

# **An Inside Look Into The ID Pen Business**

**How To Sell Invisible Ink Pens Buy Phone And  
Make More Money In A Shorter Period of Time  
Than You Have Ever Done Before!**

**By Michael Senoff founder of  
<http://www.idpen.com>**

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Michael: Leverage the effort and energy and time of others. That’s the key. You could do this all day. I could do this all day. But, so could a damn 16 year old kid.

Music

*Hi, this is Michael Senoff with [www.HardtoFindSeminars.com](http://www.HardtoFindSeminars.com) and owner and developer of [www.idpen.com](http://www.idpen.com). This is a very exciting recording. It’s something I should have done a long time ago, and it has to do with my ID Pen business. That’s an invisible ink pen that I’ve been manufacturing out of my home for the last 10 years. I sell an opportunity at a website called IDPen.com, and this is a training I did with one of my new licensees. His name is Wayne. I took Wayne on a real, “tell it like it is” three-way calling, cold-calling session where we are actually calling on cold potential prospects to sell the invisible ink pens. I tell people over and over again how simple this business is, but now I’m absolutely ready to prove it to you in the next 40 minutes. So, you can sit like you’re on the other end of the phone and listen to me call and prospect and sell invisible ink pens to potential prospects, and at the same time get an indepth training on exactly some of the details of this business. So, sit back and enjoy and if you have any questions at the end of the recording, you can go to IDPen.com for more information.*

Wayne: And, this pen business is just a piece of cake. If they can pick up a telephone, they can do this job.

It’s good talking to you. I just wanted to call and let you know I followed up with those four prospects that we made last week, and three of them have just received it so they haven’t had time to look yet, but I’m supposed to call them back on Thursday. One of them ordered.

Michael: Great! How many did they order?

Wayne: 200 pens.

Michael: Awesome! Which one was it?

Wayne: Jennifer Tiboe. She was the one with the stun guns and the pepper spray.

Michael: How much did you sell them for?

Wayne: \$1.25.

Michael: So, you made a buck a piece. Companies like that have been ordering for me literally for seven years. So, that’s just a little residual.

Wayne: Well, I did some more follow-up today. I made another sale. One guy wasn’t in, and another guy wants to do something probably the end of the month. Then, yesterday, I sent out some samples.

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Michael: Tell me about the sale.

Wayne: The sale was one of the people who called. It was Abraham from Mountain Style that we called last week, and boy when I called him up and told him who I was and what I sent to him, he said, “Oh, yeah, I like and I want to order.”

Michael: How many did he order?

Wayne: He ordered 200.

Michael: Good morning, Wayne, Mike Senoff.

Wayne: Hi, Mike.

Michael: How are you?

Wayne: Good, and you?

Michael: I’m doing real good.

Wayne: All right.

Michael: So, let’s do this thing. Let’s see what we can do. I want to let you know we’re going to record the call. So, I’m going use it as a benefit for training for you, training for me. We’ll put it up at the site there, the ID Pen University for other people who come in, and they can come in and listen to it, and just give people an idea of how I do it. Okay?

Wayne: Okay.

Michael: Just keep in mind. You don’t have to take any kind of notes or anything. We’re just going to do some actual calls. I’ll edit everything and I’ll have it all transcribed. So, once we get it transcribed, you’ll have scripts of exactly what I say.

Keep in mind, this is not brain surgery. All we’re doing is we’re going to be looking for potential prospects. We’re going to be using this morning the Internet to find them. We’re looking for businesses that already have products that are invisible ink pens, or if they red eye pen, or any of the pens I have may be a natural fit. Every company out there that’s selling products, you better believe they’re always interested in making more money, right?

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Wayne: Yes.

Michael: They’re always got their eyes out for new products, right?

Wayne: Exactly, yes.

Michael: That’s why they go to trade shows every year. They go to gift shows every year. They go to security shows within their industry. They’re looking for new products to offer their customers. Now, a lot of people out there are lazy beyond belief and they don’t. And, they may be fat and happy with what they have and sometimes they just sit back and wait for something to fall in their lap. We just may be one of those people to fall in there, okay.

Wayne: Well, hopefully, we will be.

Michael: So, we’ll see. Now, also I was thinking about your talking about the wholesaling website. You know, wholesaling ain’t a bad idea. I’ve never done this, but here’s something I thought about doing. I’m just too spoiled or maybe too lazy, but you’ve got a whole industry of the 99 cent stores. They’re always looking for stuff to move. The thing that’s kept me from going there is the packaging. That packaging that I sent you. You know where it’s from. I’m not going to mention it on this recording, but that’s pretty expensive. That piece of plastic costs more than the pen, and there are ways to come up with very inexpensive packaging.

For instance, you could take that pen and have a black and white piece of cardboard inside a bag that maybe 2X6 inches with a little card thing in it with a hole in it, just like you see at the 99 cent stores, the stuff hanging up. Where, it’s packaged very inexpensively. If you stuck to black and white, and you did some inexpensive printing, you could package that pen probably for under a nickel. With your labor of putting it in the bag, you could have a packaged pen for 25 cent.

Now, the 99 cent stores, and I’m throwing one idea at you, okay? They are a volume based business. They have to have a product with a perceived value that’s going to sell for a dollar, that seems like a good idea, that they could make at least 25 percent margin on. I know some 99 cent store owners, and that’s what they do. They look for products that they can at least make a quarter on.

Now, if you got into that type of market, that’s a huge potential right there just calling on that one industry. That’s one idea. Maybe we can explore that and make a couple calls on that this morning. But, that’s the volume type of stuff, but figure if you pack them up in boxes of a thousand, and your cost is 25 and you’re selling for 70. You’re making \$450 per thousand. Ten thousand is

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\$4,500, and ten thousand a month is \$4,500 a month. Do you see what I’m saying?

Wayne: Oh, yes.

Michael: Even though it’s only 45 little cents, when you do it in volume, it adds up.

Wayne: And, I’ve worked on small volumes my whole life in several of the business that I’ve been in. One of the businesses that I was in was in the mailing business where I did bulk mail for people. I might have only got a penny for each piece that went through my machine, but I could have 50,000 or 60,000 pieces go through the machine in an hour.

Michael: It adds up.

Wayne: It adds up fast.

Michael: Okay, so when you mentioned wholesale, that’s an idea if we could get the packaging. It wouldn’t work with the existing packaging. The existing packaging is beautiful, but that four color card there, those things cost me six cents a piece. You’ve got the package, by the time you get it shipped to you from that supplier, you’re looking at 25 cents. You’ve got 31 cents just in the packaging.

Now, that packaging is great for a retail store. They’re beautiful, and that’s when you’ve got a pen that sells for three, four, five bucks a piece or if you’re in a different market. Now, a 99 cent store, that’s a volume, low-end business, but high volume.

So, there’s all kinds of ways we can go. Let’s explore and we’ll make some calls on some different stuff this morning. Let’s go to that website. What was the website you were talking about?

Wayne: It’s Wholesale-

Michael: Self Defense and Security?

Wayne: Right.

Michael: Do you see that first one there? Are you online right now?

Wayne: I’m online.

Michael: I sell to Omni right now. They’re in Spokane, Washington. They’re one of my customers. Safety Technology – see that guy right there?

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Wayne: Yeah.

Michael: That’s Mike Ravet. That’s Safety Technology. That guy – it’s a funny story. This is before I had my own apartment and I was single down at the beach. When I was living with a roommate - really down on my luck - just paying rent and just starting. I just had the ideas when I started manufacturing the counterfeit money detector pens. He was like my first big order. He was buying them from me like two and three thousand at a time – my money detector pens.

Now, this pen, it was a different marker. So, I was making these money detector pens in these really thick magic markers. It had a different tip. Since then, the supplier of the tips really jacked up the prices on the tips. So, you’ve got to buy hundreds of thousands now to get them, but this guy really got me first started. I was desperate and he offered me this low-ball price of 60 cents a pen, and it was a lot of labor, and I just started.

Now, he wasn’t moving the volume that we’re talking about like potential with a larger distribution center like a 99 cent store industry, but the guy’s name is Mike Ravet. You may want to call him, just represent yourself. Don’t mention my name. I don’t think he likes me anymore, but his name is Mike Ravet, Safety Technology. He might be a good person for you to call. And, what I would say to him, I would say, “Is Mike Ravet there?” And, just say, “I found your website on the Internet. I am a manufacturer of an invisible ink marking pen. I’m looking for distribution. Would you care to see a sample? I know you’re selling security related items.”

He’s a pretty cool guy to work with. I would try him because he could be a source for thousands of pens, and he likes a nice price where he doesn’t have to screw with making them. If you gave him a price of 60 cents like that, he could possibly work with you if you got him a sample, okay?

Wayne: All right.

Michael: Just make a note – call this guy at Safety Technology, Mike Ravet. Just tell him you found the site or you were referred to him, you don’t remember who, and just go into the thing, you manufacture invisible ink marking pens. Okay.

Bargain Crusader – Army, Navy and Camping Superstore – I’m going to click on that. Do we have phone numbers here?

Wayne: I’m sure they do.

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Michael: So, I’m going to Army, Navy and Cammo Store. You go to the website, and you’ll click on contacts. Hang on.

Clerk: Store?

Michael: How are you? I’d like to know who handles all the purchasing and reviewing of your new products, please.

Clerk: You want to sell some products?

Michael: You’ve got it.

Clerk: Okay, let me page Abraham.

Abraham: Hello?

Michael: Yeah, Abraham.

Abraham: Who’s this?

Michael: This is Michael Senoff. I was calling to talk to Abraham.

Abraham: That’s me, but I’m crazy busy. What’s it about?

Michael: Abraham. I manufacture a product that I think you could sell truckloads of. It’s an invisible ink marking pen, and I wholesale them to security stores all over the country.

Abraham: How interesting. It does ID, whatever.

Michael: No, it’s a pen that has invisible ink. When you mark on any item, your camping gear, CDs, stereo, whatever, it’s invisible. When you put a UV light, it shines up like a Christmas tree.

Abraham: The problem is that I am crazy, crazy busy.

Michael: If I got you a sample and put it in front of your face, I put a black light in front of you, and you try it, would you look at it?

Abraham: A hundred percent.

Michael: Okay, I have your address. Your name is Abraham, right.

Abraham: Yes.

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Michael: My name is Michael Senoff. I will get a sample in the mail for you if you promise to review it and I’ll call you back in ten days.

Abraham: Definitely.

Michael: Okay.

Abraham: You have our address?

Michael: I’ve got everything right here.

Abraham: Thank you very much. I’m sorry that I’ve being very abrupt.

Michael: I understand.

Abraham: Thank you very much.

Michael: I’ll talk to you later. Bye.

All right, you there.

Wayne: I’m here.

Michael: How was that?

Wayne: That was so easy.

Michael: Was that hard?

Wayne: No, that’s not hard at all. He jumped on that just like you can’t believe.

Michael: One thing is you’re going to have to send samples out. Now, you don’t want to be sending samples of the UV lights everytime. A guy like that may be worth a UV light, okay. And, if you do send the UV light out look, you want to put the batteries in there for him. So, you want to stick two AA batteries. Go to the 99 cent store. Go get a bunch of cheap ones. You don’t want to spend money on Duracell because you only want it to last enough for him to see that it works.

I would talk the pager one, put two batteries in there, double check that it works. I have sample letters in there from the course that you can modify, and you can get a sample out to him. One suggestion that I would do if you’re going to be doing this – let’s say that you have a girl all day long with a script, and you’re getting ten samples out a day – there’s a supplier, they’re wonderful, called U-Line.

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Wayne: Yes, I’ve done business with them before.

Michael: Great. Find yourself a nice little box, a little box that’s maybe two by six, one of those foldovers. Don’t send them in a manila envelope. Send them in a nice little box that’s easy to open. They open it up. There’s your little UV light with the batteries in there, put a couple of pens, maybe one of the colored postcards in there, and then put a letter in there. Then, have your card in there, and have a sticker on the top of the box where he can call you back, and just make sure you follow-up.

I don’t know all about his business, but a guy like that can move thousands of pens. There’s no doubt.

Wayne: Let me ask you this question. When I send you the pen, do I send it in a package or just loose?

Michael: I would send them in the clam shell, and in your letter, modify it. You can give them some specifics. You can say, “Look, we manufacture. We can supply them to you in bulk – in bags of 100, in boxes of 100. We can also supply them for your retail locations if you have them, or for your customer’s retail locations in a package.” Tell them the truth. The damn packaging costs more than the pen. “My packaging is around 32 cents. To make a pen, it only costs me 17 cents.”

I used to run an in the photo publications where I told people it only cost me 17 cents to make a pen. They loved it, the honesty of it because it showed them the margins of a product like this. That’s a great way to sell, just telling people the truth how it is.

So, if he calls you back and says he thinks he can do something with it, just talk with him. You know what it costs, and you know what it would be worth doing business with him.

Wayne: Right.

Michael: Let’s do another one. Unique Marketing Distributors – East Hanover, NJ – Number One Price on Guns, Barcoding, Printer, Scanners, POS systems, Custom and Stock Labels, Tags, Shrink Wrap Machines, Tunnel Film, Security Cameras. Okay, this could be good. So, Unique Marketing Distributors – so, we go to their website. There’s their 800-number. So, let’s see. They’re selling to retail stores. They have loss prevention items. We’re going to position ourselves as a new product that assists in return merchandise fraud. Have you read about that on any of my stuff?

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Wayne: No, I haven’t.

Michael: Returned merchandise fraud is a huge problem. That’s when people will go buy items at inexpensive stores, and then they’ll try and return them at expensive stores. So, the person accepting the item back doesn’t know for sure that it came from their store unless there is some sort of marking on the device.

So, you could buy something on eBay for \$20, get it brand new in the package, go over to Target or go to Nordstroms that has a very liberal return policy where they’ll accept anything. In some cases, the employee will accept anything without a receipt. So, what will happen is they took item back that they never sold. So, they just lost money. And, retailers have had a hard time with this because there’s huge losses involved. It’s fraud.

You could position this pen as an item that prevents or controls return merchandise fraud. I would get calls all the time from the shampoo industry, the wholesale manufacturing part of shampoos because Paul Mitchell Shampoo and some of the big distributors, they’re expensive. That’s high-end shampoo that you can only get at salons. But, you would find distributors selling the shampoo to people who were selling it at these swap meets. So, the problem was they didn’t want their items being sold at swap meets for cut-rate prices because that would avoid people paying the high prices at the salons. Those are authorized distributors.

One time I had this problem with Timberland Boots. Timberland Boots called me and they wanted our pens to mark the bottom of the boots to determine which distributor was selling the boots illegally, meaning selling them off to other locations that weren’t licensed to resell it. So, the idea is for the store owner who wants to control the merchandise and mark the merchandise, especially if it’s expensive stuff. They can mark it with an X or mark a code number or make any mark on the packaging or on the item itself and they can put in a system where if this item ever came back in front of the counter, they would have a UV light right there and they would shine it on the item to determine, did it come from their store or not.

I also had this problem with a manufacturer who was in the manufacturing of sun-tanning beds. He would manufacture the plastic. You know when you lay in a sun-tanning bed, and you’re laying on the clear plastic. He would make that plastic, and he also was having return merchandise fraud. You could work this whole angle of just return merchandise fraud where this pen as a kit or a system with an invisible ink pens, with UV lights for their point of purchase area and their retail areas, you can put in systems where you can absolutely guarantee to reduce their return merchandise fraud down to almost nil.

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So, let’s position it this way, and what I’m trying to give you an example is there’s so much flexibility with this invisible ink pen that you could angle it in all kinds of way. You can make it fit, because everything gets stolen. There’s fraud everywhere. Are you with me?

Wayne: Oh, yeah. Well, I think I had read an article that you wrote about somebody that was using tickets and they were marking their tickets to verify that the tickets were not counterfeit. I thought that was a fantastic idea.

Michael: Yeah, the whole ticket industry. That’s right. Let’s keep that in note, maybe we can call on one this morning. So, let’s see what we’ve got here with this Unique Marketing Distributors. Hang on.

John: Good morning, Unique Marketing.

Michael: I need to talk to the person in charge of reviewing all your new products.

John: Who’s calling?

Michael: My name is Michael Senoff.

John: In regards to what?

Michael: I am a manufacturer of a new security item that reduces return merchandise fraud to almost zero.

John: What’s that?

Michael: It is an invisible ink marking device. It is a pen with a semi-permanent invisible ink inside it. Your retailers will mark any products that they are having problems with return merchandise fraud. When a return comes in, they will shine an inexpensive UV light on the item to determine that the product came from their store.

John: Do you have something that you can mail out to me on this?

Michael: Absolutely. What is your name?

John: John.

Michael: Are you the owner there?

John: Yes.

Michael: Do you see a need for this product?

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John: There’s a possibility.

Michael: Okay. I am at your website right now, John, and I’ve got contact information. Can I get your last name? John, it’s expensive for me to mail this out. All I ask is when I mail it out, I’ll send it to you in a nice little box. There will be a UV light in there with batteries. There will be the pen and a simple letter. All you’ve got to do is test it out for yourself.

John: Okay, let me know because I have two lines on hold now.

Michael: You’ve got it. I’ll get it out to you today.

John: Thank you.

Michael: All right.

Are you there?

Wayne: I’m here.

Michael: Do you see how clear and direct that was?

Wayne: Oh, yes.

Michael: That was the boss right there. So, you’re putting a solution in front of their face. I didn’t go into a whole pitch, “Hi, my name’s Michael Senoff. I’m with JS&M Sales and Marketing, and we’re doing this…” I didn’t go into that. I went right into what’s in it for him.

Wayne: Right.

Michael: I made him ask questions. He said, “Who’s calling?” That was my key. You’ll have the script to this, okay?

Wayne: Okay.

Michael: I don’t mind spending money sending samples out to potentials like this. Now, I don’t know a lot about this, and just keep in mind we’re just practicing with some things right here, okay? But, certainly, I’ll follow-up, and like I said, this is something you can pay someone to do. Have them follow-up. Have them do this. Train someone to do this, and you’ve got a little selling machine all day long so you can do your other things. You said your other business is doing real well. Do you know what I mean?

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Wayne: Right.

Michael: Leverage the effort and energy and time of others. That’s the key. You could do this all day. I could do this all day. But, so could a damn 16 year old kid.

Wayne: Oh, yes.

Michael: So, could a service who does telemarketing. This isn’t hard to do, but what’s hard is sending samples out. If you’ve got a kid in there to work with you three or four hours a day doing this, sending the samples out, you have them make up a hundred of the sample boxes or whatever. All you’ve got to do is get a couple every week.

A-1, I’ve heard of them. Pepper spray – there you go. Okay, let’s go with them. Hold on.

Clerk: Hello, and thank you for the call. Please leave your name, number and a message after the tone. Your call will be returned as soon as possible. Thank you.

Michael: My name is Michael Senoff. I’m interested in your Pepper Spray. Please call me at 858-274-7851.

If they’re not there, how are you going to get them to call back?

Wayne: Express interest in their product.

Michael: That’s right. They call back. You called about the pepper spray. You want to find out who you’re talking to. The reason I’m interested in your pepper spray is I have a product that is a perfect add along upsell for your pepper spray. “Well, what is it?” And, then you go into your pitch.

So, if there’s no one there, you’re going to get voice mails, always leave a message. Get them to call you back. If you’ve got a kid doing this for you, you can leave that call back script, and what you can do is you can set up an inexpensive voice mail and have a recording on there. So, when they call back, instead of leaving a personal recording, you could leave a recording that they’re going to hear before they’re able to leave their message which is almost like an advertisement. You see?

You don’t want to be sitting by the phone all day. You just come up with a little script for the voice mail system. When they call back, they’re going to hear a little advertisement, and they’re going to know what you do before they leave their message. If they do leave the message after that, they’ve probably

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heard what you do, and you call back you’ve even got a little bit more leverage. That’s just a little idea.

Wayne: Okay.

Michael: All right. Let’s see – Wholesale Direct Online – Blade Wholesale – RMD distributors, knives and more – Digital WatchGuards – Video Security – Digital and Network ID. Cutting Edge Products – I sell to these guys. I’ve been selling to them for years and years my invisible ink pens. His name is Ray Gilbert. I sell him the pens packaged up in the blister for about a buck a piece. They’ll order 100 or 200 at a time. They’re made up. It’s just a little ongoing thing, kind of like a Social Security check. So, obviously when I first started this was the industry I was going after, but it’s certainly just one industry. Do you know what I mean?

We’ll do one more call with the security industry, and we’ll try some different stuff. Tex – Self Defense Products, hang tight.

Jennifer: Hi, this is Jennifer. Can I help you?

Michael: Hi, Jennifer. Who is the person reviewing all your new products?

Jennifer: Myself or Steve.

Michael: Okay, my name is Michael Senoff. The reason I’m calling, I’m at your website. I am a manufacturer of an invisible marking device that I have in many self defense wholesaler businesses already. I’ve kind of failed to call on you guys, but that’s why I’m calling because I don’t see you have it offered.

It’s a proven seller. I can send you to other websites that are already selling hundreds of these every quarter. It’s a pen that I manufacture right out of my office, and it’s invisible ink. So, you have an invisible ink inside the pen, and you mark valuable in case their stolen, and they show up under a little UV light, battery operated UV light.

Jennifer: Okay.

Michael: Look, we’re all in business to look for new products, right?

Jennifer: Yeah.

Michael: Especially products that are proven sellers. If I can prove to you that the product sells, I can give you copy and websites that are already selling it that you can use and modify their stuff and put it on your own site, would you be interested in carrying something like this?

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Jennifer: Yeah, sure, there’s a possibility.

Michael: Okay, why don’t just give me the spelling of your name, and what I can do is I can send something out in the mail. I’ll send you a sample of the pen. I’ll send you a little UV light with batteries in it, and all you’ve got to do is test it, play around with it. The whole idea is it’s an item that any of your customers can resell or mark valuables in case their ripped off.

Jennifer: Okay.

Michael: All right. I’ve got your address here. Are you a wholesaler or are you just selling off the website?

Jennifer: We are a wholesaler also.

Michael: So, you have people who are into business opportunities and resell these items?

Jennifer: Yes.

Michael: Perfect. We’ve sold to Safety Technology, Ray Gilbert of Safety Defense Company, and we’ve been doing this item for about ten years, and there’s just so many people out there. I feel that I’ve been slacking in getting in touch with everybody, but that’s why I was calling today.

Jennifer: No problem.

Michael: Great. I’ve got your address, and I will get you a sample in the mail next week if you promise me – it does cost me about five to seven bucks to send one out, will you please look at it and let me call you back in ten days and give me your honest opinion.

Jennifer: Oh, yeah, that’s fine.

Michael: Okay great.

Jennifer: Definitely.

Michael: If this is something you like, do you have other contacts in the industry that you could let them know about something like this.

Jennifer: There’s some friends we know and do a little business with.

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Michael: Okay, let’s just start here, and we’ll go from there. Thanks for your time and have a great day.

Jennifer: Thank you, too, bye.

Michael: All right, how’s that?

Wayne: That’s great.

Michael: Is that easy?

Wayne: That’s as simple as can be.

Michael: It’s not hard is it? This is a good little training for the security industry. It’s something. It may not be the industry, but I just wanted to give you an example right there.

What could be another good market for these things?

Wayne: I think another good market is the computer industry, especially the lap tops and Palm Pilots and stuff like that.

Michael: Okay, how about if we do computer theft? Computer Security Superstore – there you go – desktop security, PDA security, lap top locker. Lap top locker is a theft deterrent, lock-in safe designed. It’s a safe that locks the damn computer into the desk. This is perfect right here. Anti-theft tags – see this could be a home run right here. Are you at this site?

Wayne: I’m at their site.

Michael: Okay, so let’s go to “Contact Us”. There are the bottom – let’s give them a call. Hold on.

Operator: Computer Security, how can I direct your call?

Michael: I’m interested in talking to the person in charge of reviewing your new security related computer products.

Operator: Okay, hold on one second.

Donna: Hi, this is Donna. Can I help you?

Michael: Donna, how are you?

Donna: I’m good. How are you?

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Michael: Fine, thank you. My name is Michael Senoff. I am a manufacturer of a device that I think would be beautiful for your distribution and your security related items. I really like this site. I’ve never seen so many security products related to computers.

I manufacture an invisible ink marking device. It’s a pen. It has a semi-permanent invisible ink. When you mark the computers, laptops, PDAs, or whatever it’s invisible until you put a small, battery operated UV light onto the item. The whole idea is if people’s computers, laptops or whatever gets ripped off, they have a better chance of having it recovered because it’s marked with an invisible ink.

It’s an inexpensive item that we wholesale by the thousands. They wholesale anywhere from \$1.50 all the way down to 69 cents depending on the quantity. I’ve got other people in the security industry who retail the pens as high as eight dollars. There’s tremendous mark-ups, and if you’re open to it, I think it might be a nice additional inexpensive item for your customers to safely secure their laptops and expensive computer equipment.

Donna: My computer gets stolen, I have it marked.

Michael: You invest a thousand bucks in your laptop, right?

Donna: Yes.

Michael: You take this pen and you mark it. You can see the ink going on wet. It’s semi-permanent invisible ink. You mark your driver’s license on an area of the computer. You make a note of where you marked it. Let’s say it gets ripped-off. You’re like, “Where’s my computer?” If it gets recovered by police or any law enforcement or a pawn shop, let’s say it gets stolen in your town and there’s a good chance the drug addict or whoever stole it may want to pawn it off at a pawn shop, many police in their property rooms as standard procedure scan items for UV markings. So, a lot of them have UV lights already in their property rooms.

If it gets stolen and you call your local police department, and you file a complaint with your insurance or with the police, and then you make a note on the property report that the item has invisible markings on the left side over by the enter key with my driver’s license number. It’s just an added security, an added protection for an inexpensive way of possibly getting the item back, and positively ID’ing it.

The police love it because if they catch a thief with a trunk full of computers and they see the markings, they can get the property back to the owner, and

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they have proof and can close their cases faster. There’s a lot of benefits to it even though it’s not just simple device.

Now, you’ve seen those vibrating engravers.

Donna: Yep.

Michael: Those are old news. First of all, no one’s going to pay \$30 for one of those, and no one’s going to go to the police station to rent one, and no one’s going to scribble like a two year old all over their expensive computer.

Donna: Exactly they don’t want to mark it.

Michael: It’s a simple inexpensive solution. If you’re open to it, and I’ll spend the seven bucks on the sample and a little UV light, you can look at it, review it with whoever. If you like it, we can do some business.

Donna: All right. Let me put you on hold for just a minute, okay.

Michael: Thank you.

Donna: All right, thanks.

Michael: How we doing?

Wayne: Great presentation.

Michael: Thank you. It will all be scripted.

Wayne: And, she sounds excited about it.

Michael: Yeah, well, it makes sense, doesn’t it?

Wayne: Oh, yeah.

Michael: This ain’t hard.

Wayne: In fact, one of the guys that I go to church with works at the property room at the police department, and that’s what they do. They have a UV light that scans it.

Michael: Yes, they do.

Wayne: And, it’s probably your UV light.

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Michael: UV lights will become a part of your business naturally. They really will. I had a guy yesterday from Haiti. He placed an order for a thousand of the little pager lights, but I didn’t have a good supply for him anymore.

Donna: Okay, this is where it stands. My sales manager is actually out sick today, and he’s the one that I want to see it.

Michael: Well, I don’t have to talk to him. If you give me his name, I’ll put one in the mail.

Donna: Okay, why don’t you do that? Put it in the mail so that he can see it, look at it, evaluate.

Michael: I’m at your webpage. You’ve got your address here at the bottom.

Donna: Yeah, how are you going to ship it?

Michael: We’ll go US Mail.

Donna: Okay.

Michael: It will go in a little box.

Donna: Okay.

Michael: Is he the salesman or the owner?

Donna: He’s the sales manager.

Michael: Are you just selling through the Internet or are you wholesaling? Are you a distributor or what?

Donna: We sell through the Internet. We have dealers that we resell stuff for.

Michael: So, I’ll get this out to him. He can review it, and then we’ll follow-up with a call in about ten days.

Donna: Okay, thanks.

Michael: Take care.

Donna: All right, bye.

Michael: All right, you there?

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Wayne: I’m here.

Michael: So, we’re pretty much batting 100, aren’t we?

Wayne: Oh, yes we are.

Michael: Now, how many calls do you think we can do in a day if we paid someone? Or even if you pounded the phone yourself? It’s painful. It takes a lot of energy, but if you just said, “Okay, I’m going to do nothing but making calls like we’re doing right now on Mondays and Wednesdays. On Tuesdays, I’ll get my samples out, and on Thursdays and Fridays, I’ll do follow-up calls.” If you pace yourself, you could probably get 20 or 30 samples out to potential prospects.

Wayne: Everyday.

Michael: Everyday. The next best thing is sending the pen out with a letter and with the four color card where they can see what it does. Do you see what I’m saying? You don’t necessarily have to send the UV light. Some of these people have UV lights around.

Let’s see if we can do a 99 cents store here. Here’s one called 99 Cents Only.

Operator: Good morning. 99 Cents Only Store.

Michael: Hi, how are you? I need to talk to the buyer who reviews your new products for your stores please.

Operator: What items?

Michael: It’s a pen. It’s an invisible ink marking pen where your customers can mark their car stereos and their computers and TV sets in case their stolen. We’re a manufacturer, and we’re just now introducing it into the 99 cent store industry.

Operator: Okay, let me forward you to Jill Birnbaum. She would be the buyer for that. One moment please.

Michael: Thank you. Every store has a buyer.

Jill: Hi, you’ve reached Jill. Please leave me a message and I will get back to you as soon as possible.

Michael: Jill, I was referred to you and told that you were the buyer for an item that we manufacturer. It’s an item I believe your customers will be clammering for off

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the shelf. It is an invisible ink pen, it’s a pen, that has an invisible ink in it that your customers can buy. They can take home with them, and they can mark all their valuables with invisible ink like their TVs, their stereos, their computers, their bicycles, their jewelry in case any of that is stolen, which we all know everyone has experienced stuff stolen. They have a better chance of getting it back because police can put a little UV light on it and identify who the property belongs to.

We’re just now introducing this into the 99 cent store industry, and we’re looking for one or two players in the 99 cent store market to handle this item. We are a manufacturer, and your margins will easily be over 30 percent or more. Please contact me at 858-274-7851. If you call back and you’re interested, I will send you out a sample of the product with pricing and a UV light that you can test it with. Thank you.

All right, are you there?

Wayne: I’m here.

Michael: So, who knows? Maybe she’ll call back, maybe not. You can get that script of exactly what I said. You get your telemarketer to read that word for word when he has to leave a message. That was pretty clear and concise.

Wayne: That was great, yes.

Michael: Another industry, if you wanted to go into the red eye pen stuff, I don’t mind you going after it, is the scrapbook industry.

Wayne: Right.

Michael: Why don’t we do this for the hell of it – I’ve got some accounts. Let me show you what I do. I’ve got a database of over 1,000 accounts. I’ve been so slack, I haven’t called on these people in so long, but I have it all in an Excel file. I have the name of the company. I have the name of the person, how many pens they ordered. Here’s some of my scrapbook, and I’ll show you how I check up on them. So, hold on, okay? Let’s see, Scrapbook Shop, hang tight.

Operator: Thank you for calling us. Our store hours are Monday through Friday, 10 to 7, Saturday, 10 to 6-

Michael: Still in business.

Operator: We are located at 190 Booker St at the corner of Booker and Hartdale in the same center as the 99 Cent Store. Thank you.

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Michael: Hi there, this is Michael Senoff. I’m your supplier for the red eye remover pens, the pH pens and the vanishing ink pens. I’m calling to check up and see how you’re doing on your pens. I’m doing an order today. If you need anything, give me a ring back at 858-274-7851. We’ll talk to you later, bye.

Okay, let’s keep calling. We’re going to call on some old accounts. This is what I used to do. Many times just getting that order was getting them at the right time. I would pay a girl to call all of my red eye pen people. “How are you doing? How many pens have you got?” See how many, and if they were low, because I knew what they ordered, I’d go, “Well, we’re doing orders, let’s get an order in.” I would take the order right there over the phone. I would get the credit card right there. I would offer free shipping if they put it on their credit card. Sometimes I’d give them 30 days. It just depends.

Jenny: Jenny speaking.

Michael: Hi, is Ann around today?

Jenny: No, I’m sorry, she’s now. May I take a message?

Michael: This is Mike Senoff. I’m her vendor for the red eye pens out of San Diego. She told me to call her back. I wanted to see how you’re doing on red pens, pH pens and vanishing ink pens. We’re doing orders today.

Jenny: I’ll have the manager call you when she’s in.

Michael: Can you do that?

Jenny: She’ll be in after two, I believe she’ll call you. What’s your name?

Michael: Michael Senoff S-e-n-o-f-f. I’m at 858-274-7851, and we’re doing orders for the red eye pens today and tomorrow. We’re taking orders for the red eye pens, pH pens, vanishing ink pens. Have her count them all, and get us back with us and let us know what she needs.

Jenny: Okay, I’ll give her the message. Bye.

Michael: All right. These people are working for somebody, right. You tell them what to do. They’re used to being told what to do. I know it may sound kind of chauvinistic, but let me tell you they have an employee mentality. They’re used to being told what to do.

When I would call red eye pens, and the girls are working at the counter, I would tell them, “You go count those pens right now, and get back to the phone and tell me how many there are.” And, they’ll do it.

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Let’s keep calling. This is a guy, Zucker’s Incorporated, Marvin Zucker.

Operator: Zuckers.

Michael: Hi, is Marv in today?

Operator: Who is this please?

Michael: This is Michael Senoff. I’m his supplier for the invisible ink pens. I’m doing the orders today.

Operator: I don’t think we need some. We have so many right now.

Michael: You still have more. That’s why I’m calling.

Operator: Yeah, we still have.

Michael: Okay, they still have.

Boy, I used to sell a lot to the Long’s Drug Stores. These drug stores were great. The photo centers because the people could make buying decisions right there. The manager of the photo center had a good set-up with him as a vendor, but they were great. I sold a lot of them – hundreds and thousands and thousands of pens. It’s a little early. So, they’re probably not there.

All right, we’re going to call one of my orders from the police departments. Let’s see if we can get in touch with this guy. Hang on.

This is GF Police Department. This guy ordered 700 of the invisible ink pens about a year ago in 2004.

Voice mail: Hello, this is the phone mail system. The party you have called is not available. You may leave a message or transfer out of phone mail. To leave a message, begin speaking at the tone. To transfer out of phone mail, push zero.

Michael: Troy, it’s Michael Senoff out of San Diego. I am the vendor, the guy you ordered those 700 invisible ink pens from. I wanted to follow up with you and see how your program is going. I’m doing reorders for the invisible ink pens. I have a special on them for the next two days only. If you’re interested in more, I’ll need to hear back from you within the next couple of days. I could be reached at 858-274-7851, and I’ll talk to you soon.

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Okay. So, when you’re leaving a message make a compelling offer. You have a special offer. “If you’d like to know what it is, call me back.” Curiosity moves people. Give them a reason to call.

Wayne: And, that’s more of the “what’s in it for me?”

Michael: That’s right. What’s in it for me? All right. So, let’s keep going. Hold on.

I sold to a ton of Moto Photos. I actually just sold to her. So, I know she’s not going to need pens. Well, she ordered in January 150.

Kristen: Moto Photo, how may I help you?

Michael: Hi, is this Naomi?

Kristen: No, this is Kristen.

Michael: Hi, Kristen, it’s Mike Senoff. I’m Naomi’s vendor for the red eye remover pens. I need you go count and tell me how many pens you’ve got left. I’m doing orders today. I’ll hold.

Kristen: All right, hold on.

Michael: See how that works?

Wayne: Yes.

Michael: Tell them what to do. Other people would say, “Oh, I’ll just call back.” And, you’ll waste time. Get them to do your work.

Wayne: Are they using the clam shell that they have?

Michael: Ninety-nine percent of my red pen orders were always in the boxes, but a percentage did like them in the clam shells, and I would do the clam shells, because I had them here, and that’s not big deal. But, I didn’t like doing clam shells, because they were bulky. It was more expensive. It’s just easier when I have the boxes of a hundred all made up and ready to go.

Kristen: We have 60.

Michael: Do you have the ones in the clam shell package in the plastic or in the box?

Kristen: It’s in the plastic.

Michael: Okay, very good. Just tell Naomi I was just checking in.

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Kristen: Thank you.

Michael: Bye.

So, what I would do is I’d have my database and I would mark down that I called her back on March 8<sup>th</sup>. That she had 60 left, and I would make an estimate. I would put a note down in my little database, “Call back in June.” Then, I would just sort all my call back dates, and I would have all the dates of who I needed to call back and when.

Let’s see if we can get this person.

Operator: Can I help you?

Michael: Is Mr. Inger in?

Operator: He doesn’t own this anymore.

Michael: Who’s the new boss?

Owner: Hello.

Michael: Hi, my name is Mike Senoff. You’re the new owner?

Owner: Yes.

Michael: I am the manufacturer and the supplier of the red eye remover pens. I usually call every couple of months. I’ve been slack and I haven’t called you guys in some time. How are you doing on your red eye pens?

Owner: Hold one second, please.

Michael: Yes, sir.

Owner: We got 11 of them left so far.

Michael: You had originally 50 of them. Why don’t we get you another box out? No problem. I just wanted to check back.

Owner: Okay, bye.

Michael: All right. There we go. That’s timing. He has 11 left. He had 50. He’s going to run out, believe it or not as time goes by, he’s going to be out.

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Wayne: That’s right.

Michael: But, if you get back with him at the right time, I would put down on my list, and I would say, “Call back.” And, this is a great system. Remember I told you I had ordered 6,000 leads of every photo lab. That’s how it started. When you order those leads, they send them to you in a database, and I’d have them all in my database, and I’d put a new field in there, “Call back”, and I would estimate when to call these people back.

So, everyday, when I was calling, I would know when to call someone back. He has nine pens, I’d say, “Okay, I’m going to call this guy in June”. For sure, by June he’s going to have sold three or four or five or six more of those, and he’s going to be ready to reorder.

If you typed in Google and did scrap-booking, you’re going to find all kinds of new stores just for the scrap-booking industry. The scrap-booking retailers, you can do red eye pens, vanishing ink pens, pH pens. That’s three different pens.

Wayne: I’m at Google, and I typed in scrapbook a while ago, and there’s 6,540,000.

Michael: You can hire a girl just to do scrapbooking stores, give her a script. You can hire another person, you just monitor them – all on Elance. You find these people who are willing to work for seven bucks an hour. As a matter of fact, I put up an Elance ad about four or five days ago looking for people to do telemarketing at seven dollars an hour working four hours a morning, three days a week, and I’ve got about five people who have replied to it who are willing to do it. So, there’s people you can find. You can put a little ad in your local paper – telemarketing, calling from home. I pay long distance, part time, three days a week. Your phone will ring off the hook.

What’s going to take your time is the time to train them, but there’s ways you can do it. If you’ve got a lady doing calls for you, calling on the scrapbooking store, “My name is Mildred, and I’m calling. We manufacture”- you just give her the script.

Wayne: Yeah.

Michael: You have little selling machines in all different areas, but you got the idea. This is not hard. It’s work, but you don’t have to do the work. Look, it’s a cost, yes, for someone to make calls, even if you pay them ten bucks an hour for five hours a day at \$50. That’s five hours of calling and getting names, and doing the addresses, and getting the samples all ready, you’re going to make your \$50 with no doubt.

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Wayne: Many times over.

Michael: That’s right.

Wayne: And, a lot of that stuff that they find is going to be repeat orders later on.

Michael: That’s right. Do you feel more confident about this?

Wayne: I feel very confident.

Michael: Do you know it can be done?

Wayne: Oh, yes, you already proved that today. You had 100 percent on everything you called. It’s that simple just make that phone call.

Michael: You really have the idea, don’t you?

Wayne: Yes.

Michael: Has this been helpful?

Wayne: This has been wonderful help. It’s been a great eye opener.

Michael: It isn’t hard. You just make the call. Tell them what you’ve got. Get them a sample, just set your pen product to the market. Well, good, I’m glad we got to do this. It’s something I should’ve done a long time ago. You know what? We’ll do some more later. I want you to just keep me abreast.

Wayne: I appreciate your time tremendously.

Michael: You’re very welcome. I want you to get out there and do it.

Wayne: I’ll do it.

Michael: All right, bye.

*Hi, it’s Michael Senoff here with HardtoFindSeminars.com. Well, that is exactly how I do and operate my ID Pen business – using the telephone, calling, telling prospects exactly what I have, sending out samples, and calling back for the sale. This is the exact same way I sold over 500,000 red eye pens just like what I did here, just a different product. If you have any questions or you want more information on selling invisible ink pens and manufacturing pens out of your home or apartment without any equipment, go to my website IDPen.com, or call 858-274-7851.*