

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**Your Questions Answered About
The Marketing Consulting Business**

Michael Senoff Interviews Consulting Expert, Richard

 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.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

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.

It is my mission, to assist those that are very busy with their careers

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Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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You're going to like this recording. We had hundreds of questions come into Richard about the HMA system and about the marketing consulting business. Here is Richard the founder of the HMA system fielding some tough questions from expert marketing consultants and students from all over the world. It's 59 minutes long and is pure Q&A style. The two winners of the \$500 Gift offer will be announced shortly. For more information about a systemized way to sell consulting services call 858-274-7851 or send me an e-mail to Michael@MichaelSenoff.com and in the subject line write "Michael Send The Pink Toaster Agreement" and I'll send you to a link with more details.

Michael: What's the difference, and why are you any better than the other marketing consultants in training out there such as Y2 Marketing, Jay Abraham, Top Line, Quantum and any of the others.

Richard: Ken, the difference in the HMA System for any of the others out there.

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You're going to hear the answer to this all important question later on in the interview, but first I want to introduce what I have here for you. We've got 59 minutes of nothing but questions and answers. I sent out an email to my list of some of the HMA consultants and other interested parties for questions for Richard regarding marketing and consulting and the marketing consulting business. You've got no fluff here. All you've got are questions from folks from all over the world and Richard's straight to the point answers. I hope you enjoy this recording. Let's get going.

Michael: All right Richard. I really appreciate you taking the time to answer all of these questions from a mix of both HMA consultants and people who have listened to some of our recordings up on my site at in the Consulting Secrets section of www.HardtoFindSeminars.com Now, here's a question actually from one of our new consultants Louisa in the UK, and I think it's going to be perfect for you because of your involvement with the manufacturing sector, but here it is.

“What are the main points to bear in mind when working with manufacturing companies? Manufacturing in the UK is under considerable threat from cheaper imports from Asia. One manufacturer I know of has a USP based around higher level of quality of components in finished products manufactured in the UK, but now increasingly the customers, i.e.; large chains of do it yourself retail stores, are buying solely on price. They have already lost a couple of key contacts due to the cheaper imports, and they are also excluded contractually from selling direct to the public. How would you help them in this situation?”

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Richard: I've had a chance to work with manufacturers for several years, and understand their situation and the UK is similar to many firms here in the United States. One of the things then that you first have to do is, are the marketing their value consistently? Many times manufacturers will just sit on their value and they'll sit on their product line and they're really not educating and they're really not teaching their distributors or helping their distributors to sell through the channels. They're not educating the distributors about the value so that the distributors can focus on value rather than price. They're not educating the end user at all about the value.

So, first you want to help them understand that as a marketing consultant, you could develop marketing communication that teaches and educates about the value they have. There's a great book out there I'll refer to you. It's called, "How to Grow and Market Stones" by Richard Weiss Reece, and you want to maybe take a look at that. It was a great book that talked about innovative demand.

It may be that your manufacturer has to shift the way his buyers and distributors are looking at his product. Maybe he was selling them for some demand and price wasn't an issue, but now that price is an issue, you have to maybe help that manufacturer create a new way to look at demand for his product. It's called innovative demand and very insightful in helping these manufacturers in these times of price competition.

Of course, you want to then help them understand that as a consultant, you could take them through a marketing system that will do all of that and will accomplish those objectives.

Then, finally, it may be that he's got shift markets. It may be that he has to do a little bit better on a target market, do a little bit better with fewer customers who care about his value and will give him the margins, and then simply try to sell more to that narrower customer basis.

Michael: Richard, who were your mentors other than Jay Abraham?

Richard: Jay, of course, is important to me, but there's some great marketing authors out there – Jay Conrad Levinson and the Guerilla Marketing and the Guerilla Advertising series is really quite phenomenal. He's done a great job in breaking many of these aspects of the marketing system that I've been using into some real direct application.

Another great author and mentor is Jack Trout. He's got a great book out called, "Differentiate or Die: Survival in our Era of Killer Competition." So,

those are a couple of the other mentors that I've enjoyed reading over the years.

Michael: Here's a question from Wayne in the United States:

"It's natural for a business owner to be skeptical or indifferent when initially contacted. In the absence of a trusted referral, what is the most effective way to connect with an owner and capture his or her attention and interest during the initial contact?"

Richard: Good question Wayne because that means that you have to really do something in the first 60 seconds since you've got about a minute to two minutes to make an impression either positive or negative, and I have found that the best way to do that is when you have an appointment, you go in and you sit down, and the first thing you do is you say, "Mr. Prospect, tell me about your goals. What would you like to accomplish? What would you like to see happen to your business?"

If you'll start with a focus on them, and not on you, you'll go a long way to establish that trust that they want, and then after you give them time, and you give them attention, and you maybe say a couple of things, but not a lot just listen. Listen to where they're at, then they'll be happy to listen to you. When you can then demonstrate that you can help them meet those goals or solve those problems, or end those frustrations, then you're on the way to a relationship.

Michael: Here's a question from John Liska.

"Richard, what would be your profile of the ideal prospect?"

Richard: John, I think the ideal prospect has to have a couple of things. They have to need. They have to want, and they have to be able to afford your service, and that's why we do the opportunity analysis, and that's because you want to determine if they need it and if they want it and if they can afford it.

So, throughout the presentation, you're taught how to ask questions that determine those three qualifiers. If they're growing and they're growing as fast as they can grow and they have all of the business they can handle, and if you gave them any more business they couldn't handle it, they don't need it.

If he's an owner who's attitude is such that, "Oh, I could do this." Or "I know what you're saying, and I've done it before. I don't need any help. I've got a marketing person. We're all taken care of." Then, he doesn't want it.

Then, if he's a business owner that's saying, "Gee, I'd like to do this, but I'm barely making payroll, and I just don't have cash flow." Then, he probably right then can't afford it.

So, those are the three areas that really help you determine if you've got a qualified prospect.

Michael: Dan Haley from the United States ask:

"Richard, I currently work full time for a big bank. I have a wife and two kids and I value my time with them. I'd love to get into the consulting business, but can't make the break and start full time doing it. It is something I'm willing to do on a part time basis and hopefully build into a full time career. Along those lines, what is the best way to get started and would you even recommend going part time at first?" I've studied your stuff, Michael's stuff, Jay Abraham, Dan Kennedy and countless others. So, I feel I have at least a working knowledge of marketing and consulting."

Richard: Sure you can start part time, Dan. You can begin by just taking on one client, and that may mean that you meet with the client in the morning before you start work, or you meet him on your lunch hour or you meet him after work for an hour or two, and that's plenty of time to take on one, maybe two clients. Many of your clients would be willing to do that.

I meet with clients on a Saturday. I meet with clients in the evening or early in the morning before their day begins, and before my day really gets started because that's what's best for the client. I think you would want to go ahead. You would want to go ahead and tackle one maybe two clients. Your bank could probably give you a list of businesses they wish they were doing. So, you probably have a list of prospects sitting right in your bank. You could start there, if they know what you're doing, and they're okay with that. But, if not, it's easy to find one or two business that would be happy to work with you.

Michael: Richard, here's a question from Ben Beasley from Birmingham, Alabama.

"Richard, how do you feel about giving away a free CD that introduces you and your marketing system and requiring them to listen to it before they meet?"

Richard: I have tried both Ben. You'll just want to test both approaches. There's some pros and cons with both approaches. They usually don't take the time to listen to the CD. Sometimes they're not motivated to unless you're there. So, you might even try sitting down and listening to it with them. Then, I would try

the personal face to face without it as well because that's when you're going to find out if they are a qualified prospect.

You could be handing out CD to unqualified prospects. You could be handing them out to people that don't need, don't want, can't afford your service. So, they're not going to listen to it, and you're going to waste your time and you're going to waste their time.

Sitting down with them, what you might do then would be to ask enough question sand then leave the CD. Once you determine that they're qualified, they're interested, that they can probably afford it, then ask them to listen to it, and then set an appointment when you'll come back and review it. That's what we've done in the HMA system to accomplish that and limit your costs in doing that is we've got a presentation that you can put on CD and use it that way. We've also got that same presentation and others more in depth that's online as to where you can send the prospect to the site, and watch and listen to it with him or sent him there, and it wouldn't cost you anything.

So, we've got the tools in the system that would make it very easy for you to accomplish that.

Michael: Here's a question from Mark Waitley in Nottingham, England.

“Richard, if you had a contract in place with a client, and you're operating on a share of the profits or a percentage of sales, i.e.; contingency only, the advice is good, but the fail to implement or they implement poorly, what can you do about it? The problem is a question of payment and managing the relationship. Let me give you a specific example. I explained how to get referrals to my client from their existing clients. A manual was produced giving them step by step instructions and I role played it with the staff. They did not get any referrals. I asked if they could tape the calls to their clients. They didn't, and when I went to do a post mortem, I found that they were not following the scripts or instructions. So, I've done the work, but they failed and I didn't get paid.”

Richard: Well, Mark that's a classic reason that I recommend not taking on a contingency client until you've implemented some of the steps of the marketing system and they've paid for it. That is the best way to build a trust relationship with the client so that a contingency works.

So, in this situation that you've just illustrated, I would've had your referral system as part of step number four or step number three in the HMA system that they would've paid me for. And, we would've implemented that referral program.

Many times, the reason they won't pay you and they can't pay is that their execution is poor, just like you found out in that case. That's why if you do the execution and you're there to make sure it's done right, and they pay you do that, all of a sudden now, the system starts to work and then what I would do is say, "Well, I'd love to help you keep this system going. What if we just did it on a contingency basis?"

Now, you've got some trust built-up. You've worked with the client over a period of a few weeks or a few months, implementing the system. They like you. They know you. You like them. You know them. You know they'll pay you, and you've been paid. So, now you've got a basis for what your contingency can do.

Michael: Here's a question from Nick Harrison of Aulten, England.

"What process do you follow prior to making a recommendation to a client? For example, say you have a client who's industry has been adversely affected by regulatory overkill which has impacted profits severely. How would you evaluate and mind map the alternative options?"

Richard: Nick, that's why we have in the HMA System this opportunity analysis because it's the questions in that analysis that help you determine if you have a viable prospect. So, in this case, after doing that analysis, it may be that the regulatory overkill is just too much and you can't move forward. And, it's something out of your control.

At the same time, the opportunity analysis may show you that you can take him down some alternative markets, some alternative directions that don't have those controls, or have less of those controls. What you need to be careful of if you start working with a client and you start getting them step number one which is the Unique Selling Proposition, and then those regulatory controls begin to kill that uniqueness, begin to wound it so that he can't market and be revenue generator, then you've done a disservice to the client.

Michael: Here's a question from Ulrich in Berlin, Germany.

"Richard is there a win-win way to get the clients into a situation that they are willing to make the system a repeating one so that it will return residual income?"

Richard: Oh, that is a great question, Ulrich, and that is your call as a consultant. You have the freedom to stay with a client as long as you want, and in my career I have had a few clients and I have one now that I have been with for three

years generating me residual income because we keep working the system. I keep tweaking him a little bit, and I don't spend a whole lot of time with him.

I know that there are other consultants that like to go in and stay with a client for many years, and that's certainly a possibility with the HMA system. It's your call. It's all in how you want to set up your consulting career. I enjoy having impact and moving on to another opportunity because it keeps me fresh. It keeps me excited. It keeps me going. I've had a couple of instances where I've been with a client a couple of years, and three years with one and sometimes it gets old. It gets kind of stale and you're ready to move on. But, maybe you might want to stay with one for a long time.

So, the system is set up to where you can make the call.

Michael: Here's a question from Phillip Phong of Adelaide South Australia.

"Richard, what's the number one expectation your customers have when they employ you as a marketing consultant?"

Richard: Well, the number one expectation is that you'll get the job done. Your client has probably been familiar with and probably, maybe even studied the contents of marketing such that he knows probably what he should be doing. And, so you coming in to say, "Well, you should be doing this and should be doing this." It's not their expectation anymore. It's evolved to where the expectation is, "Okay, Mr. Consultant, you've told me what I need to do. How are you going to get it done?" So, that's the number one expectation is they want you to execute. They want you to get results.

Michael: Here's a question from Michael Amobo of Port Harcourt Nigeria.

"Richard, your marketing techniques seemed based on sound management information systems. In a third world country like Nigeria, where I live, where most businesses don't have any system of keeping or storing information, where can one start from building this info store because it seems like without it, your marketing system can't really take off? Even the eMyth depends on information research storage and communication."

Richard: Michael, a great question. So, you have to adapt to your client's situation, and if that's the case in Nigeria and you want to go ahead and adapt to that situation, I've had clients that have stayed on paper for decades.

The HMA System can operate still on paper. Yes, it would be preferred and certainly be much more effective if it was all computerized and managed information, but if that's not available in Nigeria, than your best thing to do is to accommodate the client and that is make it work on paper. I'm assuming in

this case that we have at least that available to us, and they can keep those kinds of records.

Michael: Here's a question from Pete Bass, Evanston, Wyoming.

“Richard, there is a new web conferencing product that I'm an affiliate for. My question is what would be the best way to market this tool. I'm completely new to all this, and would there be a good way to tie this into marketing consulting?”

Richard: Pete, there are some consultants who have taken the HMA System and gone to the Internet with it. The same steps of the system apply online or offline. So, if you've got an online product, in this case a web conferencing product, then you'll want to do the same thing, and you could become a marketing consultant on the web, an Internet consultant that's using the steps of the HMA System all on the web.

So, in this case with your product in web conferencing you need a good Unique Selling Proposition because there's other conferencing products out there. So, it has to be set apart and it has to be very unique. So, you need to do that. You could then begin to market that to clients on the web. In fact, I've got a client that uses the web conferencing product and he sends out emails and emails and invites these clients to participate in a web conference with him.

So, you can be doing direct marketing with emails. You can have a client that has clients that he needs to do a seminar for, and you can help with our PowerPoint presentation, and using that with his clients and do it all on the web. So, we've got tools in the HMA System that would certainly apply right over to you web conferencing opportunity.

Michael: Richard, here's a question from Abraham from Pakistan.

“Richard, what's a strategic insight that top marketing gurus miss?”

Richard: I think the biggest insight that top gurus miss is execution. I think most gurus are so caught up in insights of themselves and insights of their abilities or insights of technology perhaps or insights of the latest innovation and they can go ahead and word package a lot of that, but I think the strategic insight that they miss is how to follow through an execute, Abraham.

That is why the HMA System is growing so rapidly is because it's the first marketing system that solves that strategic insight. It's the first marketing system out there that has taken all of this latest and newest and all of the

content of marketing and put it into successful execution for the consultant and for your client.

Michael: Here's a question from Oliver from Deutschland.

“Richard, how do you convince potential clients that you can do what you can do?”

Richard: Oliver, the best way to convince potential clients that you can get the job done is by going in and doing the opportunity analysis, and listening to them and really hearing what they're wanting to accomplish. I've found that most of the time you can't convince somebody is when you talk too much about yourself. So, if you'll use our analysis which focuses everything on them, the analysis will help you show them how you solve their problem, and because you're then able to show them how you solved their problem, they're convinced. And, that's why it works.

Michael: Here's a question from Marcus from Cartersville, Georgia.

“Richard, what's the difference between marketing and advertising or is it all the same?”

Richard: Marcus, advertising falls under the marketing umbrella. So, marketing has to make certain that advertising works. Advertising is only one step of marketing.

Michael: Here's a question from J.F.

“Hello, Richard, what do you do if you've tried direct mail and telemarketing, but you still can't get clients because people won't believe the things that you can do for them?”

Richard: Well, if people don't believe the things that you can do for them, then something's wrong in the presentation. That's where you'd want to take a look at what's happening is your direct mail and your telemarketing is hopefully getting you appointments. Now, if you're trying to sell your service through direct mail and telemarketing, I think that's a mistake because it's hard for them to believe something that just comes to them in the mail or is over the phone.

So, I think if that's been your objective, you may want to change that and make it an objective to get an appointment so that you can determine if they're a qualified prospect or not. If you go through your opportunity analysis, and they don't believe that you can do what you can do, then there's something that's going wrong in the presentation.

Michael: Here's a question from Norman Conrad of the United States.

“Keeping in touch with customers and qualified prospects is usually a hit or miss activity with many small business. Richard, do you know of any programs available or companies specializing in periodically mailing a personalized four color postcard anywhere from 500 to 1,000 cards per month using the variable data supplied by the client?”

Richard: Absolutely, there are companies like that probably in your local area. I have a company that's called Sensations here in my area that does exactly that. We can give them a database and they'll send these postcards that are four colored post card on any interval basis that we might ask them to do it.

So, these types of services are springing up everywhere around the country, and there's probably one in your local area. You have to kind of go look for them.

Norman, we've also learn in the HMA System that the United States Post Office has invested to allow you to do all of that online. So, you can get online from your own computer at home and you can send postcards, you can send envelopes, you can send other types of mailing materials right through the United States Post Office and do it all online. So, you can do it from home or you can outsource the task with a local printer in your area.

Michael: Okay, here's a question from Jimmy Davis of Henderson, Texas.

“First, let me congratulate both Michael and Richard. What a site. The information that Richard shares is absolutely fantastic. Anyone, and I mean anyone, who needs to know marketing and our business consulting, needs to visit Michael's Hard to Find Seminars site. I haven't left since I accidentally stumbled upon it on a search engine a couple of months ago. The old saying, 'When the student is ready, the teacher will appear' worked for me. Both of you are very dynamic, down to earth, and easy to relate to. Okay, Richard, this is going to be hard for an old pro like you, but I have thought it over and there is something that I need to know. I want to know one or two things that I can do entering a business to interview the owner of that business on consulting that I can do that will assure me that I'm going to close the deal. If I can help before I write the first word or give him my 'what I'm here for' speech, there are certain things you feel about each person you approach, and I know each one is different, but how do I size them up and put them at ease? Go through that for me. I want to make filling out the paperwork a foregone conclusion. I want to impress him or here from the very first moment we lay eye on each other. Thanks Richard, Jim Davis.”

Richard: Well, Jim, first thanks for your kind comments, and to answer your question now it starts of course in the first 120 seconds, first minute that you meet your prospect across his desk and you shake his hand to make it a foregone conclusion then. Once you sit down, you need to determine if he or she is a qualified prospect.

Most sales don't close because the sales person or in this case you the consultant are talking with an unqualified prospect. So, in sizing them up, in looking at them face to face, I first have to find out is he a qualified prospect for my service? And, that is where the HMA System comes in because we have the questions all laid out for you to ask that will determine if they're qualified prospects.

In summary, it means that do they want you? Do they need you? And, can they afford you? So, you want to try to find out those three things right away. If the answer is no to any one of those three things, the paperwork is not a foregone conclusion. If the answer is yes to all three of those things, then you've gotten permission to move forward into the opportunity analysis and the paperwork becomes more of a foregone conclusion.

Michael: Here's a question from Wilfred Tanner of Los Angeles, California.

"Richard, how can I grow my business if I'm just starting out and only have a handful of customers? How do I make use of my small customer base without feeling like I'm putting the pressure of business success in any of my communications with them?"

Richard: Wilfred, that's a common concern that consultants have, and there's two ways to address it. One is to be honest with your small group of customers and just say, "Listen, I just have a few customers, and I would really like to do some work for them, but I don't want to make you feel pressured in working with me, but let me just tell you some of my ideas, and I think you'll be excited about maybe working with me." So, being straight and forward with them is a good approach. The other is just don't rely on a few. Go out and start doing your marketing, and the HMA System will show you a lot of ways to generate more clients.

You want to have a handful of prospects all the time that are in your prospect file so that you don't get burdened by having just a few. There's nothing more painful than your feeling when you have just a few clients. So, you want to get and do some referrals from those clients. You want to see if any of them have businesses as customers and they could have you do a workshop for their customers. So, you want to kind of use the HMA System. We've got a whole section of it devoted to how to grow and build your practice.

Michael: Okay, here's a question from Indigo Wings of Masala, Japan.

“Richard, how would you suggest a small, but professional offline business begin to incorporate online marketing without high costs and hours spent wading through hype.”

Richard: Indigo, that's a great question, and a lot of consultants are asking that, and businesses are asking that. In the HMA system, we teach that everything done offline marketing wise can be done online. So, it just depends on the situation of your client. It might need to be that he just needs a little website and it's a static website filled with information, and that's all that he requires. A lot of people have thought that the website is going to answer all of their marketing problems, and it's not. It's just another tool that could be used to deliver services and products just like advertising and offline marketing does.

So, in the HMA System, we tell you to go to Elance if you're not an expert, you can go to Elance and find experts that are willing to do projects that you can outsource them to. So, you can find web designers and you can find e-commerce specialists.

When you begin to determine if the clients is an ecommerce client meaning that it's more than a website, that it's now actually selling product on the web, the internet, now you're getting into an area where expertise is needed because there's marketing that needs to go on for search engine optimization. There's marketing that needs to go on for pay-per-click a type of marketing. Those two things require investment. So, just like an offline marketing system that requires a couple of thousand, several thousand dollars a month to invest in advertising or to invest in database or to invest in alliances or community marketing or direct marketing, so it is on the web.

If you've got a client that can sell products over the web, he's going to have to invest some serious dollars on a regular monthly basis on the web to maximize success for him.

Michael: Here's a question from Gary Jansen of Australia.

“Richard, how can I market my business for no or very little money?”

Richard: Gary, I'm assuming it's a marketing consulting business. If that's not the case, these ideas will probably still apply, but the best way to market your small business without any money is finding alliances and partnerships. These might be with people that you already have as customers and they can set you up with their customers. There's an alliance that can endorse you. So, you want to find alliances and partnerships that can lead you to customers that you want

and use and leverage that relationship. That's the best way to do it without any money.

Michael: Okay, here's a question from Jim of Bettanfort, Iowa.

“Richard, do you think that there is a modest fortune to be made by taking over the marketing function of very small companies by beginning with the idea that you're only initially helping them with some modest advertising and or publicity short term projects. If so, what guidelines could you provide for making the transition from being a short term outside helper to becoming a formal or informal member of the business?”

Richard: Jim, that's an exciting concept to think about, and as a matter of fact, I've had a few clients that I've thought those very things about, and one that I'm kind of working with now in that the opportunity is so great. They've got a lot of marketing assets that you've identified and they could grow significantly, but they're just not handling the marketing function really well.

It's also a strategic decision that you have to kind of making as a consultant. Personally, I shy away from becoming a marketing fulfillment house. So, I stay on the front end, strategic execution of the HMA System. If I see that there's opportunities for more fulfillment, I'll outsource that with someone or a partner of some kind. However, the transition would be that you've implemented the system, you've been paid a fee, and you know that it is going to work and that it is working. That would then be a prospect that you would want to get more involved with, if that's your strategic decision to do that.

Michael: Okay, here's a question from Bill McLean of Melbourne, Australia.

“Richard, when speaking with a new client after reviewing his marketing plans, you establish that the shortcoming is within his own negative self programming that continually sabotages his excellent plans with procrastination and poor decision making and prioritizing action plans. How do you tell an ego driven business owner that the problem is himself and shift him into a program that will change his perspective and approach with a results based plan and actionable steps?”

Richard: My first response is you probably can't do it. In other words, he's probably not a prospect and not worth the time and the energy to do that. The thing I have found that works the best is to say, “Thank you. Good luck to you. Maybe we'll check back together in a year.” Then, hopefully during a year, his ego's gotten him into enough trouble. He's continuing to have bad results in his business. He's continuing to get beat up by the marketplace. His competition is out-performing him. His customers are leaving him because of his ego, and he's not paying attention to them. That's something that I would

rather recommend you leave to the marketplace to help fix rather than you try to because and you're in another business. You're in a positive mental attitude consulting business, and that's what you want to be in.

I would rather and I would recommend that you just leave him alone and come back and revisit him after the marketplace because what you don't want to do is have him pay you for trying to get some marketing in place when he's got an anti-USP attitude, and that's is it's going to kill everything that you do. Then, you'll have an unhappy client. He'll probably want his money back, and it just gets into a bad relationship.

What we teach you in the HMA System is to go in and identify and pre-qualify someone like that because what you would probably find out then by doing that is that you don't want to proceed working with him.

Michael: Okay, here's a question from Jose Carlos, Mexico.

“Richard, do your strategies apply to businesses in Mexico?”

Richard: Absolutely applies in Mexico. The same issues are down there as anywhere across the world, and that is how does a business set itself apart to it's particular marketplace and get customers to come and do business with it, remain loyal, buy more from it, and set up relationships with other businesses to build customers and to grow. So, whether that's in the United States or Mexico, it's the same.

Michael: Here's a question from Zach Hunt of the United States.

“Richard, what are the best ways to position yourself as an expert in your field?”

Richard: Zach, the best to position yourself as an expert in the field, there's three things. One is provide some expert communication, and maybe that's workshop. Maybe it's a free workshop, a free seminar, a free article that you write in the newspaper or a book that you might put together or some series of free reports that demonstrates your expertise and get it out there. Get it out there through some press releases. Get it out there some local business organization, and you will all of a sudden become positioned as an expert.

If you don't want to do that, then you have to position yourself as an expert one on one in front of your prospect, and that's what the HMA System does is it teaches you how to set yourself apart, how to position yourself as the expert because of the problems that you're going to solve for the client.

Michael: Here's a question from Graham Perry of Middleboro, United Kingdom.

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“What are your views, Richard, on the all important subject of pricing? This is a crucial point to any business. Price too high and you’ll never sell anything because you’re pricing yourself out of the market, but on the other hand, if you aim too low, people will naturally think about the old saying that you only get what you pay for. Do you have any strategies or tips to get around this issue?”

Richard: Yes, Graham, the HMA System will teach you how to do that because in the system we teach you to look at each client individually, and the price that you want to set on each step of the marketing system depends on A – the value that you’ve been able to demonstrate for that client and B – the time and energy that you know it’s going to take you to accomplish. That’s why we ask you to price only by project and not by the hour or anything like that because that way you can demonstrate the value and his ability to pay becomes a critical issue.

So, in the opportunity analysis, we teach you how to determine the ability the client might have to pay and at what level they might be able to pay. I have clients that pay me more and I’m working less than I might with another client, but it’s because of the value that I’ve been able to demonstrate will come to them, and how much time it’s going to take me to do.

So, you get around by qualifying the prospect well, listening to what they can probably afford, and then you determine if you want to take the client on or not.

Michael: Here’s a question from Andrew out of Australia.

“Richard, what is the quickest way you know to get through to the decision maker and capture corporate clients?”

Richard: Well, first of all you have to determine who is your customer. The smaller a business is, say in sales from half a million to maybe five million, you’re going to be able to get through directly to the owner, and you’re going to be able to talk to the owner either through direct mail piece or through the phone. You’re going to be able to contact them.

If you start to choose to work with larger corporate clients, then you’re going to have to get in probably at the marketing level, establishing credibility perhaps with the person in charge of marketing already, and then have them introduce you to the corporate decision making or a division head. I’ve worked with a \$370 million company, public company. I never met the CEO, and worked only with a division head. So, you’re not going to have a very

easy time contacting directly the corporate. It's going to have to be more through a network approach.

Michael: Here's a question from Brett Curry from the United States.

"Richard, as a marketing consultant, how do you divide your time between prospecting for new clients and servicing existing clients?"

Richard: That's the classic question for consulting, and I have to tell you that I just make sure that I allocate 25 percent of my week to prospecting or client generation. I've learned that I can not ever let that drop. If I do, then you run into the classic struggle of, "Oh, I'm done servicing. Now, I'm out of clients." And, I will usually use the afternoon for prospecting or a luncheon seminar or a luncheon workshop of some kind, and servicing a lot more in the morning.

But, if you've got five days a week, 40 hours, than 8-10 hours of those need to be prospecting, client generation, and HMA System gives you plenty of ways to do that.

Michael: All right, here's a question from Neal Phillips of Cardiff in the United Kingdom.

"Richard, what plans, policies, procedures do you find the most effective to get the clients that you take on to implement the strategies that you provide them with, and what percentage do you find that actually implement the ideas that you give them? And, if they don't implement them, how does that affect your back end?"

Richard: Well, Neal, that's where the HMA System is different from other consulting systems. That's why it works with clients is that you are trained as the implementer. You're the one that's going to charge a fee significant enough to see that you direct the implementation. Most other consulting approaches are exactly what you described. "Well, here's what you need to do, Mr. Client, good luck and I hope it works." And, then it doesn't work, and you're back-end dies.

So, the HMA System is unique in the marketplace because it's putting you, the consultant, as the one in charge of implementation, and that's what clients today want. They want and demand consultants that are executing and implementing, not just telling them what to do.

Michael: Here's another question from Renee Valleys.

"Richard, what is the mindset or philosophy or approach you have that allows your business to thrive when other marketers struggle?"

Richard: Renee, the aspect of my business that allows it to thrive is its ability to break marketing down into bit by bit steps and pieces that are easy for you as a consultant to implement for the client. It's this ability for the system to get things done for your client that makes it thrive, and that's what causing it to be so exciting and welcomed out there in the consulting arena is it's organization taking all of the marketing content that's out there, organizing it into step by step execution so that you, the consultant, can get results for your client.

Michael: Here's a question from Andrew Lee of San Francisco, California.

“Richard, from all your marketing expertise what is the one most significant marketing concept a businessman would need to master in order to sell his or her products or services?”

Richard: I'd say the number one marketing principle they have to do is communicate everything with passion. If he doesn't have the integrity and belief behind what he's doing with his business, his product, A – he probably won't be doing much marketing so it will die, and B – the marketing that he does will not contain any passion and customers won't feel it. They won't feel why this guy is excited to sell them something, and if the customers don't feel that passion through the marketing pieces that are going out, then they won't sell at the highest level.

Michael: Here's a question from my friend Kyle in San Diego.

Kyle wants to know, “Richard, if you're limited to just three pillars to grow and sustain a service business, what would they be? And, how would those differ from a retail business? In other words, are there three fundamentals that nearly all businesses overlook that you bring to the forefront to create lasting streams of income for your client?”

Richard: Yes, the first four steps in the HMA System is what I would refer to as core modules. They have modules that every business out to have whether it's retail, whether it's service, whether it's professional, whether it's manufacturing. It doesn't matter. They need to have number one a Unique Selling Proposition. Number two, they need to be implementing and integrating that Unique Selling Proposition into all of the current marketing and selling that they're doing. Number three, they need to have databases set up where they're capturing prospects. They're marketing to their current customers or clients, and they're reactivating past customers and clients. Then, four, especially for a service business that's probably different from retail is they want alliances, and they want partnerships. They want to set up relationships with complimentary services that can generate new prospects for

them. A retail business is usually more built around advertising and point of purchase type of promotions.

So, those four are core steps for all businesses especially service businesses.

Michael: Okay, here's a question from David Rose in San Diego.

“Richard, once you are established locally, how would you expand the market for your services? How would you expand your services globally?”

Richard: Well, David I think what the HMA System will allow you to do is create long distance clients. You can get a website that you create for yourself. You can market that website. The HMA System gives you products that you have the rights to, to resell. So, you can be in the consulting business and selling products on the web, and acquiring and servicing clients on a long distance basis.

Something that the HMA System is developing and we're working on is a website product that you could sell where business owner goes through the seven steps with you as a coach, and they can answer the questions right on the web and email them back to you and so you could coach a client a long distance through all seven steps of the HMA System.

Michael: Here's a question from Andy Fields of Santa Clara, California.

“Richard, regardless of copyright, trademark and other intellectual property notices, how can one develop a very marketable new concept or twist that everyone else on the Internet can't copy cat particularly within nanoseconds?”

Richard: Andy, the way that you want to do that is individualize your product, interject you, your voice, your personality, your credibility, your background is the best way to avoid knock-offs, and nobody can become another Andy. So, you create the product or the service more around you, and you become involved.

The other thing is you create the product, and there might be plenty of knock-offs. For example, in the HMA System, there are other systems that have similar content, but what they don't have until they purchase the systems is the steps of executing that content. So, those are hard to knock-off because if you've sold it, then you've at least been compensated for it, and then now you do run the risk of others taking that and doing something with it, but you've at least been compensated for it.

Michael: Here's a question from Mark Martin of the United States.

“Richard, I have never had stellar success at being the owner of my own small business and I’ve had four. How could I go about promoting the HMA program with confidence that I’m going to be able to help someone else when I have not done it myself?”

Richard: Mark, your question represents probably the number one question that I get on a regular basis, and that is “How, Richard, can I go out and be successful with this system?” And, I’ll just have to answer that as simply as I can in that that’s why we created a system so that it could not rely on you. When you go down and sit in front of a prospect, you’re delivering a marketing system. You’re not delivering you. They really don’t care about you. They really don’t care what your background is.

Where consultants get killed and they lose their focus is when they go in and talk about themselves. That’s when the client begins to wonder who is and what’s he done, and does he have credibility is because you’re the one that’s bringing it up. You’re the one talking about yourself. He doesn’t want to know about you.

So, the genius in the HMA System is shifting the focus from you to the system, and there’s plenty of stories and plenty of credibility and plenty of success after 14 years in the marketplace that the systems delivered on. That’s what you’re selling. That’s what the client wants is he wants results, and once you’re trained in the system, you can deliver those results.

Mark, another thing that we’ve done in the HMA System to make it even easier is right in the opportunity analysis that you go through with the prospect. We’ve integrated stories and case studies. They’re already there in readable format that you can just go through and illustrate for your client, the success that the system has had with client. So, it just makes it even easier for you.

Michael: All right, here’s a question from Randy Cole of Portland Oregon.

“Richard, I’m a firm believer in giving to my clients when consulting with them about my services. Have you found lately that the quality of truly wanting to give to the client and see them prosper has come much more to the forefront in your business practices, and that is increased the quality and satisfaction of the transactions for both sides? I guess what I’m trying to ask, Richard, is does it seem like to you like quality, ethics and morality in doing business now a days has created a much better environment and thus better earnings for both sides because of the moral bar being raised as opposed to either “get rich quick at any cost” attitudes?”

Richard: Randy, I think you're dead on in your perspective. I've seen it in my own consulting practice. I've seen some of my competitors who have tried to go in and they've tried to short cut the delivery, and that's resulted in over time, clients getting unsatisfied and results not getting documents, and results not taking place.

The market is tired of that. The market is through with that kind of performance. They're weeding those out more quickly than they have before. I've seen competition for my services get weeded out much more quickly than they used to because of not delivering on what they said they would deliver. That's why I think the HMA is poised to just fill a great void, and the void that's been left by deliveries that have not taken place, and that have not done what they said they would do.

So, the HMA System is all built around results. It's all built around integrity. It's all built around the consultant saying, "I will do this and we will get this done and this is how I am going to do it." And, because results take place, the fees go up. The value goes up. Prosperity for the client goes up, and when prosperity for the client goes up, then you're welcomed to more prosperity as the consultant.

Michael: "Richard, here's my question, because certain words and how you say them can make all the difference, what wording can we use during the first phone call with a potential prospect to really nail down whether they are truly a prospect or not while getting them interested and motivated to take the next step forward with a face to face meeting or a longer phone interview. Thanks, Vince Carnigan."

Richard: Well, Vince, we've got the phone approaches that are documented in the HMA System and we've been using them for 14 to 15 years in the process of acquiring new prospects. Vince, here's an example of what we've been saying, "Hello, is Mr. Brown in? Mr. Brown, this is Richard. We have a marketing approach to grow your business 25 to 100 percent or more without spending more money on advertising. Could we take 15 minutes to tell you a little bit more about it? Is that something you'd be interested in?" It's very short. It's to the point. It's a hook, and the purpose of the hook is to buy 15-20 more minutes.

So, then you go in for a face to face 15 minutes, and it's in that 15 minutes that we're going to take you through some more qualifying questions. You've got to find out if the guy has interest. You have to find out if he has a need. You've got to find out if he can afford you. Then, we're going to go into the opportunity analysis. So, all of that wording, and all of that scripting has been packaged and put together in the HMA System for you.

Michael: Here's a question from Reswan.

“Richard, suppose you are not a marketing person, but an accountant with no formal credentials or experience in marketing. How do you convince your first consulting client that he should try out your services?”

Richard: Reswan, we've taken care of that. Your question is probably one of the more frequently asked questions and that is, “If I don't feel real confident in a marketing background, how do I convince my client to give me a try?” So, we've solved the problem in two ways.

One is we've given you and delivered to you a marketing system that if you will go through and be trained in, you can deliver the words and deliver the need and the results that your client is interested in that will convince them to go ahead and give you a try.

What I would do and what I did early on is I knew that I might have lacked some credibility, and so I took on a client or two without any fees. And, I just worked the system and got results. Then, I started getting more confident and charging the fees. So, if you want to start out that way, that's fine. I don't think you need to.

One of the things that we've tried to do in the system is you've got 15 years of credibility. You can start charging fees right away. But, if you've got some income from some other sources for a little while, then do a couple of steps of the system with no charge.

Michael: Okay, Richard, here's my final question. It's from Ken Ellsworth of Vancouver.

“What's the difference and why are you any better than the other marketing consultants in training out there such as Y2 Marketing, Jay Abraham, Top Line, Quantum and any of the others?”

Richard: Ken, the difference in the HMA System from any of the others out there is its ability to get things done for the client. I have studied these others. I know my competition, and I know what they've delivered, and I can give you an example. Jay Abraham has delivered. Jay has gotten results. He's a multi-millionaire. However, what he didn't do is break it down for someone like you and me into a system of execution. He knew how to execute, but he hadn't been able to teach it or break it down into others like we've done, and that's the key difference.

Now, some of the other competitors, they're very, very good at their content, but so is the HMA. So, the HMA content is the same or better than anyone

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else, but what the HMA System has done is break it down into an organized, step by step systematic plan for execution so that you as a consultant can learn it and be taught it and the client can get the results that he wants.

Many of the competition, they'll spout off what they'll do, but then the results don't take place. So, we've just been creating results for 15 years, and that's a pretty good differentiation.

We've covered a lot of questions in this recording. I hope it's been beneficial for you. If you'd like any additional information on how to get going as an HMA marketing consultant, please call me at 858-274-7851 or email me at Michael@MichaelSenoff.com. I look forward to speaking with you.

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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

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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!

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".

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>

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.hardtofindseminars.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.

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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.