

How To Write Like Stephen King... Use The Same Pen He Uses

I Can't Guarantee You'll Become A Best-Selling Novelist, But I Can Guarantee Our Revolutionary, Space-Age Pen Will Last For 5 Years...Or More

Dear Friend,

I know you. You have a certain status. You appreciate the finer things in life. And you have a sense of great style and impeccable taste.

You express your status and image in the clothes you wear...the cut of your suit and the fine fabric it's made of. The car you drive is a symbol of your status and image. And the fine wine you drink speaks of your impeccable taste.

You know image is an important component of how other people perceive you. So is your meticulous attention to detail.

You are exactly the kind of discerning individual who will appreciate a fine writing implement...and one that is also a great *value*, too.

Enhance Your Image Even More With The Ultimate Accessory

I know you wouldn't be caught dead wearing a cheap, plastic belt. Why pull out a cheap plastic *pen* the next time you meet with an important client? Your pen is an important accessory and you should have the *best*.

A fine quality pen reflects your image as being successful and possessing the finest in *everything*. And you *deserve* nothing less than the best.

And now you can have the very best there is in a writing implement...at a terrific value, too. *The Everlasting Pen* will simply amaze you. And here's why...

How You Benefit From Revolutionary, Space-Age Technology

You are about to discover a very unique, revolutionary writing tool. A pen you'll use for a full 5 years without running out of ink. As befitting your image, you'll always be prepared. You'll write and write and *write* for 5 years with one single pen. Sound incredible?

It's what revolutionary, space-age technology can do for you. And you *will* write for 5 years with one pen...it's **guaranteed!** (More on our incredible guarantee in a moment.)

And now, thanks to this new technology you can write *whenever* and *wherever* you need to. You see, *The Everlasting Pen* is engineered to write on any **surface** at any **angle**. This unique pen allows you to write on wood, glass, metal, painted surfaces, plastic, even fabric...and of course on paper. You can even write upside down, horizontally or vertically. This pen will *perform* wherever and whenever you need. It doesn't matter what you want to write on, or at what angle. You can write with *The Everlasting Pen!*

I can't reveal the secret of exactly how *The Everlasting Pen* works. You see we have patented this unique process and it's ours alone. In fact, ever since our competitors heard about this amazing development, they have been busily at work...trying to duplicate the process. In fact, they've been working for years now and have not been able to duplicate it. *The Everlasting Pen* is the only one of its kind.

(Insert Testimonial #1)

Discover The Greatest Advance In A Writing Tool In Over 60 Years

The Everlasting Pen is the single greatest advance in a writing implement in over 60 years.

The earliest pens were made from hollow reeds that held a small amount of ink. Quill pens, invented in the 17th century were the standard until Lewis Edson Waterman developed the Fountain Pen in 1884.

The next advance came in 1938 when two Hungarian brothers, Ladislo and Georg Biro invented the first pen with a rolling ball. Then came fiber tipped pens or markers. Originally developed for graphic artists where permanence is second to convenience, fiber tipped pens are not good for fine art work...where permanence is vitally important. Even if the label says permanent. A “permanent” marker merely means it is waterproof, not lightfast...so that the color will tend to fade over time.

The Everlasting Pen is a true advance because the ink is waterproof and lightfast...lightfast equivalent to 100 years of tropical sunlight! The ink is truly permanent. If you have important documents to sign, this benefit of true permanence of the ink is invaluable.

You Benefit From A Scientific Breakthrough First Developed For NASA

The Everlasting Pen was first developed for NASA. (You see, I wasn't kidding when I told you it is a *space-age* writing implement!)

Allow me to introduce myself. My name is David Barnes. You may not know my name, but I am one of the original founders of Intel Corporation. I am no stranger to incredible technology!

In 1996 I formed my own company called Amazing Technologies. We're listed on NASDAQ, stock symbol AT. We specialize in "pushing the envelope" and developing new technologies that makes it possible to produce new or better products that benefit people. This is why when NASA needed a writing implement for their astronauts to use in outer space, they called on us.

The Sky's The Limit...Even Writes In Outer Space!

(Insert Testimonial #2)

NASA gave us a "mission"...and if we decided to accept it...we were to develop a pen that could write in the unique environment of zero gravity. A wonderful challenge we took on eagerly. Not only did the ink have to flow in zero gravity, the pen had to be **reliable**. Just like everything else in a space capsule, the pen they wanted had to work whenever they needed it to. The astronauts couldn't just pop out to Staples to get a new one!

I put to work the best minds in the business. What we came up with even surpassed NASA's expectations and specs! When NASA tested *The Everlasting Pen*, they found that it worked 100% of the time...even in zero gravity. How's that for reliability? You can't do any better than 100%. That was over 5 years ago and you know what NASA found? One pen lasts over 5 years! It just keeps going and going. Maybe we made *The Everlasting Pen* too good. NASA has cut back their re-orders because they simply don't need to replace their pens nearly as often as they thought. While that cost my company a lot in revenues, it turns out to be a big savings to the tax payers. So that's okay.

And now you can benefit by saving money on a writing tool, too. But before I reveal exactly how much money you'll be saving with *The Everlasting Pen* let me tell you about the FREE GIFT I have for you...

Order Now And Get FREE Fine Quality Stationary Engraved With Your Name

If you order within the next 10 days, we will send you 100 sheets of fine quality writing paper. We will even engrave your name in gold lettering on all 100 sheets. You will also receive 100 envelopes made of the same quality paper. This great FREE GIFT (a value of \$19.95) is yours to keep no matter what, just for giving *The Everlasting Pen* a test-drive. Even if you return *The Everlasting Pen* you still get to keep this handsome stationary with our compliments. This impressive writing paper and envelopes are great for sending notes to clients and friends. This fine stationary matches your status and image and shows your attention to every detail.

You Get All The Status of a Cross Pen...But *The Everlasting Pen* is so much better... more versatile, lasts much longer and...it costs much less!

We have modeled the design of *The Everlasting Pen* after the classic design of the Cross pen.

While they *look* very much the same, that's where the similarity ends. Buy just one of *The Everlasting Pens* now and you won't need another one for the next 5 years. Guaranteed! Just think of the money you'll save. Compare our chrome finish *Everlasting Pen* to a chrome finish Cross. Both pens look *very* similar...in fact, you can hardly tell them apart. But, the Cross pen will cost you \$36.00. And how long will it last? A few months...maybe? So if it lasts for 3 months, you'll have to buy 4 a year...costing you \$144. Multiply that by 5 years and you'll have spent \$720. You can get *The Everlasting Pen* in a beautiful chrome finish for the amazingly low price of less than \$20.00. AND...it will last for a full 5 years. That's a whopping savings of \$700. Not to mention the time and hassle of shopping for all those pens!

And what about the guarantee? Can you imagine trying to return a Cross pen five years after you bought it because it ran out of ink? I don't have to tell you what would happen...you'd be laughed right out of the store! That brings me to your guarantee for *The Everlasting Pen*. It's unmatched by anyone...

Your 5 Year Money-Back Guarantee

No...we not crazy! We're just confident. Confident in the performance of the amazing *Everlasting Pen*. But we realize we're making a bold claim...that *The Everlasting Pen* will write for 5 years...it'll write on anything, at any angle, anywhere at any time. So you can have *complete* confidence in ordering today, we are willing to "put our money where our mouths" are. If your *Everlasting Pen* runs out of ink anytime within 5 years of the date you receive it, or...if it stops performing as we have promised...then you'll simply return it. We will give you a full refund on every cent you paid, including the shipping and handling charges. **You risk nothing!**

It may seem like we're crazy. How in the world can we let you use our pen...you can write and write and write some more...and then we'll give you your money back...after **5 years**? Let me put it this way...we're not crazy...just CONFIDENT.

Remember, we *know* NASA has been testing *The Everlasting Pen* for over 5 years now. Since it passes *their* tests for lastability and performance, we feel confident it will pass the test for you too. But remember, if *The Everlasting Pen* does not last for you for a full 5 years, or does not perform adequately, or...even if you just decide you don't like it for any reason whatsoever...you can return it...for up to 5 years. You'll get every single cent you paid returned to you. No questions asked. No hassles. Just your money returned to you, in full, without delay. By the way, it doesn't matter how many pens you order, they all come with our 5 year money-back guarantee. Consider giving *The Everlasting Pen* as a gift to someone, and the guarantee will be applied to that lucky person, too.

So now that you have complete confidence in ordering...why not order *The Everlasting Pen* right now? Wait till you show it to people, they'll be amazed! They may even want yours. But don't give it to them...tell them to get their own! Order now and get our great FREE GIFT...the classy stationary with your name engraved in gold letters. Supplies are limited, so order now and ensure you'll get this useful FREE GIFT.

And now, all that's left is deciding which model of *The Everlasting Pen* you'd like to try...

You Get 3 Great Choices...Good, Better or Best

The Everlasting Pen comes in 3 different models you can choose from. They all come with our no nonsense money-back guarantee. It's just a matter of which one fits your style and image best. Here are your 3 choices:

- Solid Chrome Pen...\$19.95 A Very Good Choice. (Compare to Cross at \$36.00)
- Black Lacquer Pen...\$44.95 A Better Choice. (Compare to Cross at \$75.05)
- 10 karat gold filled pen...\$64.95. Our **BEST AND FINEST**. (Compare to Cross at \$95.00)

That's all there is to it. Make your choice and order now!

Yours for Everlasting Writing,

David Barnes, CEO
Amazing Technologies

P.S. When you get your new, incredible pen, take it with you to your next cocktail party. You'll amaze people when you jot down a phone number on a napkin with the pen *upside down!*

P.P.S. Remember our incredible guarantee...you'll write and write and write...for a full 5 years with one single pen or...we will refund your money...every cent including the shipping and handling charges. No hassles, no nonsense. There's absolutely No Risk. Order Now!

(Order Device)

The Everlasting Pen
2222 Madison Avenue
New York, New York 11470

Call TOLL FREE for fastest service: (800) 888-8888

Or if you prefer, send this form to the address above.

Yes! I want *The Everlasting Pen* so I can “write” like Stephen King.

And yes, I understand I have a no nonsense, unconditional money-back guarantee. I may use this extraordinary pen for a full 5 years. If at any time...for up to 5 years, *The Everlasting Pen* runs out of ink, or does not perform on any surface, at any angle, I will simply return it for a FULL REFUND of every cent I paid, including the shipping and handling costs. This guarantee applies to all the pens I order, even if they are a gift. I realize there is absolutely NO RISK to ordering now!

Yes, I am ordering within 10 days, so please send me my FREE set of 100 envelopes and 100 sheets of fine writing paper. (A value of \$19.95.) I wish to have my name engraved in gold letters on the writing paper. My name, as I would like it to be engraved is:

Please Print Clearly _____

QUANTITY	UNIT PRICE	S&H	TOTAL
a GOOD choice:			
<input type="checkbox"/> Chrome Pen(s)	\$19.95	\$3.95	
a BETTER choice:			
<input type="checkbox"/> Black Lacquer Pen(s)	\$44.95	\$4.95	
the very BEST choice:			
<input type="checkbox"/> 10 karat gold-filled Pen(s)	\$64.95	\$5.95	

Name _____

Address _____

City _____

State _____ Zip Code _____

In case we have a question about your order:

Phone # _____

Credit Card Information:

Visa MasterCard American Express

Card # _____

Expiration Date: _____

I'd rather pay by personal check. (Make payable to The Everlasting Pen.)

Enjoy your new pen and thank you for your order!

(Testimonials: 1 Page)

The Everlasting Pen is truly is Space-Age product. In fact, it's actually *used* in outer space! Here's what Stanley G. Love, Mission Specialist for NASA has to say about *The Everlasting Pen*:

"I was first introduced to *The Everlasting Pen* a few hundred miles out in space. This great pen really solved a big problem for us in space. It's impossible to get the ink to flow with a regular pen in zero gravity. Not with *The Everlasting Pen*. It worked every time. It's great at home on Earth, too. It's the only pen I use anymore. Thank you for such a great invention! It's a real tribute to good old American ingenuity!"

Stanley G. Love, Mission Specialist, NASA

Testimonial #2

"It's *Scary* How Long This Pen Lasts", By Stephen King

Here's what best-selling author Stephen King has to say about *The Everlasting Pen*:

Sometimes I even scare myself...

When I think of all the pens I've ever used...all that plastic...they could *fill* a land-fill with it all. It just gives me nightmares! But now I sleep like a baby since I discovered *The Everlasting Pen*. It's the only one I use. It seems to last forever. I've written all my novels with one single pen for the last 5 years. Uh, oh...I just realized...it's *scary* how long this pen lasts! Hmmm...an idea for a new novel?