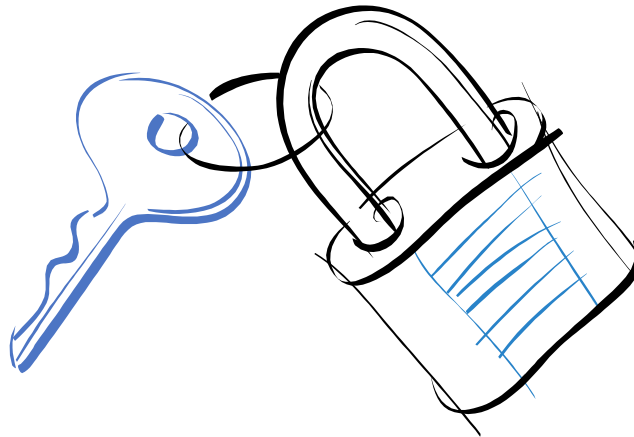

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Accelerated Consulting Series

The Kevin Fort Project Part Five

Michael Senoff Interviews Kevin Fort



Kevin Fort Project Part Five

During my last call with Kevin Fort, he told me that the next step in his work for his chiropractor client was going to be the development of the client's USP. I had told him to give me a call if he needed any help.

Well, Kevin took my up on my offer as you will hear in this recording. He had done tons of research, taken copious notes during his meetings with the client, and has talked to several past and current customers. Only one real Unique Selling Proposition was surfacing: That the doctor has a wonderful, caring personality with his patients. Additionally, Kevin said that patients with traumatic injuries had been cured to the point that they need no additional treatments!

The fact that Kevin's client is considered an expert at compression trauma treatment was not a Unique Selling Proposition because only about 25% of the patients actually had experienced this sort of injury.

Kevin and I discussed the possibility that the doctor's personality and ability to get results may well be his Unique Selling Proposition. Although this is a great testimonial to the doctor, Kevin and I both felt that it was a vague Unique Selling Proposition solely on its own.

Enter Richard! Yes, I was able to get Richard on the phone immediately to help us with additional ideas for the USP. Kevin gave Richard the low-down on the client. Listen the types of questions that Richard asked to get the full picture. You will also hear the depth of the information that Kevin responded with, showing how well he did in his research.

Richard had some good ideas about the creation of a USP based on the doctor's expertise and gave some great examples of how to accomplish this. Listen to Kevin's response detailing his observations of his client's business self esteem. The doctor knows that he has problems in his business.

You will hear Richard talk about "anti-USP's." In this case, the chiropractor's business practices leave much to be desired. Due to this problem, any USP that Kevin develops for him would probably be negated by the client's lack of good business procedures.

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Richard suggests that Kevin confront his client and tell him that his business procedures must be fixed before pursuing additional marketing opportunities after the creation of the USP. It is suggested that Kevin offer to actually fix the problems with the business as his second project, if the client would agree. With that as an option, you will hear some ideas that Richard and I have to fix some of the major problems.

It's important that you listen as we discuss what a "qualified prospect" is and how, unfortunately, Kevin's chiropractor may not be as qualified as Kevin once thought. We also discuss the possibility that Kevin drop this client after developing the USP if he feels that the client's business problems cannot be fixed. Being fair to your clients is of the utmost importance.

This recording is a "must listen" for all HMA Consultants. It is a valuable exercise in how brainstorming with others can put things into perspective very quickly. It also shows some stumbling blocks other than Kevin's once-dreaded cold calling experiences that any consultant may experience at any time in his or her career.

Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com) and Consulting Secrets. Here is part five of the Kevin Fort project. Kevin had called me and if you remember in part four, he had gotten his first client with a chiropractor, and Kevin was stuck on developing the USP. So, he called me asking for some advice to discuss the situation with his chiropractor's Unique Selling Proposition. I instantly got Richard on the line. So, we have a three-way consultation with Kevin Fort trying to sort out his USP. Please stayed tune and look for part six of the Kevin fort Project.

Kevin: Good morning. This is Kevin.

Michael: Hey, Kevin. Mike Senoff here.

Kevin: Mike, how are you?

Michael: Good, how are you doing?

Kevin: Doing good. How was your weekend?

Michael: It was very good. I can't complain. Back in action. How about yourself?

Kevin: It was a little busier than I wanted it to be.

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Michael: Okay, things going well for you?

Kevin: Very well.

Michael: You want to do an update of what happened? First, I'm interested in the endorsement letter that you sent out.

Kevin: Okay, that seminar is actually in the morning. I'm trying to get everything put together for that.

Michael: How many letters went out?

Kevin: Seventy-five.

Michael: And, what kind of response?

Kevin: We've had four RSVPs.

Michael: Okay.

Kevin: But, we didn't force the RSVP on that particular seminar. So, we may have more, but haven't heard back from them.

Michael: That ain't bad. That's four percent. It may end up being five or six percent. That's great. So, that's tomorrow. And, what else is going on? How's your chiropractor client?

Kevin: He's good, but he and I are both at a stalling point. That was the reason I'm putting in the call because you said if I needed help with the USP to give you a call, and I need help with his USP.

Michael: Have you come up with anything that you can grab onto – USP wise?

Kevin: All the research that I've done, the only thing that I've been able to pull out is his personality, and I can't justify that being his USP because his personality works for some, but it may not work for others.

Michael: What about his personality stuck out?

Kevin: The majority of his customers find that he is more easy going. He's definitely more open about the treatment process as far as what he's doing. He talks them all the way through the process, let's them know before he touches them or starts making adjustments exactly what he's going to be doing, about the pain level they can expect and things like that.

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Michael: So, this is feedback you were getting from his customers?

Kevin: Yes.

Michael: The customers you talked to where pretty pleased and one of the consistent things they were saying was he caringness and his ability to communicate and his ability to alleviate any fear or unexpected situations. Is that what they were trying to say?

Kevin: Yep. I've had five other clients that I've talked with his. They've gone in with some type of either neck or lower back injury, and all of them said they've seen anywhere from one to five different chiropractors, and he was the only one who was ever able to fix them and actually not just temporarily relieve the pain, but actually get them to a point where the pain is subsided.

Michael: And, out of the five you talked to, all of them experienced this result?

Kevin: Yes.

Michael: He was the only one in that area – one of two – that did this particular therapy.

Kevin: The compression trauma treatment, yes. Not all of them were using that compression trauma.

Michael: Not all of the patients were using that.

Kevin: No. Three of the five were using the compression trauma treatment.

Michael: But, this guy got results where no one else could.

Kevin: Absolutely.

Michael: Anything else you could grab onto besides that? That may very well be the USP that he gets results. Would he be willing to guarantee his work?

Kevin: I've asked him that, and he kind of side-stepped it, not ignoring it or not going in that direction, but I think he was uncomfortable at that point. I don't know if it's just he's never heard of a chiropractic warranty or anything like that.

Michael: Let me see if I can get Richard on the line and maybe we can all knock this out together.

Kevin: Okay.

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Michael: Hold on. I haven't talked to him in a while, but maybe I can. So, hang tight. I'll see if I can get him.

Richard: Hello, this is Richard.

Michael: Hey Richard, it's Michael Senoff here. How are you?

Richard: Hey, Mike, good. How are you?

Michael: Hey, listen, I didn't really expect to get you, but I was going to try. I have Kevin Fort on the line. Do you remember Kevin we talked about?

Richard: Yes.

Michael: Well, I've got him on the line. He called me this morning. If you have a couple of minutes, he was telling me the chiropractor was one of his first clients that he closed on two deals, and he's kind of at a sticking point with the USP. I wanted to see if we could take five or ten minutes and work through this and see if we can all do this together. Is this a good time for you?

Richard: Sure.

Michael: Okay, great. Well, Kevin why don't you just start with Richard here? He's trying to grasp something for a USP, but he thinks the personality is the main unique selling feature from some of his customers that he talked to that as he's describing to me, that the five patients of his, all got great results from this guy's special procedure which he's one of only two people in the area that does it, but I'll let you take it from there Kevin.

Kevin: Okay, how are you doing, Richard?

Richard: Good, Kevin.

Kevin: Did you have a good weekend?

Richard: Yeah, thanks, how was yours?

Kevin: It was good. It was busy.

Richard: Good. You've got a guy that has kind of a proprietary procedure?

Kevin: Yes. He basically apprenticed underneath gentleman out in north Phoenix. This was when he ran his first chiropractic business for eight years out of north Phoenix, and the guy that he apprenticed under taught him a technique

called compression trauma treatment, and they use a special table for that particular style of treatment when there's compression trauma involved.

They use it a lot for football players that do direct impacts to the top of the shoulders or the neck or the head, and degeneration, anywhere where the spine is starting to compress itself and it needs to be decompressed, and that's what they use that procedure for.

Richard: Would you call this a unique selling proposition or not?

Kevin: I would, but I don't know how to sell that because you can't use it on every patient like we had talked about. He is one of two guys in the valley that does it manually. There's a larger company called The Arizona Spine and Joint Treatment Center. They use a computerized version of the compression trauma treatment table, but the doctor feels that he can more accurately address the problem doing physically hands on without the computers involved.

Richard: How much of his client base, prospect base, does this apply to?

Kevin: Probably around 25 percent.

Richard: Anything else that came up? Did you talk to customers that he didn't use this procedure on?

Kevin: Yes.

Richard: And, what did you find there?

Kevin: I talked to about 30 of his clients from his database that we pulled the list from, and five of those were good positive feedback that I was able to generate. The other ones either didn't have the time or just really weren't too interested in what I was trying to do for him.

But, the five that I talked to, somewhere in their lives, whether it be from a military incident or from a car accident had suffered significant lower back or neck injuries that were starting to be debilitating injuries, and they came anywhere from one to five different chiropractors throughout the group, and he was the only one who was actually able to get the pain to totally subside.

Richard: And, as far as the competitors go, did you find out anything there?

Kevin: I found that a lot of his competitors, they're not thorough in the process. They're very adamant about getting you in for your initial adjustments, and then setting you up for your follow up treatments. They're very quick to do

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that. They're good salesman, and they push the sale, the follow-up and the back end portion of that. But, they're not personable.

Richard: Okay, so you feel like he can fix anybody better than the competitors because he's more thorough.

Kevin: I definitely feel like that because he approaches chiropractic on a holistic process.

Richard: And, you feel like you've got the credibility in the results that he's generated.

Kevin: Yes, he's done his homework before I stepped in and he's got a couple of endorsement letters from the people that were willing to do that with him.

Richard: What does he do now to market himself?

Kevin: He spends a lot of money on Valu-Paks. He had called me last week. He was getting ready to put in an ad in the Senior Living Magazine. We put a quick stop to that because I sat down with the salesman for this magazine, and I just didn't think the numbers were there for him.

I told him, "Look, we've already started this process. I told you in the beginning, let's do this without spending additional money on advertising. Let's get your message straight first. Let's work with what you have already in place, and then when we get you to a point, then we'll look at actually bringing in the new clients."

Richard: Okay, does he have any publication? Has he put his procedure down at all in print?

Kevin: Yes, he does send out a monthly email letter. I've been looking over that monthly email letter. His biggest problem is he communicates too complicatedly. His message is not simple.

Richard: Yeah, that may be what you have to fix, but I'll tell you what then I would maybe move towards is a USP is to position him as the expert, position him as the best, and the reason he's the best is this unique procedure he owns, but also his thoroughness, and then you've got the credibility to back that positioning up.

So, it becomes unique by his position in the market as the expert, and then you take his written collateral, and you simplify it and you maybe produce two or three expert reports or free reports, and you maybe start marketing the reports instead of him.

In other words, you start marketing that in your Valu-Paks and testing it. How has his response been to his Valu-Paks?

Kevin: Zero.

Richard: Yeah, so it maybe that he needs to do it more in a two-step. First get out his expertise in his report, and then teach people how he gets results and why he gets results. Maybe he has it down on a recording of some kind. Kind of like what Michael did with me and our free reports, letting you guys just read them, and read them, and read them, and then make your own decisions from there.

But, based on my experience, if I run into very good professionals like you are in this instance – now, if he's not the expert, if he's not the best that you feel that he is, then you can't go there. But, if he is, and it's strictly in comparison to his competition, then if he is, then you've got a legitimate USP to go there. Does that make sense?

Kevin: It makes perfect sense.

Michael: And, that's a great point Richard. In my marketing with Richard and the whole HMA system, I position Richard as the best – best in the world, best in the country, you see?

Kevin: That's how I sell myself that I was taught by the best.

Michael: That's right. Now, is Richard the best in the world? Yeah, I think he is. You know, but who knows? It is all the positioning. That's a perfect analogy.

Kevin: I can see that he's very competent when he gets down to actually doing what he's doing, but until you get him to that point, there's a lot of self-esteem issues that I can see from him. He's not sure of himself as a business owner. That's the biggest thing I can see that he's not comfortable in running a business. He knows that he has some inadequacies as far as cash flow management and the other aspects, and definitely when it comes to marketing.

Richard: So, let me ask you this. Is the growth problem in that he doesn't have enough prospective customers or clients or he doesn't close well, or he doesn't get them coming back?

Kevin: He doesn't get enough customers coming in the store. He's doing good on closing. I would say that right now, he's probably got a 30-35 percent closing ratio.

Richard: And, then those people, is he getting them back for regular visits?

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Kevin: Yeah, we're working that. That return ratio is a little low, but we're definitely working on putting the follow-up systems in place.

Richard: Good, well, then as you work on alliances and partnerships, is that one of the steps you close with him?

Kevin: Yes.

Richard: Good.

Michael: Kevin, what were the steps? I thought you closed the USP and then step two, the implementation.

Kevin: I'm our initial agreement, I was able to close him on all seven projects. He paid for the first two upfront.

Michael: Okay, I see. I'm looking out for the consultant. I don't want Kevin to get into owning and operating and running a chiropractor business, because you've got to keep in mind what advice could you give him to be able to handle this client without being so self-involved in the whole business. Do you know what I'm saying? Because that could be a trap.

Kevin: That's where this is going, too. I've talked to him about needing to bring in because this gentleman is handling everything himself.

Richard: Here's what you've got. You've got anti-USPs working.

Kevin: Yes.

Michael: Describe what an anti-USP is, Richard.

Richard: An anti-USP is you could set this guy up as the expert, and he could be, and he can't service his clients right, and he can't accommodate and he can't run his business right, thereby, it kills any USP you set up.

Kevin: Right, that's the way I feel about this guy now.

Richard: Well, then as a consultant, you have a moral obligation to either say, "I can't work with you now until you get these things fixed." Or, "If you wanted to pay me to fix these, we've got to get these fixed, otherwise, you could pay me to create a great unique selling proposition and then you're killing it because you can't run the business right."

I've run into clients like that whose operation is such that they've got to fix it first. If they don't fix their customer service and make it right, or if they don't fix their bookkeeping and make it right, I could do all the marketing in the world and not get anywhere.

Michael: So, Richard, now, for any other consultant hearing this, when do you spot this anti-USPs? In the initial opportunity analysis?

Richard: You usually spot them initially. Sometimes they come about in the customer calls. Sometimes it comes about in looking at that first step more closely. You go ahead and give him the USP, and so he pays you for that, but if now take that USP and implement it into his current marketing, step number two, and it's broken, you're doing him a disservice.

Michael: So, could he develop the USP for him, and say, "Here's your USP. Now, that we're on step two, implementing, we've got some serious stuff to talk about."

Richard: Yeah, I think that timing would be just fine. It sounds like he especially recognizes it, right Kevin?

Kevin: He knows he has the problems, but he doesn't know how to fix them.

Richard: Do you?

Kevin: Do I? I'm pretty competent, and if I don't, I have many connections down here with other industry experts as far as bookkeeping.

Richard: Okay, and then just agree with him that his payment fee for step two is to fix that first.

Michael: What was the agreement Kevin? He paid you \$700 for step one and step two.

Kevin: Correct.

Michael: And, what was your agreement? After step two, then he's ready to pay you for three and four?

Kevin: Yes, with whatever increased sales that we can bring him that he would start expanding those projects and start paying me with those increased revenues. I saw it in the guy's eyes when he wrote me that check that that check he wrote was basically everything his business was hanging on to.

That was a very scary thought to me.

Richard: Yeah, it is.

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Kevin: Like, it's pressure on me to save this thing. The thing that honestly scares me the most is the guy's been in business for twelve years. You'd hope that somebody would have it figured out by then.

Michael: Now, Kevin, you were really hungry to get a client, and you should be, and this was your first paying client, which is great. Richard, you can add to this. Still selecting and picking your clients is still, I think, so important even though you need money to finance your consulting practice and everything, and now that you have some other opportunities coming – you've got a group presentation tomorrow – you may be able to gently back out of this deal, or just to develop his USP and then have a talk with him about until these things are fixed. You can pay me to do it, or you can get them fixed yourself. We really can't go on, or I'll be doing you a disservice.

It may be wise to back out of that one and move onto something a little more qualified, would you say Richard?

Richard: I agree a hundred percent, but you're right. That's hard for Kevin to spot that early on. So, you just have to do the best you can, but if you see the practice broken like that and then it's really not fair to move forward. Unless, you and he agree that having you help me fix these other areas first is the best and right priority, and if Kevin feels like that he can fix those, I don't have a problem doing that for a client.

If I felt like I could fix something outside of the marketing scope, but if you can't then, yea, you've got to get the help you need, but that's how I think I'd move forward, but I think Michael's point is well taken, Kevin. You just have to decide which way you want to go.

Michael: If you can't fix it, and it doesn't go down, you don't want to think it's your fault Kevin. It has really nothing to do with you.

Richard: That's right.

Michael: There's plenty of businesses that are just hopeless, and I'm not saying that this one is hopeless. I think a lot of your problems in consulting, and Richard you would agree, really come with people. People are the problem. It's not that it's the system or the business. It's the people.

Richard: That's right.

Kevin: That was one of the difficult lessons that I learned. He was a qualified prospect in some aspects, but he's not qualified in other aspects, but I now know to look for.

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Richard: Yeah, and that's just coming with experience. So, take this as part of that, and learn from it, but confront him on it, be straight with him, and that's what he'll appreciate the most.

Michael: What do you think Kevin?

Kevin: I'm not the type of person that generally likes to fail or give up on somebody. I can't say that I haven't thought about backing out on this guy because I honestly think that it can be very difficult to make this system work for him. That worries me, but at the same time, I had to give up on somebody.

Richard: Tell me where could be the softest hit for the guy, if you form an alliance and start getting him more patients quickly. Is there anything you see you can do fast and easy?

Michael: He had a big inactive database, right Kevin?

Kevin: Yes.

Michael: What's the situation with that?

Kevin: I briefly looked it over, but I haven't put a lot of time and energy into it because I was trying to work through this USP.

Richard: Maybe you take the USP you can formulate together from your information in positioning him as an expert. How many do you think you have out there that are inactive?

Kevin: He's got a database with over 2,000 names on it. He's only got about 35 active names on a database right now. But, that database has to be scrubbed. I don't know how many of those names are still living in the valley.

Richard: And, has he not ever sent anything to them?

Kevin: He doesn't have any follow-up systems in place.

Richard: Is he sending his email newsletter to any of them?

Kevin: Anyone that asked to be on his mailing list, and I don't know how many names are on that.

Richard: Well, that may be, and your fastest is getting on the phone or having someone for two hours a day, maybe he himself does it, and you reactivate and bring

them back on his special, bring them back on the new technique that worked before and they need to feel better again. Bring them back on that.

I think that's probably his fastest, Michael. Don't you agree?

Michael: Yeah, but who's going to finance that. I don't think he's going to spend more money on that. You can do a sampling. You can take an nth name, Kevin, and take fifty of them and call them back. You can invest \$25 or \$30 and use one of those reactivation letters I sent you from Greg Nielsen, and try one of those with fifty of the people and see what happens with that, and do a little small test.

Otherwise, my advice, Kevin, is you've got to look at it. This is business is business. You can't let your personal feelings get involved, and I know this is your baby. It's your first account. You may just have to gracefully bow out of the other four steps.

Richard: Substitute step number two for step number three. He paid you instead to reactivate.

Michael: Yeah, that may be a good idea, too. Tell him that you've got a change in plan based on his situation with his business. You're going to move step two. You're going to hold off on that, and move it to step three because you're inactive customer list maybe the best way to reactivate and bring you more funds in to finance his whole consulting.

Kevin: Right.

Michael: That's a good idea, and then do a test on the list.

Richard: Happy with the treatment they've got.

Kevin: Absolutely. They rant and rave about his personality. Some of the notes that I've got here from the calling I've done – thorough, personable, he's not rough at all, he's more sincere and knowledgeable, he actually fixed my back problem, he goes out of his way to help me.

Michael: The thing is, why don't they come back when their problems are fixed, Richard?

Richard: Well, because I just read the other day, that a monthly adjustment by a chiropractor is one of the best things you should be doing.

Michael: Okay, there's a reason right there.

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Kevin: One of the questions I put on my little questionnaire, was “If Doctor was willing to provide you with a set dollar amount to have you come you in on a predetermined number of visits throughout the year, would that be something that you would fill would be beneficial?” And, the answers from his customers were straight nos. They either don’t have the time, or they’re not willing to put that kind of money upfront when they can’t guarantee their schedule will allow them to get in there.

So, I looked at that as a packaging option for him.

Richard: He’s got to create some reasons for them to come back in.

Kevin: Right.

Richard: That may be what you have to do is sit down and brainstorm and say, “Listen you’ve got 1,800 people out there you’ve taken care of, and it’s silly for them to just be sitting out there. Why should they come back to you? What are the reasons they should come back and how often? Maybe it’s just every other month. Maybe it’s once a quarter.” It’s better than what he’s got now, which is zero.

That’s what I think. Part of marketing is creating reasons for people to come back to you.

So, maybe that is step two for a while. I guess I’m appealing a little to your sense of wanting to help the guy succeed, Kevin, and I would say that’s probably the best way to use the money he paid you with, and then your best shot at generating some results.

Kevin: Well, I’m definitely willing to give it a shot. I know I can’t spend too much time on this guy.

Richard: Yeah, you didn’t get paid a whole lot for it.

Michael: Richard, since I have Kevin on the phone. Kevin did an endorsed letter with a bookkeeper. What was it, an accountant, Kevin?

Kevin: It’s a bookkeeping firm.

Michael: The bookkeeping firm sent an endorsed letter out offering a workshop, and presenting Kevin as the expert, and he’s got four RSVPs for a presentation tomorrow.

Richard: Good. How many letters went out?

Kevin: Seventy-five letters.

Richard: Did you do any phone follow-up?

Kevin: No, the lady that owns the bookkeeping firm was very adamant about not giving me her customer database, but they have expressed a desire to do this on an ongoing basis, working on many different aspects whether it be sales training or different aspects in the marketing realm.

Richard: Good.

Kevin: They're wanting to set something up on a permanent basis with me, and we did not ask for RSVPs on the letter. We told them the space is limited, so give us a call if they had any questions or if they wanted to make their reservation, but we did not force the reservation.

Michael: Kevin, here's an idea for you, if you want to think about it. I know it's kind of short notice. I don't know if you could swing it. I would get someone with a digital camera and videotape your presentation, or at least get it on a good quality audio.

Get someone with a nice digital camera. It could just be sitting there. It doesn't have to be expert quality, and record it on a digital camera. Then, you can follow-up with all the inactive people. You could put it up online. You could put it on a video tape for a dollar and a half, and send it out to the rest of that list who was unable to make it, and possibly get clients out of that, too.

Kevin: That's an excellent idea.

Michael: Do you have a digital video camera?

Kevin: No, I do have a buddy that deals in that area.

Michael: If you can do that, or even pay someone to sit there for two hours and videotape it, and just get her permission that you can do that, and let her know that this would be an added benefit because you want to provide this training to all her customers who are unable to make it. Then, you can really access that list.

Kevin: I definitely like that idea.

Michael: People don't have time to shlep out to these meetings. There's a lot of people who would like to go, but they're busy. They're working. They've got kids. School's started back. There's a lot of things that you'd be doing her a great service and all the people who need this to have that presentation digitized.

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Put it online or send it to them on a DVD. It costs you nothing to do that. Not nothing, but very inexpensive.

Kevin: Great. Well, thank you very much. That was an excellent idea, and I'm going to do everything I can to take advantage of that.

Richard: Well, good luck on the chiropractor. Keep me posted, and we'll help you through it the best we can.

Michael: It's tough with this guy. You don't want to buy yourself a job.

Kevin: Right.

Michael: Well, let it mull over. I think that idea about switching and going to the third thing. Test his list, even though he has that list of all those people, it does seem like an asset. It's a potential asset, but we don't know that it's an asset until we test it.

Kevin: Correct because I don't know why those people are inactive until I talk to them.

Michael: Yeah, so why don't you find out a little more about that list – who's on this list, were these all paying clients, break it down. Give me an idea – who were these people. What did they come in for? How much did they pay? And, why should they come back?

Kevin: A large percentage of his business is based on insurance. I'm starting to wonder if that is the reason that these people are not coming back to them is because the insurance company stopped paying for it.

Michael: That's very possible. Did you look through those letters, the chiropractor letters? Were there any that looked like there were some good reactivation letters?

Kevin: Those letters were amazing. I've started to develop a letter side project, and I'm wanting to start to become an expert in the "Soap Opera" marketing.

Michael: Yeah, it's a great idea, but do you see how Dr. Nielsen's office is set up to deliver on that with the girls there and everything?

Kevin: Yes. He's just an amazing businessman.

Michael: In such a small little town. And, you see, your guy isn't set up. He doesn't even have a secretary. So, you may just have to chalk this up for experience,

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develop the USP for him based on his experience, some of the stuff you just told me, and present that to him because that's really all he has right now.

Then, test and see if he can reactivate some of those old ones. Otherwise, you just may have to move on.

Kevin: I agree. I think that's the route we're going to go. I've been losing some sleep over this guy.

Michael: See, you don't want to have to lose sleep over anyone. I know it's your first guy and you need the money, and that's the hard part.

Kevin: The money's not as big of an issue as just wanting to get this thing started the right way and make the right impression.

Michael: As a consultant, we're looking for the hidden assets. We only want to work with the ones that are going to make our life nice and easy. We don't want – for any amount of money – to buy us sleepless nights. That's not the point because there are plenty of potential prospects out there who can give us nights that make us sleep like a baby. It all comes down to making a decision who you work with, and as you're starting out, we're all more desperate on getting the ones that are going to pay the bills. That's where a lot of the problems come in.

But, tomorrow, you may have some great opportunities in front of you. It's like when you break up with a girlfriend, but once you start dating again, you don't think about her anymore.

Kevin: Yeah, it worked out for the better.

Michael: Yeah.

Kevin: Thanks, and I appreciate your time and your information.

Michael: No problem, keep calling me and we'll keep documenting this. It's great stuff. It's really the real world.

Kevin: I'll shoot you an email probably tomorrow night.

Michael: Yeah, let me know. I'm excited to know, and definitely get someone in there with a digital video camera, video this thing. Get a tripod. Get a camera. How long do you think your presentations going to be?

Kevin: I'm going to say about an hour and a half.

Michael: If you can do it, just have it focused right on you, and then you've got something. It will give you the ability to really access that entire list. You just go back there and say, "Look, we've got it on a DVD." Or you can have it put up on her site, and transferred into an AVI file, a video file, and then she can send all her people, "For anyone who missed the presentation with our marketing consultant, Kevin Fort, we've got it digitalized. You can go to this link and watch it." And, then there you are still doing your presentation, and then you're out of the picture.

Kevin: Extremely powerful.

Michael: Okay?

Kevin: Okay.

Michael: All right, I'll talk to you later. Let me know how it goes.

Kevin: Thank you. Bye.

Hi, it's Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). That's the end of part five with the Kevin Fort project. Please keep an eye out for part six. If you have any questions, please contact Michael@MichaelSenoff.com.

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

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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.

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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.

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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.

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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!

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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.hardtofindseminars.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.hardtofindseminars.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...

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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.

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>

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.

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