

Don't get
RIPPED OFF!



*Save your time,
your money and
your dreams.*

2nd Edition

Don't Get Ripped Off!

7 Scams And Rip Offs To Watch For!

Save your time, your money and your dreams...

www.CustomPlushToys.com

- 1) **Fax Scams** – There are organizations out there that will charge you a small fee (\$200 - \$500) to review your idea. They will claim that your idea is very good and there would be some great interest in your toy idea if it is written up properly. They need a little more money to prepare your toy idea (\$500 - \$1,100). To prepare your idea, they prepare a rough black and white sketch and a brief write up. They then start to fax out your idea to 'buyers'. I receive many of these faxes every month. The sketch is bad. The write up is poor and they are faxing it to my company. My company does not buy ideas. We do not license products. There is no chance most of the faxes will even be seen by anyone who is even in the position to buy your idea. I have had several calls over the years where the excitement got the best of one of those people and they have admitted to me that they were out \$5,000...\$8,000...even \$15,000 and all they had to show for it was a piece of paper. Check out more of my comments and what I instruct my staff to tell you if you ask them if your toy is a good idea. Find out more on these scams on the audio recording included with this report.

Check
this
out!



2) **Buying Direct From China** - Okay, I want to do you a big favor right now and tell you that **You Should** buy direct from China...but not until you are ordering 50,000 to 75,000 toys at a time. Why? Well, when you are ordering those quantities you can afford to fly over to China, or pay a trusted representative to fly to China to view the factory, see your own production line, and inspect the quality of the toys coming off the line. Even then you will have some defects in your production run, but that is normal. At least though you won't have every toy come back **wrong!** Until you get to those order levels, find a trusted manufacturer who has strong relationships with more than one factory. I will tell you about my factories in China on the audio recording included with this report.

**Reality
Check!**

3) **Made in USA (Mexico/India/Philippines)** – I can't tell you how many calls I have received over the years from prospects that have spent their money, received their toys and were furious. The toys (if they showed up at all) were either wrong, or were of poor quality. These are people who had their toys made from a company that they 'trusted' because they were 'local'. The local company may have claimed the toys would be made in the USA, or they said that they would be made in a country other than China. Let me tell you from experience that there really is only one choice the days and it is 'Made in China'. You may not agree with that from an economical or political point of view, but it is a fact. Made in China is the only way to go. My

company was the last company making custom stuffed toys in North America. Listen to the audio recording that came with this report and learn more about this potential 'rip off'.

4) Fast Delivery – I need you to understand right now that it takes a long time to make a quality custom toy. Any other company that promises you fast delivery (1 – 8 weeks) is lying. Sorry. That is just not possible. Let's break it down. First, your only option is to make the toys in China (See #3 above). Next, there is a large ocean between you and China. Most factories will only accept your order of 6,000 pieces as a minimum (I offer as low as 900 toys as a minimum) and your plush toys will take up a lot of space. Shipping your toys from China *FAST* is expensive (around \$4 - \$5 per toy in shipping alone) which is why you must ship using ocean shipping. When you ship by ocean your shipping costs go down to \$ 0.15 - \$0.50 per toy (I include ocean shipping in the price of the toy) depending on the size of the toy. So to ship by ocean, you are looking at 4 to 5 weeks as a minimum. That includes a couple of days to arrange clearance with the Chinese government, booking space on a boat, and then 3 weeks on the water sailing across the ocean. Then your toys need to get off the boat and must clear customs before local ground delivery can be arranged. It all keeps costs down but it does take some time. What all of this means is that you have just witnessed 4 – 5 weeks in your timeline simply for shipping. This month to six weeks did not include designing your toy (3 – 5 weeks), gathering your materials (2 – 3 weeks) and getting your toys made in production. (2 – 4 weeks). Before I talk you out of making a toy all together, just think about it this

way. Christmas comes at the same time every year. If you choose an expert to help you with your toy idea and if you plan ahead you'll be ready for big Christmas sales year after year after year. If someone leads you to believe that they can create a unique toy for you, that has never been made before, get your approval, go in to production, and deliver it to your doorstep in 8 weeks then you are probably looking to get ripped off.

- 5) **Low Prices** – Okay, keeping a budget in mind is important. You have to pay a reasonable price for what you are expecting. But, like your Parents probably told you, if the deal is too good to be true, then it probably is. Please be wary of the super cheap toys. Start now by training yourself to have alarm bells go off when something sounds too 'cheap'. I can tell you that my company will never be the cheapest but I do bundle a lot of extra fees in to the price of the toy. You get what you pay for. So if you order a small number of toys (900 – 3,600 toys) then you are spreading some costs over that quantity. For example there are many fees which I include in my price. These fees are fixed costs, meaning no matter how many toys you order, the cost of these fixed expenses is the same. Some examples of these costs are: brokerage, DDC, dock fees, customs inspection, handling, stacking on pallets, etc. I don't like to bother people with these additional fees so I must admit that I 'hide them' by including them in the cost of the toy. Everyone has to pay these fees, so I would rather give you one lump of a price, and you know exactly what you are paying rather than surprise you with new charges later on. I often get

Cheap
Cheap!

calls from people in tears who are asking me how to make the invoices stop. They receive their toys and for months after invoices keep showing up for all these extra charges. I'll share with you a key point in my 5 point Money Back Guarantee in the audio which prevents all of these extra invoices.

- 6) **FOB / CIF / DDC / Pre-Paid** – This Rip Off is very similar to #5 above but instead of just receiving a stream of invoices...it gets worse. Let's say you found a good supplier. They produced a nice prototype. You ordered production and you are told it is on its way to you. Exciting right? Well, then it starts. You may not have realized it but you have agreed to some shipping terms that may not be in your favor. You look back at your contract and you see 'FOB Hong Kong'. After you Google it you realize there are several definitions for FOB. Freight on Board. Free on Board. Free Over Board. All of them have very different meanings with very different expenses attached to them. Then you receive very official paper work that you aren't quite sure what to do with. It has some English on it, but also a lot of Chinese written on it. You have to deal with the technical paper work including the B/Ls, Pre-Alerts, declaring the HS Code, Tariffs, Duty Rates, Custom Bond Applications and more. You are left to navigate the complex maze of government paperwork **as well as** paying for them. Years ago, this type of thing was a nightmare. Now, with heightened security around the world and growing expenses the paperwork dance has become beyond complex and potentially very expensive. I will tell you some simple stories about my

Confusion!

expertise in logistics in the audio recording and why it pays to have an expert on your side.

- 7) **Enemies & Conspiracies** – I have received calls over the years from prospects who called me almost in tears. They had just hung up the phone after calling a toy company and the person at the other toy company was yelling at the caller. Not good. Creating a unique, never made before toy is not easy. It takes a strong partnership between you and the toy company. Keeping that relationship positive is essential. An expert in the industry will guide you, be your advisor and share their expertise with you. You also have a responsibility to the expert to listen, to understand and to appreciate that you and the toy company are in this together. If your toy idea does not succeed, then both parties lose. The biggest mistake I see customers make is treating their toy manufacturer as the enemy. The toy business is not easy. I have a story about this very topic which I will share with you in the audio portion of this free report.

**Experts
Wanted!**

Listen to the audio included with this report to learn more about these rip offs and a free offer from me.

Bear Hugs!

Rob Bishop

Binkley Toys Inc.

www.CustomPlushToys.com