

ID PEN ROLODEX

PENS THAT WRITE
MONEY!

- Copywriters Who Do A Good Job
- Mailing Lists
- Researching Mailing Lists On The Internet
- Mailing Lists, Card Decks and Good Advice
- Good International Lists
- Letter Shops
- Personalized Mailing
- Order Taking Services
- Fulfillment Houses
- Shipping Services
- Express Mail Look-A-Like Envelopes
- Merchant Account Services
- Checks By Phone and Fax
- Check Guarantee
- Funding/Factoring of Accounts Receivable
- Package Inserts

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Appendix B

ID PEN Rolodex Table of Contents

Copywriters Who Do A Good Job	197
Mailing Lists	197
Researching Mailing Lists On The Internet	198
Mailing Lists, Card Decks and Good Advice	198
Good International Lists	198
Letter Shops	198
Personalized Mailing.....	198
Order Taking Services	198
Fulfillment Houses	198
Shipping Services	200
Express Mail Look-A-Like Envelopes.....	200
Merchant Account Services	200
Checks By Phone and Fax	200
Check Guarantee	201
Funding/Factoring of Accounts Receivable.....	201
Package Inserts	201

Table of Contents – Cont'd

Billing Inserts7.....	201
Customized Post It Notes	202
Realistic Million Dollar Bills	202
Million Dollar Business Cards	202
Classified Advertising Placement Services	202
Graphic Artists	203
Cover Designs	203
Book Printers	203
Printers	203
Product Duplicators	
CD-Rom & Diskette Duplication	
Production Supplies	
Voice Mail Boxes	
Toll Free Number Providers	
Fax Broadcast Services	
Voice Mail & Lead Transcription Services	
Teleconferencing Services	
Reference Publications	
Quality Binders at low Prices	
Internet Marketing	
Software To Run Your Business	

Table of Contents – Cont'd

Mail Order Database Systems

Premiums

Incorporation Services

Copyright Information & Forms

ISBN Numbers

Library of Congress Cataloging in Publications

Direct Response Marketing Consulting Services

Direct Marketing Advertising Agencies

Infomercial Development & Production

Publications

Books

Publicity

Publications For The Direct Marketing Industry

Ink, Pen, Parts, UV Lights Suppliers

Copywriters Who Do A Good Job
At A Reasonable Price

Michael Senoff
858-274-7851

Brad Peterson
310-540-9829

Russ Phelps
619-929-7425
619-929-7426

Brian Keith Voiles
801-255-5548

Linwood Austin
801-278-2056

Dan Kennedy
602-997-7707/ fax: 602-269-3113

Mailing Lists

Standard Rate & Data Service, Inc. (SRDS)
1700 Higgins Rd.
Des Plaines, IL. 60018-5605
800-851-SRDS/ 847-375-5003

Howard Linzer
MacroMark, Inc.
1841 Broadway #902
New York, NY. 10023

Lee Kroll
Kroll Direct Marketing, Inc.
666 Plainsboro Rd. #340
Plainsboro, NJ. 08536

Good Fortune Marketing
June Taylor
210 Commerce Blvd.
Round Rock, TX. 78664-2189
512-255-6014

Best Mailing Lists
1-800-NYC-BEST

SRDS – Standard Rate and Data Service

The Catalog Directory of every commercially available mailing list, including source details, Selects, ref. to list broker and/or manager, by category. This is where everybody should begin their search for right lists – NOT by being lazy and just calling a broker. Most main city public libraries have a current or year old set of SRDS directories. Some have it on computer.

Donnelly Marketing
100 Paragon Dr.
Montvale, NJ. 07645-0419
201-476-2000/ fax: 201-476-2152

JTE Enterprises, Inc.
Sissi Hane
2620 Malvern Ave.
Hot Springs, AR. 71901

Data Base Marketing
Robert Coates
541-461-4620

Venture Communications
60 Madison Ave.
New York, NY. 10010
212-684-4800/ fax: 212-545-1680

To Research Mailing Lists on the Internet

Edith Roman Associates, Inc.

Blue Hill Plaza 16th floor
PO Box 1556
Pearl River, NY. 10965-3104
800-223-2194 / fax: 914-620-9035
<http://www.edithroman.com>

For Mailing Lists, Card Decks, and Good Advice

Venture Direct Worldwide

60 Madison Ave.
New York, NY. 10010
212-681-1800 / fax: 212-576-1129
<http://www.venturedirect.com>

For Good International Lists Contact:

Mike Chantry
Hilite LTD.
Ash Hosue, Ash Road
New Ash Green
Longfield
Kent DA3 8SA
United Kingdom
+44-1474-874848 / fax: +44-1474-879292
mchantry@hilitedms.co.uk

Letter Shops

City Blue Printing
316-265-6224

Fast Print
518-483-4631

CC 1 Letter Shop
800-279-2505
TJ Rohleder uses

Personalized Mailings

Royal Forgues
Commercial Letter Shop Print Shop,
\$150/1000 4 lines

Fasprint
PO Box 832
Malone, NY. 12953-0832
518-483-4631

Order-Taking Services

Tim Niswander
BookMasters, Inc.
2541 Ashland Rd., PO Box 2139
Mansfield, Oh. 44905
800-537-6727 / 419-589-5100 / fax: 419-589-4040

Tel-Assist
Joan
400 E. 22nd Street, Suite 400 A
Lombard, IL 60148
630-916-0505 / fax: 630-916-9644

Johnny Robinson
Ameri-Tel 800
2319-D Marketplace
Huntsville, AL. 35801
256-424-7500 / 256-533-5878

A Better Answer
589 N. Main St.
Mapletown, UT.
801-491-8002 / fax: 801-491-7003

Mountain West Communications

PO Box 216
Hothkiss, CO. 81419-0216
800-642-9378

Full service firm. You pay for the extras. These folks will run your credit card orders for you, putting it through their account and remitting the funds to you by check.

Fulfillment Houses

Audio-Video
Louise Ross or Jim
807 S. Edgewood Avenue
Jacksonville, FL. 32205
904-388-8373 / fax: 904-389-4111

Time Niswander
BookMasters, Inc.
2541 Ashland Rd., PO Box 2139
Mansfield, OH. 44905
800-537-6727 / 419-589-5100
fax: 419-589-4040
<http://www.bookmaster.com>

Ben Sorrell
Publication Services, Inc.
8803 Tara Lane
Austin, TX. 78737
800-460-0500 / 512-288-5021 / 521-288-5055
<http://www.psifulfillment.com>

Alliance Direct Services
12843 Muscatine St.
Arletta, CA. 91331
818-767-7500 / fax: 818-767-3400

The Intrepid Group, Inc.
1331 Red Cedar Circle
Fort Collins, CO. 80524
970-493-.3793 / fax: 970-493-8781
<http://www.intrepidgroup.com>

CPU
Doug Engebretson
215-497-9033 / 215-497-9039

Fulfillment Express, Inc.
800-700-9295

Tylie Jones & Associates
800-922-0662

Shipping Services

U.P.S. (United Parcel Service)

800-742-5877

Most mail order pros use U.P.S. because they are so easy to work with. Very convenient and affordable once you develop to the point of having regular business. They'll give you equipment for your business that allows you to print labels and to easily track all shipments.

Fed-Ex

800-GO-FED-EX

D.H.L. Worldwide Express

800-CALL-DHL

Airborne

800-AIRBORNE

Express Mail Look-Alike Envelopes

Golden State Envelope, Inc.

31316 Via Colinas, Bldg. #106
Westlake Village, CA. 91362
818-865-7940 / 818-865-0012

First International Publications, Inc.

8901 Jenny Lind Rd. #4-B
Fort Smith, AR. 72908-8641
800-676-8886 / fax: 501-646-8662

Merchant Account Services

U.S. Merchants

James Goodpastor
800-655-8767 ext.108
fax: 765-662-1880
email: jamesg@usms.com

Checks By Phone / Fax

U.S. Merchants

James Goodpastor
800-655-8767 ext 108
fax: 765-662-1880
email: jamesg@usms.com

Checks By Phone

561-998-9020 / fax: 561-998-1922
www.checksbyphone.com

Checks Express

10001 Lake Forest Blvd. #11 Floor
New Orleans, LA 70127
504-243-2260 / 504-243-0146

Check Guarantee

Telecheck
5251 Westheimer #1000
Houston, TX 77056
800-733-3400 / 713-599-7920

Funding / Factoring of Accounts Receivable

Monterey Financial

Sarah Holden
4095 Avenida De La Plata
Oceanside, CA 92053
800-456-2225

A resource to finance your accounts receivables, so you can offer payment plans. Has serviced some heavy names in direct response marketing.

QFG

609-924-9394

Makes funding available for successful promotions. Once you've got a track record that shows your promotion is working, and you want roll out on a big bankroll, contact these folks.

Package Inserts

Leon Henry, Inc.

455 Central Avenue
Scarsdale, NY 10583
914-723-3176

www.leonhenryinc.com

They manage more package inserts than anyone else.

Fred Singer, Direct Marketing

914-472-7100

Billing Inserts

Media Syndications

212-683-8533

Fred Singer, Direct Marketing

914-472-7100

Customized Post It Notes

Have you seen those post it notes on any of the direct mail pieces you receive? Makes a personalized impression, and that sells! 3M can print them up affordable with whatever color ink and message you desire.

3M Corporation

800-669-1110 X 30

<http://www.mmm.com/promote>

Realistic Million Dollar Bills

Bret Ridgeway
Marketing and Advertising Resources
120 South 7th St.
Terre Haute, IN 47807
812-232-0753 / 812-232-3978
brideway@gte.net
www.twipress.com

Gene Dowdle
Atlanta Advertising
126 Proctor Square
Duluth, GA. 30096
770-497-9460 / fax: 770-623-8173
Atlantaadv@aol.com

Million Dollar Business Cards

Nash & Associates
PO Box 6
Panama City, FL. 32402-006
888-671-3394 / 850-271-5377
budnash@aol.com

Classified Advertisement Placement Services

Louisville, KY 40218
800-458-5580 / 502-458-5582 / fax: 502-458-5562

To place ads nationwide or selected states in the shopper and community papers with a single call.:

National Response Corporation

Donna Brooks
13619 Inwood Road #300
Dallas, TX. 75244-4630
214-458-7625 / 214-458-8270

Graphic Artists

Leva Duell
Beyond World Processing
2459 Caminito Ocean Cove
Cardiff By The Sea, CA. 92007
619-944-7970

Jeff Taylor
Digital Ink
1452 19th St.
Santa Monica, CA 90404

Doug Cocco
C & C Graphic Image
287A Pleasant Ridge Rd.
Poughqaug, NY 12570
914-724-5069 / fax: 914-724-5344

Idea Art
800-433-2278
www.ideaart.com

Cover Designers

George Foster
Foster & Foster
104 S. 2nd St
Fairfield, IA 52556

Robert Howard Classic Design
970-225-0083
rhgd@verinet.com

Lightbourne
800-697-9833
<http://waking.com/lightbourne>.

Book Printers

David Prentice
Vaughn Printing
411 Cowan St.
Nashville, TN 37207
615-256-2444 / fax: 615-259-4576 / 615-256-2244

Crane Duplicating
508-760-1601 / fax: 508-760-1544

Book Masters
2541 Ashland Rd.
Mansfield, OH. 44905
800-537-6727
ringler@bookmaster.com

Printers

Pat O'Heron
Applied Graphics
630-851-6881

Dick Jones
Web Printing

USA Printing
505-255-4458
Very cheap, they pay shipping too.

Appendix C

Golden Rolodex For My Invisible Ink Pen Marketing Business

Please do not mention my name to any of these suppliers. You have agreed to this in the initial forms you signed with me.

PEN BARRELS, CAPS AND PLUGS

This company has been around a long time. This is my supplier for the pen parts below. They do not assemble pen for you. They only make and sell the three parts you will need for the pen. You may call them and tell them what you want. Tell them you are getting into the pen business and would like samples or just order the mole number below.

Rotary Pen

908-241-0080

908-245-1557

746 Colfax Ave

Kenilworth NJ 07033

This is your supplier for you plastic pen parts.
The Barrel you want is a #755.

There are two kinds of plastic barrels

- 1) Polystyrene (Only come in Black or White)
- 2) Polypropylene (Many Colors)

Both are fine for you're the ID pen. The Advantage of the Polystyrene is that if you want to do printing on it, it's easier to print on. You should ask for a catalog or marker samples to look at all the color choices. These come in boxes of 2500 per box

The cap is a rotary clip cap or non-clip cap to fit the barrel. (Come in boxes of 5000 per box)

The plugs come in tones of different colors. You would just say you need 5000 yellow plugs and that's it.

Your cost on all three-pen parts is about \$70 per thousand or about seven cents each.

TIPS OR NIBS

You are going to have to place some decent size orders for them to work with you. The tips I get come in units of 10,000. You can expect to pay about 1.7-2.0 cents per tip. If you want tips for this pen, tell them you need a tip for the rotary 755. They know who Rotary is and what you'll need.

Hedra

<http://www.penparts.com>

Larry Shiner 973-872-1900 Hedra

HEDRA, INC., was founded in 1953 by HENry DRaKe. Hedra, Inc. serves as Manufacturer's Representatives for Writing Industry Component Suppliers, mostly of overseas origin, to members of the Writing Instruments Industry in North America.

Hedra, Inc. has established itself with an enviable reputation for the highest quality in precision products and customer service. Cutting-edge product development, quality assurance, technical expertise and a full service R&D Department are the standard for our activities that enable us to provide a customized product designed to meet the most exacting specifications. Products include inks, capillary reservoirs, porous fiber and ultra-fine nibs, roller ball nibs, transfer film, extruded plastic barrels, and finished products.

Since 1953, Hedra, Inc. has proven itself as a reliable supplier of Writing Instrument Components to ALL Major US Pen and Marker Manufacturers, including Bic, Sanford, Avery Dennison, Binney & Smith (Crayola), Gillette (Paper Mate), Rose Art, Pentech, Dri Mark, Liqui Mark, etc., to name a few.

The company has evolved within the Writing Instruments Industry since its inception. Based in New York City for 30 years, Hedra, Inc. moved to New Jersey in 1983.

To contact Hedra, call for more information or to receive a free brochure(s), call:

(973) 872-1900

Mailing address is:

Hedra Inc.

P.O. Box

4120 Wayne, NJ 07474-4120.

Delivery address is:

HEDRA, INC.

130 KIWANIS DRIVE WAYNE,

NJ 07470

INKS

National Ink, Incorporated
10870 Hartley Road, Suite A
Santee, California 92071

US Toll free: (800) 736 3465 / (800) SEND INK
Phone: 1 (619) 449 1035 / Fax: 1 (619) 449 7528
info@nationalink.com <http://www.nationalink.com>

This is my supplier for the Ultra Violet Security Ink. Go to their web site and have a look around before you call them.

The UV ink should cost you about \$60 per gallon. You'll be able to make 3000 pens per gallon so your cost on the ink is about 2 cents per pen.

As "Your Full Service Ink Co.," we offer our technical expertise to assist you in the development of your products. We are proud of the diversified product line we have created, the achievements we have made in producing uniform quality products and the superior technical service we offer our customers. We offer inks that are ASTM D-4236 approved.

FILTERS

Filters by baumgartner Inc.
<http://www.baumgartnerinc.com/prodserv.shtml>

The minimums on these filters are about 100,000 per run. They cost about 2-3 cents each and come in trays of about 18,000 per tray.

Capillary Reservoirs: Capillary Reservoirs are used primarily for absorbing and releasing liquids. Our SCRIBROD reservoirs are used in writing instruments for controlled ink storage and delivery in markers, coloring pens, roller ball pens, and fine line markers. SORBARODS are manufactured for fragrance emanation applications such as room air fresheners and vacuum cleaner fresheners.

You can contact Sales / Marketing Mark Raker at mark@baumgartnerinc.com. Tell them what you are doing and let them know, you want an Acetate Filter - Continuous tow mainly for water-based liquids.

Mark is the guy who helps me out so give him a call

Baumgartner Inc.
1404 Dogwood Way
Mebane, NC 27302, USA
Phone: +1 919 563-5989
Fax +1 919 563-6470
E-Mail: info@baumgartnerinc.com

BOXES, TAPE AND SHIPPING SUPPLIES

This is the supplier I use for all my shipping supplies and boxes. Call them to order a catalog. The box I use for shipping my pens is a 6 x 6 x 5 box

Uline
800-295-5510

LABELS

This is a great supplier for short run labels. If any of your customers want to imprint on the pen, you can have a nice label to rap around the pen for about 3 cents per label.

Label Art Short Run Label
800-522-3583
800-456-5575 (fax)
1681 Industrial Blvd.
San Carlos, CA 94070

DISPLAY BOXES AND PLASTIC CLAM SHELL INSERTS

You can get from me by calling 858-274-7851. The retail display box cost \$2 each and the 4 x 6 card insert is \$60 per 1000 plus shipping.

EBAY (www.ebay.com)

Is your source for any other supplies you may need for your pens making process.
Packing Tape, Latex Rubber Gloves, etc.

ELANCE (www.elance.com)

This is your source for any freelance artwork, artist, graphics people and secretarial services.

I'll be posting a recording on my site on how to assemble the pens quickly, efficiently and without any machinery in the next day. Go to www.idpen.com audio clip page

Feel free to call me with any questions you may have. 858-274-7851.