

HOW *YOU* CAN BE A

PRIVATE DETECTIVE

BY

EDMUND R. CIRIELLO

AND EARN **\$100,000** A YEAR

Dedicated to all of the [Global School of Investigation](#) graduates since September 26, 1973. You are now the foundation and future of the private investigation profession.

I know you are as proud as I am of what you have accomplished.

Ed Ciriello

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Foreword

Joe Vultaggio, PI

If you are serious about a career in private investigation, you couldn't find a more experienced and qualified teacher and mentor than Ed Ciriello. I have known Ed for many years as an investigator and a friend. He is the best of both.

Read this book and you will see just what kind of man he is as he takes you through the investigative business from first case to opening your own agency. And believe me he knows what he is talking about because he has done it all and done it in every corner of the world, from Australia to Zaire and continues to do it today.

Listen carefully to what Ed has to say. From his early training with Naval Intelligence to his latest child-kidnapping case, Ed offers you his vast experience that is so valuable to a new investigator. There is no better teacher, mentor, PI, motivator or friend that I would want to teach the business than this man.

As a former police officer and now a PI myself, I have come across many kinds of people and I learn whatever I can from them. But with Ed learning is a never-ending search for the truth and he makes it fun.

Ed has covered just about every aspect of investigations in his colorful career. In this book he takes you through a number of his personal experiences and shows you how he carried out the project and most importantly, how he succeeded in the investigations.

Ed is the kind of investigator that thinks "outside the box" and it is that skill, which is a learned ability that will make you an excellent investigator too. It is one of the many things I learned from him over the years and it has served me well in my business.

Many investigations that we have worked together involved "pretext" which is the art of making someone believe you are someone else. Ed shares with you how to pull it off, how to make your demeanor so convincing that you are not

questioned as you work the case. Knowing how to carry off a good pretext is a major key to success as an investigator.

I have seen the “master” at work in every type of case and it is a joy to watch him work. He taught me and he will teach you as he has thousands of other investigators.

Seeing him in action on a number of cases we have worked together, I have always been impressed with his dedication to getting the job done and done well. This is how you, too, will succeed as an investigator.

This book and his training course will make you a good detective. You can't get a better, more dedicated teacher for the skills of investigation than Ed Ciriello so I congratulate you on your choice and wish you every success in your career as a private investigator. **Welcome to our world.**

Thanks for your time,

JV

INTRODUCTION

This book is about how you can become a private investigator. In it I have tried to give you an accurate and honest picture of the life of a successful detective and how you can become a part of this profession. It is not only financially rewarding, but mentally stimulating.

Having taken my first home-study course in *How to be a Detective* when I was 14, conducted my first real investigation 2 years later in 1951, and trained thousands of investigators since 1973, I feel qualified to help you. Hopefully I will continue as a PI and the President of **Global** until someone wraps me in my trench coat and leaves me at the curb for morning pick-up.

To you, the working of an investigator and the results obtained may seem miraculous. The purpose of this book is to explain and demonstrate to you that, once behind the scenes, criminal investigation methods are based on simple, common sense facts which can be mastered by most people of average intelligence. The profession offers excellent opportunities to the trained person, male and female, young or old.

That person could be you. Though not dangerous, the profession offers thrills and excitement and allows its members to perform a vital service to their communities and countries.

This fact is well documented by hundreds of success story letters in our files from former students of the **Global School of Investigation**. With graduates in all 50 states and in over 75 countries, thousands of people from all walks of life have benefited from our training. So can you.

Having spent the better part of my life as an investigator I would not trade it for any other job and only wish I was just starting out again. Choose a job you love, and you will never have to work a day in your life. Perhaps you can follow my path and allow me the pleasure of watching you become a private detective.

The keys to being successful are the desire to succeed and the knowledge found through training and experience. I can train you. I might even be able to motivate you, but I cannot make you do anything you do not want to do. It's all up to you.

You will see that ordinary common sense and knowledge of the simple yet scientific process of crime detection, is easy to learn at home. Trained men and women find their work as varied, as stimulating and as satisfying as anything they have ever done. As you read these pages you will feel the excitement of real crime mysteries solved and you will begin to understand the value of good training and your natural desire to be an investigator.

Imagine yourself as a trained working detective. What a thrill you would get in finding the solution to one of these intriguing cases. Remember while you read this, at one time I stood where you are today - on the threshold of a satisfying career, eager to learn. Your first step is to open the door of opportunity now available to you.

When you enter the private detective business *you* become a *celebrity*. Private detectives are so few in most communities that each is looked upon as a sort of hero with extra powers to do things the average citizen cannot do. A lot depends on whatever detective program is currently on TV.

In this book we describe techniques and equipment that can easily be used for illegal, immoral, and unethical purposes. I am *not* suggesting that you use these methods at all. I *am* strongly urging you to examine the need *before* you use them. I am telling you about them because you need to know what is available if you elect to use them. Your brain is the most powerful tool you have *if* you use it.

And speaking of brains! There is no field that has greater and better opportunities for a woman than private investigations. A woman who is well-trained as an operative can be of immense value in any detective agency. Any woman who feels that she has the ability to meet the personal demands involved can obtain virtually the same assignments and command huge fees. Women can go places and do things no man can ever accomplish.

The need for private investigators who are honest and who respect law and justice has never been greater. I have been saying since the early 1960s that our

profession will continue to grow every year. It has fulfilled that prophecy far more than even I expected!

According to a Department of Labor study in 2005, the private investigation industry was one of the most interesting and fastest growing trades in the country. Today, more people are involved in private security than at any time in our past and have every indication of continuing far into the future.

It is my hope that you will add to that growth with honor because there is no indication that the growth will slow. In fact, every indicator shows that the industry will continue to expand far into the future. 9/11 guaranteed it.

I can say with great confidence that it is more than possible to earn over **\$100,000** per year if you use the methods related in this book. Some will make more, others far more. It will depend on you and how much time and effort you put into it.

Read this book; consider the wisdom in it and the vast amount of experience behind it. You may find that if you really want to do this, then this book, along with some formal training, will get you to your goal. It is as simple and as difficult as that.

I hope you will enjoy this little book. I know the material in it will be as rewarding to you as it has been to me. It took years to develop the “success formula” and I can honestly tell you that each word was written with the thought that **YOU** can build a successful career.

This is an opportunity for you to be part of an exciting new career that you will enjoy for the rest of your life. It changed my life and it can change yours.

My best wishes to those of you who enter what I believe to be the most rewarding and interesting profession in the world. Be honest and professional in all your dealings and you will succeed. That’s a promise.

Edmund R. Ciriello

Chapter 1

HOW TO START YOUR CAREER

Congratulations! You have decided to take the plunge to become a private investigator. Getting and reading this book is the first step. It will give you a realistic picture of what it is like to be a PI and how you can actually become one from the comfort of your own home.

If you already have investigative experience you are on the second step but, if you are like most applicants who come to my office looking for a job, you have desire but no experience or training.

No one is too old, too young, or too disabled to be useful as an investigator. ***Anyone can be a detective.*** Each of us is a unique individual. Each has some talent or training from their current occupation that could be of value to a private investigator. You bring to the table some form of experience that you may need to successfully complete your investigation.

Add our training to your background and experience and you become a very valuable person to any agency. Whatever it is could be very useful to an investigation agency unless, of course, you are a career criminal!

There isn't a successful detective agency that doesn't use an immense amount of part-time help. I have in the past used persons with varying backgrounds from senior citizens to school dropouts, from truck drivers to salesmen. The case determines the need and if a PI in your area knows about you and your background he or she just might call.

Desire is the most useful attribute you can have, and the strength to pursue your dream. You would not be reading this book if you did not at least have an interest in becoming a private detective.

Like most professions or careers, you will begin at the bottom and move up as your ability increases. Some will move quickly, others more slowly but all must start somewhere and that is usually with a detective agency but there are many, many other places to begin your career.

This might be a good place to tell you why you must start out on the bottom before you can be an agency owner or self-employed as a PI. As I write this, 41 of 50 States require that you be licensed to work for yourself. In order to qualify for a license in any state, you must have 2 to 4 years experience before you can even *apply* for a license.

Please don't misunderstand the license requirements. They have *nothing* to do with your going to work for Wal-Mart or your local PI as an agent or for an insurance company. The license is *only* for those who are opening their own business and running advertisements in the Yellow Pages.

You are not anywhere near that and you should not even be thinking about it. Forget everything you think you know about licensing and start thinking about finding a job, full or part-time. A license is the **last** step, not the first.

Even in States that do not require a license (KY, MS, MO, etc.) you should not think about going into the business just yet. Just because you took drivers education in high school does not mean you are ready to enter a NASCAR race! Usually trying to be a PI without experience will either get you arrested for breaking a law or you will bungle the case so bad no one locally will ever hire you again.

And yes, with a little training you *can* do some investigations for family and friends but that is probably not going to get you into a longtime business.

I assume you are reading this book because you want to be a working PI and earn a good living, so do it the right way - the way I will teach you.

To obtain that first job will require some effort on your part. My first piece of advice would be (after you have had some training) is to go to any and all employment agencies in your area (including online) and leave an application for a job as an *investigator*.

And I do not mean your local government office where you collect unemployment checks! They are not going to help you. I'm talking about employment agencies that charge a fee for their service, which means when they find you a job; they get paid for the effort, sometimes paid by you, but often by your employer.

When a detective agency or other employer goes looking for an investigator, they usually contact an employment agency to do the looking for them. If you have a resume or application in their file they will find you. I know this because that is how I found my job with the Pinkerton's National Detective Agency in Chicago. It is the cheapest and most effective way of advertising your services to anyone interested in hiring a detective.

The second best method is a very brief resume or letter outlining your background including any formal training you may have in investigative techniques.

And do not write it on the back of an envelope. As an investigator you will be required to write accurate and detailed reports and the PI that is reading your letter will not be impressed if you are writing in crayon! Make it as professional as you can even if you have to hire a word processing service. Look in your Yellow Pages to find one. Mail this to as many detective agencies as you can find within 25 miles of your home.

Lesson 11 plus the audio cassette tape will teach you how to write a proper report that will mark you as a trained professional. This knowledge will help you write a good resume and make it easier for you to find a job as an investigator.

Follow up these letters with telephone calls and emails but do not make a pest of yourself. Just let the agency owner/manager know you are still out there willing and able to do any kind of investigation they are willing to assign you. Make yourself available and anxious to accept any assignment. Day or night! Sooner or later one of these agencies will use you and you'd better be ready.

You will have four distinct advantages over most people who they now use.

First, your sincere desire, dedication and eagerness will be a bonus.

Second, your willingness to work long hours for little pay in order to gain experience, will keep your name on the top of their “call” list.

Third, your present background and experience will fit into cases involving persons with similar backgrounds.

Fourth, and most importantly, if you are taking a training course on how to be a PI, that alone will prove to anyone interested that you are serious and not just a “wanna be.”

**Anyone who would spend their own money to
learn a trade will usually make a good employee!**

You will already know something about the detective business as opposed to others who have no training. Who would you hire someone who has training or someone who just wants to play cops and robbers or carry a gun?

Another proven method of gaining experience is to go to work for any “big box” business in your area. Wal-Mart, Target, Sears, etc. are great training grounds and they are always looking for store detectives. Low pay, long hours and sometimes a bit boring, but you must get on that first rung of the ladder in order to climb higher. And it’s great experience as well as fun.

And don’t forget to read the local Want-Ads in your newspaper or online.

For those who are looking for a career change your situation is a little different. You can keep your current job and work as a private investigator part-time until you are ready to accept full-time work. Or you can bite the bullet and try for a full-time job as an investigator right now. It’s your choice.

As a mature adult with a background of working in whatever field, any prospective employer will know you are capable of accepting responsibility. Showing them a sincere desire to work as an investigator will help them decide

in your favor. It should not take long to quickly move up to the better paying positions that are available.

With the explosion in databases online, anyone can perform background and other types of investigations without ever leaving their home. I'd rather you worked out of your own home rather than my office. Most PIs feel the same way and if they know you can do this kind of work from your own home they will use you. This provides a great entry-level opportunity for anyone who has family responsibilities and cannot show up at an office every day.

This is a perfect job for mothers and fathers as well as single parent heads of households. If you have a computer or telephone, you probably can qualify for these positions. If you have some formal training you are ahead of most others looking for the same opportunity.

But the same rules apply. Let everyone in your area know you are available and that you do have some formal training (assuming you do enroll in our course). Let them know you were willing to spend your own hard-earned money to learn a new trade and that you are willing and eager to begin work to learn about the profession of private investigator.

No one is more valuable to any employer than someone who truly wants to work, who looks forward to doing it and who has spent their own money to learn how to do it. These types of people are rare indeed and I am always on the lookout for them. Most other detective agency owners feel the same way I do.

The investigator's job is to uncover information about the location, condition or activity of a person of interest. The type of investigators portrayed on television bear no relation at all to reality. The first rule of an investigator is stealth and discretion, not fast cars, sexy people and guns!

The type of investigations we are looking at focus on at-a-distance methods that can be done from any location. Once you have acquired some knowledge in how to conduct such investigations most private investigation agency owners will be delighted to sub-contract work out to you while they pursue the task of obtaining more clients.

You should personally contact a private investigator and offer your services as I mentioned above. But please, do not telephone them or show up in their office! Email or snail mail is the best method for that first contact. If the detective wants more from you they will tell you what to do next.

Years ago a young woman came into my office in southern California and told me about her background. She had been a telephone solicitor for a mail order company. She wanted to try her hand at investigations and wanted to know if I could use her. With her background in sales I knew she had a “gift of gab,” an ability to talk, so I decided to use her to make pretext calls to people I was investigating.

Over the next few weeks she made calls to several people to obtain information on credit skips and for background investigations. Her ability on the phone proved invaluable and she later went on to work for a large insurance company as an investigator.

Another part-timer I used was a young man who had worked as truck driver. I put him on trying to track missing people and he became quite good at it. Local PI agencies are on the lookout for people who can perform such checks from their own home on their own computer. The last I heard from him, he was working, full-time, for a trucking company as an investigator.

My point being that you must be open to any possible employment if you are to become a good investigator with the goal of opening your own agency someday. Get your feet wet. Get a job. Work for little or nothing if you must, but make the effort and sooner or later it will pay off. Many of my students have done the same thing.

The world is full of people who talked but never tried. Success comes to those who try, but most people are not prepared to make the effort or the sacrifices required to chase their dreams. You may be the exception and if you are, I look forward to watching you succeed.

As Thomas Jefferson once said, “I’m a great believer in luck, and I find the harder I work, the more I have of it.”

Here are just a few of the many who have changed their lives by taking the **Global** training program. You can find many more in the **TESTIMONIAL** page on this web site. Check them out! Find one near you and call them. They are real people with real jobs and were once exactly where you are today.

Richard C...Rolling Prairie, IN. “..working with the C.I.D. and the Military Police I’m amazed at the things I learned from GLOBAL. I haven’t even completed the course and am already getting calls. Thanks.”

Susan T...AK and CA. “I am earning over the \$100,000 a year and cannot thank you enough. Thank you for helping find the right place for me in life.”

Lambert A...Stafford, TX. “I have received the best training from GLOBAL. I recommend the school to anyone who wants to be a detective. I got a job as a PI after I graduated.”

Peter M...San Francisco, CA. “Absolutely the best training and advice I have ever read! Hard to believe the money I am making and I owe it all to you. I can never thank you enough.”

Roberta B...Jacksonville, AR. “How can I ever thank you for the opportunity you have given me? Your training gave me the chance I needed to achieve my goals. You are the best and with every dollar I earn as an investigator, I think of you.”

Please read on to learn how each of them found success, and how their lives changed for the better....

CHAPTER 2

YOUR FIRST CASE

Let's assume you have followed my advice in the previous pages and are ready to go to work. With your new knowledge of how to conduct a proper investigation you will spend the next few years practicing your craft and gaining experience before you are ready to open your own business.

The first full-time job you are likely to be assigned is to work **undercover**. This is the perfect test for any new investigator. It will prove whether or not you have the ability to work on your own, unsupervised and get the results needed by your boss. It will make or break your career so get it right the first time.

Surveillance is the second most likely case you will be given, especially if the assignment is a part-time position. Both these assignments require that you work alone, unsupervised, to determine if you have what it takes to actually become a good investigator. It is a test you must pass if you expect to receive a second assignment. Do it right the first time or there may not be a second time!

Let me tell you about my first case with Pinkerton's National Detective Agency. It might give you some idea of what to expect as an investigator and how you might solve similar cases when you are assigned one. You will, of course, learn exactly how to perform this investigation in the **Global** training course, **Lesson 3**.

Pinkerton's assigned me to work in a Chicago candy factory that was experiencing losses the client could not account for. I "applied" for a job through normal channels and was hired as an order picker. The only person who knew the

true reason I was there was a Vice President who had nothing to do with hiring new employees.

After several weeks on the job I was frustrated because I had not seen any evidence of theft. I was however, gaining weight from all the fresh roasted peanuts and candy that I had eaten on the job (which was allowed).

One day, a company supervisor glided up to me and in his best impression of a ventriloquist asked me how the investigation was going. I reacted with well-feigned shock and obliviousness. My boss at Pinkerton's said the supervisor was in on the investigation, but was pleased that I had maintained my cover. Lessoned learned. Never admit who you are to anyone unless told to do so by your agency supervisor. Building cover is difficult enough without you blowing it because you trusted whoever asks a question about what you are really doing.

Meanwhile, I began to look for other ways the company might be losing inventory. Instead of trying to think like a thief, I tried to think like a bag of candy. How would I get out of the building if I were a bag of candy? If I wasn't being stolen, then perhaps I was getting out by mistake or accident. It was not until I watched the automatic bagging machinery that I became suspicious. The hair on the back of my neck was tingling!

The candy was weighed, dumped into individual bags, and then sealed as it moved down the conveyor belts. A direct-reading scale determined the number of pieces of candy that would be placed in each bag. Not by count, but by weight. On a hunch, I removed a bag of candy from one of the machines and counted every piece in it, then reported the quantity in my daily report.

The response was almost immediate and amazing. The company concluded that one extra piece of candy had been put in each bag on every loading machine. That one extra piece, multiplied by a hundred thousand bags each week, added up to a huge, hard-to-detect loss. I had hit the jackpot on my first assignment!

The second kind of case you may be assigned as a new investigator is a surveillance, moving or stationary. This is usually assigned to people applying for a part-time position mostly to find out if you can follow instructions as well as the subject. Doing a surveillance will test your skills both as a driver and a detective. Following another vehicle around town can only be learned by actually doing it.

Once you have been taught the proper and legal ways to accomplish this, **(Lesson 4, plus video and audio tapes)** it will take practice to become proficient at it.

Stationary surveillance has its own methods. Sitting and waiting for something to happen can test the patience and dedication of anyone that wants to do this type of work. I'll give you just one example of what can be accomplished with enough imagination, training and experience.

My client, a Hollywood attorney, needed proof that the subject was not as injured as he proclaimed and the insurance company my client represented needed filmed evidence of the man's activities to prove he was lying. The problem was the subject lived in a walled-in house high in the Hollywood Hills and rarely, if ever, could be seen leaving the property.

His house clung to the side of the steep hill and after cruising the area for some time I found a house perched above his with a commanding view into his backyard. Renting the house was impossible but after I met with the owner, he agreed to a daily fee for the use of the house.

After several days and nights watching the subject from our vantage point, we obtained enough film footage to counter his claim of severe injuries. Needless to say our client was delighted as was his client, the insurance company. They saved thousands of dollars from this one frivolous claim and provided years of steady income to my agency as well. Everyone involved, except the fraudulent claimant, benefited from this surveillance.

These and similar cases are the kind you will face everyday as you gain experience toward having your own PI business. But what fun it can be! Chasing the bad guys and catching them breaking the law is something everyone should experience just for the thrill of it.

Being paid for having fun has to be the best job in the world. It is why we get up early in the morning, or in the middle of the night, to practice our craft. And to think someone even pays us to do it!!

CHAPTER 3

WORKING FOR PINKERTON'S

This chapter and the next, covers most of my years with Pinkerton's and I tell these stories so you can put yourself in my place as we review the cases. They are typical of what you will be doing once you start working.

Allen Pinkerton was born in Scotland in 1819, and began his career as a deputy sheriff in Kane County, IL. He uncovered a plot to assassinate President Lincoln and helped establish today's Secret Service after ending that plot. When the government took over Lincoln's protection, he was assassinated! In 1866, Pinkerton was hired by the railroads to put an end to the train robberies and the Jesse James gang of thieves. Shortly after that success he formed the Pinkerton's National Detective Agency in Chicago. The Pinkerton logo of an "all-seeing eye" is credited with establishing the word "private eye" that still exists to this day.

After having success on my first assignment with Pinkerton's, (see Chapter 2) I was sent into a wholesale liquor company on the north side of Chicago. It started out like a routine theft investigation but I also learned a lot about how government worked in the Windy City.

The warehouse supervisor, Joe "Shoes" Caruso, had been a bootlegger and soldier in a local crime family since Prohibition. He was also a chauffeur and bodyguard for the mob bosses including Al Capone. He got his nickname because he owned a vast number of expensive shoes. When Prohibition was repealed, the mob opened up this legitimate wholesale liquor company. Joe Shoes stayed on as his reward for being a good soldier in the mob.

Joe was a very funny guy, but also a violent one. He carried a revolver in his back pocket. He had cut off the barrel almost down to the cylinder to make it slip

more easily into his pocket. It also destroyed the gun's accuracy. He told me he shot at the driver of a noisy milk delivery truck one morning, but only succeeded in punching holes in the truck. He never came close to hitting the driver, but the driver was much quieter the next time he delivered milk bottles to Joe Shoes.

Meanwhile, Joe and I had hit it off, and soon he transferred me to work as a trucker's helper. Driving around Chicago delivering booze gave me time to investigate from another angle.

One night, the driver and I were wheeling our hand trucks past the owner in a South Side liquor store. He was sitting behind the counter as each hand truck, stacked with eight cases of half-pint liquor bottles rolled past him. I noticed that on the driver's hand truck, the bottom case was turned on its side and the top case sat at the same level as though the stack contained eight cases. It had only six.

From where the owner sat counting the hand truckloads, he could only see the top few cases. If they came to a certain level, he thought there were eight cases and he checked off that number on his copy of the order. He would then sign for the amount he thought he had received. The liquor company would be paid in full, suspecting nothing; the owner would later suspect his own employees of stealing; and the driver would have extra cases of half-pints to dispose of. He also sometimes shorted other customers, adding to his total of stolen cases.

Whenever he had shorted the South Side liquor storeowner, the extra cases would be delivered to another liquor store. Checking the delivery receipt of that store, I was able to determine that the store was receiving more cases than the owner signed for and no doubt was in on the thefts.

One afternoon as we finished our rounds, police, FBI, and Pinkerton's agents descended on us. We were arrested and driven to the police station. Again, as instructed, I said nothing to the police. It was all I could do to suppress the laughter welling up inside me. At the station, the driver and I were separated, and after a short discussion between the Pinkerton's Manager and the police, I left. The case for me was over, or at least I thought so.

Joe Shoes had made vague references to another job he held, one with the City of Chicago. Although he worked full time at the liquor company warehouse, for eighteen years Joe Shoes had received a paycheck for his no-show job as an

inspector with the city Department of Public Works. His job was to find and report street damage such as potholes.

In those eighteen years he had reported to work twice, both times during citywide investigations to detect such fraud which, of course, went undetected. He split his paycheck with the city Alderman who had put him on the payroll. Joe once told me that he thought the Alderman had at least 10 other friends on this ghost payroll.

After I left Gold Seal Liquors, I told a *Chicago Tribune* reporter what I knew about the scam, on the condition that my identity would be protected. The resulting front-page story and numerous follow-up stories captivated Chicago for weeks. The ghost payroll, prevalent in all cities, was unbelievable, even for Chicago. The *Tribune* ran photos and names of some of the hundreds of ghost employees. Joe Shoes was featured among them.

Weeks later, I was leaving Don McNeil's Breakfast Club, a restaurant in a large downtown hotel, with Judith, now my fiancée. As we walked past the bar, a hand reached out and grabbed my arm.

"Hey, Ciriello, I want to talk to you," said the gruff voice. I turned and looked into the face of Joe Shoes, glaring at me from under his cloth cap.

"Honey, wait for me outside. I'll only be a minute," I said. Still a Pinkerton's employee herself, she took my cue and walked out.

As I slid onto the barstool next to Joe, he said, "Jesus Christ, Ed. Good to see ya. You been reading all that bull*+##t about me in the papers? I'd like to kill the son of a bitch who blew the whistle on me."

My throat closed and I could only stare back at him with a quizzical look on my face. I wondered whether he intended to pull that short barrel revolver out of his back pocket and blow me right off the barstool.

"When you got busted for stealing," he began, "I figured you ratted me out to save your ass. Turns out it was some dumb f#%*!' reporter on a crusade. I still don't know how he found out, but I f%#* him up and everyone else, too. Guess what? I'm back on the payroll as a watchman for the city. I only have two more

years to go before I get my pension. So f#! ‘em all,” he declared, as a broad smile washed over his face.

After a quick drink and some small talk, I made my excuses and left. Judith was nervously waiting outside. She knew all about Joe’s famous temper, his gun, and the ghost payroll. I told her about his new job.

“What are you going to do about it?” she asked.

“Not a thing,” I said. “The city can keep him and his pension. They deserve each other.”

SIGNS OF LYING

Studies have found that the average person tells about 14 lies per week. There are two types of lies: **prepared** lies and **spontaneous** lies. Research has uncovered the following about people who are lying.

The **prepared** lie is one that is planned ahead of time. People who tell these kinds of lies tend to:

- *Give very brief answers
- *Give the answer immediately after the question is asked.
- *Nod their heads at the end of their lie.
- *Rub their bodies (rub hands together, etc.*Have voice tremors that can only be detected by machine.
- *Sound rehearsed. Lacks enthusiasm and they sound as if they have said it many times before.

The **spontaneous** lie, a response to an unexpected question, catches the person off-guard. People telling spontaneous lies tend to:

- *Give short answers since they cannot think of anything to say.
- *Make errors when speaking, both grammatical (“We was..”) and false starts (starting sentence over again.)
- *Pause more often, either silently, or filled with “ahhh..”
- *Use all-inclusive words such as all, always, never: “We never get to do that.”
- *Lack details.
- *Scratch their bodies rub their hands or totally freeze

CHAPTER 4

PINKERTON'S-PART 2

Now I was involved in photographing Workers Compensation Insurance claims, burglary investigations, loss prevention theft and much more. I specialized in surveillance, as well as taking statements, fingerprint lifting, handwriting, and interrogation. One of my first Workers claims cases was almost my last.

A worker had filed a claim for an injury received on the job. He claimed that he was unable to work and was suing the insurance company for a huge amount of money. I was given the task of filming him during a typical day on his farm in southern Illinois.

His farmhouse was remote and difficult to get near without being seen. It was well over a half mile from the road to his house, across plowed farmland with grazing animals scattered all around. This was going to be interesting.

I watched the farm for signs of activity. Even with high-power binoculars, I could see movement, but could not distinguish faces. On the second day I decided to try a frontal approach. I drove up to his house and found him sitting on the porch. I introduced myself as a farm machinery salesman, and we discussed his need for some large equipment. Fortunately, I failed to make a sale. But I did observe stacks of lumber, ladders and piles of paint cans near the barn.

Very early the next morning, I parked my car some distance from the nearest road and walked across the farm, trying to look like a hunter. I walked into a heavily wooded area and crawled from under a barbed wire fence onto bare, plowed furrows extending as far as I could see.

The farmhouse was almost a mile away. I crawled up and down the furrows, past grazing cows and across drainage ditches until I came to a small clump of

bushes. I was about two hundred yards from his house with a clear view and good cover. I set up my 8-mm movie camera and waited. The smell of the earth and the buzz of insects held my attention, until the sun was high in the sky. Then, there was movement at the house.

I captured forty minutes of clear sharp images of the claimant painting his house: up and down ladders, carrying paint cans, bending, stretching and wielding a brush with enthusiasm. It was enough to challenge his claim of crippling injury. At dusk I began my long crawl back to the road.

I had covered about two thirds of the distance when I first noticed a very large, very dark shadow of a very menacing animal. He was about one hundred feet to my right front, between the fence and me. He began to charge as I began to run. He thundered out of the looming darkness, head lowered, horns shining.

Clutching my camera bag, I plunged over the barbed wire, moments before he slid to a stop on the spot I had just vacated. I didn't stop running until I reached my car. My heart did not stop pounding until I was half way back to Chicago!

I learned the act of filming could also be misconstrued by the general public. One time I had set my camera up on the back seat of my car so I could film a subject through the rear window. I was unaware of a woman passing by until the car door was pulled open, and she began flailing at me with her umbrella. "Pervert," she screamed. "I know what you're doing" as she continued to whack me. I never left the doors unlocked again.

Then there was the guy who was suing his employer, claiming he was totally crippled and confined to a wheelchair. We had rented a house across the street and had filmed this same scene repeatedly. He would return to his house from court or a lawyer's conference in a chauffeured automobile. Sitting in the back seat, he would wait for his brother-in-law, the driver, to help him out of the car and into his wheelchair. He would then be wheeled up the specially built ramp into his house.

The insurance company, Pinkerton's client, was ready to end the surveillance and pay his claim. On the afternoon of the last day he was returning from a meeting with the insurance company lawyers. I had asked for the meeting to

discuss the settlement. The money was almost in his pocket, but I wanted one more chance at him.

As the car pulled up, the driver got out and was setting up the wheelchair, I had a perfect view through the camera as the injured man brushed aside his brother-in-law with impatience and sprinted up the ramp. When his lawyers viewed my film, they withdrew the suit.

I later used this case study in a surveillance training video we made in Boston, MA. You will receive a free copy of this tape when you enroll in any of **Global's** 3 training Plans.

Unlike TV Private Eyes, in real life carrying a gun is the exception, rather than the rule. I have always believed a gun gets you into more trouble than it gets you out of, and some of us got into plenty of trouble. If you want to carry a gun, join the military or the police department.

Carrying one when you have your own agency is sometimes worthwhile. Some clients like it when you carry a gun but it is usually only for show and to increase the amount of money you can charge for your services. Don't get in the habit of carrying just for fun. It is not.

Once, on a bus, I stood hanging on a strap; my coat was unbuttoned with the gun on my hip clearly visible. When the old woman sitting in front of me noticed my gun, her eyes grew huge and she immediately got off the bus. Two stops later, I exited into the waiting arms of the police who had trailed the bus, waiting for me to get off. The cops and I enjoyed a good laugh after I identified myself and described what happened. Carrying a sidearm in Chicago was and still is illegal but Pinkerton's had special permission for their agents to carry at certain times.

Another time, I was to pick up an unescorted merchant marine sailor who was coming into O'Hare Airport from Wisconsin after having been picked up for jumping ship. The pilot was notified and the gate personnel alerted. I was permitted onto the apron to await the aircraft. As the plane taxied to a stop, the stairs were rolled out to the plane. I climbed them and was standing on the platform as the flight attendant opened the door. Just then, the wind blew my coat open. She saw my gun, snug in its holster, and slammed the door shut. She reopened it after the pilot explained the situation.

One Pinkerton's gunslinger liked to imitate the way the P.I. in a popular TV program (*Undercover*, starring a very young Mike Connors) carried his gun in the small of his back. One day, when our intrepid gunslinger slid behind the wheel of his car, the gun's hammer snagged on the seat and he had an embarrassing trip to the ER.

Another Pinkerton's hot-shot tried practicing his quick-draw in front of a mirror in a bathroom of a hotel suite, while his partner sat in the living room guarding a jewelry salesman's sample case. The "Lone Ranger" continued slapping leather until the gun went off. The bullet ricocheted around the tile bathroom before embedding itself in the hallway wall.

My favorite gun story was the store detective at Chicago's Montgomery Ward store. He was a former Pinkerton's investigator. The store policy was no guns while on the floor but our hero had a terrific idea. He would carry a blank pistol! One morning he chased a shoplifter out of the store through the revolving door. Catching the man inside the door, our hero pushed as the shoplifter flew out onto the sidewalk.

Leaping through the turning door our hero drew his blank firing pistol and drew down on the hapless thief, as he lay sprawled on the ground. Rolling over the thief drew a real pistol from his waistband and fired at our hero, the bullet hitting the building above his head. The thief then scrambled to his feet and took off running, but a bystander knocked him flat, hitting him with his briefcase.

Of course, there were also times when a gun came in handy. I had been called on short notice to a South Chicago paint manufacturer where our undercover investigator had reported that a theft was planned for that day. I joined a Pinkerton's Assistant Manager on site, and set up a stakeout of the alley near the rear door where the theft was to occur. He was armed, but I was not. He took the gun with him when he left the stakeout to call the office. You can guess what happened next.

Almost immediately, three men exited the door, each carrying a case of paint cans. They began to load them into a car that had suddenly appeared from the other end of the alley. I walked toward the car with my ID case held high, as I

unbuttoned my jacket. The driver was standing at the car trunk, locking it. The three thieves were headed back into the plant when they spotted me.

“Freeze,” I commanded in my best FBI-agent impersonation. “You are under arrest. Put your hands on the car and do not move.”

They looked quizzically at each other and then again at me. I moved my hand toward my waist and the open suit-coat. Hesitantly, they began to move in different directions, just as the Assistant Manager appeared at the other end of the alley, gun in hand. The cavalry had arrived in the nick of time.

My caseload increased with my reputation so I was assigned some tough cases and as you learn your craft, you will too!

Please remember that what you will learn in the [Global](#) training program will allow you to do cases similar to these. There is no secret to doing an investigation; it only requires knowledge and desire. You must have some desire because you are reading this book. The knowledge we will supply in the course.

Pinkerton’s had a protection contract with a hospital in Ft. Wayne, Indiana that allowed four hours of free investigation services. The case was to find the person who had pilfered money from employee purses. Since the case was being done on the cheap, I was told to take a train to Ft. Wayne there being no expense money available to rent a vehicle.

With time to kill on the train, the agency manager gave me another case file to review. A Chicago Kresge (now Kmart) department store had suffered losses from an embezzler. I was given the refund slips used to obtain cash refunds, thought to be the source of the losses. I also requested and received the employment applications of all the store personnel.

Since I had studied handwriting analysis (from another correspondence course) and had already solved a crime with this knowledge, I was the logical choice for this case. Within an hour of opening the file on the train, I had identified the embezzler.

When I met with hospital administrators to discuss the theft case, I made it clear that it would be unrealistic to expect I could solve the case with only four hours to investigate. However, the hospital was certainly entitled to my best effort.

I established the time the thefts occurred by interviewing the nurses who had been victimized. I then interviewed the others who had been in the area at that time. Within two hours I had narrowed the field down to several possible suspects.

Little by little, word by word, I painfully obtained the information I was after. Before the four hours had expired, I was back in the administrator's office. I had a written confession, the subject, and a partial recovery of the stolen funds.

The train trip back to Chicago was an investigator's dream. I had cracked two seemingly impossible cases in a short time, and at almost no cost! (I obtained the written confession of the Kresge store manager the next day after a seven-hour interrogation.)

It was not the only time I solved multiple cases on the same day. I was assigned a case for the U-Haul Corporation, which only required my renting a trailer, attaching it to my vehicle, and returning it by day's end. The home office later matched the receipts with the local agent's paperwork to verify that all money received was accounted for. Since all I would be doing that day is pulling an empty trailer around town, I was assigned a case in a famous Chicago tavern where all the waiters and bartenders were singers who performed during their shift.

I was to sit at the bar, (two drinks maximum) and try to determine if the bartenders were stealing from the cash register. Two hours after entering the bar I had proof of who was stealing and how it was being done. I checked in with the office and the Assistant Manager told me he had another case for me.

Pinkerton's had an agreement with the AAA auto club that offered stolen car recovery service for the insurance companies. A theft had just occurred and the auto club requested the free service. In all of Pinkerton's history a stolen car had

never been recovered, but we had to go through the motions, much like the theft in Ft. Wayne. I left the tavern and drove to the location where the theft occurred.

The owner had been shopping at a local supermarket. When she returned to the store to pick up the last shopping bag, someone jumped into her car and drove off. It didn't take a Dick Tracy to conclude that this was a theft of opportunity, and the thief probably wanted a free ride home.

I drove around the neighborhood in a widening circle, checking the parked cars. I found the car within an hour, parked at the curb, the grocery bags still in the back seat. The car owner was stunned when I informed her of the recovery. So was I.

The Pinkerton's magazine, "*The Eye*," featured the case as the first and only such recovery. Sometime later I learned that the fee paid to the U-Haul dealer never made it to the home office. It was another great day solving three cases at the same time.

Sitting in the Pinkerton's office one afternoon, playing with our polygraph machine, I received a call about a series of thefts at an office just three blocks from our Michigan Avenue location. They had discovered another theft that morning. So my partner and I walked over and interviewed the manager.

The thief had vaulted a partition, removed the cash box from the desk where it was kept, and taken most of the paper money in it. There were fingerprint smudges on the partition where the thief had pulled himself up and over. I started by dusting and lifting the partition prints then asked my partner to try to find some on the cash box.

The office manager had told me that thirty-seven dollars was missing: a twenty, a ten, a five, and two one-dollar bills. The manager especially remembered the five-dollar bill because it had been torn in half and then repaired with cellophane tape. While my partner dusted the cash box, I decided to take a walk. The theft had taken place during lunchtime, so I thought that would be a good place to start. Putting myself in the thief's place, I thought a little extra cash in my pocket would pay for lunch.

At the nearest lunch counter, I asked the cashier if she had received the distinctive five-dollar bill. She hadn't. I repeated my request at place after place, until about an hour later, I found my man at a fried-chicken take-out stand inside the subway entrance tunnel. The cashier described the customer who gave him the five-dollar bill.

Back at the office, it took only a few minutes to pick out the suspect. I asked him how the fried chicken was that he bought with the torn five-dollar bill and his eyes popped open in amazement.

Many times, when I had the job of finding stolen property in strange places, I remembered the old story about the village idiot who found a farmer's horse that had been missing for days. Asked how he found it, the man replied; "I just figured out where I would go if I was a horse. So I went there, and there he was."

Pinkerton's services to major league baseball teams were much more fun than missing money. Investigators were assigned to follow the players when they were in town to play the Chicago White Sox. The investigators would lurk outside hotels, waiting for such outstanding players as Mickey Mantle, Yogi Berra, Whitey Ford, and Al Kaline to appear. Then we would discreetly follow the player of choice, and report his actions to the club management. The managers needed to know if their players had been drinking the night before. Then they could better determine which players to use the next day.

These assignments were also the source of much merriment among the investigators.

One time, I waited for Al Kaline, the great Detroit outfielder, outside the players' exit at Comiskey Park. Naturally, I tried to remain inconspicuous among the kids, the autograph seekers, and the groupies who were also waiting for their favorite star. One persistent groupie kept asking if I was a ball player and would I sign her book? She would not take no for an answer. If I had pretended to be a player, a huge crowd would have attached to me—which was precisely what I did not want. So I meekly insisted that I was merely waiting for a friend. She would not accept my answer.

When the team bus arrived to pick up the Detroit Tigers, my pretty young fan decided to check on me. She walked over to the bus and talked to the driver, still

seated behind the wheel. I could see his face through the windshield as she pointed toward me. He face split into a huge grin as he nodded “yes” to her questions. Everyone wants to be a comedian. She ran back toward me from across the street, her suspicions confirmed.

“He’s a ball player! He’s a ball player!” She shrieked with delight for everyone to hear. “Get his autograph!”

The crowd gathered around me, waiving their pens and paper and demanding my autograph. All over the country there are aging fans that proudly display the signature of a famous Detroit infielder without knowing they have my handwritten forgery. It was the only way I could disperse the crowd. As the Tigers left the park, the bigger names attracted the fans and they deserted me.

I spent the rest of the evening discreetly escorting Kaline and two other ballplayers around the nightspots of Chicago.

I was assigned similar surveillance’s for the New York Yankees, Mickey Mantle, Yogi Berra and other notables. These cases were reserved for investigators as a reward for good work on other cases. What you must remember is that **Global** can train you to do these types of investigations but only you can do the work. Do it to the best of your ability and you too will be rewarded.

And if this training program does not deliver everything we’ve promised-if you are not convinced that **Global will provide you the proper training in a minimum of time-just return the course for a full refund!**

CHAPTER 5

A DAY IN THE LIFE

On January 13, 1961 I had an opportunity to join forces with an existing detective agency so I resigned from Pinkerton's and brought my expertise and unwanted Pinkerton's clients to the tiny National Detective Agency on the west side of Chicago.

As the only one with investigative experience, I was brought in as an independent partner to develop the PI business for this uniformed guard service. The owners, a Turkish father and son, were mostly involved in the private service commonly known as "door shaking." A guard would go on his rounds, shaking the door of the establishment he was contracted for to ensure that the doors were locked. They did very little investigative work and I was there to increase their investigation business.

Besides the clients referred to us by Pinkerton's, a new display advertisement in the *Yellow Pages* brought a frightening bunch of clients into my office every day. Some were valuable, others less so.

Two examples will do, one bad, one good.

An older, well-dressed gentleman came into my office one day and told me people out to destroy his reputation were following him around town. He wanted an investigator to escort him around with a tape recorder to document the slander being said about him. It sounded straightforward enough, so I gathered up my recording equipment and we set off.

Our first stop was a local restaurant. The waitress came over, wiped off the counter where we were sitting, and presented us with menus. The meal was uneventful, or so I thought.

Back at my office he asked, "Did you see the signal the waitress gave to let everyone know I was there? The talk started right after that and you should have it all on tape."

"What signal was that, sir?"

"When she swiped the rag across the counter," he replied. "That told everyone who I was. That's when the talk started. You must have picked it up on the recorder. Everyone there was talking about me."

I had not heard anyone say a word about him and, of course, the tape was blank. After I played the tape he asked for another day of service because the recorder was obviously broken. This was not my first such client, but I wanted him to be my last.

Many investigators make a good living from such clients and for someone new to the profession, maybe it is all right, but for more experienced detectives it is not. I have learned that once you establish a good reputation in the area where you work, clients come to you because others have assured them that you can help them. Those are the only clients any good investigator needs to have a successful agency.

Another new client was Black & Decker, the manufacturing firm that produces power hand tools. They had been experiencing a series of obscene greeting cards mailed to various female employees of the company. The president called me in and gave me the cards and envelopes.

Returning to my office, I began to analyze the handwriting contained on them. When the five-page report was complete I presented it to the president and sat in his office as he read it. Slowly the expression on his face changed from quizzical to astonishment. He stopped, looked up at me and said, "If you are right, I know who this is!" And he did. After a brief interrogation, the vice-president of the company confessed to the crime. I still have a copy of that report on my office wall.

The president of the company was so pleased with the results you would have thought I invented a new power tool! My reputation was growing; I was in demand and becoming a celebrity. As you learn more, you will grow too and begin to earn your reputation as an investigator.

Being seen as a celebrity is usually good for business and you should take advantage of all the publicity you can get. After you have gained some experience and have had contacts with local business people and reporters you will be more comfortable with being on display in your local newspaper. While you are gaining experience you do not want too much publicity. You are not ready for it just yet.

The public eye is callous and superficial. When you begin to create your public image it should be only after you have polished your ability to speak well and carry yourself with poise and confidence.

In your first and second year in business you will want only the cases which come via your Yellow Pages advertisement. You will want only the business you can handle on the basis of your limited experience. By the third year you should be able to face the cameras and try for cases that were beyond your ability when you started your career.

Fame can come quickly and sometimes as a result of a single case. Be ready to take advantage of it because you may not get another chance.

During a typical Chicago December, a client hired me to be the Security Manager for a manufacturing company housed in an old warehouse in the stockyards. The job was only for two weeks to finish the Christmas rush. They were making plastic Christmas trees, with over one thousand employees working three shifts. The customer received six free spark plugs with the purchase of each tree. The spark plugs were the source of a theft problem in the plant. Employee drinking and drug use were also problems, and with Christmas fast approaching, the company wanted better security.

One night, as I walked the outside perimeter of the building, looking for signs of trouble, I came upon two guys trying to pry open a rear door. It was very cold

and my trench coat was buttoned up denying me access to the .38 Smith & Wesson resting on my hip. When the two guys saw me, one took off down the alley. The other was slow in getting up and I only managed one kick. I hit him solidly in the ass before he hit his stride, bolting down the alley behind his partner. They hit the fence at the end of the alley and vaulted over it before I could reach them.

No harm done, but luckily for them, whatever they had in mind had failed. Had they opened the door they would have been shocked to walk in on a room full of irate female workers.

It did not take long to find the worst offender, who also happened to be the shop union representative.

Late one evening as I entered the locker room, I found a half-pint bottle of whiskey under a locker. The liquid inside was still in motion as if someone had just set the bottle down. I had seen the shop rep leaving the locker room as I entered, so I quickly rounded him up and began the interrogation.

Naturally, he denied everything, but he liked to talk. So he blabbed away as I quietly stared at him.

“Let him talk,” I thought. The more he babbled, the more he revealed.

“You got the wrong guy,” he insisted. “You guys are always jerking me around me and I’m tired of your BS. I have not done anything wrong. I was just using the bathroom and didn’t even stop in the locker room. I don’t even drink,” he lied, “and I sure didn’t put that bottle under the locker.”

I stood up and smiled as I said, “Under the locker? Who said anything about the bottle being under a locker?”

His eyes slowly widened, as the answer became clear to him.

“Damn man, you got me! Fair and square,” he said as his face broke into a broad smile. “I was sure you were out to screw me, but instead I got myself busted with my own big mouth.”

He left the office and by the next morning everyone in the company heard what had happened. He even bragged about how I had caught him. The troubles quickly declined after he quit.

One afternoon I was driving back to Chicago from Gary, Indiana where I had taken a written statement from a witness in an industrial accident at a local steel plant. Suddenly another driver made an illegal left turn against a red arrow and I hit him broadside. There were no injuries except a minor cut on my knee.

I returned the damaged car to Budget Rent-A-Car, which had just opened their very first office in a Jaguar car dealership in a building behind the Pinkerton's office on Michigan Avenue. I had rented the car while they were still painting the sign on the showroom window.

This was their first accident. I have taken a perverse pleasure from this, and I still use Budget whenever possible. Too bad I didn't use the settlement check to buy stock in Budget Rent -A-Car but I did obtain several cases from the lawyer!

CHAPTER 6

BE YOUR OWN BOSS

If you feel the challenges, responsibilities and personal requirements [to earn your living as a PI] that I've shown you in this book are what you want, and you can follow the plan I outline on these pages, *you should be able to earn* a handsome income in a short amount of time.

Hundreds of thousands of people go to college for many years to learn their specialty. They earn very little money during that period.

You, on the other hand, have the opportunity to study and learn your specialty while earning a sizeable income. I strongly urge you to take any job you can find as an investigator no matter how unprofitable it seems at first. The time you spend learning will pay huge dividends later on in your life.

You may want to work only part-time but your sincerity, your interest and your willingness to work will give you an edge over those other employees who treat this type of position as "just another job." Part time usually leads to full time if you are any good and you will be if **Global** trains you!

If you are ready to make the effort, keep reading. The information contained here is the culmination of a lifetime of work all boiled down into this little book to show you the way to a successful career. I only wish this was available when I started out!

We begin here by assuming that you have been working as an investigator for several years and are now ready to open your own agency.

Having passed the requirements for a license in your state (besides experience it usually requires a written test and always a fee, usually huge) you are open for business. Your first year begins the day the telephone directory which contains your display advertisement is distributed.

This one advertisement in the *Yellow Pages* should generate sufficient business from the general public for you to earn an adequate income and gain experience.

By the end of your second year with these kinds of clients you should be ready to solicit cases from other sources such as lawyers and local business owners.

Why wait you ask? Because, as you learn your craft and put into practice what you have learned, you will make mistakes. If you make a mistake with Joe Smith down the street, who will ever hear about it? But if you make one with an attorney, all the attorneys in town will know about it within a week and your reputation will suffer. If you blow an insurance case, all the claims managers will learn about it. You must learn to walk before you run no matter how well trained you are.

The second factor is that most attorneys and claims managers only want to deal with experienced investigators and that takes time to establish. Meanwhile, you can make a good living from the general public while you build your reputation.

To help generate additional business you should join as many social and fraternal organizations as you can. Better Business Bureau, Chamber of Commerce, Lions Club, Toastmasters, Rotary Club, American Legion, etc.

You should also look at placing additional *Yellow Page* ads in nearby suburbs that have their own directory and few private detectives listed. And don't forget the Internet as a source of clients! You eventually will want your own web site.

As your business grows you can place advertisements in attorney business directories and insurance adjuster magazines. The size of your agency will be determined by how big you want it to be and how hard you want to work. Perhaps a multi-agent detective agency is not for you. You may prefer the one-man office

and handle only those cases that interest you. The beauty is that it is your choice how far you want to go.

Generally speaking, the detective who can be classified as a “general practitioner” such as me will handle cases involving criminal, domestic, insurance and industrial investigations. The more types of investigations you can do, the broader your client base and the more money you will make.

Later in your career you may want to specialize in one phase of investigative cases but when you first start out, you should take almost any kind of case provided you have the training for it.

The total fee for the criminal harassment case that I will tell you about in Chapter 7 was \$3,800. During this same week I had two other cases under active investigation. In total, I earned a net income of over \$5,200 during that seven day period. Not every week was as good as this one but with the proper effort and correct billing to your clients you can keep your income high.

In the case of criminal harassment you see high risk and high reward. If I had been less qualified or less experienced, or my equipment was less than the best, I might not have had a successful outcome to the case.

First, I own a wide range of electronic equipment. Without these devices I would limit my business and the types of cases I can accept. Clients like to see this equipment and I usually leave them out so they can be seen. The use of this equipment also allows me to bill the client at a higher rate providing I actually use the stuff on their case.

The basic offering of any detective then is: their own time; their experience and training; their contacts; their equipment and the amount of risk for the investigation that they are being hired to perform. Cases requiring great responsibility and great risk carry a premium. Any detective working on their own, without a large staff must have clients who need them to take high risk cases.

Another factor that affects the amount of money you can earn is the volume of work you can accept. If you handle a hundred cases a year (2 per week) you need to make a profit of \$1,000 on each to earn \$100,000 a year. Working alone you

would need high-paying clients and those usually require higher risks and the use of more sophisticated electronic equipment.

The basic principle is this: high risk and high responsibility equal high income. The success route that you take will be largely determined by the existing competition, your personal interest and abilities as an investigator.

As a private investigator you can expect to deal with these kinds of cases;

Criminal—Industrial—Insurance—Domestic

And you can expect to deal with the general public or the higher-paying clients like business owners and attorneys. When you finish this book, and the training it offers later on, you should be able to meet the demands of any client and become a successful private investigator.

Of course there are a great many other sidelines which can generate income as you build your PI agency. It should be obvious that you will not be flooded with big fee cases when you first open your agency.

As I describe some activities in which you can gain experience and income, try to visualize yourself doing these things. These and many other activities are available to you but again, **you** must make the effort.

For example, a limousine service with you as the driver and a bodyguard. If the limo is unique you can even gather some publicity for your PI service.

Or you can start a check cashing or background clearing service for local small business owners and landlords who cannot afford big bills for the same services.

Or you could do pre-employment screening or sell personal protection equipment or serve legal papers. There are many other profitable businesses you can operate on the side as you grow your detective agency.

Let your mind run wild and you'll be surprised what you can come up with. Every such business puts you in contact with the public and each of them could become a client for your PI service.

If you have experience as a bookkeeper there is a big business to be done in auditing books of small firms all around you. Being a licensed PI will give credibility when you try to sell your other services. You will be limited only by your imagination and the amount of time you put into your business.

As a unique individual you have experience and talent for a number of things. Look for ways to use these talents to expand your business and your income. Remember, you must keep the cash flowing if your business is to survive and grow. Every job you do puts you into contact with people and these people can lead you to your next client.

The Decade of the Cybersleuth

The last decade was the decade of the spy. Movies, TV and even radio programs have made the spy a household name around the world. You can add your name to that list!

From James Bond to the Unit and 24, to the evening news; it is all spies, all the time. People are aware of what we do and you can be among the few who know *how* to do it!

And then there is the Internet. The effect of electronically linking almost every human being to almost every other is an event of such magnitude; it will keep philosophers, technicians and investigators in business for ages. It means that anyone with a modem and the right skills can find out pretty much everything they need to know about everyone else.

Spying is all about gathering information, and intelligence is really just information. The procedures in the [Global](#) course will provide you with new ways to access the public data that's floating around out there in the universe of information.

It has never been easier or more efficient to retrieve exactly what you need to know. [Global](#) takes you inside and leads you, step by step, to the answers to your problems.

CHAPTER 7

HIGH RISK-HIGH REWARD

Other parts of my life intruded on my PI career in Chicago and I somewhat reluctantly resigned from the National Detective Agency and moved to southern California. It was not an easy decision but uprooting your life never is. It is the price we pay for following our dreams.

My new office building sat next to Dean Martin's restaurant, on the Sunset Strip. My apartment was a few blocks down the Strip. If you saw the William Holden movie, *Sunset Strip* with Gloria Swanson, you know the building. In the first scene, Holden is floating face down in the pool, dead.

Unsurprisingly, I frequently crossed the paths of stars and future stars, and sometimes they crossed mine. It turned out that even my employer's office would become part of Hollywood lore. The offices were later used in the 1960s as the backdrop and office for a TV series about two private investigators, called *77 Sunset Strip*.

I eventually picked up some part-time work, mostly surveillance that turned out to be interesting and fun. My employer was Fred Otash, the notorious private investigator and contributor to *Confidential* magazine that published as much dirt as they could find about anyone in the public eye. *Confidential* was so lurid it made the *National Enquirer* look like *Readers Digest*! By 1956 it was the most successful magazine in the country.

Fred and I had some things in common. We were both from Massachusetts and had military backgrounds. Working part-time allowed me to remain in the

profession, but when I had the chance to work full time for him, I realized I didn't want to make a career of the sleaze cases he was prone to do. It was said of Otash that if you wanted the dirt on Hollywood you went to Fred. He was dubbed the "Beethoven of Sleaze."

He was a former detective with the Los Angeles Police Department Vice Squad and a wiretap expert with an expensive sound truck disguised as a TV-repair van. It was loaded with state-of-the-art electronic monitoring equipment parabolic microphones, mini recorders and wireless mikes.

He had many celebrity clients and was involved in every type of sleaze investigation popular during that time. He investigated Marilyn Monroe, the Kennedys, Rock Hudson, Peter Lawford and Jimmy Hoffa, among others. His client list consisted of such names as Frank Sinatra, Mickey Spillane, Judy Garland, Liberace, James Garner and other notables, including gangsters Sam Giancana and John Roselli and many other mob-connected figures. Giancana once hired Otash to wire every inch of the Kennedy family haunts in a near blanket of visual and electronic surveillance.

He was the detective who bugged Peter Lawford's beach house in Santa Monica, in 1961, to record the bedroom sounds of JFK and Marilyn Monroe, then sent the tapes to Teamster boss Jimmy Hoffa.

He made an astonishing amount of money and worked some truly interesting cases during his career. However, every time I was in his presence I felt the need to wash my hands. The State of California finally revoked his PI license. It wasn't until 1979 that I obtained my California PI license.

Fred taught me the value of electronic equipment and the fine art of using them. A good example of this was a case in which I was able to tape a confession from a woman whose sworn deposition would otherwise have resulted in my client's receiving a twenty-year prison sentence.

My client was charged with rape and abduction. He had been having an affair with a woman who was married. He was a known alcoholic. At the height of their affair they decided a weekend in Las Vegas was a good idea so off they went after she made the proper excuses to her husband.

Later, the women had an attack of conscience, called her husband and told him she had been kidnapped. No jury would have sided with my client and he swore to me that she had gone voluntarily with him but that her husband was now irate and trying to get even with him for fooling around with his wife.

Under the pretext of representing an unbiased party I was able to secure her statement about what actually happened. While in Las Vegas my client had become very drunk and incoherent. The women panicked and telephoned her husband. The husband contacted the state's attorney and wanted my client prosecuted. It was an election year and the prosecutor wanted some free publicity so he took on the case.

When the sitting judge heard the recorded tape interview he dismissed the case and reprimanded the prosecutor. Without that tape recording my client could have been convicted and served a long sentence in prison.

I believe there is a definite sequence in which you should accumulate your investigative equipment. Starting out with only a pair of good binoculars and a camera, you can add to your pieces of equipment as you need them and as you find a client to pay for them. Of course, a cell phone is mandatory and one with a built-in camera is even better. Walkie-talkie capabilities are also a plus and will be very useful in the future when you do surveillances and stake-outs.

Your next piece of equipment should be a tape recorder, one as expensive as you, or your client, can afford. Voice activated is best. Add to this a series of small microphones and you can tape conversations anywhere. Obtain as many equipment catalogs as you can find from suppliers and study them. They are a wealth of information and will add substantially to your knowledge.

As you begin to accumulate specialized electronic equipment you should purchase room-transmitting devices and receivers. They will broadcast from one hundred feet to several miles depending on conditions on-site and the quality of the device.

A van or truck outfitted with the receiving equipment will be a good investment once you have enough equipment and clients to warrant such an expense. Auto tracking devices can also be added to your equipment as needed. They make moving surveillance almost foolproof.

This type of equipment equals high risk cases and therefore is also high reward. Know the law first and save yourself from being arrested for doing something illegal. That kind of publicity is not the best if you are looking to obtain the best clients.

Miniaturized body transmitting microphones, spike mikes for listening through walls, bug detectors, ballpoint pen transmitters, and micro video cameras are all tools you will ultimately have in your tool kit. Thirty years ago a PI had to have most of this stuff made by some hobbyist. Today they are off-the-shelf items and can even be purchased in airports all over the world!

Many private investigators make a good living doing nothing but de-bugging offices and homes. Learning how to detect bugs can easily be learned. Some manufacturers even conduct classes on how to best use their equipment. A lot of PIs pretend they know what they are doing and it usually fools their one-time clients. But, if you are trying to build a dependable client base, you'd better be good at what you do.

There is an amazing amount of money to be made by the investigator who is highly qualified to install and service this type of equipment. Once the word gets around to lawyers and others that you are that person, your business should skyrocket.

In the **Global** course, **Lesson 21**, and the accompanying audio cassette tape, are complete instructions on how to bug a room and tap a telephone. There are also dozens of manufacturers listed so you may purchase such equipment when you need them.

During your first year in business your fees or rates should be competitive. With your limited experience, your charges will be low. In this first year you will have to get every case you can if only for the experience.

Your fee schedule during this first year should start with a basic hourly rate of around \$50 plus expenses. To determine the exact fee for your services, check with any local agency as to what their fees are. Simply call one and using a suitable pretext (**Lesson 3 and cassette tape**) determine what the average fee is for a particular service.

As you accumulate experience, your knowledge and wisdom will be worth money to your clients. By your fourth year you can do more in one hour than you could in two hours during your first year. In addition to these hourly charges, you must set up a realistic charging system for any unusual requirements. These are what I call *danger money*.

Danger money is where you will make your big profits. It is why you are in business. It is the reason people hire you so don't hesitate to charge for it, and get as much as possible up front.

Whenever you take a risk you must charge for it. If you bug a room, tap a phone, climb a wall, hide, work undercover or go into a hostile area, you are taking a risk. The higher the risk, the higher the charge.

Another risk factor involves your equipment. You will have to evaluate the cost for each time that you use it and pass that cost on to your client. For example, you should add an additional charge; say \$300, for bugging a room, plus your usual fee per hour. Phone tapping is a very high risk effort and the extra charge for this could be as high as \$2,000 or more.

Be sure to discuss these rates with your client so there is no misunderstanding. And be sure to get a substantial part of the fee up-front before you begin. I can't tell you how many times I have heard, *"If I knew it was going to be that easy I would have done it myself and saved the money."* Or *"If I knew it was going to take this long I would done it myself and saved the money."*

It is in your second year that you begin to save part of your profits to build a reserve for the purchase of special equipment. As I said earlier, your first piece would be a good quality tape recorder and studying the tools of your trade that are available. (Try www.shomer-tec.com)

The many types of equipment will vary in price and function. This equipment is unlimited and you must make a serious effort to learn as much as you can about what is available and what it is you need before spending any money on it.

One low-cost piece of equipment is a de-bugging receiver and probe used to de-bug an office or home. I was employed by a large company to locate any bugs they may have had on their premises. Using this equipment and charging for it, I was able to locate the bugs and an expensive telephone tap. Needless to say my client was pleased and I got to keep the found devices!

The newer pieces of de-bugging gear will locate any transmitter which broadcasts below 600 megacycles. It will pinpoint the location of a transmitter to within one inch, even if the bug is in a wall, ceiling, floor or furniture.

You will find that as you accumulate this special equipment it will become a valuable sales tool and should increase your prestige as a private investigator. Its value in helping you to sell new accounts may be even greater than its value as an investigative tool.

For example, if you have just purchased a recently designed piece of electronic detection equipment, you will gain eager audience with attorneys, insurance claims managers and adjusters. Their natural curiosity about spy equipment and knowing that you have such gear and are available to use it in their interest will serve as a good introduction. Having the stuff lying around your office also tends to impress your clients and leads to higher fees!

Again I must caution you that much of this equipment may be used illegally. It is your responsibility to recognize the risks before you take them on. So, before you buy or use any of these tools' contact a knowledgeable attorney and learn the law in your area taking risks is part of your business if you are to be financially successful as a private detective. But it is imperative that you recognize the risks before you take them.

The **GLOBAL** training program, **Lesson 21**, along with our audio cassette tape "**Electronics,**" will give you the necessary training to get into this growing and lucrative field.

CHAPTER 8

HOW TO MAKE \$100,000

Let's now assume you have acquired enough experience to qualify for a state license. Let's also assume you really want to open an agency rather than work for one.

Remember this: once you have obtained a license few, if any, detective agencies will hire you! Why? Because you are now a competitor and the *only* reason you want to work for another PI is to steal their clients!

Just like carrying a badge, a police officer knows that the *only* reason you are carrying a badge is to impersonate a police officer. Right or wrong, that's what they believe and for the most part, they are correct.

The same with detective agency owners and managers. You are only there to steal clients so make sure it is self-employment that you truly want before you obtain a license. Most investigators never do it because working cases are better than trying to sell your service.

If and when you are ready, just contact your local state licensing office for an application. After several years of working as a PI, you *will* know who to contact. **If you do not know how to obtain a license in your state, you are not ready to obtain one!**

But let's assume you are ready. Let's assume that you do have the three qualities necessary to be a successful investigator: curiosity, passion and resourcefulness.

Let's also assume you have passed the state's written test if they have one and you have paid all the fees required including an insurance bond. You are now ready to hang out your "Open for Business" sign.

Most people realize that the best marketing or promotion you can have is word of mouth, when you don't even have to advertise because clients are seeking you. Clients come to you and say, "I want to hire you because I heard about what a tremendous job you did on the Miller case, how your report was timely and to the point and your prices were reasonable."

Yes, the best marketing is word of mouth, but many investigators, especially those just starting out, obviously have not had the opportunity to establish a wildly successful reputation. That's why you need to implement the other elements of marketing.

The classic elements of a traditional marketing plan include advertising in trade papers and magazines as well as the Internet, brochures, direct mail, media relations, etc., to make people aware of your existence and to convince them to use your services.

In this chapter we'll offer you some tips along the way, but basically you must have an idea about how you want to run your business. You're going to be ethical, cost-effective, responsive, honest and good or you won't.

If you've decided you're going to be rude and crude, then there's not much sense pursuing the rest of the items here, because although they may help you land a client or two, they will never help return a client to you.

If you are a lousy private investigator, this will not turn you into a good private investigator. But I'm assuming you would not be opening an agency unless your skills are good, your motives true and your integrity intact.

Certainly one of the most critical elements of developing your marketing plan is to identify your audience. This may sound simplistic, but it really demands some time and thought. How can you determine the best way to contact and influence people if you have not decided exactly who you are trying to reach, and which audience is most important.

For example, you might think I will offer a full-service investigation agency, so my clients will be: the general public, who will hire me to locate missing persons and produce evidence in domestic cases; lawyers who will hire me for civil and criminal cases; businesses, for which I will perform background checks and undercover surveillance; and insurance companies, for which I will conduct fraud investigations.

There is nothing wrong with trying to get as much business as possible by accepting a wide variety of cases, as long as your investigative skills can support your claims.

But knowing that you have to inform this wide range of audiences or potential clients about your services can leave you dazed and unfocused.

So take a little time to prioritize. What kind of cases do you really want? What jobs from which sources are most profitable? Where should you spend your time, money and efforts soliciting the best cases? These answers will help you determine what to do, and what to do first.

Here is just a partial list of the types of cases you may want to undertake:

Accident Investigations	Industrial
Backgrounds	Child Custody
Criminal	Divorce
Fraud	Legal
Financial	Employee Theft
Extortion	Undercover
Store Detective	Missing Persons
Electronics	Surveillance

Bodyguard

Bail Enforcement

Auto Repossession

...and much more

For example, if you intend to work exclusively for insurance companies, you may never want to advertise anywhere, not even in the *Yellow Pages*.

The actual list of people who will hire you whether or not they are in your own city is quite small and specialized. You will need to pursue your marketing efforts with letters, literature, phone calls, contacts, etc., but it would be an enormous waste of money to advertise on television or in newspapers if your clients cannot be found there.

If you decide your principal audience is business owners, it might not make sense to advertise on television. It would make more sense to advertise in your city or region's business newspaper, or Chamber of Commerce publication. The ads will actually cost less and will be much more targeted to the audience you are seeking.

If you are specifically courting businesses, it would make even more sense not to advertise at all. Executing a sustained direct mail campaign could give you all the leads you need.

If you want to get the most of your cases from the general public, then you must advertise in the *Yellow Pages*, and you may even want to consider television or radio ads. But TV ads are a buckshot way of trying to reach the limited number of people who will give you business.

So identify your audience, all of your audience, and then decide which ones you should pursue first, second, etc. It will certainly help you channel and focus your marketing efforts.

Carve a niche. This has to do with the kind of investigation you intend to do for a living, as well as the kind of investigations you do not intend to perform.

If you've read other marketing materials, this is referred to as establishing your USP, or Unique Selling Position. It's Cadillac versus Ford. Both are

automobiles that will get you from point A to point B, but both have special features for a special type of audience, and market selectively to their target audiences. And it works. Even if you can't afford a Cadillac, you are aware of its reputation, its cost, its resale value and more. And even the average person will not confuse a Cadillac with a Ford.

And that's what you need to strive for! Don't let your potential clients confuse you with other private investigators! You're the Cadillac of the investigation business; you're worth every penny they pay you because you're better than anybody else. Or, you're the Ford of the investigation business! You're economical, reliable; you get the job done without unnecessary flair or expense.

The beauty is that you can decide right now what your position will be. The more you can distinguish yourself from the other investigators, the better your chances of landing the business you want and need.

Specialization is the wave of the investigative future, but that does not mean that you want to turn down the other types of cases. But if you intend to specialize in polygraph examinations or tracking lost assets, then that needs to be the primary focus of your marketing efforts.

Identify a need and fill it. If you're focusing your marketing efforts on lawyers, what do they need in a private investigator that you can fill? Do they need someone to frequently travel around the state? Is that you? Do they need someone willing to accept a batch of assignments at a group rate? Can you do that, and are you willing to do that?

Are you focusing your marketing efforts on the general public? Do they need someone who specializes in locating missing persons? Is your city the marriage capital of your state where you could clean up doing premarital investigations at a low advertised rate and still make a good living doing it?

Focusing on business? Are there a lot of high-tech and/or research facilities in your area that are concerned about industrial espionage? Do they need someone who will conduct frequent and economical checks and sweeps for electronic bugging devices? Do you want to do this kind of work? Do you have the necessary equipment to do it? Are you willing to lower your unit cost per search and offer volume discounts?

The decisions are, of course, yours. It's been said that the ideal way to make a living is to find something you like to do and then get paid for it. However, just because you enjoy sweeping offices or private homes for bugging devices doesn't mean that there is a big demand for it in your area.

If you live in a bedroom suburb, primarily residential area, you could get rich by doing domestic cases. You then need to ask yourself if you are willing to focus on domestic cases because it's important that you continue to live where you are living. After all, you really don't mind doing them, or, do you want to become the best known counter surveillance investigator in the nation, and you're willing to move anywhere and do whatever it takes to achieve that goal?

Decide, pursue your dreams, fill a need and be successful.

While price is something you need to consider for the cash flow, the lifeblood of your business, the contribution of your pricing strategies to your marketing strategies should not be overlooked. Your pricing strategies can greatly contribute to the sound operation of your business, its growth and the satisfaction of your clients.

Communicate your financial policies clearly to your clients. This can avoid problems in the future, problems that may prevent a client from using your services again.

Accept credit cards for payment. It contributes to the ease of use issue and may make you accessible to someone who otherwise may not have the funds to hire you.

And if you are thinking of establishing your niche in the market as the low cost investigation agency, just be sure you think that option through completely. This can work well if you can truly achieve significant volume and make the kind of profit you expect. But a pricing philosophy needs to be fair to both you and your clients, and there is something to be said for pricing yourself a bit above the ordinary.

Those of us in the public relations business know that *perception is reality*, and if the pricing strategy suggests to your clients that you are a bit above the

ordinary, that's what they will think you're worth. You still have to deliver the goods.

I'm not suggesting that you try to rip off your clients by charging them an expensive fee for service, but I am suggesting that you suggest to your clients that you are worth the fee you charge and then prove to them through your extraordinary service that you indeed are. People will pay for quality, or for their perception of quality. Positioning yourself as a cheap detective may suggest that is all you are worth.

You must have the ability to work with people if you want to be a successful private investigator. Can you read people; get them to give you information over the phone; stay in control of conversations?

You will need to be both creative and tenacious. Sometimes finding elusive information requires a great deal of patience like unraveling a tangled ball of yarn starting at one end and unraveling all the knots.

Since written investigative reports are an integral part of this business, you will need to be able to communicate in writing as well as verbally. (Lesson 11) In fact, writing reports may be as important as actually doing the investigation. If you cannot clearly write one, you will have problems keeping clients who may know you only through your reports.

While private investigators enjoy a glamorous image, this business can be grueling and unpredictable. Often working long hours on the weekend and evenings, private investigators have difficulty making firm commitments to their own social lives.

For example, if you're on a stakeout, you have to stay with the person under surveillance until you get the information you need. You can't excuse yourself to go have dinner with family and friends.

Unlike most detectives on TV and in novels, private investigators really do get paid for their work. Your fee for doing investigations can range from \$25 to \$400 an hour, but with this, as with any service enterprise, if you aren't on the job, you aren't getting paid.

It is estimated that it takes at least two years to establish a clientele. In order to establish a strong, dependable clientele, you are going to have to be your own best investigator.

There are a number of sources from which you can solicit business: trial lawyers, insurance companies and corporate personnel departments. You may make a direct mail contact using an introductory letter and perhaps a newsletter, then a follow-up with a telephone call.

Yellow Page advertising may be a good way to get private clients for collections and marital work (about 25% of the private investigator's work). You may be able to speak at meetings, (attorney associations, security shows, etc), or present seminars or workshops on specialized topics such as pre-employment screening. And do get on the Internet with your own page as soon as possible.

Get your name in the news as often as you can. Make people aware of your services. Join the local civic and business groups and let people know who you are and what you can do for them. Network with other PIs all over the world. Let others know you are out there and ready to help them.

Join detective associations. (Listed in the training course). As a graduate of **Global** you will belong to one of the largest and most exclusive detective associations in the world. With members in over 75 countries, and in every state in the U.S., membership is open only to **Global** graduates they are always ready to help you.

You should have some form of a 24-hour telephone answering service. Again, as a professional, you should not have wives, children, or friends answer the phone. If they must, it should be prearranged that they answer with the agency name, followed by "May I help you." It is preferred that a 24-hour answering service is retained to answer the phone when the investigator is out of the office.

If an answering machine must be utilized, ensure that the outgoing message is done in a professional manner. A preferred message would be "You have reached the ABC Investigation Agency. Unfortunately, we are unable to answer our phone at this time." (For security reasons, never say no one is there or that you are out of town.) Instead use, "If you will leave your name, date, and time of call, and a brief message, I will return your call as soon as possible." Never leave a message such

as "This is Dick Tracy; I'm not in now, leave a message and I'll get back with you." Again, always present yourself as a professional.

When a potential client comes to you, he or she normally has a problem that they are hoping you can solve. If they are angry, upset, and depressed, your first task is to comfort them. However, always remain professional. Don't get involved with taking sides in hopes a potential client will hire you because you sided with them. Your advice must be sound and professional.

It is imperative that you determine at the outset of the initial consultation the approximate cost for the type of investigation the potential client desires. Ensure that the potential client understands the approximate cost and your pricing structure, i.e., hourly rate, mileage rate, and all expenses incurred.

Be certain that the potential client can afford these prices. If they can't afford your fee, explain that you are very sorry, but you don't believe you can help them. Don't negotiate on price. It will only cheapen your image. Have a set price and stand by it. A very prestigious case or client will be of no value if you are not paid for your services. You are a professional and should be paid as such. Leave nonprofit work to nonprofit organizations.

Once you decide to accept a case, the first thing you should do is get a signed contract between your agency and the client. This type of contract is called a "**Contract for Service.**" This agreement should contain the date, client's name, address, and telephone number. It should specifically state the type of service being retained, i.e., surveillance, civil litigation, internal theft, etc. Also, include the locations of services. The agreement should state that they are subscribing to your services, at the rate you charge per hour, plus expenses and mileage at the rate you charge per mile. You will be given a copy of such an agreement in the **Global** course that you may copy and use.

State that you will notify the client when the cost of services, including expenses and mileage has reached a dollar amount agreed upon by both you and the client. State the period of time the agreement shall cover and a minimum period it shall remain in force. It should also be stated that the client should notify you in writing if additional services are authorized. The retainer amount that you require upon signing the agreement should be recorded, as well as the fact that the balance shall be paid in full prior to the release of any information developed.

It is also very important that you ensure that the client understands that the fee is not contingent upon, or related to, the services performed or charged by others, or information and details developed during the course of the investigation. It is also not dependent on the success or failure of the investigation. You are paid for your services, not whether or not you are successful.

The client should also understand that all information developed and submitted to the client shall be treated as strictly confidential and should not be released to anyone without written authorization from you.

Any “**Contract for Service**” that you draw up for use by your agency should be checked by your attorney for legal content before you use it.

You are the investigator! Don't allow clients to run your investigations. You should conduct all investigations as you see fit. If a client wishes to assist or direct, inform them that you must insist that they remain detached from the actual investigation.

They have hired you to conduct the investigation and they must allow you to do your job. The only exception should be when the client is an attorney. An attorney may only desire certain aspects of an incident investigated, or certain person interviewed. Under these circumstances, it is the attorney's case and he or she knows what they want.

The career of a private investigator can be exciting and prosperous. Never lose sight of the fact that you are in business to help people who have problems. Always be fair with your clients and **NEVER** compromise your position as a professional or the honorable profession of private investigation.

Experience and reasoning are the two most important qualifications you need if you are considering starting up and operating any business. If you lack either you will most likely fail. But do not be discouraged. This course was designed to provide you with enough knowledge to gain entry into the private detective business. After you have put in your time, and learned how to put your training into real-world use, you should be able to open your own agency.

CHAPTER 9

A FINAL WORD

Just as you need all the facts to solve one of your future cases, you now have all the facts you need to reach a decision about your future. Do you truly want to be a private investigator? Do you want the prestige, income and reputation of being a private eye?

If you are just beginning your working life, or looking for a career change you have in your hands the key to your goal of becoming a private investigator. Now you must turn that key to enter that life.

When I started in this business, nothing like this book and the training it provides existed anywhere. It was much more difficult to enter the profession then but those of us who had the desire followed our dream and found success. Today, following your dream is much easier but it still requires your effort.

I hope this book has given you some insight into the workings of real private investigators and that it has answered all of your questions. If not, please contact me by phone or email. I am here to help you achieve a goal.

The steps you need to take to achieve your goal are clearly laid out here but only you can connect the dots. In a very short time you can be on the road to becoming a private investigator but that all important second step must be taken by you.

Men and women well trained in investigative techniques are qualified to fill positions in today's law enforcement agencies, industrial, corporate facilities and private detective agencies.

Global helps to fill the needs for such trained personnel and have been doing so since **1973**. The **Global** Diploma opens the door to high-paying positions for you as it has for thousands of others worldwide.

The prime objective of **Global** is to prepare you for a position in the field of investigations and, if you choose, leading up to your opening your own detective agency.

Your desire to learn is a powerful force. Coupled with thorough, practical, up-to-date training, it makes an unbeatable combination.

Only you can decide where you will be in the future. You now have the key to a better one in your hands and a simple phone call or email will unlock the door to a better future. **Global** will help you achieve your goals and improve your life.

This book has shown you how *you* can become a private investigator. The rest is up to you.

This is your chance to take control of your life and do something you have thought about for some time. Do it for yourself and your family. For a very small amount of money you can achieve what you want—if you want it badly enough.

You are 26 Lessons away from becoming a private investigator. In 30 days or less you can be well trained in the art of detection and well on your way to your first job as an investigator.

Enroll today and start learning everything you need to know about how to be a private investigator. You could be a working PI in a very short time and making over \$100,000 a year within a reasonable time.

MY GUARANTEE TO YOU.

Remember, there is no risk to you. Our unconditional guarantee allows you time to look over the course and if you decide that it is not for you, just return it for a full refund. My name and reputation is on every page and if you are not pleased with my efforts, I will gladly refund your money.

CALL ME; I CAN AND WILL HELP YOU SUCCEED.

1-(877) 337-0785 or info@pvteye.com

CONTRACT FOR SERVICE

(Sample Only)

CLIENT: _____ CASE NO. _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
TEL: _____ EMAIL: _____

The undersigned hereby subscribes to the services of (name of your firm) as set forth in this agreement. This shall consist of (number of investigators) performing services as shown above at the rate of \$_____ per hour, plus expenses and mileage at the rate of \$_____ per mile. Cost of services shall not exceed \$_____ per 8 hour period, exclusive of expenses and mileage. (Name of your firm) shall notify the client when cost of services, including expenses and mileage, has reached \$_____. This agreement shall cover a period of _____ and remain in force for a minimum period of _____. The client will then notify (name of your firm) in writing if additional services are authorized.

Upon signing of this agreement a retainer of \$_____ has been paid. The balance of fee for services will be paid upon a statement of services being received and prior to the release of any information developed. The balance shall be paid in full and the fee for services shall be paid directly to (name of your firm). This fee is not contingent upon or related to services performed or charged by others, or information and details developed.

If services are cancelled or stopped by the client, the retainer shall be forfeited. Any services, expenses, mileage or costs, which exceed the amount of the retainer shall be paid in full upon receipt of a statement of services and prior to any information developed being released. This agreement shall be terminated immediately upon receipt of written notice by either party.

ALL INFORMATION DEVELOPED AND SUBMITTED TO CLIENT OR HIS OR HER AUTHORIZED REPRESENTATIVE SHALL BE TREATED AS STRICTLY CONFIDENTIAL AND NOT RELEASED TO ANYONE ELSE WITHOUT WRITTEN AUTHORIZATION FROM THE CLIENT. CONDITIONS NOT PRINTED OR WRITTEN ABOVE ON THIS AGREEMENT ARE NOT BINDING ON EITHER PARTY.

DATE: _____ CLIENT _____

