

Product: iPhone Stylus + Cleaning Kit

Copy: I'm a big believer in paying it forward. I'm not obsessed with balancing the books; I just think it's the decent thing to do. So when a friend of mine asked for a favor, I immediately agreed. He wanted me to help out a friend of his, someone with an amazing talent.

I parked in front of the nondescript building, about the size of a double car garage. I walked into a simple office that doubled as a tasting room. On the counter were three bottles.

"You're the website guy, huh?" said the older guy behind the counter.

I said yes, introduced myself, and shook his hand. He had a firm grip.

"We're just about ready to advertise and thought it would be a good idea to set up a web page or something, but I don't know the first thing about it. I like to specialize. You do what you're best at."

The product was distilled spirits. He had vodka ready for distribution and was working on the recipe for an aged rye whiskey.

I didn't know the first thing about distilling whiskey, so he took me around. As we walked around the distillery room, the heady aroma of fermenting grains heavy in the air, I took pictures with my iPhone. He explained the process of malting, mashing, fermenting, distillation, and maturation. And it all took place in a relatively small amount of space.

"I'll just use these pictures to begin with so I can build the website prototype. When you approve the design, I'll arrange for a photographer to take some higher quality shots."

He nodded. "So what's that?" He nodded toward the stylus I was using.

I explained that the <redacted> stylus made it so I didn't have to continually clean my screen. The stylus did everything my touch would do and didn't leave all those annoying fingerprints. "I can use it with my iPad, too. And it comes with a cleaning kit."

"One of these days I'll need to get myself one of those smartphones, I guess."

"For now, just keep doing what you're best at," I said, taking a sip of some magnificent vodka.