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HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How One Free E-mail
Produced \$100,000 In Consulting Fees
With Local Chamber Chapter**

*Michael Senoff Interviews Interviews
Marketing Consultant Alex Whiting*

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

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I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

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Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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"The Alex Whiting Interview"

How One Free E-mail Produced \$100,000 in Consulting Fees With Local Chamber Chapter.

The advice you are about to hear from Alex Whiting can give you look into the consulting business through an 8 year veteran. I am excited to introduce to you another exclusive interview for the HMA consultants with Mr. Alex Whiting. Alex is only 26 years old and runs a half a million dollar consulting practice. Be a "fly on the way" as I pull out all his consulting secrets in this 60 minute interview. Alex had paid his dues in the business. When consulting, he's worth about \$1000 an hour. But you don't have to pay that. You'll hear his opinions on what it take to make it in the consulting business, as well as how he used his marketing skills to walk in cold and close clients with a 95% success rate. If you follow his advice, you'll also make far less mistakes in your consulting practice and make a ton more money. Enjoy.

Michael: And, how much did that email cost you to send out?

Alex: Nothing.

Michael: How many dollars in sales did that eventually, that one presentation for the chamber bring your consulting business?

Alex: Well over \$100,000.

Michael: A hundred thousand dollars for an email out to about a thousand people to a chamber of commerce. That's not a bad return. All my consultants, my HMA consultants, do you think they could work their local Chambers and do what you did if they have the tools to put on a PowerPoint?

Alex: Absolutely. People are always looking for ways to increase their business.

Music

Alex: Hi Michael, my name is Alex Whiting. I'm a Y2 Marketing consultant. Actually, oddly enough I've ditched just about everything I've learned

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from them about two years ago, and actually have become a very successful marketing consultant, now, but I keep on coming across your website. I keep on coming across your materials. It seems like you've done some interesting thing, so I think it would be worthwhile to rap with you a little bit and just kind of understand what you're up to. Who knows? It's always nice I think to talk to somebody who's in the industry and to share some ideas and get an idea of what's going on.

I'm 27 and I'm with Y2 Marketing located in Philadelphia.

Michael: You're in Philadelphia, and is this your first experience with consulting? How would you describe yourself? This is Alex Whiting a marketing consultant. What do you like to call yourself?

Alex: A Purveyor of Profit Steroids.

Michael: A purveyor of profit steroids. Where are you located? Where in Pennsylvania? Philadelphia, Pennsylvania. So, you've been doing consulting for how many years?

Alex: Eight years.

Michael: Eight years, and you started very young with a software consulting business?

Alex: Yes.

Michael: And, then moved and started learning a little bit about marketing and became interested in marketing. You're working with chiropractors and mortgage brokers.

Alex: And, realtors and there's actually several other niche industries.

Michael: How much are you making with your consulting business? Half a million a year?

Alex: Yeah, I think it could be a lot more than that this year already. At this point in my career, I'm making over a thousand dollars an hour for my time spent on any given deal.

Michael: Can I ask how many years you've been doing at least a half a million?

Alex: It really started last year when I learned – it was instead of doing business with anyone that came to me when I started leveraging things that worked.

- Michael: So, how did you get into all this consulting? Where did it all start?
- Alex: When I was about 18, I started consulting. I actually had a business in high school where I developed software. It turned into a consulting business when I was about 18. I started a company when I was 19, and I grew that to a pretty large size.
- Michael: What was your software that you were developing? You were in high school at 18. Were you a computer nut?
- Alex: No, I was 16 when I started doing software development for businesses.
- Michael: Didn't you tell me you were writing code when you were four or something?
- Alex: That's right. I was writing software when I was four years old. I grew up with a computer chip in my head.
- Michael: How's that? Did your parents influence you somehow that way?
- Alex: No, I just hooked to it.
- Michael: So, at four years old you were writing code.
- Alex: When I was about eight, I wrote a game that was published for Atari called Special Command. I grew up in a pretty normal family. I actually around eighth grade I stopped going to school much and just showed up for testing because I was an expert test taker. I pretty much was let go to do whatever I wanted, and somehow I think it was through my power of persuasion, I got away with it every time. So, I went to a private school that was very strict. I did the same thing, and as soon as I got a car. I bought my own car. I bought a BMW from writing software for people. I bought my first car when I was 16. It was a brand new BMW, and I just didn't go to school except for test days, and I called meetings with all my teachers and explained to them what I expected of them. It sounds ridiculous, but I got away with everything I wanted my whole life.
- Michael: Did you ace everything? Straight A's?
- Alex: Yeah, and I didn't do well in the homework grades because I never did homework, but this is a key thing and you'll find this leads to my success in everything. I am very good at pattern recognition, and the way I did so well at the tests, and this is a real critical thing, patterns, and this is a critical thing because when you're doing marketing, you have to pick up on default and speech patterns on the people you're marketing to.

So, what I would do is I would show up for the first two days in the class, and I did the same thing in college, and just get a gist of their patterns, and then when I went to take the test, I would imagine they were talking to me and they were telling me the answers.

Michael: Okay, and so that helped you ace the tests. So, let's apply that to a marketing consulting or you getting an account or something related to marketing consulting where the people can make a connection.

Alex: It happens all the time. For example, I market to people who buy things that I've never bought before and I have no clue what it's like to buy what they buy, but I may have talked to people that would be in that target market for example, have some conversations with them. And, just from little conversations, I can get a feel for the way they think, and kind of get a feel for their thought patterns how they would react to certain things, what sequence of messages they need to hear in order to buy.

Michael: Let's continue and talk about the software you developed in high school.

Alex: I mostly developed chess playing software, and also I developed some network software that I sold under a private agreement to a small business.

Michael: As you got older, where you're gaining knowledge in structuring deals where there was money in it for you?

Alex: Yes, I never had considered myself a salesman, and generally when someone asked me about some sort of problem or if I solved problems, just by my nature, I like to help people. That I think is a critical aspect of being a good consultant. I love to help people. So, what I would do is just starting talking to them about, "Hey, have you tried this? Have you considered this?" And, automatically because I'm talking about them, I established myself as an expert and I win their trust. That's how I've sold everything, and that's still how I sell things. You've got to have that strategy. Jay Abraham calls it the strategy of preeminence, but you really need to think about who you're dealing with first and you need to really focus on giving instead of getting.

My first company, I hired a guy who was a marketing director over at a similar company that wasn't a competitor, and I just always loved the human mind. Ever since I can remember, I was in love with the human mind and the way humans think. So, I've been very interested in psychology.

Anyway, I hired this guy. He taught me a lot of different things and this at least got me started on that path.

Michael: You hired him to do consulting with you?

Alex: I basically I had a software company that was the one I started when I was 19. We developed enterprise software, and what I did was hire him to market my product.

Michael: Okay, did he do a good job at it?

Alex: No, he didn't. He failed miserably, and I think his mistake was the mistake that most marketers have when they go to one particular niche to another is they forget to continue learning. They assume that everything's the same under every buying situation.

Instead of actually trying to take what he used in the past that was successful and improving on it, he just tried to display over like a template, and that doesn't work. However, it really gave me an education on what not to do, and so here I was with a software company trying to sell products. Eventually, I was the one who sold everything.

So, a lot of it was through trial and error. I love the human mind, and I went through actually several. I hired some VPs of Marketing. I went through three of them actually. So, that's eventually I took it over myself. It got frustrating. This was about, actually my company is about three years old. I'm 22.

So we started branching out to IT consulting, and I started understanding what the end product of mine is not so that they can have a cool piece of software or cool computer system or a network. It's so they can make money. So, they can be efficient and effective and they can be innovative with their products and the way they serve people.

So, really I just don't like segmenting myself and I didn't want to segment my company either. So, I ended up doing a lot of business consulting along with IT consulting. I often had a relationship that was really an executive level with the employees of the company. So, I would actually regularly meet with the owners of these businesses and they pretty much asked me about everything when it came to the business, not just the IT stuff.

About 2002, I found Y2 Marketing. I knew I really wanted to take the business consultant to a step further and really work with businesses

creating more value and more highly impactable ways than just developing software and computer systems.

Michael: So, were you actively looking or how did you find Y2 Marketing? How did that happen?

Alex: Well, actually at the time, I was setting up a SEO business, search engine optimization business, but I knew if I really wanted to focus on value, I wanted to do what lawyers do during sentencing. Think about anyone who makes a lot of money because they provide a huge amount of value in return and then make other people a lot more money.

For example, Tom Cruise gets paid \$20 million a picture. Do you know the built-in audience is probably \$100 million? He's worth \$20 million. Any athlete, if you look at it, I mean they get a fee if they endorse a product, the fact is people who make a lot of money whether it be real estate agents or a lawyer, people are actually provide value in great excess of what they provide. They're very aware of it, and usually they're doing it on a performance basis.

The fact is actors are in a sense, doing things on a performance basis. So, are athletes, so are lawyers, any kind of people who really make a lot of money. They're all working from their own, and they're pretty much taking a lot of risks that most people aren't willing to take.

Michael: And, how did you come across Y2?

Alex: I saw their fax several times.

Michael: What did it say?

Alex: It said, "Make the jump to \$350,000 per year to \$750,000 within the next 18 months." Then, they explain – it was a very well-written fax. It qualifies itself as a legitimate business opportunity by saying, "We're not going to mislead you. It's hard, and not everyone can do this. We're only looking for certain kind of people. We're looking for people who have at least three years of sales training, at least three years of business training preferable entrepreneurs. People who have been making over \$120,000 a year for the last three years." And, they qualified, they gave you a sense, anyway that they're qualifying people, and that way it kind of creates the aura of scarcity, something that people want to get into.

It was a very well-written ad. I'm actually thinking about using it as a template for some of the things I'm doing with some clients. They've

effectively sold over 1,500 consultants using that fax blast and at \$35,000 a piece.

Michael: It was \$35,000?

Alex: That's correct.

Michael: So, you go this fax, and what were you directed to do? How many times did you get it before you called?

Alex: Three times.

Michael: And, then you called a phone number.

Alex: I called a phone number and they sent a CD, a preview CD, a two-CD set I believe, and it was very well packaged CD. It had all this great copy on it, and then it directed to you to a seminar, and I went to the seminar.

Michael: Did you pay for the CD?

Alex: No, it was free.

Michael: When you called was it just a voice mail, or did you talk to someone?

Alex: Actually, I talked to someone.

Michael: So, did they qualify you further?

Alex: First of all, the need information where to send the CD, and second, to book you into the seminar.

Michael: Did you know you were going to be booked into a seminar? Or where you just calling to get a CD?

Alex: Actually, I think so and also they give you a password to a website detailing the opportunity, explaining the system.

Michael: Okay, so you got three things. They took your address. They sent you a CD. They gave you a password and a URL to be directed towards more information, and then they booked you into a seminar that was going to be in a local area.

Alex: That's right.

Michael: So, the CD was on the way. Did you immediately go online to the site?

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- Alex: Yes.
- Michael: And, then how far away was the seminar from the time you talked to them?
- Alex: I think it might have been a week out, a week and a half.
- Michael: So, you read through the website and you went to the seminar?
- Alex: That's correct.
- Michael: Were there a lot of people there?
- Alex: Yeah, actually there really wasn't. There was seven people, and it was a smaller room. It was done in the evening. I believe it was a Thursday evening, and it was done I believe after – I think it was like at seven o'clock. It was like from seven to ten, and then after the initial seminar, you booked an appointment with a recruiting agent for the following morning and then pretty much they tried to sell you right then and there.
- Michael: So, what was the seminar? Was it someone up there talking, going through?
- Alex: Yes, it was PowerPoint slides, and they pretty much did a funneling down approach where they explained all the problems with the typical job nowadays, and how difficult it is to really make a lot of money. You could be in the top one percent and still be broke. You could make \$350,000 a year and still be broke, but what kind of opportunities are most lucrative, what kind of avenues do you have available to you. Eventually, everything is funneled down to mesh with their opportunity.
- Michael: So, it's pretty compelling presentation?
- Alex: Yes.
- Michael: All through the PowerPoint, all structured, scripted and organized.
- Alex: That's correct.
- Michael: And, were you at tables or chairs?
- Alex: We were at tables.
- Michael: Okay, was Curtis the guy doing it?

Alex: I believe it was Curtis.

Michael: Okay, so he was taking you through the PowerPoint. So, at the end of that, if you choose to, you could book an appointment with the recruiting agent, or if you weren't interested, you just walked away or what?

Alex: That's right.

Michael: And, so you choose to book something.

Alex: Right, and then, in return you get a second password for the website where you get even more information. I think they might have even given you more bonuses as well, some sort of packet, an information packet that had an air of exclusivity to it.

Michael: And, that was for if you recruited for an appointment for the next morning.

Alex: That's right.

Michael: Okay, so you did that. You probably went online, checked it out, then you came back for your appointment. Then, it was pretty much they were trying to sell you actually.

Alex: It was a hard sell. It was takeaway kind of sell, and Curtis would say things like, "You know what you really should be asking me is what you can do to make sure you're successful in this business." So, he kept on trying to qualify me instead of me qualifying him. I saw through it, and I just leveled with him, but he was pretty persistent. He's a good salesman.

Michael: So, you wanted to do it, and you did it.

Alex: Yes, that's correct.

Michael: Did you do it right there?

Alex: I pretty much told him that I would take these documents home. I would get back to him the following day. They were trying to get me to sign right then and there, and I just have a personal policy to never do that. I know how good salesmen can be, and it's really easy to get sold something that you really don't need or don't want. So, I always sleep on it at least on day.

He said he made a special exception. He gave me his cell phone number for that, but I'm sure he was happy with his commission.

- Michael: Did you pay it all at once \$35,000?
- Alex: It was \$3,500 down, and then before you could actually come to the seminar you had to pay the balance, and you had up until like noon on the second day to back out.
- Michael: Okay. The actual seminar – how far off was that scheduled?
- Alex: It was about a month and a half. They had them going like a few months, but I had to find something that would work with my schedule.
- Michael: So, from the time you put your \$3,500 down, what were you doing? What did they instruct you to do?
- Alex: They sent a whole box filled with classic marketing and advertising books about persuasion and influence, and pretty much a list of things to do to prepare to set up your office with a bunch of instructions and guides on how to get you pre-started in your business.
- They gave you something called the Agent Resource Text that pretty much had all their systems in Word and PowerPoint and Excel and PDF documents so you could start looking at that. So, you were supposed to familiarize yourself with all these materials before you went to training.
- Michael: And, did you do that?
- Alex: Yes.
- Michael: Was it some pretty helpful stuff?
- Alex: It was, and I had a hard time seeing where they really made that jump from the materials that gave you which they claimed was their background materials, that was their grounding materials.
- Michael: They claim that that first box was their grounding material?
- Alex: That's right.
- Michael: But, it was just books that you could get at Amazon or the book store, some of them.
- Alex: That's correct. What was really powerful was the other system. They have this thing called the ASA packet which pretty much is a system to walk them through creating great marketing.

- Michael: Creating great marketing?
- Alex: That's correct.
- Michael: What's ASA stand for?
- Alex: Articulated Sales Argument.
- Michael: So, it's a system for creating great marketing for a client.
- Alex: That's right. Actually, any kind of written or spoken communication with a prospect or customer.
- Michael: Okay, so, you went through the books. You were grounded and you got familiar. You went to the seminar. Was the seminar local where you were?
- Alex: The actual training seminar was a five day seminar down in Dallas, Texas.
- Michael: All right, so that was down in Dallas. So, you flew out there, and you went through the seminar and training. Were you impressed?
- Alex: Well, the first day I was. There's a guy by the name of Ed Earl who is the co-founder of it. He was a pretty charismatic. He obviously had a very big ego, but it was kind of endearing. It was funny. The first day everyone's all dressed up. The room was packed. They would pack these things with a hundred people. It was unbelievable. He walked in with a track suit. It was track suit pants and like a golf shirt tucked into his track suit pants with a big honking Rolex on. So, before you came there's another part I left out, you were supposed to listen to this conference call. So, there was this big aura that had gone up around Ed Earl. So, everyone was kind of like, "Whoa."
- The first thing he says is something like, "I see you guys are all dressed up, but we don't really care about that, and we like the fact that you guys are all dressed up, and we can wear whatever we want." So, that's pretty much how he broke the ice.
- Michael: Was that disappointing?
- Alex: No, I think it just showed how brash he was and maybe like, "I'm above all that." It created an aura of that.
- Michael: What was the first day basically? What did you learn there?

- Alex: The first day was learning about the problems with traditional marketing and advertising and going indepth about writing headlines and also developing and understanding your target market's emotional hot buttons, their values. But, the first day was more of an overview of everything else we were going to cover more indepth.
- Michael: Did he talk about his experience where he learned a lot of his stuff from?
- Alex: No.
- Michael: He didn't mention he was a Jay Abraham protégé?
- Alex: No, he didn't. In fact, he bashed Jay Abraham.
- Michael: He did?
- Alex: Yes.
- Michael: Why? What did he say?
- Alex: I don't really quite remember, but I think he was just saying he just was a lot of talk and he really couldn't deliver when it came down to it. It was kind of ridiculous. He pretty much referenced all these classic marketing and advertising folks. He didn't give credit to anyone except for people that were dead.
- Michael: Okay. You were going over fundamental stuff, probably a lot of the stuff in the books – headlines, the problems with the advertising, and the second day you had until twelve o'clock to get your money back, but everyone there were pretty confident they were going to stay the five days?
- Alex: Yes, he kept on building a case. In the first day, he built quite a strong case about how much money you can make, and probably after noon, after the cut off date then they switched over to a different presenter. Apparently, Ed Earl is too busy to running a seminar that he's going to be making a million dollars from. And, they put Ed Earl's best friend from like high school, who supposedly had a marketing company that he sold. This guy was an idiot.
- Michael: Do you know his name?
- Alex: Don something.
- Michael: Okay.

- Alex: But, he was an idiot. He pretty much just read the slides verbatim, and during the break when I asked him a question, he just didn't seem to understand basic questions and he really didn't have an answer.
- Michael: So, by the end of the second day, it was too late for anyone to get their money back, and then they brought on another presenter and he wasn't too swift in your opinion.
- Alex: That's right, and on Wednesday, he showed up 45 minutes late, and everyone was pretty much waiting for this guy. And, he was tired. He said he only got like a two hours of sleep the previous night, he had like an hour and a half or something, and he was just out of it all day, and he was the only one that presented. I think Ed Earl showed up for all of an hour, 45 minutes during that day.
- Michael: Were people getting pissed?
- Alex: I think so, yes. It was pretty ridiculous.
- Michael: Then the next day? Same guy presenting?
- Alex: No, the fourth day, Ed Earl took over about halfway through, and then the fifth day the CEO of Y2 Marketing, the other co-founder. Ed Earl was the president. Rich Harshall, he started talking about pretty much characteristics of a successful person, having a successful mindset, and all things discipline in your practice. He showed up with a black eye. He's actually a pretty good guy. He showed up with a black eye because he was playing basketball the previous day.
- Michael: So, he had a black eye, and he's going over core material. All right, so you left the thing, you've got to pay a certain percentage of your sales to them, right, in the agreement?
- Alex: Yes, ten percent.
- Michael: So, ten percent of your gross of whatever you sell, they get, right?
- Alex: That's correct.
- Michael: How are you with that? How are most people with that arrangement?
- Alex: I think people don't really think much of it.
- Michael: Okay, no big deal.

- Alex: In return, they offer support.
- Michael: Was the support good? Was it what they said?
- Alex: In my experience, it was pretty decent, however, I found that the support people kind of had a one-track mind. The Monopolize Your Marketplace System, which is the whole system that this whole big program is based on, that's all they could think of, Monopolize Your Marketplace. And, they believe it's the end all be all. There's a pervasive attitude that they found the secret to all marketing problems in that this system is pretty much a gift. They're all, frankly they're all Mormons, and they believe that this system was given to them as a gift from God. And, their responsibility is to see that it is spread throughout the world. I'm not kidding, that's really what they think.
- Michael: Wow, all the people working for the company?
- Alex: Yes, and actually the CEO, Rich Harshall, he's a great guy, and I think he's a very smart guy, and I think there's a lot of merit to the MYM system. However, I think he has kind of tunnel vision. I think he's a little diluted.
- Michael: So, you get home. You've gone through the training. You've already got the consulting experience. How did you use what you learned? Were you able to use it effectively? What's the first thing you did when you got home?
- Alex: The first thing I did was set up a seminar. We were members of the Chamber, and I joined under Y2 Marketing as well as a second membership. Coincidentally, my other company which was IT developing company already had a seminar. But, at the Y2 Marketing seminar, I had about 75 people show up.
- Michael: How did you promote that?
- Alex: I just used the lead generator that they use for fax blasting and driving people to seminars, and I just had the Chamber email that out to.
- Michael: So, they sent an email out to the members. How many members in the Chamber were there?
- Alex: A thousand.

- Michael: Okay, so you got a thousand members, and you had 75. You used the standard fax document to get people to the seminar, and then you got 75 people show up. What day was it on?
- Alex: I think it was a Thursday morning.
- Michael: Okay, what kind of seminar were you going to do? Was it PowerPoint? It was already structured for you, right?
- Alex: Power.
- Michael: Right, PowerPoint.
- Alex: It was structured. It was right out of the box. It was something they gave us in training.
- Michael: Did you have to bring a projector?
- Alex: They had a projector at the Chamber.
- Michael: Had you practiced it before you did it?
- Alex: Yes.
- Michael: So, you felt comfortable. Now, before you go on, what's the ultimate goal? Do the PowerPoint and what?
- Alex: The ultimate goal is trying to get them in some sort of service that we offer, and the offerings at the time were consulting – which is one-on-one private consulting, group training – which was called the mastermind system, or fulfillment. Now, I never really wanted to sell people fulfillment services.
- Michael: Describe that, what is fulfillment services?
- Alex: You have an ad to place. Well, we can help you with that.
- Michael: Okay, design and develop it.
- Alex: Right.
- Michael: What else? What other fulfillment services?
- Alex: Radio ads, selling radio ads, graphic design, printing – anything that has to do with marketing.

Michael: Y2 was set up to do all that.

Alex: That's right. We were getting interest, but I was never, ever interested in selling that stuff. We hadn't sold anything like that to date.

Michael: Okay, so you're left with two options for this group – group training or the mastermind thing, or individual one-on-one consulting.

Alex: That's correct.

Michael: Okay, so how long is the PowerPoint presentation?

Alex: The PowerPoint presentation is structured like this – the first thing we do is talk about what the MYM System is and what it does, about how it will increase your business two, three, four times without them spending more money than they already are. Then it goes into the old days of selling how you could easily get appointments, and now you can't. The bridge is good marketing.

Then, we described why current marketing and advertising is done in the way that it's done and why does it work for a typical small to mid-size business.

Then, we reveal something called the Marketing Equation, which is kind of a slight alteration of the AIDA formula. We show them some examples of that. We show some success stories of Y2 Marketing has.

At the end, we said, "Do you want to monopolize your marketplace? Well, here's two paths to monopolization." And, from that seminar, we got five people to sign up for the mastermind group which was \$3,500 a piece.

Michael: Did they pay right then or just eventually?

Alex: Within a week.

Michael: Okay, \$3,500 a piece. What did they get with that mastermind group?

Alex: Mastermind group was basically a twice a month course that lasted two hours every class for six months whereby we would actually lead them through the whole monopolize your marketplace system.

We eventually booked twelve people into that from all different companies.

- Michael: From that one seminar at the Chamber?
- Alex: Well, we also went through our warm list, and started marketing to our warm list.
- Michael: So, you had twelve at \$3,500, and that was a twelve month program?
- Alex: Six month program, four hours a month.
- Michael: Four hours a month, okay, great, that's exciting. That's some good money right there, huh?
- Alex: Yeah, it's not bad. If you crank it down on an hourly basis, I was making well over a thousand dollars an hour.
- Michael: And, the presentation for the training was all out of the box?
- Alex: No, actually, I created it all myself.
- Michael: But, did they have out of the box training for those group trainings?
- Alex: Not yet, I actually knew it was coming, and they told me it wasn't ready, but I sold it anyway. I had confidence that I understood the system well enough that I could create my own training system out of it.
- Michael: How did that go? Did you enjoy doing those group trainings?
- Alex: Yes, it was frustrating. What was very difficult is the people have problems implementing. They got a lot of it and we converted quite a number of them to one on one private consulting clients because they realized how much work it is, but it was a little frustrating because people were just not getting it.
- So many of them had their egos so invested in what they're already doing. There's a saying that a lot of people rather be right than rich. That's a typical small business owner. That's why they stay small. They're concerned about feeling justified in their actions. They never step outside and see what they can do differently.
- The felt by participating in this course then they were doing the right thing, and it really didn't require any kind of real work or change on their part.
- Michael: So, what you're saying is from your experience there, people, they want better marketing, but they don't want to do better marketing themselves.

But, would you say these people would rather pay somebody to do the marketing for them?

Alex: Absolutely. They don't want any kind of responsibility whatsoever. They would just love to hand someone a check and then for you to hand them back higher sales.

Michael: Let me ask you this before we move on, that Chamber meeting, how many did you sign up for one on one consulting? Tell me the differentiation between the people – why some choose group, and why some choose individual, from your experience.

Alex: Well, we only signed one one-on-one deal, but it was a pretty big deal.

Michael: Was it a standard thing or you could charge different amounts?

Alex: It was \$9,000 a month for eight months, plus five percent of their sales increases.

Michael: Okay, so from that one Chamber meeting, you had a guy who did that, a business who signed up for that.

Alex: That's right, and this was a mid-sized printing company that did about seven million dollars a year who are still a very good client of our. Now we're just participation only.

Michael: Let me ask you a question – sorry to interrupt – how much did that email cost you to send out?

Alex: Nothing.

Michael: So, you invested a couple of hours doing this presentation. How many dollars in sales did that eventually, that one presentation for the Chamber bring your consulting business?

Alex: Actually I haven't added it up, but it was well over a hundred thousand.

Michael: A hundred thousand dollars for an email out to about a thousand people to a Chamber of Commerce. That's not a bad return.

Alex: But, I'm just very comfortable doing consulting. A lot of people who were sold on the system were in their '40s, sometimes in their '50s, even in their '60s, and they spent their whole career doing something completely different than consulting.

They've never worked for themselves. I've always worked for myself. They're just not very entrepreneurial. A lot of them were engineers and didn't really have good people skills. So, I think they were a little too promiscuous in offering the training and the consulting program to certain people. I just don't think that certain people were cut out for it.

Michael: Did you do any more promotions or any more presentations or did you just work with those that you generated from the first Chamber meeting? Were you continuing to do marketing or were you working with clients in the group mastermind presentations for a while?

Alex: Well, we got busy pretty quick. We did a second seminar at a hotel where we did do the fax blast, and we got about a hundred businesses in there.

Michael: Right, so, you did a fax blast. They gave you the art and everything, and you faxed it out to who?

Alex: We faxed it out to any business fax number we had access to.

Michael: How many did you send out?

Alex: I think I sent out about 3,000 faxes.

Michael: To your local area?

Alex: That's right.

Michael: And, the fax was an offer for what? A free seminar or did they have to pay?

Alex: It was for a free seminar and \$288 worth of bonuses just for showing up.

Michael: Okay, and when was it held? In the morning?

Alex: It was in the morning from eight until noon.

Michael: So, you have about a hundred businesses show up.

Alex: That's right.

Michael: Did you use a standard PowerPoint like you did at the Chamber?

Alex: No, this was a four hour thing.

Michael: Oh, four hours. The PowerPoint was how long?

Alex: Well, the one at the Chamber was a one hour. The PowerPoint that we did when we put a seminar completely by ourselves was four hours.

Michael: All right, and how much of it was PowerPoint? What was this? How did this differentiate from the initial one hour one?

Alex: Well, it was much more indepth. We actually had them go through parts of the system right there at the seminar, and we actually did some hot seat, we just call it flash consulting, right there in front of the group.

Michael: Did people seem to like those?

Alex: Yeah, absolutely.

Michael: So, people would get up in front of the room and they'd talk about their business, and you or the whole group would try and find their problems?

Alex: Actually, I would pretty much try to fix the problems, but what I would do, for example, we'll just say someone is a roofer, and they want to know how to create a marketing piece that's going to effectively get people to call him before his competitors. So, what we do is say, "Look, let's talk a poll." So, we would survey the group. "Has anyone here ever had a roofer place?" And, maybe ten people have, and "What are your experiences? What were your concerns? What was your buying process or your selection process in selecting a roofer? Explain to me the kind of frustrations you had."

So, basically coaching the businesses on the fact that the ultimate answer is in finding out how to market to someone is not a marketing guru, it's the actual prospect themselves. Really learning how to survey and ask them and focus on your target market.

Michael: Okay, how did you like doing the four hour presentation?

Alex: Well, it was difficult because at this point I started seeing the problems with MYM system.

Michael: Tell me about that.

Alex: The MYM System, really the whole presentation's about advertising. And, really I think it's because this double thing. They are going to create a system that is the ultimate system for marketing, I think it has to be just a portion of the marketing segment, not the whole pie. So, they focused on advertising and they really call it defined set-up. People were already

advertising. We could easily go in and change our advertisements and boom, make them a lot of money.

Michael: So, you didn't talk about three ways to grow a business. You talked about three ways to make your advertising better.

Alex: That's right

Michael: Then, advertising is just a small part of the marketing umbrella.

Alex: That's correct.

Michael: So, there was really nothing else other than improving results in advertising.

Alex: It was about their messaging too in terms of creating – we showed them how to create an elevator pitch, but it really wasn't comprehensive. It didn't talk about the pillars kind of philosophy. It didn't talk about optimizing what you're already doing.

Michael: Where were these frustrations coming out because people in there maybe weren't doing advertising or what?

Alex: Well, yeah, some people were like, "Oh, we don't do Yellow Page advertising." Or "We don't do advertising." Because the seminar says, "Learn the newest, most effective marketing advertising and sales techniques." That was the headline, and we talked about some more pure marketing and sales stuff, but it's really around advertising.

Michael: All right. So, that became apparent during that four hour presentation?

Alex: Yes.

Michael: There were some people who it just wasn't relevant for them.

Alex: Right, and even though technically they could've taken that information and really used it say in a sales letter or just what they say to a client in a sales pitch, put together in a report. They didn't see the application of that information.

Michael: Okay, so that was frustrating. Anything else?

Alex: I would say that when you get a client from that kind of scenario, that people expect you to pretty much do what is done in that seminar, all the

examples we'd be showing them in the seminar. However, that's not the best way to enter into a consulting situation.

What you want to do is, first of all, look at what they're doing already and optimize that. Instead of putting it on, as Jay would put it, a different pillar that they have no experience then and just confusing the issue further. So, their expectations as far as what should be done is based on the seminar, and actually even the MYM audio book.

Their expectations are, I think, not correct. I've literally gone into a business and I've tripled their sales in the first month, and they were like, "When are we really going to get to use this thing?" And, that was because I didn't manufacture papers properly because I hadn't gone through what "the Monopolize Your Marketplace System" was.

Michael: Yeah, you were pitching people all at one time. You weren't looking at them individually, like you had a chance to sit down with them and really look at what they want and where they were at individually. So, after that you did the workshop to a hundred people, what were the results from that? What came out of that?

Alex: That actually, believe it or not, created less business than the Chamber seminar. I believe we may have got some more mastermind people. We did get one client, but it was a smaller client. But, the quality just wasn't as high, but the volume was higher.

Michael: The volume was there, but what you delivered was different from what they were there for.

Alex: Yeah, and I actually thought a lot about that since, and I really think it's because the people had the kind of businesses where they're actually respond to, they expect less. The owner's actually going to respond to that versus like a secretary because they're small businesses. That printing company client which was the first client that I go after becoming a Y2 marketing consulting, I would've never reached them through a fax blast.

Michael: Yeah, your Chamber of Commerce market was a lot more qualified than the fax market.

Alex: Yes, absolutely.

Michael: That's probably why. You had a higher quality list.

Alex: Yeah, and a lot of the people that showed up to the seminar were sales people.

Michael: Yeah, it was also somewhat of an endorsed offer since it was done through the Chamber.

Alex: It's huge. I've done testing. When you send something through a Chamber of Commerce, the open rate is like 85 percent.

Michael: Tell my consultants, my HMA consultants, do you think they could work their local chamber and do what you did if they have the tools to put on a PowerPoint?

Alex: Oh absolutely. People are always looking for ways to increase their business, and people love these things. The fact is every single seminar that you ever go to at the Chamber; you're going to see the same insurance salesman. You're going to see the same real estate agent. You're going to see the same hustlers, but you're still going to get a good percentage of people that are legitimate prospects.

Michael: You saw some problems with the message in the Y2 system, what is your thinking now? What did you do from there?

Alex: Well, actually the whole next year I actually said, "You know what? I'm not really interested in taking any kind of client on", and I realized I don't need clients. That's one thing is very critical to understand because if you're really that good at marketing, and you really understand how to drive business, you do not need a client because you have so much leverage that you could pretty much create a system that will create a flood of business for a particular industry. Or, you can create a system and license it to multiple companies within that industry.

Michael: So, give me an example of what you were thinking in relation to what you were doing. So, you said, "I want clients." With working with clients individually, was it tough for you?

Alex: No, not at all. I didn't think it was a high leverage of my time, but I really made the jump in income was from actually creating systems and leveraging across a group of companies within the same industry versus going to one guy might be a printing company, one might be an insurance company, and one might be an auto repair shop.

It's just too hard to really leverage these kind of deals together, but it's great if you get like a mortgage company and a real estate company, and an insurance company because all three of them have the same fire, and you can leverage these people off of each other and really just create this enormous synergy.

Michael: So, who would you recommend consultants stay away from? What kind of clients should they stay away from, and what kind of clients would you suspect are really nice, potential clients?

Alex: Anyone asking for a reference right away, I would stay away from.

Michael: What do you mean by, I don't understand what you mean.

Alex: Well, if you're sitting down and you finally get that meeting and they're asking for references – you don't want to deal with those kinds of people. Even if you do have good references to give them, they're never going to try to go through the care that they need to go through to really understand what you can do for them. It's just that client is someone that I don't know what you guys give the people, but Y2 Marketing consultants they give the people the MYM audio book. It's a Monopolize Your Marketplace audio book, and all of those clients listen to that thing five, six times.

Michael: Is it just a CD? Or is it a book, too?

Alex: It's a two CD audio book.

Michael: Okay, so, your best clients, they devour it.

Alex: That's right.

Michael: So, they're qualified, they're also pre-educated about what they can expect.

Alex: I don't use the MYM CDs, and I'm not really using MYM System with them. I actually use that as a tool when I do take on clients, but the point is whatever marketing tool you have as long as it's educational, I did look at the HMA presentation. It seemed pretty educational. Make sure that they really understand it. Make sure they devour it. Make sure that they're converts and not just a client.

Michael: You don't have to spend your time convincing. You've got two people on the same side of the table trying to grow a business.

Alex: That's right, and you always find out what the other stuff that makes them successes.

Michael: What have you found? How does that help you?

Alex: Because if their definition of success is get rich quick and pretty much retire to the Bahamas, then they're not going to have a vision or the discipline to invest in their business for the long haul. For example, I'm sure you guys talk about the lifetime value of a customer. Well, a get rich quick thinker is not interested in exploring that because they don't really care about the lifetime value of a customer. They just want to get a lot of money right away. You really want to stay away from that.

But, if their vision of success is having a driving company that has lots of happy customers, and they love what they do. I always ask them before I take them on as a client, I always ask them, "Why are you in this business? Why did you choose to go in this direction in life? Is there something else you'd rather be doing?" Because the people who really are successful, love what they're doing. Bill Gates doesn't want to retire even though he has all the money in the world. He loves what he does. Warren Buffet is going to be managing his investment portfolio until he dies. That's because he loves what he does.

You want to find business owners who are like that because those are the people who are really going to take advice seriously, really get your ideas and implement it. The people who are just looking for a quick buck and as a way to serve only themselves and not their customers or the marketplace, they're not going to be good clients for you.

Michael: Can we talk about some success stories, some consulting clients, and just some exciting stories of how marketing or advertising or your consulting practice really picked-up sales for a company? What one client really sticks out in your mind?

Alex: Well, I created a niche for myself and there's two niche industry that I've created. One's chiropractic, and just general alternative healthcare. The second is mortgage and real estate.

Michael: I mean those are other people in that niche marketing even if there's four or five players. Is there still plenty of room for it?

Alex: Yes, absolutely because the fact is that there's people that sell marketing systems for just about any kind of industry you can think of, and a lot of my clients have already seen this stuff, these marketing systems, but they want someone to go and customize a system exactly for them.

Michael: Right, here we go. We're getting back to the same thing we talked about earlier. People don't want content. They don't want systems. They want someone to do it for them, right?

Alex: They want someone to work with them, hold their hand. Someone they can hold accountable. Someone that they know has the best interest in the heart.

Michael: So, what you were offering was different than just an information product on how to grow your chiropractic business?

Alex: That's right.

Michael: You mentioned two niche industries. Now, let's talk about the importance of niching yourself in a certain area as a consultant compared to being a general business growth strategist or marketing consulting for anyone and everyone. Are you better off with a niche?

Alex: Absolutely.

Michael: Why?

Alex: For one, you can leverage your time much more effectively. You don't have to recreate the wheel every single time. However, before you get into a niche, I do recommend that you consult with multiple businesses just so you can get a flavor of different scenarios because one of the most powerful things you can do is take something that works with another industry, and apply it a completely unrelated industry. It really gives you a lot of leverage. It's a funnel thinking.

So, it's really helpful, and honestly even those are my niches, I still take on random businesses. There are people that I like that I met that really want to help, and that's only maybe 20 to 30 percent of my practice, but it helps to keep me sharp, and helps to keep my skills honed and refined and helps me develop better systems in my niche industry.

Michael: So, what are you doing with the chiropractic industry?

Alex: Well, for example what I do is I send – there's several different ways to get into a chiropractor, but generally, I use three or four different methods to really get them as a client, but it all revolves giving them service, giving them free advice. But, once you get in, the first thing I do is I look at what they're doing.

Michael: The first thing you do is you look at what they're doing.

Alex: Yes, and then I identify what I call, "profit leaks."

Michael: What kind of lead generation, what kind of piece do you get to get in front of them before you're able to look at their profit leaks? What's working for you?

Alex: That's the cool thing about chiropractors. I can walk in, and just act like an interested patient. I'll say to them, "Oddly enough, I'm a marketing consultant, and I was just doing some research for my client and you seem to have a pretty good operation. I have a lot of information I can share with you about your competitors. Why buy a research about your competitor about what their doing and about marketing trends? If you want, I can talk to you about it." And, I've never had anyone say no yet.

Michael: They love to know what their competitors are doing.

Alex: That's right, and then I say, "Well, look. I don't really have time now. I'll come back when you have some time maybe before or after patients start coming in." You usually want to catch them before patients come in. And, you sit down and you talk to them about it, and you explain to them the problems and you get a feel for what their personality is like. You want someone that's going to implement, and that's really what I'm trying to get a feel for.

Why are they doing chiropractics? If they have a passion, are they interested in expanding their customers' buying patterns? Or do they kind of have a narrow-minded view of what they do?

So, I really work for them because I also work on the innovation side of their business, and really service offerings about where they are in the mind of the eighty percent of the people out there that don't like chiropractic.

So, I really work on expanding their thinking and talking to them about other alternatives and their methods and how they all kind of work together, and how chiropractic can be the help of the wheel.

Michael: So, you're working just in your local area? This is primarily how you've been dealing with chiropractics is through referrals and just walking in cold.

Alex: That's right, and generally what happens is eventually they'll say, "Well, how much will it cost to work with you?" I say, "Well, first of all before we get into that, I really want to understand you a little bit better. I want to make sure this is something that's going to work out for both of us. I'm not interested in clients. I'm interested in partners."

The fact is that's the truth. It's not a lie. You don't want a client if you're going to have a perpetual relationship with them. You want a partner, and all of my chiropractic partners, they're pretty much in business with me. I go out and check in with them. I give them advice on how to run their operation, and constantly work with them.

Michael: I like that. That's excellent.

Alex: Generally, I always ask them. I've already got them to a comfort point of them pretty much disclosing everything about their finances with me – how much money they're paying themselves, how much money they're bringing in each month, what their overhead is, what they would like to be, what mistakes they think they're making, what their retirement plans are, everything. Then, I'll say, "Well, look, one I'm a performance based consultant. That does not mean that you can get me for free, and I'll tell you why because people do not respect what they do not pay for." This has been my experience. This is not a lie either because I've taken on clients on contingency only and they've been disasters.

I want to make sure that you have an invested interest in this process just as well as I do. So, I find a monthly figure that makes sense to their cash flow, that isn't so much that they're going to panicking if I don't deliver quickly enough, but isn't so little where they don't really feel like they've invested interested.

Michael: Well, give me a range between some at what and some at what?

Alex: As low as \$3,500 a month for six months up to \$9,000 a month.

Michael: For six months?

Alex: Yeah, generally I do a six month thing, plus then I arrange a deal where I get about a third of increased business.

Michael: Thirty-three percent of increase in net?

Alex: Revenue.

Michael: Gross?

Alex: Gross, yeah.

Michael: Because you're dealing with a service business, there's enough in it for you.

- Alex: That's right.
- Michael: That's another good advice. If you're going to do consulting, you'd be a lot better off if you do set up contingency relationships and go with a service business that has high margins rather than some manufacturer or grocer that's making three or four percent.
- Alex: Absolutely, this printing company client, I make good money from them, but their margins are so low, that the most they can give is five percent of the increased sales.
- Michael: Are you taking them through a systemized questionnaire? I mean, in your consulting, do you have a questionnaire?
- Alex: You know, Y2 Marketing gave us one when we started. I created my own. I mean, at this point, I really don't use the Monopolize Your Marketplace System.
- Michael: Yeah, you've done your own thing.
- Alex: I still send Y2 Marketing their ten percent pretty much in gratitude because if I hadn't had that as the starting point, I wouldn't have had the confidence I think or the solution I needed to get into marketing consulting.
- Michael: That's good. You're a good man. Let's say you know everything about my consulting practice. Tell me how are you going to close it? You're going to say to me what? And, how are you going to make me the offer for the money. What are you going to say to me?
- Alex: Are you saying if I were to go after a consulting business?
- Michael: After a client, I'm your chiropractor client. We've talked. We've got a trust relationship. You know my finances, and now you're "close me". What are you going to say to me?
- Alex: I never close anyone. I let them close themselves.
- Michael: All right. Well tell me how do you do that?
- Alex: This is where part of the art comes from. In my last business, I had a 95 percent closing ratio. In this business, it's about the same. It's just part of my nature to close people. Generally, if I had to really look at myself objectively, what I do is all I do is talk about them. All I do is talk about what's going on, and then I give them advice, and I lead them down. I

funnel them – identify the pain in a broad sense. I identify the trends. I understand something about the chiropractor industry. It's just real powerful if you say something like, "Did you know that chiropractic, in terms of people who are certified to practice is growing two and a half times as fast as the population right now?" It's the highest default of any kind of student loan is chiropractors.

You identify what kind of problems they have and their frustrations. They can't reach out to that marketplace that's turned off by the chiropractic. You've got to show them that you know about the industry, and then you start showing them, "This is what I created to help solve this problem."

I actually bring a lot of the materials with me. I show them. Then, they invariably will ask, "What does it cost to get involved in this?" "Before we even talk about money, I need to understand some things about you." I qualify them because the fact is and that's not a sales ploy either. That's the thing that's just being a smart consultant because if you just take on any chiropractor that's willing to send you a check or any business within an industry.

Michael: You'll be sorry.

Alex: And, really I'm not interested in that \$3,500 a month retainer or \$5,000 a month retainer. That's peanuts compared to the amount of money that I can make from a piece of the business. I want someone that's really going to implement, hit the ground running, and I tell them about my other successes, my experience. I explain myself to them. And, I practice myself as someone who knows what they're doing, get results with them fast, and is deeply committed in a partnership with them to anyone he works with.

Michael: So, that's good. So, you really qualify them. You let them know that you're not interested in working with them unless they're going to do the program, that you're partners because you have a stake in the contingency part of the relationship.

Alex: That's right, and also I'm discounting my time because at this point in my career, I'm making over a thousand dollars an hour for my time spent on any given deal. For me, \$3,500 a month is peanuts for spending 20 hours a week with someone.

When you're really – this kind of deal, I spend 20 hours a week, when you're starting you're doing 20 hours a week. Not 20 hours a week, I'm sorry, 20 hours a month.

Michael: All right. Well, let's talk about what kind of advice would you give an HMA consultant who maybe doesn't have all the success stories and the consulting experience and they're starting cold, but you give them advice to go with a niche.

Alex: Everyone knows something about a particular industry. I mean, just think about the things you know about. Think about the experiences you've had. Maybe your former job you had, or the job you currently have is within a particular industry and you know everything about that industry. That would be a great place to start.

You can go back to your previous employer. You can go to a competitor business. You start putting together marketing materials that you think is going to work and really help them make business. Then, hopefully you have some contacts somewhere in there and you go for a really low retainer. You just want to get experience. That's the way to start your consulting business until you get success under your belt.

You've accomplished something. You're going to have a learning curve that you need to help others, and you've got to really think about honing your craft initially.

Michael: Right.

Alex: Don't take on any client. Be selective, but at the same time don't be demanding.

Michael: So, let's go through a couple of success stories with chiropractor clients.

Alex: Well, for example, it's really easy to triple a practice within the first two to three weeks. So, you can see if I'm getting a good percentage of that and how easy it is to make money. It's really easy to create passive income real quick.

Michael: What's the low hanging fruit? The customer list where you reactivate old existing customers?

Alex: No, the lowest hanging fruit is actually on the average sale, and the conversion ratio, and referrals.

Michael: Okay, and you can implement those things right away.

Alex: Yeah, I mean it's really easy to go through. Whatever industry you're in, I'll tell you what everyone else does. I'll tell you what the most successful auto repair shop does, and take that and see how it works, why it works,

and then just what you know about marketing, enhance that. Then, just coach and work with that shop to increase their conversion ratio and also to increase their average sale. It's really easy to double up a chiropractor's average sale overnight and also to double their conversion ratio.

Michael: Tell me the responses you get from your clients when you do that.

Alex: Initially it was when we'd get started, I'd show them the MYM System, and where to spend a bunch of advertising to get a bunch of leads, but generally they're thrilled and a lot of times they don't even realize how much their business has increased until they start getting collections in from their insurance company.

Michael: Okay, you're doing similar stuff with the mortgage industry?

Alex: Yeah, in fact, in the mortgage industry, I have several clients and basically I was tired of getting more mortgage than realtor clients, so I decided to actually put together a federation of different people within this industry. It goes to moving companies, lawyers who do the closings, and where I'm the hub of that wheel. And, only working with people that qualify or the prospects that I'm going after, the target market that I'm going after, and they pay a monthly fee to receive leads and then we target the network. They're all there to be served by this network.

Michael: Do you offer any kind of guarantee with your customers?

Alex: In the mortgage and realtor industry, yes.

Michael: What kind of guarantee?

Alex: Well, that they're going to get X amount of leads.

Michael: Okay, and what about with chiropractor?

Alex: No, I don't have to.

Michael: Okay, what kind of agreement do you sign? Do you have a standard contract an attorney drew up or what?

Alex: This is the key. The first month I always kind of do it on a handshake and see how well we work together because I'm not interested in spending much of my time with someone if they're not going to implement the kind of advice I give them, and also I want to make sure they're comfortable working with me because this is a perpetual lifetime kind of agreement.

Before we sign that kind of agreement, I want to make sure that we're going to be happy with each other. Before we get married, let's date a little bit, and a move into a perpetual agreement and then get an offer to buy me out after the first year.

The key is the first month I make sure they get results. I make sure they get results right away so that they're comfortable entering into that kind of relationship. I'm completely results oriented to begin with, but even more so in that first month. They have the fee to return on that retainer right away.

Michael: Have you had anyone buy you out yet?

Alex: No, because I haven't had them long enough yet.

Michael: Is that something that you've implemented in the last few months?

Alex: The past year.

Michael: Over the past year, okay. Do you find they're staying with you longer? Do they renew another six months?

Alex: There is no renewal.

Michael: Oh, it is perpetual. That's right. It's a six month retainer.

Alex: Right.

Michael: What happens in month seven? More retainer or no?

Alex: No retainer and it's a straight contingency at that point.

Michael: Okay, I got you, but you're not seeing them near as much. The systems are in place.

Alex: That's right. You know, that's not true. You see them at least an hour or two a week. I'm constantly looking at ways to increase their business. I take that information and apply it to other people's within my industry.

Michael: How full is your schedule? Are you pretty busy?

Alex: Extremely.

Michael: You're extremely busy.

Alex: Yes.

Michael: Do you have any other exciting success stories you want to talk about? Anything specific that you'd like to share?

Alex: Yeah, I've had a lot of successes, and one of the things that you can make a lot of money in this industry, and the easiest thing to do is every monumental overnight success comes from not trying to implement new, but from just optimizing what they've already have.

For example, the printing company, the first client I ever got. I've had for several years now. Initially, we tried to implement the MYM System. It did pay for itself. It paid for the retainer, but it didn't really get the monumental success that we all thought it would. In sense it doesn't work, it's just because they had a hard time managing it. It was too cumbersome. It was too different from what they were used to.

Finally, we were just like, "You know what? Let's just take a look at what you're doing, and optimize that." So, we went to their sales people, and talked to the sales manager and figured out, "First of all, we need to incentivize that you will actually get new clients." We generated a lot of prospects. The constraint in the old system, you're only going to be as fast as your fastest constraint within a system, and let's just tweak this. Let's change this. Right there, a 35 percent increase of sales in two months.

But, that's the kind of thing you can do, and that's one thing that I was impressed about your system is the fact that you are focusing initially on what they're already doing and optimizing. You're going to get your biggest windfalls from that, not from implementing something new.

One of the things is as a marketing consultant, it's really easy to get enamored with these ideas of making a lot of money, and you certainly can, but if you don't really love the human mind, and you don't really love what you're doing, your chances of success go down dramatically. If you don't have passion for marketing, again, you're not going to get the results that you could. It's like passion is an intelligence amplifier.

Michael: What are some tools and some systems that you've put into place whether it's software or anything within your office that you're able to leverage your time now that you've been busier? I mean, I know I am and I'm constantly looking for ways. I finally got something that eliminates all my spam. I mean, you know how much time it takes to go through your spam. Any neat systems that you use, any tools that you use within your business that help give you an edge?

Alex: Well, actually I've reduced the number of tools. So, you can imagine. I'm a gadget guy. I grew up on computers. Everything I do was digital for so long, and I found that to be cumbersome. I'd go to my meeting, release documents and like.

Michael: What is that a website?

Alex: Go to my meeting is a service whereby you can have a virtual meeting over the web and it's only costs fifteen bucks a month.

Michael: That's nice. What's the website URL?

Alex: Gotomeeting.com.

Michael: Gotomeeting.com, okay, that sounds nice.

Alex: Yeah, and it's a really good tool for interacting with people if you can't make it. It's something that I do with a lot of chiropractors. I really love to see their operations because there's so many different points of impression that you make on a patient right there physically.

I also have several retail operations that are clients of mine, and I have to get a sense of what the physical experience is like. I have the mortgage companies and real estate agents and that kind of stuff. I can do it remotely pretty well.

Michael: Hey, you're going to love – I've got a recording up. I'll send you the recordings with Dr. Greg Nielson. Have you heard of him? He's a Dan Kennedy student, and he's specifically a chiropractor and he's got a system that's a soap opera letter system that he uses. It's phenomenal. You'll hear the recording of how one of his letters, and he sells the letters, but I did an interview with him on his chiropractic business. Actually, the recording I have in the University section. I did cut a lot of the history out about how he works with patients, but I do have the full version of that. I think that will be particularly perfect for you to listen to. I'll give you the unedited version where you can hear his system as operating a chiropractic business, very successful in a very, very small town using a system of soap opera letters. It's phenomenal.

Alex: And, this kind of leads into a piece of advice I can give your consultants is that never think that you have all the answers. I've increased chiropractic offices with a 1,000 percent in sales inside of a year, yet I definitely know I don't have all the answers of that market because the human mind is so fast and so unpredictable and so fascinating that you could never have the perfect system. It's an example of whereby you always want to be looking

for new approaches that might be more envisioned, something else you can add to increase your clients' sales.

Michael: I wanted to get back to something because the HMA system, we talk about contingency, but not at first. We talk about selling it per project, and there's seven different projects you can sell, but because you're qualifying so well, have you had any problems with contingency relationships where the six months are gone and then you're in a position.

Alex: First of all you only wanted to do business with people you trust. Second, you want to get them in a habit whereby you are reviewing their books with them on a monthly basis at least. You want to start doing that upfront. So, if they have that expectation and they know that they're going to have the check quarterly, or they're going to have to do some real creative cooking of the books. In which case, it would be real easy for you to check that because you're familiar with their numbers.

Michael: When is the first time you review their books?

Alex: Right before I sign the agreement.

Michael: Do they have an accountant they'll refer to you? They usually do it themselves or what?

Alex: It really depends. I've only had to talk to the accountant once. Some people just really don't know, but most chiropractors know what they're doing.

Michael: Number one – get them in the habit that you're going to review their books and you're going to do it monthly because you're partners and that's part of the agreement, right?

Alex: That's right.

Michael: And, number two, make sure that you trust them and feel good about them and you shouldn't have any problems.

Alex: That being said, I know that I'm probably have several chiropractors that are going to have the opportunity to buy me out within the next two months, and I'm pretty sure they're going to do it.

Michael: So, tell me, what can a buyout mean for you? How have you structure that offer in the agreement?

- Alex: You want to have the buyout be based on the have industry evaluations for their industry, basically. For example, a typical chiropractor, if they're going to sell their firm is one times revenue roughly. If they make a million dollars a year, they can sell that for a million dollars. Basically, I get X percent of what that increased evaluation. The part of the evaluation that I'm responsible for, I get X percent of that.
- Michael: So, give me an example. You've got a couple of potential, what could that mean for you?
- Alex: It could mean I'm making several hundred thousand dollars.
- Michael: And, then they own the systems and everything? That would be exciting. That's great. How do you come up with a baseline?
- Alex: Baseline is what I do is I take a look at their sales and tax, and I take a look at what their natural growth is. You always want to give them a little more than what they would just to make them feel good about it, just to be fair, a little bit more than what they're already doing is baseline.
- Michael: And, you both agree on the baseline.
- Alex: That's right.
- Michael: This has been great. I'm sure we can sit here and talk for hours. I really appreciate you taking the time. I'm getting a lot of great, great insight. I really appreciate it.
- Alex: To all the HMA consultants, I wish you the greatest of luck, and remember to follow your own definition of success instead of someone else's.

I hope you've enjoyed this interview with Alex Whiting. We've covered a lot of information. I hope you'll take his advice and listen to it closely. Alex has been in the consulting business for a long time, and certainly he shares some extremely valuable information. I hope it's been helpful. Keep an eye out for new recordings on the HMA University. Thank you.

How to use Richard's simple, risk-free, home-study system to...

Become A High-Paid Marketing Consultant In 45 Days Or Less...Without Any Prior Marketing, Business Or Consulting Experience

In this letter you will learn a simple, painless and inexpensive way to become a high-paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

It doesn't matter what your current skills are now. And it doesn't matter if you have any "connections" or business experience.

In fact, all you really need are a few, simple (and proven) secrets my mentor Richard has developed over the years to become a high-paid, in-demand marketing consultant.

And the best part is, you do NOT have to shell out tens of thousands of dollars for these secrets...and you can even use them yourself...

Almost Free, If You Choose.

I'll explain the details of this incredible offer in a second.

But first, let me tell you what's in Richard's HMA system, why it really is an absolute "no brainer" for almost anyone (regardless of your experience) to use, and why you can realistically be up and running and making money in just a few days after getting it.

To begin with:

If you do your homework, you'll find that there are several competing marketing consulting opportunities in the marketplace. And I'll be the first to

Here's a quick and easy way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

advise you to look into all of them before you invest into any of them, including Richard's HMA system.

I've interviewed countless people who have paid enormous fees to attend these trainings. I have received firsthand feedback on Y2 Marketing, Action International, Quantum, Topline, Peter Sun Consulting, and other opportunities and many of them are actually pretty good.

But what separates Richard's system from the other ones I've seen is that, with Richard's system, you don't need any previous marketing experience, any business connections or even a lot of money.

In fact, Richard will be the first person to tell you if he can do it...you can do it.

How can he be so sure?

Because when Richard started he was broke himself, and had very poor selling, speaking, marketing and presentation skills. And even today...

He's Just As Shy And "Introverted" As The Next Guy.

In fact, the only difference between you and Richard -- the only reason he is making a fast and easy fortune as a marketing consultant and you aren't -- is because of a simple (very simple) system he invented after attending a Jay Abraham marketing consulting seminar over 15 years ago.

You see, Richard discovered that while Jay Abraham really is a marketing genius, his system (like most other marketing consultant programs today) was not geared toward "ordinary" people who don't have a lot of money or natural marketing talents.

Jay Abraham, in the early 1990s had credibility, contacts and millions of dollars. The training Jay taught consultants was taught from his own millionaire perspective.

But Richard was near broke. So broke he had to borrow money from his dad to attend Jay's training. Richard had no credibility and few contacts.

And when Richard went out in the field to test Jay's teachings, he failed.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Richard did not quit. After years of experimenting and organizing the marketing concepts into a workable system, Richard began to experience an almost instant success.

Richard had unlocked the code and discovered his own unique "system" to make money as a marketing consultant that is so easy to follow and simple to learn...almost anyone can use it to make money quickly, cheaply and even...

While Sleeping Like a Baby

Richard had created a system that will work whether you are a millionaire like Jay Abraham or broke like Richard, struggling to make the rent.

It's taken Richard 15 years to perfect and tens of thousands of dollars working out the "bugs", and getting his system so you can approach virtually any kind of business to offer your consulting services.

And since sharing his system to the public, Richard has created successful, highly paid marketing consultants in the US, the UK, Australia, Greece and even Holland (some who were totally new to marketing when they started) who are now making it big doing consulting.

Here's why...

With Richard's system, all you do is use the tools he's created for you the exact way he says to use them... and within just a few weeks (maybe even a few days)... you can have a strong, secure and stable marketing consultant business with paying customers and large fees dwarfing anything you could make at your regular job.

And best of all:

You can do it all without pressure... without strain... and, without the unbearable personal rejection most marketing consultants endure when getting started.

For example, most people getting into the consulting business believe making cold calls to get clients is the worst and most difficult way to get clients.

This method is usually reserved for the consultant who has no contacts whatsoever.

While other consulting trainings tell you to make prospecting calls yourself, Richard's system trains you to pay others to do your prospecting for you.

Take for instance, the telephone prospecting scripts in the system.

All you do is take these proven phone scripts, hand them to a part-time telemarketer with a copy of the Yellow Pages, and tell him or her to call businesses and read the scripts word for word.

This simple method for getting new clients works time and time again. You do none of the calling and you still generate clients.

This way you can be sleeping in, playing golf, or even taking a vacation... and have an endless stream of fresh, quality appointments coming in each and every day...

Without You Lifting A Finger.

Plus...

In addition to these proven phone scripts, you'll get an audio training called "How To Get Appointments" which takes your people step-by-step through the whole process on how to use the scripts.

That means, if you don't want to pay a lot of money for a professional telemarketer, just hire a student or a stay-at-home mom and give her the "How To Get Appointments" training and she'll be just as good (if not better) than anyone else at getting you appointments.

Of course, the phone is only one way to get clients.

- Your HMA system also has already-tested direct mail letters for selling your consulting services such as:
- An approach letter and a follow-up letter.
- A proven collection of postcards designed to generate leads.
- And even a sample brochure and professional audio presentation.

All you do is fill them out, drop them in the mail and you'll have as many appointments as you can handle -- without rejection, stress or having to deal with any "gatekeepers".

Is it really that easy?

With Richard's system it is.

And with the simple tools he's created, you'll be hitting your prospects from every conceivable angle, giving yourself the maximum chance of capturing those high-quality paying clients within days of starting your consulting business.

And if you're really ambitious, and want to make a LOT of money quickly, then you can also use Richard's system to create what's called "the podium effect."

What's the podium effect?

The podium effect is this phenomenon where people automatically respect, trust and believe people who talk at seminars or small workshops.

And since Richard also includes prewritten seminar and workshop flyers, you can fill a room, give your presentation, and watch as dozens of people scramble to hire you the second you step out from behind the podium.

Not sure how good you'll be at putting on a presentation?

No problem.

Because Richard has already created a powerful, professional seminar outline for you -- complete with a PowerPoint presentation and all the training you need to be up and running fast.

This is the same presentation Richard currently uses to capture clients today.

More on this later.

You won't have to try to figure anything out or structure your presentation. Just plug in Richard's "pre-made" seminar presentation, follow the word-for-word transcripts and you'll be delivering a powerful, proven presentation that gets clients fast.

Easy As 1-2-3.

And here's something else to think about:

With Richard's system you won't have to worry about not having a reputation or a "track record" of helping business owners with their marketing.

If you've never done consulting before, I know what you may be thinking now. You're asking yourself -- why should these business owners believe anything I say?

You're afraid that they will ask you for proof that you can get results. You think they'll want referrals before they work with you.

You're thinking that you have no credibility. This is only an illusion in your imagination.

It's a FEAR not based on reality.

I am here to tell you this will not happen to you and here's why.

You must understand that your clients are not interested in you. They are only interested in the results you can bring to them.

Being a fully certified HMA marketing consultant means you'll be able to draw on the successful track record of the HMA system.

It's actually pretty simple:

Richard has discovered a proven way for you to use his testimonials, his stories, and his successes for your business. And by following Richard's simple instructions, you'll be able to "borrow" Richard's credibility for yourself.

Plus, you will also learn a secret way Richard has invented to "create" your own credibility within the first thirty seconds of meeting a potential client...

Without Needing ANY Testimonials, Success Stories Or Past Success.

This is one of Richard's "trade secrets".

And it works like gangbusters for everyone who uses it.

But here's the thing...

Getting the appointment or filling a room with prospects is only step one.

You can get all the appointments in the world... but if you can't close the sale, then it's all for nothing.

Richard knows this more than anyone.

And after spending hundreds of hours and tens of thousands of dollars on "trial and error" -- he has created a truly foolproof system that lets almost anyone turn at least 25% (usually even more) of their appointments into cash sales.

And what makes this possible is Richard's proprietary "opportunity analysis worksheet".

With this simple piece of paper Richard has created, you can walk into any business, command immediate respect and attention, and literally become a marketing "miracle man."

Reason why is because this opportunity analysis worksheet lets you literally "make over" a business owner's marketing and show them exactly how you will create real cash profits right before their eyes.

And if the business owner you are talking with has any desire to grow his business at all... then he will have no choice but to be impressed by you and want to work with you.

In fact, the opportunity analysis worksheet makes converting appointments into paying clients so simple, easy and painless...

You'll Almost Think You're Stealing Candy From A Baby

But you're not.

And when you see how it works for yourself, you'll be shocked at how easy making money and getting clients can be.

Richard also shows you how to command large fees and even get paid on a portion of the sales you make for your clients for years into the future.

Here's a quick and easy way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

This is called a "contingency" fee agreement.

This should only be used with a client after they have hired you and paid you to do project work.

Other expensive consulting opportunities teach you that contingency is the only and best way to sell consulting services.

And it works like this:

If you help your client make an extra \$100,000 a year (not uncommon for Richard's students), and you make a 15% "contingency" agreement with that client, you will pocket an extra \$15,000 on top of your regular fees per year.

If you do this for just five of your clients, you will make an extra \$75,000 a year. If you do this for just ten of your clients, you will make an extra \$150,000 year.

And so on.

Again, this is in addition to your regular fees. You can typically charge a client anywhere from \$500 to \$5000 per project. And most clients will need at least four projects.

Quite frankly...

**You Could Literally Get Rich
Off Just a Handful of Deals like This.**

And it's so easy once you understand Richard's system.

Because Richard really has done 90% of the "work" for you already.

For example, his system includes...

Endorsed letter samples.

All you do is find businesses that sell similar (but not competing) products and services as the business you are helping, and strike a simple deal with them where they send your offer to their customer list for a portion of the profits.

This way, you and your client make a bundle off the initial sales, and an even bigger windfall from additional sales later.

All from leads that didn't cost your client a penny to generate.

Client reactivating letter samples.

This is your easiest way to make fast cash for you and your client because almost **NOBODY** goes after his or her inactive clients and customers.

And all you do is take one of your prewritten letters and mail it to your client's inactive customers.

Watch your clients shake their heads in disbelief as inactive customers (they thought would never buy again) come back to life -- spending their money with your clients again and again and again.

And remember, if you set up simple contingency deals with these clients (as Richard explains in his system)...

You Will Get Paid On All This Action, Too.

Letter templates.

For things like special promotions, unique sales and other events. Each letter is proven to work and it's almost guaranteed money in your bank account every time you use them.

Anyway, these are just a few of the reasons why Richard's students report such fast and easy profits. To hear real stories from six existing HMA marketing consultants in their own words go to <http://www.hardtfindseminars.com/AudioclipsH.htm>.

Learn how they are able to get clients that pay cash so quickly.

This is why I have no problem saying nothing could be simpler than using Richard's system to make money quickly and easily as a marketing consultant.

And realize this:

Every time you make one of your clients money using Richard's "paint by numbers" pre-created tools...

You'll Become Your City's Marketing And Business Guru.

And you'll have the instant reputation as the guy who turns straw into gold.

You'll be the person your clients won't be able to help but rave about to their business friends who will also want to hire you.

And your whole consulting practice "snowballs" from there until you have an endless stream of clients and profits coming in so steadily you couldn't stop your money from coming in even if you wanted to.

As I said before, I have seen all the other marketing consultant programs out there. And I have not yet seen anything that even comes close to Richard's system.

But you certainly don't have to take my word for it. Because as you will see, you can try everything almost for free if you want to see for yourself.

But first, here is a quick breakdown of all your exclusive marketing training you will be getting in your HMA system:

HMA Resource # 1:

This is the HMA "System".

You get all 10 HMA operation manuals showing you each step of the way how to capture clients and make them real profits. This collection represents the system. Each binder walks you through all steps of the system. You'll reference these materials as you take your client through the steps of the HMA system. Richard spent years creating and refining these modules. Each comes in their own three-ring binder. You'll use these manuals as you follow along in Resource #2 & #3.

HMA Resource # 2:

1995 HMA Live Seminar Training

For more interviews on marketing consulting go to <http://www.hardtfindseminars.com>
© MMVII JS&M Sales & Marketing, Inc. San Diego California -Tel. 858-274-7851

You'll own 25 hours of cutting edge HMA marketing training in downloadable audio.

Richard's first live marketing consulting seminar was conducted in early 1995.

Your 1995 training features Richard at the top of his game teaching, a room packed with students, his system for becoming a successful marketing consultant. Each student paid \$5000 to attend.

You'll be able to download, hear and learn everything you need about capturing clients and creating marketing systems for them. It's like having Richard right there with you, showing you exactly what to do each step of the way.

HMA Resource # 3:

2005 HMA Live Seminar Training.

You'll get Richard's most recent live training on DVD. This is the same training Richard did from 1995 but updated ten years later.

You'll see Richard in action in full color and live in front of a room full of students eager to learn Richard's secrets of his HMA consulting system.

Each DVD is professionally produced. The picture quality and sound is perfect. You can play your DVDs in your home, computer or portable DVD player.

I've also arranged to have your audio from each of your DVDs converted to downloadable mp3 audio files.

You'll not only be able to watch this newest training in video, but you'll have full access to download each audio as mp3 files. You can also burn CDs to play in your home or car CD player.

Anyway you choose, you'll sit from the comfort of your home, car or office and have Richard transform your mind into a human "Hidden Marketing Asset" detector."

After learning Richard's system, you'll be trained to sniff out and find money in virtually any business lucky enough to retain your services.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Richard's students paid thousands of dollars to learn what you will get in these DVD training videos alone.

HMA Resource # 4:

HMA GROUP Training Video DVDs.

This is Richard's most recent training, conducting live group training for 15 business owners wanting to learn how to grow their businesses. The Group-training concept is another way for you to make money.

Richard discovered that many of the businesses he talked to wanted his consulting services but could not afford his one-on-one fees.

As a result, Richard started working with manufacturing associations and started doing group trainings with 10 to 20 business owners at a time.

Each group training would last for two hours twice a month for three months. You can charge anywhere from \$500 to \$3000 per business.

If you were to do group training for 10 businesses -- and let's say you charge only \$1000 each -- you've just made \$10,000 for only 12 hours of work. That's \$830 per hour.

I have never seen an easier way to make money than this.

Imagine using one of your prewritten letters from your HMA system and sending it out as an e-mail to a list of your local Chamber members at no cost to you.

Then, imagine prospects attending your free seminar on how to grow a business without advertising.

Then imagine taking your guests through your pre-designed HMA PowerPoint presentation crafted to sell group trainings and one-on-one consulting services.

Remember the podium effect?

Then imagine having 10 people fighting their way to you with checkbooks in hand ready to pay you anywhere from \$500 to \$3000 each!

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

If you're the consultant who likes action in an exciting group atmosphere and who likes to make a lot of money fast, this presentation is for you.

Your set of Group training DVDs will show you exactly how to execute this training. You'll have access to pre-designed workbooks to provide each one of your paying clients. You may even get the front covers of these workbooks personalized with your information.

HMA Resource # 5:

You get lifetime access to exclusive online training and support in your HMA University --including online audio, email, telephone backup and more.

You'll hear intensive interviews with marketing consultants making anywhere from \$500,000 to \$2,000,000 (two million dollars) a year doing marketing consulting. You'll learn their secret ways of making money and how they run their consulting businesses for maximum profits and minimum work.

These interviews and trainings are updated regularly and published in your HMA University. Which means you'll have all the support and feedback you need to make your consulting business fly right from the start.

HMA Resource # 6:

You get my famous "Joint Venture Magic" course -- including audio training, joint venture sales letters and sample contracts and agreements. This course sells for \$597, but you get it as part of your system for free.

And trust me, if you do nothing else but harness the enormous power of joint ventures -- as explained in this course -- you'll never worry about money again.

Plus, this joint venture course also includes a collection of contracts and letter of agreements for use in your consulting business.

You'll have agreements for Contingency Marketing, Copywriting, Intellectual Property Rights, Marketing Consultant Retainer Fees, Non-Disclosure Forms, Creating New Profit Centers, Referral Fees, and many more.

Without a doubt, you would have to pay tens of thousands of dollars in legal fees for a collection of agreements like these. But this entire collection is yours when you become an HMA consultant.

HMA Resource # 7:

You get a gift certificate for \$1000 off my audio creation service.

This will pay for itself a hundred times over in your first year alone.

Here's why:

If your client can talk into a phone, I can create him an information product that can sell for anywhere between \$497-\$3900. I've done it myself. I've sold hundreds of thousands of dollars worth of information products using this very system.

And with your help, he can then sell that product, or use it to generate leads for his business. And, of course, if you set up a contingency agreement...

You Will Get Paid On These Sales Too.

You'll also get a certificate worth \$500 off my audio infomercial service.

There's nothing better than a hard-hitting audio recording that features the benefits of your product or service, and there's no better deliveryman than the Internet.

Plus, you can also use these services for your own business.

When you have your own, unique audio infomercial, you'll literally ooze with the kind of ironclad credibility money can't buy. And even the most skeptical clients and customers will many times want to hire you right on the spot.

And perhaps the best part about your certificate is that it can be sold or transferred to your clients. There is no expiration date as long as you remain an active HMA consultant.

HMA Resource # 8:

Free publicity and press training from the "Publicity Doctor".

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This is HUGE.

Especially when you set up contingency and commission deals. Because every time you use free publicity, money will come back to you in buckets, without your client having to do anything but answer the phone and answer a few questions.

You'll learn the secret of getting millions of dollars in free publicity for your business and your clients' businesses in newspapers and magazines and on television and radio.

HMA Resource # 9:

You also get the reprints and resale rights to 23 professionally written business reports including:

- **Insider Business Strategies: Five Ways to Increase Your Bottom Line Profits Without Spending an Extra Dime on Advertising**
- Quick-Fix Marketing: One-shot turnaround strategies for 50 different companies. (This gives you 50 marketing plans for 50 different businesses. Chances are, your clients will fall under one of these categories, and you can use these reports to make your job ten times easier.)
- **The Headline Bank: 100 top moneymaking headlines.**
- How to Up Your Profit in a Down Economy: 114 Tips and Techniques and Tactics to Kick-Start Your Cash Flow.
- **Yellow Page Success Secrets.**
- How to Attract More New Businesses with a Riveting Ad that Captures Immediate Attention.
- **How to Use Brochures to Grow Your Business.**

And more. (23 in all)

The great thing about having all these reports is not only the business changing information... but that you can also resell them.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

You're going to have all the rights you need to put your own company name on them, and resell them to your clients and make revenue.

This is a residual income opportunity built in to the HMA Marketing Consulting Training.

You'll own these reports in Microsoft Word and PDF files so that you can reproduce these for your clients and sell it to them directly.

HMA Resource # 10:

The marketing, reprint, and duplication rights to my collection of 117 hours of audio content and written transcripts from <http://www.hardtfindseminars.com>.

You'll own the use rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Bob Bly, Mark Joyner, Gary Halbert, Jay Conrad Levinson, Brian Keith Voiles, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts.

You'll instantly have a mountain of new products you can:

- Use to get more customers, clients, subscribers and strategic business contacts.
- Use as free bonuses to sell consulting projects and services.
- Offer as special incentives to help your clients sell more of their existing products.
- Package and bundle together to make one-of-a-kind products to give away free to build good will.
- Educate and excite your clients.

Your options of what you can do with this content is endless.

This content has been a labor of love that has taken me years to build. I've invested tens of thousands of dollars and hundreds of hours to put this material together. And yet, I'm making this available to you as an HMA consultant at no cost whatsoever.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

HMA Resource # 11:

Lifetime membership to www.hardtofindads.com.

You'll get over 700 typed word-for-word transcripts from the world's largest digital swipe file of editorial style ads by the highest paid and most successful copywriters in the world like: Eugene Schwartz, Claude Hopkins, Gary Halbert, Brian Keith Voiles and John Carlton.

This is like having a team of the world's top copywriters on your desk telling you exactly what to write to make a winning promotion. These ads have pulled in hundreds of millions of dollars in sales and are proven "templates" that will work for you and your clients.

In many cases, you can take what's already been done and "adapt" it to what you're selling.

Products with just half these profit-producing ads sell for **over \$5,000**. But they're all yours free as part of this super HMA consulting package.

HMA Resource # 12:

24-7 "Remote Control Consulting Services" selling tool.

Selling consulting to people who don't want consulting can zap your motivation stone dead and eat hours of valuable time.

You should only be selling your services to QUALIFIED prospects.

And so you get a valuable time saving tool to "pre-sell" the HMA System for you. It's a PowerPoint Presentation outlining all the steps in the HMA system.

This presentation will let you send a link to any prospect in the world that has Internet access and have them learn about what you can do for their business as an HMA consultant.

In other words... it takes you out of the selling position UNTIL they have gone through the presentation.

If your prospect does this, they are uniquely qualified as a legitimate prospect and are worthy of your valuable time and expertise.

You'll get this presentation customized with your photo, your company logo, your website and your e-mail address branded throughout.

This one tool has saved me hundreds of hours by letting me pre-sell and educate prospects about the HMA system without my direct involvement.

You'd pay thousands to produce a selling tool on your own like this. But it's yours to use and brand the second you become an HMA Consultant.

HMA Resource # 13:

You'll own 100% usage rights to all your marketing tools, sales letters, postcards, presentations, ads, press releases, client generation reports, client testimonials, manuals, my million dollar consultants list of service providers and more – everything you need.

What About Support?

As an HMA marketing consultant, you will be in business for yourself, but not by yourself.

By that I mean, when you have a question, you get Michael Senoff. Not some "customer service" rep that doesn't speak English.

You get me working directly with you. You get me returning your calls minutes after you leave a message. You get me returning your e-mail in hours not days. You even get marketing assets I've accumulated over the years -- like my knowledge on direct mail marketing, advertising and copywriting.

In other words...

I'm Always Here For You.

And I'm personally going to do whatever I can to help you succeed.

If you need something, just ask and I will do whatever I have to do to get any answer you're looking for. Whether it's asking Richard or going to my network of millionaire marketing and business experts.

And if I don't have the answer... I will find someone who does.

And finally, as I said at the beginning of this letter, you get to try everything out -- use all the tools and learn all the secrets -- without having to risk a single penny of your own money.

Here's why:

If you follow this system step-by-step exactly the way Richard teaches, and you don't capture your first client in 45 days or less... I'll refund 100% of your purchase price.

With no questions asked, no hard feelings, and no trying to "talk you out of it."

All of which means you can...

**"Test Drive" This System Without
Risking A Penny.**

And I mean that.

I want you to hold my feet to the fire for 45 days. Use the system. Play with it. Compare it with other systems. And see for yourself exactly what you have in your hands.

And if you aren't making money with this system in your first 45 days, then return it.

How much does it cost?

Well, I've done the math, and the tools, resources and personal help is easily \$22,000 worth of material.

Probably even a lot more.

And other popular marketing systems I've seen, with only a tiny fraction of the features in the HMA system, cost \$30,000 plus ongoing fees and even royalties on the money you make. In fact, that is standard practice -- to take a cut of the money you make with their systems.

But with Richard's HMA system you won't be paying any royalties or fees.

Nor will you be paying \$30,000, \$20,000, or even \$10,000

No, you can claim your complete HMA marketing system with the tools, manuals, videos, audio, lifetime access to ongoing HMA university training and all the high powered marketing resources I've listed and more for just six payments of \$995 plus shipping and handling or one payment of \$5970, plus shipping and handling.

This is not a layaway plan. It's gets you everything starting with your first payment. Nothing is held back.

This is a small investment compared to what you're getting.

Especially when compared to other marketing consulting courses -- with a lot less value and with all their fees and royalties.

**However, There Are Two Small
"Catches" To This...**

First of all...

Do you remember earlier in this letter when I said I was giving you my audio creation and infomercial at a huge discount?

Well, if you become an HMA consultant, you are going to be dealing with a LOT of people who will want and need that service. And I am hoping you will send some of those people my way to get these audio services done when the time is right.

If you become an HMA consultant in the next thirty days from the date of this letter, I'll happily pay you a 10% "finder's fee" for any audio work you refer over. (Yet another way you can make money with this system without so much as lifting a finger.)

But this is another of the main reasons why I'm giving you all this value at this ridiculously low price. And I'd be lying if I said I wasn't offering this deal as much for me as I am for you.

And secondly...

For more interviews on marketing consulting go to <http://www.hardtfindseminars.com>
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Even though you're free to use your HMA system anywhere without restriction, I have severe limits on the number of systems Richard will let me sell within each geographical area.

Richard wants to make sure as an HMA consultant, you have the maximum opportunity to profit without competition.

So being accepted as an HMA consultant is not guaranteed, and the only way to be sure of claiming your system is to act now to see if you qualify.

All you have to do is call me personally at **858-274-7851** and together we'll determine if becoming an HMA consultant is right for you.

If we're both in agreement, I'll send you a payment agreement by e-mail in the form of a PDF document. You'll complete it and fax it back to me at **858-274-2579**.

I'll then process your payment and send you the membership details for the HMA online university and I'll rush your HMA system to you by courier.

You can start listening to your online audio immediately while you wait for the rest of your HMA system to arrive.

And that's it.

If you have any questions at all, call me at **858-274-7851**.

Yours sincerely,



Michael Senoff

P.S. Please keep in mind that while it really is easy and simple to make a lot of money with Richard's system, it is NOT for everyone.

I say this because if you and I talk, and it feel like you're not a fit for this consulting business and I decide not to let you in, please don't take it personally.

Trust me, there are some people who just shouldn't be marketing consultants, especially with Richard's system.

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It's like me and playing golf. I love playing golf, but I know I'll never be good at it.

And if someone was selling a product on how to improve my golf game, and they were qualifying people just as I have to qualify people for Richard's system -- I would most definitely not be a good fit. Because I just will never be good at it and it would be a waste of my money to buy the product.

And the same goes for the HMA marketing consulting system.

There are some people who just shouldn't do it. And if it's not right for you, then it's nothing personal. And if you want, I can even help you find another opportunity that will be better for your situation.

But the only way to find out is to give me a call at **858-274-7851**.

If you get my voice mail, please leave your name, area code and phone number. Say that you are calling about the HMA system and I'll call you back at once. Please do not e-mail. I get so much SPAM that your e-mail may never make it to me.