate thousands of its ID Pens, a pen that invisibly marks property for security purposes, to local police stations, businesses and community watch groups.

The ID Pen contains a unique invisible ink that is semi-permanent. It actually bonds molecularly to the surface written on. The pen's invisible ink can be seen under an ultraviolet lamp by police departments.

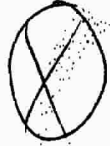
According to Michael Senoff, president of Monico Products, "The ID Pen can be more useful to local neighborhood watch groups and police stations than the vibrating engravers. The vibrating engravers imbed notches and can damage the property. People don't like

to use them because these marks destroy the resale value of the property.

"Because of the low price and convenience of the ID Pen, everyone in the community can now own their own personal property protection device. Police stations who promote the use of the ID Pens will close cases faster, save time, save money and get the public to use the pens easier than outdated engravers."

For pen donations, fax your name and letter head to Monico Products. Please fax your address to (858) 274-2579.

Go to <http://www.monico-products.com> for before/after photos. You also may contact Michael Senoff at jsenoff@aol.com.



ID Pen Fights Crime For Free

Monico Products, a San Diego writing pen manufacturer, has announced it will donate thousands of its ID Pens, a pen that invisibly marks property for security purposes, to local police stations, businesses and community watch groups.

The ID Pen contains a unique, semi-permanent invisible ink that bonds molecularly to a surface. The ink can be seen under an ultraviolet lamp by police departments.

According to Michael Senoff, president of Monico Products, the ID Pen can be more useful than vibrating engravers because it does not damage the property in any way.

Senoff added that the ID Pen's low price and convenience allow everyone in the community to own their own personal property protection device.

For pen donations, fax your name and letterhead to Monico Products at (858) 274-2579.



Ford Asks Law Enforcement for Feedback

DEARBORN, Mich. — Ford Motor Company has formed the first ever Law Enforcement Customary Advisory Panel to gather information to better serve the vehicle needs of the law enforcement community. The committee will offer Ford insight on police vehicle usage patterns and input on future vehicle options, equipment and configurations.

The panel will include approximately sixteen members of key personnel from law enforcement agencies and Ford representatives.

"This allows Ford representatives, from both engineering and management, to hear directly from law enforcement personnel," said Robert J. Williams, Ford's government sales manager for the North American fleet, lease and re-marketing operations.

For its first meeting, held in September, identifying key future products was high on the panel's agenda. The panel recommended revising vehicle wiring to assist law enforcement agencies in adding after-market products such as lights and sirens to cars. Williams said there was interest in the new F-150 Super Crew Model being added to the fleet provided by Ford. The committee also expressed an interest in Ford building a right-hand drive Ford Escape for easier meter and parking enforcement.

Ford now offers the Ford Explorer, Ford Expedition and Ford Excursion as Special Service vehicles (not designed or intended to be used as pursuit vehicles).

"The openness between Ford representatives and the law enforcement panel put us on the same wave length for constructive ideas and feedback on the future development of law enforcement vehicles," said Dennis Tucker, Fleet Manager for the Illinois State Police.

Law enforcement members will meet with Ford three times a year. For the initial panel, half of the members were asked to serve for one year and the other half for two years. The plan is to then replace half of the group each year and, eventually, ask all members to serve for two years.

Justice Department Funds Law Enforcement Vehicles

Before his term ended, former president Clinton signed into law a funding measure that includes more than \$1 billion in funds for Community Oriented Policing Services (COPS). The funding includes \$140 million for the COPS Technology Program to be used for the continued development of technologies and automated systems to assist state and local law enforcement agencies.

In passing legislation, Congress directed the Justice Department to fund a number of grant requests from specific law enforcement agencies to fund mobile data terminals and similar systems for law enforcement vehicles.

Cell Phone Guns

European law enforcement officials have reported the discovery of .22-caliber pistols shaped like cell phones. Several of these gun phones have been seized in Croatia and the Netherlands.

A mobile gun phone looks the same as a normal phone on the outside, but the internal wires have been gutted and replaced with a rudimentary spring-wound percussion mechanism. This mechanism allows four .22 caliber bullets to be fired from openings in the top of the phone.

While these gun phones have not been seen in the United States, the FBI, ATF, Federal Aviation Administration, and the U.S. Customs Service Authority are aware of them and airport security officers have been trained to recognize the guns.

Bomb Threat Card Released

The Technical Support Working Group, a Federal Interagency group focusing on new technology for Countering Terrorism, has released the Bomb Threat Standoff Card. The card was created to aid all Federal emergency and law enforcement officers and all State and Local Fire, Law Enforcement, HAZMAT, Bomb Squad, EMS, and



1Vision Software Signs Agreement With Iomega

Individuals who purchase Iomega Zip drives on the company's Web site can now obtain the industry's only Windows Explorer-based file management system for removable media at a package price. Iomega will market 1Disk on its Web site and will bundle 1Disk with Web site sales of Zip drives and other media products. Purchasers of bundled products will realize cost savings over the purchase of an Iomega product and 1Disk system separately.

1Disk is the first file management system that allows users to track all files on removable media, using a virtual database that appears as just another drive letter in

Windows Explorer. 1Disk tracks the contents of all removable media whether the disk or tape is in its drive or not, and works with Windows 95, 98, 2000, and NT.

1Vision Software Inc., www.1visionsoftware.com, develops PC storage management software and tools for files stored on removable media and on the Web.

A Better Way to Identify Your Stuff

Monico Products, a San Diego writing pen manufacturer, has announced it will donate thousands of its ID Pens, a pen that invisibly marks property for security purposes, to local police stations, businesses and community watch groups.

The ID Pen contains a unique invisible ink that is semi-permanent. It actually

bonds molecularly to the surface written on. The pen's invisible ink can be seen under an ultraviolet lamp by police departments.

According to Michael Senoff, president of Monico products, "The ID Pen can be more useful to local neighborhood watch groups and police stations than the vibrating engravers. The vibrating engravers imbed scratches and can damage the property. People don't like to use them because these marks destroy the resale value of the property."

For pen donations, fax your name and letterhead to Monico Products. Please fax address to 858-274-2579. Go to www.monico products.com for before-and-after photos. You also may e-mail freepen@aol.com.

Microsoft Opens San Diego Office

Microsoft Corp. opened the doors to its new San Diego office on Dec. 7. The new facility will service the company's growing San Diego customer base and will feature new office technologies, presentation and meeting facilities, and

space concepts.

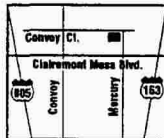
In addition to providing employees who have worked out of home-based offices with a place to meet with customers, the new local office will showcase how Microsoft's technologies are changing the way people work. While many companies have embraced the concept of telecommuting, Microsoft's progressive space represents the next generation of office design. Instead of designated cubes, employees can "plug in" to virtual workspaces in the office or work from home.

The office will also offer state-of-the-art customer and employee facilities. The customer area will have a multi-purpose room that seats 50, with both large and small-sized conference rooms. The employee area features designated office space, as well as visitor cubes of varying sizes. An interactive cafe brings technology to the break room with network connectivity, phones and MSNBC on the overhead TV/VCR unit.

For more information, please visit www.microsoft.com/presspass. □

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WE REPAIR MACINTOSH AND IBM COMPUTERS!
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- 1.44MB Floppy Drive
- 13GB Ultra IDE Drive
- 50X CD-ROM Drive
- AGP Video Card w/8MB SRA
- 104 Win95 Keyboard w/Hand Rest
- 16-Bit 3D Stereo Sound
- 4Q 32W RMS Speakers
- V.90 56K Internal Voice/Fax Modem
- WinScroll PS/2 Mouse
- Windows 98 w/Doc

Pentium III 550/600 \$720/800

Monitor Sold Separately

Hard Drives

- Western Digital
- 20GB 7200rpm \$115
- 13GB \$89

Printer

- HP 4000T \$950

Special

- Micro Mouse w/Wheel \$15

Video Cards

- ATI
- XPert 2000 32MB AGP \$85
- Rage Fury Pro 32MB \$160
- Voodoo 3
- 3000 AGP \$100
- Matrox
- G400 32MB AGP Dual \$170
- G400 16MB \$110

CPUs	
Pentium III 600MHz.....	\$190
Pentium III 550MHz.....	170
Pentium III 500MHz.....	160
Athlon K7 600MHz.....	160

Memory PC-100	
256MB.....	\$230
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Used Laptops (All Models)
USED LAPTOP CALL

CD Burners	
Yamaha 8x4x32 SCSI.....	\$230
TEAC 8x4x32 SCSI.....	210

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- SVGA..... 65

Used Systems

- Macintosh Systems..... CALL
- 486 DX System..... \$200

* SPECIAL * Used Sony Monitors 15" & 17" ... CALL

We Buy & Trade Unwanted Monitors & Computer Parts

25 YEARS EXPERIENCE - Repair Down to Component Level

WE BUY & TRADE UNWANTED MONITORS & COMPUTER PARTS

arm Focus continued from page 25
 ine with their agents, and enable
 tomers to access policy information
 r the Internet. "We have an opportu-
 y for an Internet presence and the
 left of hiring NAMIC to develop and
 image our site at far less expense than it
 ould take to have it done outside."
 rome Mutual will use e-mail and digital
 otography to submit applications and
 termine rates in real time, and image
 cuments for a paperless office environ-
 ent. With its Web site, Home Mutual
 oks forward to being able to exhibit the
 ertise and service usually enjoyed by
 uch larger companies.

to News Is Good News

rkansas Insurance Commissioner Mike
 'ickens is thrilled to "not hear about"
 rome Mutual. He loves talking about it,
 owever, as does Deputy Insurance
 ommissioner John Hartnedy.

"When talking with other members
 of the insurance community, we often
 use the Home Mutual story as an
 example, saying 'Look what this industry
 did! Why can't the rest of you do this?'
 This solution is so much better than
 more laws and regulations to handle
 insolvencies," Hartnedy says.

The insurance department com-
 mends Mutual Management Inc. for
 doing an outstanding job of stepping into
 and taking care of a crisis situation. "This
 is another example of insurance compa-
 nies trying to take care of their custom-
 ers," declares Hartnedy. "We don't
 publicize the good things we do enough,
 but just let us be perceived as having
 made mistakes and see what you hear!

"In this case," he continues, "the
 industry came up to the bar and took
 care of an insolvent company, turning it
 back into a positive investment for
 policyowners. If an industry polices itself
 this well, why make more regulations to
 govern it? More regulations threaten
 flexibility. Once a law is on the books, we
 are bound by it."

Hartnedy adds, "Thanks to this
 example, we now have a plan in place to
 deal with future situations like Home
 Mutual without creating more regulation.
 The sooner a move can be made to save a

situation like this, the less damage will be
 done. The Home Mutual situation has
 shored up the reputation of the industry.
 If the company had failed, legislators
 would be proposing a raft of laws and
 regulations. We have not heard one word.
 Needless to say, we are extremely pleased
 with the handling of the Home Mutual
 situation."

White credits his company's NAMIC
 membership for the ability to network
 with other farm mutual managers who
 have been through mergers, acquisitions
 and market changes. Their experience
 helped Mutual Management Inc. avoid
 mistakes in rehabilitating Home Mutual.

At the 106th NAMIC convention in
 Washington, D.C., Sept. 23-26, 2001, the
 Farm Conference program will feature a
 panel discussion on companies in
 transition, emphasizing alternatives to
 merger. White will participate and share
 his experiences with Home Mutual. N/C

► Products and Services continued from page 28

minimal or no cost to companies. All
 participants receive a copy of the report.
 To participate, call Larry Thill, AAIS
 manager of statistical services, at (800)
 564-AAIS.

The report was distributed free of
 charge to AAIS inland marine affiliates.
 AAIS members not affiliated for inland
 marine can purchase it for \$100; non-
 members for \$200. To request a copy
 contact Bob Schmitt, marketing manager,
 by e-mail at bobs@AAISonline.com, or call
 (800) 564-AAIS.

Pen Fights Crime: Donated To Local Businesses

Monico Products, a San Diego writing pen
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police departments.

For pen donations, fax your NAMIC
 on letterhead to Monico Products at
 (858) 274-2579. For more information,
 visit www.monico-products.com or send an
 e-mail to freepen@aol.com.

New Microwave System for Vehicles Prevents Costly Losses from Backing Accidents

A driver's aid that detects motion behind a
 vehicle can help both professional drivers
 and the driving population in general
 prevent and reduce backing accidents,
 which are routinely associated with large
 commercial trucks and are of increasing
 concern to those who drive larger vehicles
 such as SUVs and minivans.

The Guardian Alert™ from Sense
 Technologies Inc. is a next generation
 microwave device from a leading manufac-
 turer of quality safety products for the
 transportation industry. Patented and
 FCC-approved, the Guardian Alert can
 detect an object up to twelve feet behind a
 vehicle, then send the driver both a visual
 and audible warning.

Utilizing a proprietary pattern that
 covers the entire rear surface, the sensor
 detects the presence of targets by the
 resultant Doppler shift caused by an object
 moving towards the vehicle or the vehicle's
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 The unit is so accurate, it won't false alarm,
 which can lead to driver complacency.

Products based on microwave
 technology are not adversely affected by
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 mental factors. The Guardian Alert is
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The work of 16 design firms will be on display through March 3 at the Athenaeum Music & Arts Library in La Jolla. The 'Distilling Design' exhibit features designers' work such as clocks, signs, interiors and architecture.

Exhibit Packages San Diego's Best Design Firms

BY TANYA RODRIGUES
Staff Writer

When Laura Coe Design Associates was asked to create packaging for TaylorMade Golf's player's glove, the firm made a dual-purpose carrying case.

It could hang in retail stores and appeal to consumers, but was ventilated and would later protect the glove in between uses.

The case and other items that illustrate local designers' work and process are on display at the Athenaeum Music & Arts Library in La Jolla. The exhibit is called "Distilling Design."

The show, which runs through March 3, includes the work of 16 design firms, 15 of which are from San Diego.

Five months ago, when approached about curating the exhibit, Susan Merritt was excited to get involved.

The show was timed to take place during the local American Institute of Graphic Arts conference, called Y Design, which took place Feb. 16 and 17.

Education chair for the local AIGA chapter, a professor at SDSU's graphic design department and vice president at local firm CWA, Inc., Merritt now hopes that similar exhibitions will now be set up on an ongoing basis.

Other than Laura Coe and CWA, the firms represented in the show include Bennett Peji Design, Conover, Hollis Design, John Dennis Design, Mentus, Mires Design, Miriello Grafico, Morris Creative, Myndgrive, Persimmon Design, Tyler Blik Design, Visual Asylum and Scott Ramsey Design.

College in San Diego.
"It can be used by beginning students in the nursing program to feel the pulse and catheterize patients and advanced students to do advanced cardiac life support and respiratory therapy students to intubate the mannequin," Hamel said.

Instructors program the mannequin via a desktop or handheld computer to simulate a patient of a certain age, sex and weight.

Students respond to real crisis scenarios, such as diabetic coma, septic shock and



Students and nurses will receive training on a life-size mannequin that can mimic real-life health problems. Grovesmont Community College, Kaiser Permanente and Scripps-Mercy pooled \$162,500 to buy the equipment.

Officers Hooked By Invisible Ink Pens

BY TIM COFFEY
Staff Writer

Michael Senoff isn't in business to give money away, but he knows a good idea when he sees it.

That's why Senoff, president of Monico Products, a Clairmont-based pen manufacturer, is giving away 10,000 of his ID Pens to law enforcement agencies and private citizens. The pen writes in semi-permanent, invisible ink that is only noticeable when viewed through ultraviolet light.

So far, Senoff has given away 1,000 pens. And he said he'll keep doing it until he reaches 10,000.

"I'll continue it as long as it doesn't bankrupt me," Senoff said. "Even a nonprofit organization has to make money to keep the organization going."

Senoff said he has mailed the pens to police de-

partments as close as Danville, Calif., and as far away as Bensalem Township, Pa. He usually mails one or two, but has mailed as many as five.

"We'll use our judgment (with how many pens Monico will donate to a single organization) because they do cost money," Senoff said.

The individual pens typically cost \$1.50, but can cost 50 cents on large quantity orders, he said.

The publicity generated through the promotion has helped the 5-year-old

company Senoff markets from his home. A story on the ID Pen recently appeared in a police magazine, and Sen-



off said he has been inundated with requests from law enforcement agencies.

"It's really starting to snowball," Senoff said.

Anyone interested in receiving a free pen can go to the Monico Web site at (www.monico-products.com) or e-mail Senoff directly at freepen@aol.com.

Monico Products of Clairmont Mesa manufactures pens that write in semi-permanent, invisible ink that is only noticeable when viewed through ultraviolet light. These ID pens are offered to law enforcement agencies and private citizens.





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LARGEST NATIONWIDE
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New Products

Theft deterrent kit includes ultraviolet marker

Direct Safety Solutions (DSS) has created the I.D. 2000™ program which includes an ultraviolet marking pen, a property inventory sheet and decals which are to be placed on doors or windows to warn away potential thieves. With a retail price of less than \$5, the I.D. 2000 program is an inexpensive way for customers to protect their possessions.

The I.D. 2000 Security Marker contains an invisible permanent ink that marks on all surfaces including glass, paper, wood, plastic and cloth. It can do over 1,200 markings. I.D. 2000 will not stain, damage, or deface property. Marks are visible under a special ultraviolet light carried by law enforcement personnel including police, detectives, and pawn shops.

The Software & Services Division of New England Business Service Inc., has introduced the Page Magic Gold Edition CD-ROM, a desktop marketing software suite for small business. Page Magic Gold Edition integrates the latest version of Page Magic, NEBS' popular Windows-based desktop publishing software, with Design Magic™, a powerful drawing and illustrating application, and NEBS Business Image Collection, a clip art library of over 1,000 business images.

Page Magic Gold Edition provides 170 pre-designed templates for a wide range of business and marketing materials. These, in turn, coordinate with pre-printed Company Colors™ papers from NEBS, enabling individuals with no design experience to quickly produce professional-quality stationery, brochures, business cards, newsletters and fliers without the need for a graphic designer.

Page Magic, the desktop publishing component of the Gold Edition CD-ROM, is the most recent re-

lease of the software and includes such features as a new interface design, more templates and easier text handling.

One of the few desktop publishing applications with OLE2 (object linking and embedding) support, Page Magic makes it easier and quicker for users to integrate data from other applications, such as text, graphs, spreadsheets and artwork, into their materials.

Page Magic Gold Edition operates on any Windows 3.1 or Windows 95-ready PC or compatible with a 386 or higher processor and 4MB RAM. It can operate with any monitor except CGA. It requires a CD-ROM drive and mouse or other Windows-supported pointing device.

The new CD-ROM has a suggested retail price of \$119.95. It comes with a 90-day unconditional guarantee and 30 days of free technical support on a toll line, beginning on the date of the first call. A support plan with a toll-free number is also available.

To order or obtain additional information contact NEBS at 20 Industrial Park Drive, Nashua, NH 03062 or call toll-free: 800-882-5254.

Book details 12 steps to more new business

Power Calling II: How to Build New Business in a Crowded Marketplace by 20-year sales and telemarketing consultant Joan Guiducci provides 12 easy steps for putting a comprehensive new account development plan into action. It covers a range of issues from dealing with multiple decision makers to shortening sales cycles. The book includes techniques successful salespeople use to turn their voice-mail messages into winners, plus two practical steps for landing a commitment on calls, and what strategies to employ when buying decisions are stalled. Mixed in are 400 sales tested scripts and dialogues for fine tuning conversations.

Guiducci combines her proven

(Continued on page 74)

Secretly mark your valuables using invisible ink - with the *Branding Pen!*

Burglars can't see your indelible "brand,"

but it shows up under police ultraviolet lamp!

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TEX D.L. 9733-20413136B



Home & business owners everywhere use Monico's unique "*Branding Pen*" to secretly mark their valuable:

- *CAMCORDERS *COMPUTERS
- *GUNS *POWER TOOLS *TVs
- *LAWN EQUIPMENT *JEWELRY
- *ARTWORK & ANTIQUES *CAR STEREOS *VIDEO GAMES
- *AIRBAGS...everything except the kids! One pen brands 1,000 items.



Guaranteed for 5 years or Your Money Back

MARK YOUR BELONGINGS BEFORE...



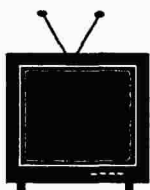
Invisible Security Protection

INTRODUCING

**A Theft Deterrent System That Can Detect & I.D.
Stolen Property In Seconds!**

I.D. 2000

Invisible Ink Security Marker



~For Use on Home and Office Property.

~Contains an Invisible, Permanent Ink.

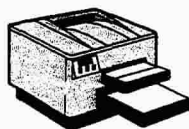
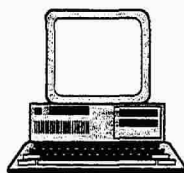
~Marks on All Surfaces Including Glass,
Paper, Wood, Plastic, Cloth & Jewelery.

~Won't Damage or Deface Property.

~Marks are Visible Under Ultra Violet Light.

~Looks and Works Just Like a Magic Marker

~One Marker Marks Over 700 Items.

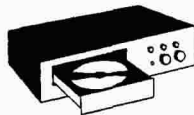


Any Questions

Please Call

Toll-Free

1-800-982-6487



Monico Marketing International
La Jolla California

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FREE!

RED-EYE REMOVER PEN

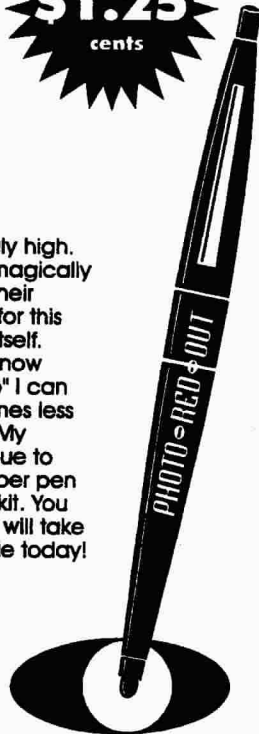
The Beautiful Truth About Red-Eye-Remover Pens

The profit from red eye pens is surprisingly high. This special blue ink inside the pen will magically turn red-eye on a color photo back to their natural color. There is only one supplier for this ink. It's worth more per once than gold itself. One gallon is enough for 4,200 pens. "I now realize labs would find this valuable, too" I can make and sell red-eye pens for three times less than my rivals and they work perfectly! My red-eye pens remove 94% of red-eye due to camera flash. You pay as low as \$1.25 per pen and included is a self-test retail display kit. You get free shipping with a 30-day credit. I will take all of the risk. Call Mike for a free sample today!

GUARANTEED LOWEST PRICE!	GUARANTEED SATISFACTION				
	QUANTITY	50	100	200	500
	PRICE EACH	\$1.75	\$1.50	\$1.35	\$1.25

**COLOR DISPLAYS!
FREE SAMPLE OFFER!
CALL NOW!**

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San Diego CA 92109
619-274-7851
MADE IN THE USA

FREE!

RED-EYE REMOVER PEN

Test Your Red IQ

The profit from red eye pens is surprisingly high. This special blue ink inside the pen will magically turn red-eye on a color photo back to their natural color. There is only one supplier for this ink. It's worth more per once than gold itself. One gallon is enough for 4,200 pens. "I now realize labs would find this valuable, too" I can make and sell red-eye pens for three times less than my rivals and they work perfectly! My red-eye pens remove 94% of red-eye due to camera flash. You pay as low as \$1.25 per pen and included is a self-test retail display kit. You get free shipping with a 30-day credit. I will take all of the risk. Call Mike for a free sample today!

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RED-EYE REMOVER PEN

Why Should I buy Them?

The profit from red eye pens is surprisingly high. This special blue ink inside the pen will magically turn red-eye on a color photo back to their natural color. There is only one supplier for this ink. It's worth more per once than gold itself. One gallon is enough for 4,200 pens. "I now realize labs would find this valuable, too" I can make and sell red-eye pens for three times less than my rivals and they work perfectly! My red-eye pens remove 94% of red-eye due to camera flash. You pay as low as \$1.25 per pen and included is a self-test retail display kit. You get free shipping with a 30-day credit. I will take all of the risk. Call Mike for a free sample today!

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**COLOR DISPLAYS!
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What You Should Know About Red Eye Pens.

The profit from red eye pens is surprisingly high. This special blue ink inside the pen will magically turn red-eye on a color photo back to their natural color. There is only one supplier for this ink. It's worth more per once than gold itself. One gallon is enough for 4,200 pens. "I now realize labs would find this valuable, too" I can make and sell red-eye pens for three times less than my rivals and they work perfectly! My red-eye pens remove 94% of red-eye due to camera flash. You pay as low as \$1.25 per pen and included is a self-test retail display kit. You get free shipping with a 30-day credit. I will take all of the risk. Call Mike for a free sample today!

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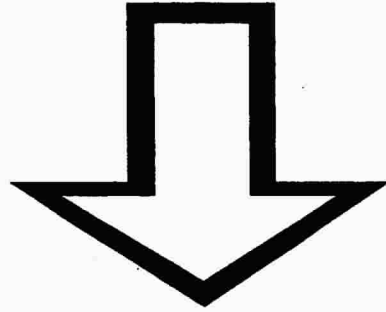
**COLOR DISPLAYS!
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CALL NOW!**

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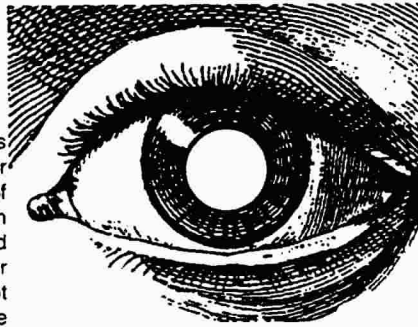
COMPARE TO OTHER LEADING BRANDS!



10X MORE

**Black Cat Red
Eye Eliminator
Pen**

• Completely eliminates red-eye right on your color print with a touch of the pen • Two pens in one! Includes large and small tips for greater control • Does not change the normal eye color • Includes easy to use instructions.



BC-V30.....Red Eye Eliminator Pen.....\$12.95



Illustrator Red-Eye Pen

For removing "Red-Eye" on photographic prints. Comes with complete easy-to-follow instructions.

Red Eye Remover Pen
GF-3501\$5.95

ORDER RED=OUT TODAY AND SAVE!

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MONEY DETECTOR

PEN

low as
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cents

BUY DIRECT!

We manufacture the CASH COP Counterfeit Currency Detector. That good for you because you buy from the main source! Millions of counterfeit dollars circulate daily. Protect your business interest before you accept counterfeit cash! If you are in business, or handle cash..

**YOU NEED THE CASH COP CURRENCY DETECTORS.
SIMPLE TO USE~CONVENIENT~AFFORDABLE~
WILL TEST 5000 BILLS**

WORKS ON NEW CURRENCY TOO!

**GUARANTEED
LOWEST
PRICE!**

GUARANTEED SATISFACTION!

QUANTITY	50	100	300	500	1000
PRICE EACH	\$1.75	\$1.50	\$1.25	\$1.15	.98

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RETAIL UP TO \$10.00--THATS A 1000% PROFIT EVERYONES A PROSPECT--WILL TEST 5000 BILLS

WORKS ON NEW CURRENCY TOO!

GUARANTEED LOWEST PRICE!	GUARANTEED SATISFACTION!					
	QUANTITY	50	100	300	500	1000
	PRICE EACH	\$1.75	\$1.50	\$1.25	\$1.15	.98

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NEW!

STICKER REMOVER PEN

- Removes Price Tags & Gummy Stickers.
- Protects Finger Nails
- Won't Damage Or Deface Property
- Dissolves Sticker & Glue Fast
- 2000 Uses

MADE IN U.S.A.

**REMOVES
PRICE TAGS,
& STICKERS
FAST !**



**JUST
MARK
AND
SCRAPE**

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NEW!

STICKER REMOVER PEN

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- Protects Finger Nails
- Won't Damage Or Deface Property
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PRICE TAGS,
& STICKERS
FAST !**



**JUST
MARK
AND
SCRAPE**

Monico Products

1765 Garnet Ave #60

San Diego California 92109

1-800-865-9576 24hr info

<http://www.monico-products.com>

Here's what the burglar sees...



BA CAMCORDER X39

ID 2000 PEN

WORKS TO RECOVER YOUR STOLEN
PROPERTY FASTER THAN ANY
OTHER METHOD

I.D. PEN is a theft deterrent program that allows police to detect, identify and return stolen property fast in the event of burglary. Each package contains an **I.D. PEN** and two theft deterrent decals. Each **I.D. PEN** contains an invisible permanent ink that marks all surfaces including glass, paper, wood, plastic and cloth. **I.D. PEN** will not stain, damage, or deface property. Marks are visible under a special Ultraviolet light carried by law enforcement including police, detectives and pawn shops.

Burglars don't want marked merchandise because it is difficult to fence and evidence of guilt is apparent if they are caught. **I.D. PEN works to recover your stolen property faster than any other method. USE IT!**

One pen marks over 1200 items throughout your home or business. Uses include:

HOME: TV, VCR, Stereos, Computers, Camcorders, Guns, Valuables, Car Airbags, CD Players, Clothing, Sporting Goods, Car Radio, CD's & Tapes, Clocks, Cameras, Jewelry

OFFICE: Computers, Fax Machines, Copiers, Phones, Printers, Calculators, Office Supplies, Files, Books

DIRECTIONS:

1. Mark your valuables with **I.D. PEN** use Drivers License Number (with state abbreviation) (FL DL #252930775).
2. Post I.D. Security stickers on your doors and windows to warn housebreakers to stay away.
3. Enter a complete description of the marked property on the INVENTORY FORM ENCLOSED.

Customer Comments Contact:
Monico Marketing International

(800) 982-6487



ID 2000 PEN

WORKS TO RECOVER YOUR STOLEN
PROPERTY FASTER THAN ANY
OTHER METHOD

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3. Enter a complete description of the marked property on the INVENTORY FORM ENCLOSED.

Customer Comments Contact:
Monico Marketing International

(800) 982-6487



DISPLAY YOUR PROTECTION: You've taken the time to mark, record and secure your property. Now display that effort. Posted prominently, window decals can aid in deterring the thief. These decals do not imply that your property is of greater value than your neighbors', only that yours is readily identifiable and thus HIGH RISK to the thief. This gives immediate notice to the thief, as well as any law enforcement agency, that items are identified with I.D. 2000 and your personal I.D. number.

Inventory Date: _____
 Police or Sheriff Department: _____
 Non-Emergencies: _____
 Emergencies ONLY: _____

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone # _____

PERSONAL/BUSINESS PROPERTY INVENTORY LIST
 (use pencil)

DESCRIPTION OF ITEM

Item	Brand Name	Model #	Size	Color	Material	Serial #	Owner Name	I.D. #	\$ Value	Room
KEEP IN A SAFE PLACE										

SEND COPY TO YOUR INSURANCE AGENT FOR POSSIBLE PREMIUM DISCOUNT

The following list may be used as an aid in the marking process. Before starting, include any additional items not listed. Enter the quantity in the boxes. Don't forget items that have been stored away. Check off each item as it is marked. Congratulations! You are taking the most important step in protecting your valuables.

- | | | | | | |
|------------------------------|---------------|--------------------------|------------------------------|----------------|--------------------------|
| <input type="checkbox"/> QTY | ITEM | <input type="checkbox"/> | <input type="checkbox"/> QTY | ITEM | <input type="checkbox"/> |
| <input type="checkbox"/> | Television | <input type="checkbox"/> | <input type="checkbox"/> | Computer | <input type="checkbox"/> |
| <input type="checkbox"/> | Car Radio | <input type="checkbox"/> | <input type="checkbox"/> | Car Stereo | <input type="checkbox"/> |
| <input type="checkbox"/> | Stereo | <input type="checkbox"/> | <input type="checkbox"/> | Microwave Oven | <input type="checkbox"/> |
| <input type="checkbox"/> | CD's & Tapes | <input type="checkbox"/> | <input type="checkbox"/> | Hand Tools | <input type="checkbox"/> |
| <input type="checkbox"/> | Musical Inst. | <input type="checkbox"/> | <input type="checkbox"/> | Bicycles | <input type="checkbox"/> |
| <input type="checkbox"/> | Books | <input type="checkbox"/> | <input type="checkbox"/> | Garden Tools | <input type="checkbox"/> |
| <input type="checkbox"/> | Pictures | <input type="checkbox"/> | <input type="checkbox"/> | Lawn Furniture | <input type="checkbox"/> |
| <input type="checkbox"/> | Clocks | <input type="checkbox"/> | <input type="checkbox"/> | Lawn Mower | <input type="checkbox"/> |
| <input type="checkbox"/> | Camera/Lenses | <input type="checkbox"/> | <input type="checkbox"/> | Luggage | <input type="checkbox"/> |
| <input type="checkbox"/> | VCR | <input type="checkbox"/> | <input type="checkbox"/> | Hobby Items | <input type="checkbox"/> |
| <input type="checkbox"/> | Video Equip. | <input type="checkbox"/> | <input type="checkbox"/> | Coins/Stamps | <input type="checkbox"/> |
| <input type="checkbox"/> | Calculators | <input type="checkbox"/> | <input type="checkbox"/> | Jewelry | <input type="checkbox"/> |

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Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone # _____

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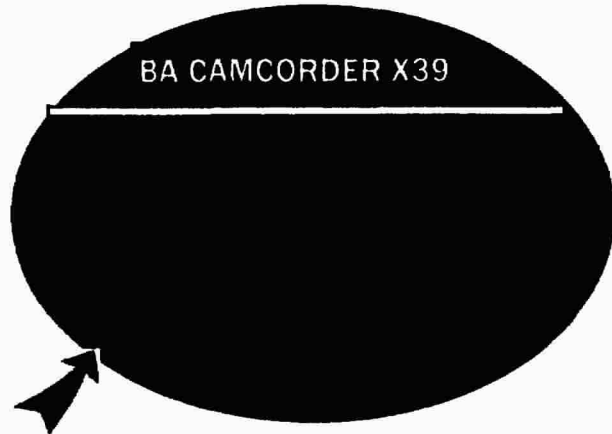
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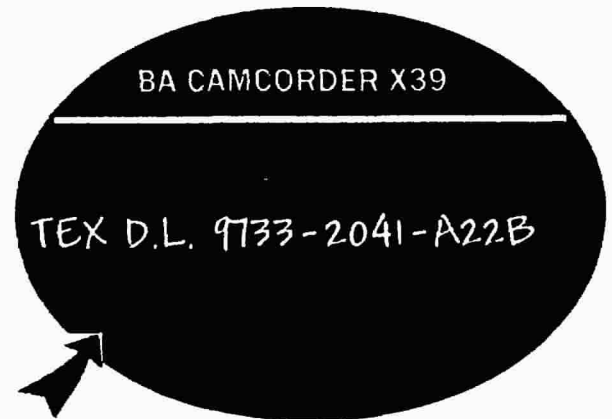
- | | | | | | |
|------------------------------|---------------|--------------------------|------------------------------|----------------|--------------------------|
| <input type="checkbox"/> QTY | ITEM | <input type="checkbox"/> | <input type="checkbox"/> QTY | ITEM | <input type="checkbox"/> |
| <input type="checkbox"/> | Television | <input type="checkbox"/> | <input type="checkbox"/> | Computer | <input type="checkbox"/> |
| <input type="checkbox"/> | Car Radio | <input type="checkbox"/> | <input type="checkbox"/> | Car Stereo | <input type="checkbox"/> |
| <input type="checkbox"/> | Stereo | <input type="checkbox"/> | <input type="checkbox"/> | Microwave Oven | <input type="checkbox"/> |
| <input type="checkbox"/> | CD's & Tapes | <input type="checkbox"/> | <input type="checkbox"/> | Hand Tools | <input type="checkbox"/> |
| <input type="checkbox"/> | Musical Inst. | <input type="checkbox"/> | <input type="checkbox"/> | Bicycles | <input type="checkbox"/> |
| <input type="checkbox"/> | Books | <input type="checkbox"/> | <input type="checkbox"/> | Garden Tools | <input type="checkbox"/> |
| <input type="checkbox"/> | Pictures | <input type="checkbox"/> | <input type="checkbox"/> | Lawn Furniture | <input type="checkbox"/> |
| <input type="checkbox"/> | Clocks | <input type="checkbox"/> | <input type="checkbox"/> | Lawn Mower | <input type="checkbox"/> |
| <input type="checkbox"/> | Camera/Lenses | <input type="checkbox"/> | <input type="checkbox"/> | Luggage | <input type="checkbox"/> |
| <input type="checkbox"/> | VCR | <input type="checkbox"/> | <input type="checkbox"/> | Hobby Items | <input type="checkbox"/> |
| <input type="checkbox"/> | Video Equip. | <input type="checkbox"/> | <input type="checkbox"/> | Coins/Stamps | <input type="checkbox"/> |
| <input type="checkbox"/> | Calculators | <input type="checkbox"/> | <input type="checkbox"/> | Jewelry | <input type="checkbox"/> |

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The concept is very simple:
The Branding Pen's
invisible ink comes to light
under a police ultraviolet
lamp.



This is all that the buglar
or thief sees...



but this is what the police
property officer sees!

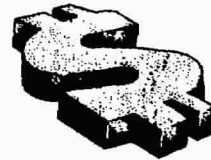
Can you see the \$\$\$ in this?

How many different ways can you make money with the
Branding Pen? Let's see who might buy them in quantity

There is no end to the list of prospective customers and users of the Branding Pen, and a number of ideas are shown below. Please notice that we said "customers" and "users," because it's important for you to distinguish the difference. Example: you sell a quantity of 500 pens to one customer — an insurance agent — and she then hands them out to her prospects and policyholders, the end users. Based on a typical cost and selling price*, your profit on the one sale is \$750.

Of course, you could hope to sell the pens to the same 500 individuals and make even more money in the long run, but that's your choice to make. The smart distributors will combine the methods that put the most money in the bank.

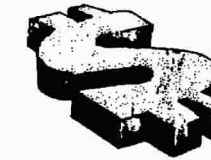
*Based on 3-case cost of \$1.00 per pen and a discounted selling price of \$2.50 each.



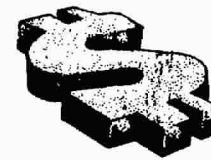
Retail customers are those who buy from you at wholesale prices and re-sell the pens to users at retail, which is a suggested price of \$5. Your sales prospects should include stores (hardware, gun, appliance, convenience, electronics, computer, art & antique, jewelry, office supply hardware, auto supply, and more). Also flea market dealers, door-to-door salespeople, and others who have existing customers.



Giveaway/Promotional customers are companies and individuals who buy Branding Pens direct from you at wholesale prices and then give them away or otherwise distribute the pens in order to promote themselves and get or reward their customers. Your sales prospects include individual real estate agents and entire real estate offices, local insurance agencies, alarm companies, newspaper publishers, banks, auto dealers, accountants, and others interested in promoting good will.



Organizations & Fund Raising customers are those groups that buy pens from you at wholesale prices either use them as inducements to join or make a contribution. Or the pens are purchased in quantity in order that they may be re-sold to users, with the profits going to the institution. Examples of the first type are Crime Watch organizations, public TV and radio stations, police benevolent associations, friends of firefighters, and similar public safety groups. Examples of fund-raising customers include schools, churches and synagogues, hospital auxiliaries,



Large Business and Institutional customers will buy pens at negotiated quantity prices and use them throughout their organizations. Examples of such customers include retail stores and chains, banks, schools that look for protection from losses to vandalism, hospitals, parts distributors, audio and video chains, pharmacy groups, police and fire departments, and others who own large quantities of valuable property inventoried at several different locations.

Are you the one?

The *Monico Branding Pen* is a proven tool in the never-ending fight against crime. Homeowners, businesses, and institutions use the pens to *secretly brand* their valuables.

More to the point, it's also a proven *money-maker* for people infused with the entrepreneurial spirit. If you know how to make money with a product, then this product speaks for itself. Just proceed directly to the order form or call Mike now 800-982-6487

However, If you're not sure of what to do next, then look over some of the ideas set forth in the following pages. Then, if what you read starts giving you ideas, then you're on the road to becoming a Distributor.

Although Distributors may choose to sell Branding Pens directly to end users, this pamphlet is aimed at those of you who think in wholesale numbers. If you wish to become a personal Distributor selling one-on-one, we'll be glad to welcome you to the growing Monico family.



**WORLD WIDE
SALES POTENTIAL**

You don't have to be a rocket scientist to sell the *Branding Pen*.

**At full retail,
it's only Five bucks!**

At full retail, these pens are *easy* to sell. Let's face it; who would turn away from an opportunity to "brand" over 1,000 of their valuable possessions for \$5?

Most would spend the \$5 just for the peace of mind, and the rest of us will buy it just because it's cool. (Hey, an invisible ink pen has always been cool!)

For those reasons, it's easy to see why wholesale buyers will take an immediate interest. All you have to do is show them how the Branding Pen can help them meet their own objectives, and they'll become your customers..

Monico supports its Distributors with additional marketing tools and ways to make extra money. We have "retail packages," counter-top displays, and more. We succeed only when you do!

Questions? Call us at 1(800) 982-6487.
In San Diego, (619) 274-7851.

Call Michael Senoff at Monico Products
1765 Garnet Ave #60
San Diego California 92109
1-800-982-6487
619-274-2597 FAX



Three very important things to know about Monico's famous *Branding Pen*TM

1. It helps individuals and businesses prevent the total loss of their valuable property & possessions.

2. It uses *ink*^{*}



***invisible**

3. It can make good money

OPERATION I.D. 2000 is a theft deterrent program that allows police to detect, identify and return stolen property fast in the event of burglary. Each I.D.2000 marker contains invisible permanent ink. It's safe and reliable and easy to use. Use I.D. 2000 to mark all valuables in your home and office. I.D. 2000 will mark all surfaces including glass, paper, wood, plastic and cloth. I.D. 2000 won't damage or deface property. One pen will mark over 1,200 items. The marks are visible under ultraviolet lights for easy identification by police, detectives and pawn shops. Marked items are hard to fence and evidence of guilt is apparent when thieves are caught.

DIRECTIONS: Mark all valuables with I.D. 2000. USE DRIVER'S LICENSE NUMBER (with state abbreviation) This provides an instantly recognizable number to law enforcement agencies (e.g. for State of California: CA B1234567) and is the most consistent mark of identification for personal property. RECORD YOUR PROPERTY Marking your property takes just a few minutes. Complete the process by making a record of your efforts. Enter a complete description of the marked property on the inventory form in this sheet.

DISPLAY YOUR PROTECTION: You've taken the time to mark, record and secure your property. Now display that effort. Posted prominently, window decals can aid in deterring the thief. These decals do not imply that your property is of greater value than your neighbors', only that yours is readily identifiable and thus HIGH RISK to the thief. In addition, the 1" x1" decals should be placed in a visible area on each individually marked item. This gives immediate notice to the thief, as well as any law enforcement agency, that this item is identified with your personal number.



Window/Property Decals Inside

The following list may be used as an aid in the marking process. Before starting, include any additional items not listed. Enter the quantity in the boxes. Don't forget items that have been stored away. Check off each item as it is marked so as not to miss anything. Congratulations! You are taking the most important step in protecting your valuables.

ITEM CHECKLIST

QTY	ITEM	<input type="checkbox"/>	QTY	ITEM	<input type="checkbox"/>
	Television			Computer	
	Car Radio			Car Stereo	
	Stereo			Microwave Oven	
	CDs & Tapes			Hand Tools	
	Musical Inst.			Bicycles	
	Books			Garden Tools	
	Pictures			Lawn Furniture	
	Clocks			Lawn Mower	
	Camera/Lenses			Luggage	
	VCR			Hobby Items	
	Video Equip.			Coins/Stamps	
	Calculators			Jewelry	

PERSONAL/BUSINESS PROPERTY Name _____
 INVENTORY LIST Address _____
 (use pencil) City _____ State _____ Zip _____
 Phone _____ () _____

Inventory Date: _____
 Police or Sheriff Department _____
 Non-Emergencies: _____
 Emergencies ONLY: _____

DESCRIPTION OF ITEM

Item	Brand Name	Model#	Size	Color	Material	Serial #	Owner Name	I.D. #	\$ Value	Item Location

KEEP IN A SAFE PLACE

Branding Pen Postcard

Front of Postcard

MONICO PRODUCTS
1765 Garnet Ave #60
San Diego California 92109
1-800-865-9576 24hr info

Postal indicia

Here's what the burglar sees...

BA CAMCORDER X39

Address lable
etc

Back of Postcard

and here's what the cops see!

BA CAMCORDER X39

TEX D.L. 9733-20413136



Although our crime-fighting pens are being sold from coast to coast, there always seems to be a few markets we haven't tapped into yet. That's why we're reaching out to you today. Our new retailer starter pack includes 100 pens, a full-color countertop display box, window "warning" labels, inventory sheets, and a battery-operated ultraviolet lamp for demonstration purposes.

The pens retail for \$5 each, so you get back \$400 on one order. Your investment? \$100.00.

If you agree that this is a decent return for your efforts, call MONICO Products today at 1 (800) 856-9576 24 Hr. Call now for a FREE SAMPLE

Monico's unique 'Branding Pen'sm lets your customers permanently mark their valuables with ink that's visible only under an ultra-violet police lamp. Sounds neat, doesn't it? Now how does a 400% markup sound?

AMAZING

RED-EYE REMOVER PENS NOW AFFORDABLE FOR YOUR CUSTOMERS!

low as
.69
cents

Instantly and easily fixes redevye on color prints. RED-OUT redevye remover applies a transparent red filtering dye that lets the natural highlight in the eyes shine through as it blends the redness away.

Designed to work on all color photos except Polaroid Prints. This useful product lets your customers improve important pictures quickly, without fuss or special talent. It's simple and fast to use and is virtually invisible.

Just dot tip to red eye in a gentle touching motion until red eye disappears! No skill needed Everyone can do it.

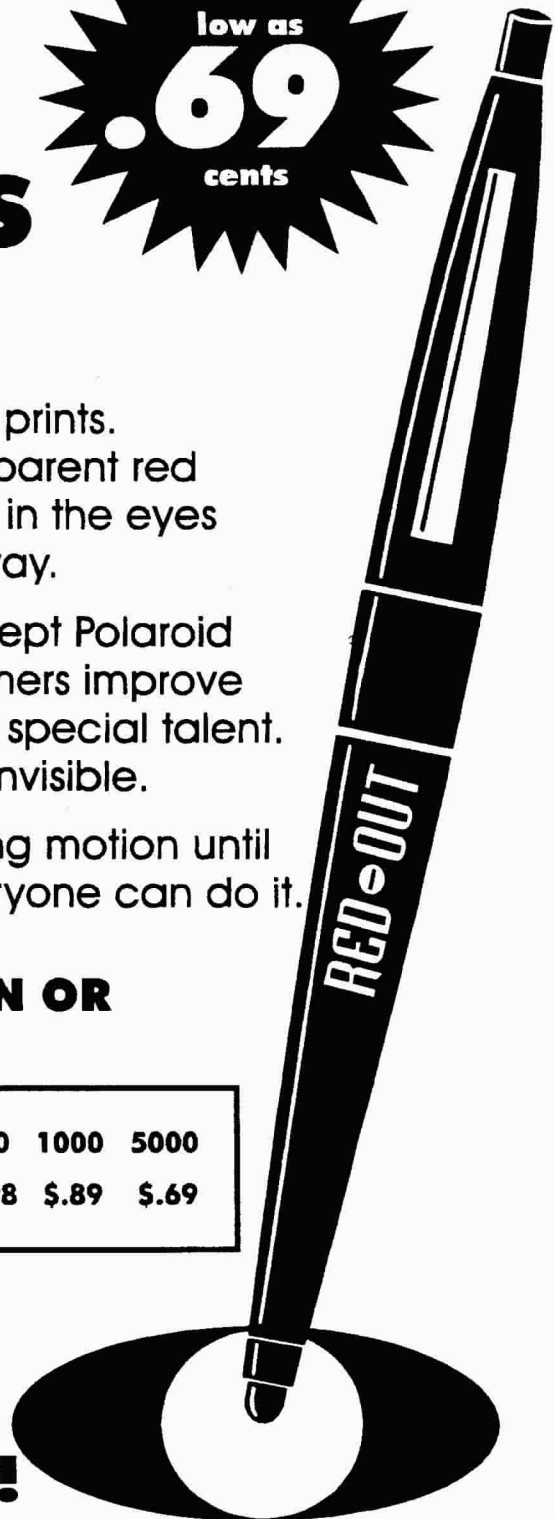
**GUARANTEED SATISFACTION OR
YOU PAY NOTHING!**

**GUARANTEED
LOWEST
PRICE!**

QUANTITY	50	100	300	500	1000	5000
PRICE EACH	\$1.25	\$1.19	\$1.10	\$.98	\$.89	\$.69

**FREE DISPLAYS!
FREE SHIPPING!
FREE SAMPLE OFFER!
CALL NOW!**

800-982-6487



**MONICO MARKETING
5580 La Jolla Blvd #78
La Jolla CA 92037
619-274-7851
MADE IN THE USA**