

Reflections from a new product



Photo by Mark Hancock

TONY COLLETTE: "I find it useful to remind me of what I want. And it's really easy to forget about the good things in your life."

By GREGORY POTTS

In one moment in Colorado, Tony Collette had a moment of inspiration that would shape the course of his life for years to come. Of course, he didn't realize it at the time.

In 1995, he was riding in the car on vacation with friends, looking all the while at how some things sitting on the dashboard were reflected in the windshield. And he wondered if that reflection could be put to a good use. He toyed with the idea when he got home, designing a sign for himself with the letters written backwards so that the sign would be readable when reflected in the window. When friends began to ask for signs, he realized he had a marketable product.

When the idea first hit him, Collette had just sold a business that he had started and run for four years, converting videos to different international formats for more than 2,500 clients. Collette was celebrating his successful sale and looking for a new challenge – and there it was.

He then spent nearly three years perfecting and patenting his product, which he calls AutoAffirmations. His company is called Direct Access Technologies. Today Collette has sold a total of 26,000 units bearing a variety of messages, such as:

- "If it is to be, it's up to me."
- "I achieve and exceed my goals."
- "Absolute abundance constantly circulates in my life."

"It serves as a constant reminder of what

your goals are," explained Collette.

Other messages remind of the importance of thanksgiving.

"I find it very useful," he added. "I find it useful to remind me of what I want. And it's really easy to forget about the good things in your life. And so having that there reminds me that there is this constant abundance in my life – lots of good things and not to forget about them."

Collette insists they're not dangerous, although he admits people often ask him that. The reflected image, while quite plain, is also transparent.

Collette will make any custom-designed message in quantities of 2,500 or more. The

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REFLECTION

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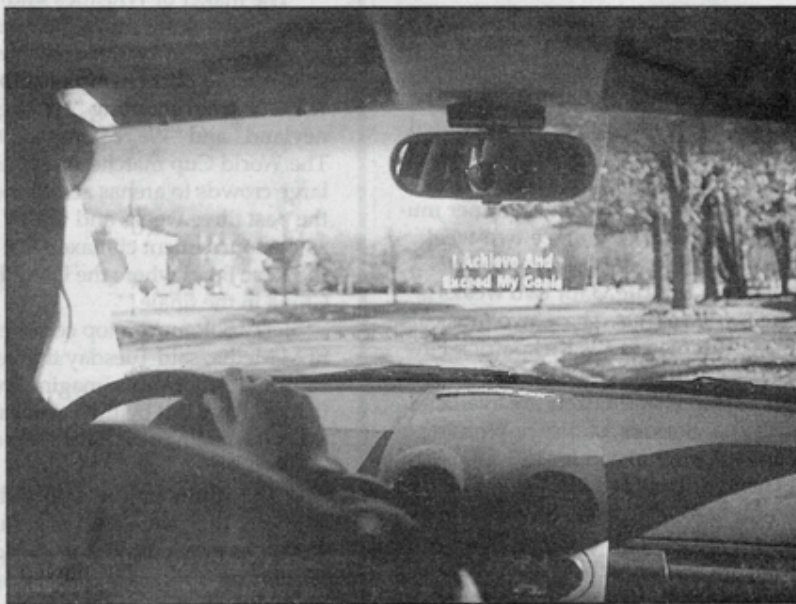
possibilities are endless.

"If someone felt that they were grumpy and not very nice to their kids, we could do a sign that said, 'I will be kind to my children today,'" he offered as a possible example.

As simple of an idea as it was, perfecting it was a greater challenge than you might expect. First, Collette had to find a special plastic that would not melt on sunny days. Collette finally found a company in Canada that would custom make a heat-resistant styrene plastic, as well as heat-resistant glue and velcor for attaching it. The unusual plastic then posed special printing problems, but he found a Dallas firm that could print the messages on the signs. The products are packaged at the Dale Rogers Training Center in Oklahoma City, which employs disabled people.

With the use of outsourcing for these needs, Direct Access Technologies remains a home-based one-man show.

Collette limited his marketing efforts until his patent was secured last fall in order to protect his idea. His main market up to this point has been the sales forces of companies, which are always on the lookout for new motivational techniques. His first



File photo

REFLECTING MESSAGES: The window message above is one of 26,000 Tony Collette has sold.

client was Smith Kline Beecham, which ordered a special sign for its drug reps. Next was Mary Kay cosmetics, which ordered signs with just one word – *Hawaii* – to motivate sale representatives to work toward an incentive contest prize. Mary Kay has continued to order from Collette and his signs are used by Mary Kay reps around the world.

His biggest sale was to Nikken, a Japanese medical products manufac-

turer specializing in healing magnets. Collette also has had a small order from Amway, a company which holds great potential because that company has 3 million reps around the world.

These sales have generated attention from such industry publications as *Network Marketing Lifestyles*, *Upline*, *Incentive* and *Potentials in Marketing*.

While Collette's company has yet to become profitable, he believes that will change by the year's end through a number of efforts. But while continuing to reach out to salespeople, Collette is carving out new niches for his products.

For instance, Collette has recently introduced a new product line called AutoInspirations. Directed toward the Christian market, these signs feature inspirational Bible verses and messages like "I know the love of God surrounds me."

Collette sold some of these to one church, but is still trying to figure out how to tap the market. Another potential market is Alcoholics Anonymous. Collette is making contacts in that area as well.

Collette is also using e-commerce technology to sell his products on the Internet at www.theshop.net/autoaf-firmations. Signs sell individually for \$4.95 or \$19.95 for six. The unit cost is significantly less for bulk orders.

COOL STUFF

AutoAffirmations

BY DIRECT ACCESS TECHNOLOGIES

Ever thought of turning your car's windshield into a transparent personal development blackboard? If you did, too bad. Tony Collette already has the patent on AutoAffirmations—nifty little messages designed to jump-start your mood, your 'tude, and your productivity. Try this: put a small sign on your dashboard so its message is reflected on the windshield above. You see right through it, and yet you take in the words.

Did you know that your mind cannot hold a positive thought and a negative thought at the same time? If you feed in positive thoughts, you push out the negative ones. Affirmations are simply positive data which you keep "writing" into your subconscious. And you don't even have to be aware that positive thoughts are sidling into your mind.

A booklet Collette includes in the pack contains the following six ready-made AutoAffirmations:

I Experience A Continuous Flow of Prosperity

Today, I Expect and Accept Wonderful Things in My Life

Absolute Abundance Constantly Circulates in My Life

If It Is To Be, It's Up To Me

I Achieve and Exceed My Goals

I'M A WINNER

The booklet also has a short section on creating your own messages. Collette offers to customize messages for you in quantities of 2500 or more. He has already done so for Amway Nikken and Mary Kay.

To obtain AutoAffirmations:

Call Direct Access Technologies at (800)552-3135 or visit www.theshop.net/autoaffirmations



PHOTO: KEITH REINERSON

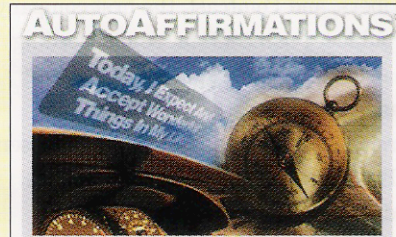
Drive out those negative thoughts.

MOTORVATIN'

**AutoAffirmations turns
windshields into objects
for reflection**

Most drivers have noticed that items on the dashboard cast a light reflection on the windshield. The people at Direct Access Technologies noticed, too, and decided that the millions of Americans subjected to daily commutes could use a little inspiration.

The result is AutoAffirmations, a piece of black plastic about 8" by 3-1/4" with white mirror-image



type that reflects motivational words on the windshield. Messages like "Today, I Expect and Accept Wonderful Things In My Life," or "I Experience A Continuous Flow Of Prosperity" are standard for AutoAffirmations, but they can be custom printed with company slogans or logos and used as promotional products. The affirmations fit in a standard envelope and can be tucked inside promotional folders.

For more information, call Tony Collette at Direct Access Technologies; telephone (405) 521-1264 or visit www.theshop.net/autoaffirmations.