

Michael: How did you get into pizza?

Kamron: I was living in Salt Lake and I had been there buying some real estate and was getting a little tired of that. The market looked like it was peaking out and I was starting to liquidate the real estate. The Rolling Stones were coming to town and I made a phone call to the newspaper to get tickets to the Rolling Stones. The guy I talked to that had the tickets for sale was a business broker... and I ended up buying a pizza shop.

Michael: Did you run it for a number of years?

Kamron: My marketing instincts took over, and we turned it into the number one selling gourmet pizza in the state of Utah within three years.

Michael: That's great.

Kamron: It still is. The sales are just screaming through the roof.

Michael: What was it called?

Kamron: Wasatch Pizza.

Michael: Did you have a marketing background?

Kamron: Yes, that's what I do.

Michael: Did you study Jay Abraham's stuff?

Kamron: Yes, I have.

Michael: Okay, great so you used his techniques to do that?

Kamron: A lot of them, yes.

Michael: That's great.

Kamron: Instead of starting off with the door hangers and the flyers and stuff, we just started out with a lot of personal letters to the neighborhoods surrounding each store.

Michael: Direct mail?

Kamron: Yes, through each store, rapidly.

- Michael: How did you get them in for the first time?
- Kamron: We made them an offer. In fact some of the offers just make me laugh when I look back at them now. The offer would be a free cheese bread, a free salad.... Now we go really aggressive, we offer, with the company I'm working here with in Las Vegas, we put out a free order of cheese sticks, a free two liter, and a free salad when they buy any large pizza. That's to get them in the door.
- Michael: That's a tremendous way to build a restaurant chain. There's one restaurant out here called Oscars.
- Kamron: Yeah, Oscars is great.
- Michael: Do you know how they built it? They built it with the free bread. The breadsticks.
- Kamron: The garlic bread? What is it that they call those?
- Michael: Breadsticks.
- Kamron: Right.
- Michael: That one technique, think about Mrs. Fields' cookies...
- Kamron: She's in Park City Utah.
- Michael: Free cookies! That one concept can literally build a giant industry; just giving something away for free.
- Kamron: Yes, and food is cheap.
- Michael: So you built that pizza business and then you sold it off?
- Kamron: Yes.
- Michael: Tell me, you wrote the book from your experience from being in this pizza industry and how you built that pizza business?
- Kamron: The book is 24 chapters. It's almost 300 pages.
- Michael: What's it called?

- Kamron: It' Called the "Black Book: Your Complete Guide to Building Staggering Profits in Your Pizza Business."
- Michael: How long ago did you to write it?
- Kamron: It's been about six months since it was finished.
- Michael: And how long did it take?
- Kamron: About six months.
- Michael: You just wrote everything you knew - everything you learned? What's it about?
- Kamron: Well, I saved everything that we used to market. Certain things worked great, certain things worked okay. Other things weren't so fabulous.
- Michael: Do you have samples of your letters in there?
- Kamron: Yes, the letters are in there. The book talks about how things that alliterate are better than things that don't. Like when you have a coupon, it's better to say "Nifty Eleven Fifty." it sticks in the brain.
- Michael: Right.
- 4Kamron: It's better to say "pizza party" or something that alliterates.
- Michael: Words that can be remembered.
- Kamron: Exactly. Bugs Bunny's original name was "Happy Rabbit". Would you remember that today?
- Michael: No.
- Kamron: So you've got Bugs Bunny, Mickey Mouse, Minnie Mouse, Dudley Do-Right, Yosemite Sam
- Michael: Yes, you can remember them.
- Kamron: Yes, things that stick in your head.
- Michael: Is the book Hardcover?

- Kamron: It's in a three-ring binder.
- Michael: Okay, so it's 8 1/2x11. So you have letters and promotions, what else is in there?
- Kamron: Door hangers, postcards.
- Michael: Everything. A pizza business could take it and start hustling.
- Kamron: Exactly.
- Michael: What do you want it to retail for?
- Kamron: It's selling at \$327.
- Michael: \$327. Do you have audio tapes that come with it?
- Kamron: Not yet. That's why I need to get the recording going.
- Michael: So you want to produce some audio to increase the value?
- Kamron: Yes, exactly. The number one thing that gets you the most bang for your buck, right off the bat, is the up-selling techniques in there. The up-selling has been my forte - the selling sentences. We've got seventeen things in there. There are about four of them that will literally pay for the book in the first two to three weeks.
- Michael: Give me an example of two of the up-selling techniques.
- Kamron: Okay. When somebody calls and they order a pizza they'll say "Pepperoni, green peppers and onions". In that very second, when they're done placing the order for the pizza, you say "Extra cheese on that?" The technique is more like "Extra cheese ON THAT?" You raise the pitch of your voice towards the end. You don't say, "Would you like extra cheese on that?" because what you are doing is you're forcing the person now out of right-brain, emotional buying mode, into left brain analytical, analyzing a question mode. What causes the left brain to take over are the words, "Would you like."
- Michael: Right.
- Kamron: Those three words. Now they think "Okay, I've got a question I've got to think about." So you don't do that. Instead you say, "Extra

cheese on that?” “That’s a large?” “Sure” “What else can I get for you?”

Michael: Okay. Talk about the results if someone implements that technique within their store consistently. What have you seen in the increase in sales?

Kamron: The store here in Las Vegas, Redrock Pizza” -a girl named Kim Streeter disclosed that they’re generating about \$37,000 dollars a year in extra sales from up-selling in her two stores.

Michael: That’s incredible. it’s up to the store to implement it, though?

Kamron: Yes.

Michael: It’s in the training. What’s another technique?

Kamron: Talking about up-selling?

Michael: Anything. Up-selling alone is pretty damn powerful.

Kamron: Here’s another. When you order a pizza there is probably what they call a “box topper” attached to the top of it. They are offers for their next order.

Michael: Right.

Kamron: A lot of people put their cut-throat offers on there -the \$7.99-\$8.99 pizzas. That’s always a mistake. What you need to do is, put an offer that’s just \$1.00-\$1.50 off your retail price, because, if the person doesn’t like the pizza, that cut-throat offer is not going to bring them back. And if they do like the pizza, you don’t have to do a cut-throat offer.

Michael: Right.

Kamron: So there’s no sense in constantly giving your product away at cheap prices.

Michael: Do you teach the pizza stores how to sell their pizza? I mean not just “fresh hot pizza delivered to your door”. Do you really get into the details of what goes into your pizza, and why it’s better?

- Kamron: I mention a couple of different examples for people to play on, because what you'll see on a lot of pizza coupons is they'll say "Dough made fresh daily". I yawn when I hear that.
- Michael: Right.
- Kamron: But when a guy tells me, "Hey. We use a special recipe, and yeast that was originally smuggled out of Bulgaria in 1888, brought over here on the whatever ship..."
- Michael: That's right.
- Kamron: "...My family has been guarding that yeast culture, the original mother cell, for 160 years, and I use my 1942 Hobart mixer. We pour in water that is exactly 77 degrees." You've got to tell the story.
- Michael: That's right.
- Kamron: Not the dough is good, not "made fresh daily". That just doesn't mean anything.
- Michael: We're talking "Schlitz Malt Liquor" aren't we?
- Kamron: Pretty much.
- Michael: That's great. So if I visited that restaurant, I'd see that on the menu, or on the table, or what?
- Kamron: It's take out/delivery.
- Michael: It's only take out/delivery?
- Kamron: Yes.
- Michael: Is there a website?
- Kamron: Yes.
- Michael: What's the website?
- Kamron: www.redrockpizza.com
- Michael: And it's the number one take-out pizza?

- Kamron: Well, this is in Las Vegas. There are two stores here in Salt Lake City. Wasatch pizza is the one that I developed, and it's a monster there.
- Michael: Is that take-out only?
- Kamron: Take-out and deliveries. Two of the stores have a little bit of dine-in.
- Michael: Is it online too?
- Kamron: Yes, it is.
- Michael: Interesting.
- Kamron: They are named after the Wasatch Mountain Range there.
- Michael: So you can really build an ordinary pizza place into a monster with these marketing techniques?
- Kamron: My store that in Salt Lake City, the downtown store, right across from Domino's and Pizza Hut, is busier than Domino's and Pizza Hut.
- Michael: Really?
- Kamron: We would be doing \$1800-\$2000 for lunch, while their delivery driver is sitting on the front porch having a smoke.
- Michael: That's hilarious. Tell me about drinks. Is there money in drinks?
- Kamron: Some.
- Michael: Do you sell drinks like Domino's does with the liter bottles?
- Kamron: Yes. There not a lot of money in those. What I typically use those for is promotion. We have them, and people buy them, but I like to just give something away like that. "Order the large and you get a free 2-liter." Something along those lines.
- Michael: Is Domino's pizza any good?
- Kamron: Quality wise? Anybody's pizza is okay when it's made right - If that's what you like.

Michael: True.

Kamron: Papa John's strategy is "bill then sells." The "Better ingredients, better pizza" is probably the strongest USP out there.

Michael: Yes, that is a good USP.

Kamron: He grew that company on those four words.

Michael: Okay.

Kamron: Their pizza is a little catchy. It depends. When you have three thousand stores, it's not going to be the same everywhere.

Michael: How is the pizza market today, compared to 20 years ago?

Kamron: Well, it's getting pretty tight out there. With the current economy here in 2003, I'd say it's holding its own right now. The statistic for you is last year the approximate number is 4300 pizzerias went out of business, and 4100 opened up. So the net loss is about 200 stores.

Michael: What's the average life span of a pizza place?

Kamron: I don't know.

Michael: So it's probably no different than the 80% of business' are gone within the first five years. So most of them are gone within five years, probably due to lack of management and lack of marketing.

Kamron: Yeah, the average pizza store lost \$4,200 in revenue. While the average chain store, like Domino's pizza and Papa Johns, increased sales by \$4600 per unit. They're increasing at, obviously, at the independents expense. That's why I put out the book. To try to level the playing field a little bit. Give them what I see as probably more marketing muscle than even the big guys. The big guys have their budget.

Michael: Right.

Kamron: But Pizza Hut is not able to look you in the eye and tell you about their home made pizza and "Mama's recipe" and all that.

Michael: No they're not. To do really good business, and I guess it's relative, but how many customers do you need buying pizza every day from you. Tell me about, for example, one of your stores in Vegas. How many pizzas go out in a day? An average day. And give me an idea of a "kick-ass" day.

Kamron: A "kick-ass" day here would probably be a couple hundred pizzas.

Michael: And you've made money that day?

Kamron: Yes. There are some times that you get a huge order that's 140 pizzas all by itself. A good weekend would probably be about 200 pizzas.

Michael: Does more money come from the individual people, from kids, or whatever ordering pizza for dinner or lunch, or large, large orders for events? How important are events? Promoting events and getting in on that.

Kamron: We love events, because they're a big bang of cash.

Michael: It is good money?

Kamron: Yes.

Michael: Do you go into that in your book?

Kamron: No. I'm obviously telling them the different places to advertise to get that kind of stuff. Everything to the little league places to the car lots. I mention all that, but I don't go into any specific rule of marketing to go after, say the fair coming to town, and how to get into that.

Michael: Right. Do you have a guarantee with your course?

Kamron: Definitely

Michael: What is it?

Kamron: A full year.

Michael: A full year guarantee. If you're not making...

- Kamron: I say if you don't make 20 times what you paid for it, then send it back to me.
- Michael: Okay. That's exciting. Now, when you originally called me, you told me you've got an older guy who is in the pizza business. Or is a consultant.
- Kamron: Right.
- Michael: Who is he and how did he get to be a consultant?
- Kamron: His name is Dave Ostranger, and he owned a very successful pizzeria. He is pretty much retired out of that about 13 years ago, and he has turned into the number one consultant out there in the pizza business.
- Michael: Are there a lot of them, or just a few?
- Kamron: Consultants?
- Michael: Yes.
- Kamron: There's a small handful. Dave is the big name.
- Michael: Because he promotes. He hustles?
- Kamron: Dave is like your uncle Dave. Friendly guy, very approachable. A Straight shooter, not this big corporate slick guy showing up in a suit and tie.
- Michael: Does he make good money consulting?
- Kamron: I think he does as well as he wants to.
- Michael: Let me ask you this: Tell me, do you know the demographics of pizza owners? Are they a lot of foreigners, a lot of Americans?
- Kamron: A guy who works for one of the companies that manufacture the car top signs, tells me that it's almost 30% middle-eastern owned now.
- Michael: Does that make it difficult? Are these guys open to marketing?
- Kamron: I don't think so.

- Michael: So that's going to cut 30% of your market out.
- Kamron: Yes, and it's kind of funny because they're the 30% that could use it the most.
- Michael: Sure.
- Kamron: Because they don't have that grasp of the English language.
- Michael: That's true. They're not going to be open to this stuff, at least most of them. What about the other demographics?
- Kamron: I'd say you've got a fair amount of Italians back east and the rest is pretty much a white-bread mom and pop.
- Michael: How big is the market for individual mom and pop pizza stores?
- Kamron: 30,000 stores.
- Michael: That's a lot of stores. That a lot of people to market to. Okay, so how did you hook up with this other consultant? How did he get to marketing your book?
- Kamron: I just sent books out to anybody who matters in the business - the magazines, the consultants. He got it, and mailed me back and said, "Great book, how can I help?"
- Michael: And what did you say?
- Kamron: I said, "Whatever you can do". He wants to use my material in his seminars and that's fine. So has my book. I'm not necessarily looking to get into what Dave does. I put out the book. I want to sell the book.
- Michael: You want to sell the book.
- Kamron: I want to sell the information, exactly.
- Michael: Well that makes sense.
- Kamron: I have other companies that I'm working with on other projects and I don't want to run off and start consulting.

Michael: No, you want to hustle an information product where you don't have to be there. So has he sold any books for you?

Kamron: No. It's something he's just started. He's going to his first show this weekend.

Michael: You know what I would do? It would be nice to have him as an endorsement. Get him to write you an endorsement on the book.

Kamron: I have that.

Michael: Okay.

Kamron: I have a very strong one.

Michael: Do you want to put some audio and increase the value of your product before you start hustling it?

Kamron: Well, I want to get the audio together because I see that as the old funnel technique. Maybe a thirty seven dollar tape that will guarantee them they'll make their money back the first weekend. That could be an entrée to the book.

Michael: Right. All right, interesting. Is there anything else that I can help you with?

Kamron: What I said in the beginning is what I asked you about the phone call. I find that I get some of the pizza operators are either extremely tight with a dollar, not willing to invest in their future, I'm not sure what it is, but it's like they're so wiggled out, even with a one year guarantee to buy our product. I have a fulfillment service, they can call a number, and they can ask questions, but I'm finding that I get a lot of these people calling, wanting more information than I give on the website, which...

Michael: All right, what's your website?

Kamron: www.profitwithpizza.com

Michael: Okay. It should tell you something. It tells you that they don't have enough information.

Kamron: Go look at it, there's plenty there. They're just leery of spending that kind of money, even with a one year guarantee. I'm thinking if I actually had a phone number, and these people could just call me and I could talk them, instead of this dance of e-mailing, references that they could talk to.

Michael: How are you getting people to this site?

Kamron: Postcards, for the most part. That's another thing, too. I don't think half these people can even get on the internet.

Michael: That's very true.

Kamron: These people don't have time to get on the internet.

Michael: Half of the probably aren't on it, and half of them don't have time to go on it. They're too busy working. Think about when you owned your store. Did you have time during the day to sit in front of the computer? With employee's and running a business?

Kamron: Heck yeah I did, because I wasn't actually down running the business. I had people doing that.

Michael: All right, so you're sending out a lead generating a postcard. What does the postcard say?

Kamron: It has a testimonial on one side, and the other side is "How I turned a \$3000 a week pizza shop into a \$1.6 million a year Godzilla. Can you use an instant cash windfall of 5000, 10000, 15000 or more, every month? Discover how one pizza operator is making \$14,259 extra every month.

Michael: Okay, that's good. How many did you mail out?

Kamron: I've been working a list of a thousand. Right now I'm just looking for the hook that works. And then I'll go out from there.

Michael: You sent out a thousand. What kind of response have you gotten?

Kamron: I've mailed 2 ways. I've mailed out the first one only to 1600, only to find out that 400 of those guys were already out of business.

Michael: So you got a bad list.

Kamron: It's from a friend of mine that runs one of the pizza magazines.

Michael: Okay.

Kamron: That's what I told him too. I said "Man, you're wasting a lot of postage".

Michael: Yeah, absolutely. What kind of response mechanism? Just the website?

Kamron: The website and a toll free number they can call to get a recorded message.

Michael: Okay, did they leave their name and address?

Kamron: Some do, yes.

Michael: Do you send out a letter?

Kamron: Yes.

Michael: Okay. So you follow up with a sales letter? And then the letter just directs them to order fulfillment?

Kamron: Yeah, they can either call or go to the website to order.

Michael: Here's the thing: You know what I think you're going to have to do? I think before a lot of people want to drop what is it, four hundred bucks?

Kamron: \$327.00

Michael: It's like with me. I get a lot of calls. Sometimes, once in a while, people want to know what they want and they want to order. Because they know with Jay Abraham's stuff. They know about it, and they just know I have it, and they want to pay for it. But a lot of times, people definitely want to talk to the person who's selling it. They don't know who you are. Everyone's still distrusting. You may want to take the calls from these people, to really learn about what the market's like. Start recording the calls when you take them. It may be a hassle at first, but get these questions up front. Get them all recorded. Then, you can re-craft your sales letter into a whole question and answer section in there. So you can leverage your time down the road. But you've got to understand your customer.

What questions they're asking, what's making them hesitant. Certainly, you need to have all the information somewhere where they can go to it. So if someone calls you and says "How am I going to use this postcard to promote my business?" You can direct them to a tip sheet on your website, a special link where you can direct them, or you can have a phone line where they can get the information, or you can send them a special little book if they still have more questions. That way you're not explaining everything over and over and over again to them on the phone. You should take some calls, for sure, before sending them to your fulfillment center, because these fulfillment centers, they're hiring these kids to take your calls. They're not going to sell your product like you are. I think that's a mistake, because you forward a call to a fulfillment center; I mean, come on, do you think these guys have a vested interest in selling your course?

Kamron: One guy e-mailed me for more information. I called him directly, and he was just sitting there trying to milk me for all the techniques and things in the book. I went over a couple of things with him, but I wasn't going to read the whole book to him.

Michael: There's always going to be freeloaders who are going to milk you, you're just going to have to identify those types of people.

Kamron: He never even ordered the book, but I just thought it was funny because he was telling me how much money he was making and everything, and then he was sitting there trying to milk me for some of the up-selling stuff. And I said, "Listen, if you're making that kind of money, order the book, it's chump change, and if it makes you and extra \$15,000-\$20,000 a year..."

Michael: Okay. Listen. This is what you do. If I was talking to you, and I wasn't recording it, it's almost like a waste of my time. It's like you're getting everything out of it, do you see what I'm saying? But, because I'm recording it, with your permission, I can take this recording and edit it and I can create a little audio brochure for you. I have this locked down, in a recording, and that's valuable to me. Because I'm giving you consulting advice, and it allows another person who comes to my website to see what my consulting is like, or for someone to listen to someone who's trying to develop an information product, and what problems they're coming up against because you're coming against the same problems other people with information products are going to come up against. Now, I've got it captured on audio, and the next time someone calls, I don't

have to sit there and repeat myself, I can direct them to our interview. Now that's what you need to be doing. At the same time, when this guys milking you for questions, give it to him. Tell him everything they want to know, and create yourself an audio brochure to promote the business. You can take segments out of it and create and build your audio cassette program to increase the value of your program. That's really important. That way you're not wasting your time. You can still give the advice to them; you make it with the stipulation that he doesn't mind you recording the conversation. You can tell him that it's for the benefit of him, because you'll have all the answers to his questions, on a recording, and you'll be glad to forward that to him in an audio file. But let these people milk you at first, because you can learn what they want, you can learn the questions they have, and you'll see many questions duplicated over and over again. You can re-vamp your sales letter, and put those questions in the sales letter. I have another website called www.idpen.com. It's an invisible ink pen manufacturing business where I teach people how to manufacture pens. Every time I get someone who e-mails me questions, or they call and ask me questions and I record it, I go right to my question and answer page up on my website and put the questions and the answers right in there. So I don't ever have to duplicate it again.

Kamron: I've found myself just enjoying traveling around your website because it just never ends.

Michael: Yeah, there's a lot to it.

Kamron: You get in there and click here a click there, and before I know it, hell, I'm in your living room.

Michael: Yeah, It's wild. It's a lot of fun, and I just keep adding to it. If I've got the time, I'll add stuff to it. When I'm dead, imagine if I keep adding to this website, in the next 20 years, it's going to be a monster. If I get a good recording one day, after a year a may have 200 or 300 hours. And that is there forever. It's captured, and that's what you want to do. It's a lot of work at first. It really is a lot of work in setting it up. But once that work is set up, you can have fun and do nothing but promote and lead people to your website. But you want to make sure all the answers are there for them, to free up your time.

Kamron: Yeah, the pizza book, I don't want to call it a hobby, because it was a very serious endeavor, but what I do, the companies I'm working with, I'm working with an industrial company right now, they

manufacture a product that goes on rooftops. At a certain level, they're willing to pay you so much a month. And you put these things into play for them, and it's kind of easy money.

Michael: What do you enjoy doing most? That's the question.

Kamron: I enjoy sitting in Maui, man.

Michael: Fine. Have you had some returns?

Kamron: I've had one.

Michael: All right.

Kamron: It was a deal where, I sent the book out, and it came back like two weeks later. So I figured, hmm.

Michael: I'd shorten your guarantee. I know they say the longer the guarantee, the worse chance they are of returning it, but you don't need a year guarantee. If someone's hot on the information and they buy it, they want that information. They really do. And if it's a good book and there's value in there, you're not going to get many returns, because no one wants to return it, and not many people are going to take the time to go photocopy it.

Kamron: Brian Boyle told me that of the thousands and thousands of books he's sold, he got 6 back.

Michael: Yeah.

Kamron: Not bad.

Michael: That is not bad because I have my own copy of his book, I don't want to let it go. I want my copy, because if I know what kind of letters are in there, those letters on how to show magic shows are gold. If I ever had a client who was in magic, I'd go right to that. I've got the letter on how to clean computers, which is in his book, which was a real successful piece he put in there. I've taken that letter and given that to my computer repairman. I access this stuff for my clients, because I never know what kind of client I'm going to get. Now I have to know what's in there and am able to reference it. So, if your material is that good no one is going to want to let it go. You also may want to make it difficult for them to take the book and

go photocopy it; maybe you want to consider a comb binder, rather than a three-ring binder.

Alright, I'm looking forward to looking at your website and checking that out. I think you've got a great product and you've got a great market. I think you need to learn a little bit more about your customer and then get that stuff on recording. Build up some audio tapes and have every answer anyone's going to ask you available on a little site or in a little booklet for them, to free up your time, go to Maui, and just run your business.

Kamron: I've worked this list of 1,000, I've sold 17 books.

Michael: That's great!

Kamron: I need to...

Michael: Absolutely, you need to get testimonials. What you do, you just bribe them. You tell them, that you're coming out with an audio tape series, and you'll give them a set of the audio tapes for their best glowing testimonial, and specific examples of how they've used any of the techniques.

Kamron: Good idea.

Michael: And you need to start collecting them. Every time I collect a testimonial, I've got over 225 testimonials up on my site. When you go to the testimonial page, it's page after page after page. Every one I've put up there.

Kamron: They're very seductive.

Michael: Well they are... they're powerful.

Kamron: Tell you what, I appreciate it, Michael, I'm going to get back with you and talk more about this

Thank you again for listening; this is Michael Senoff with www.hardtfindseminars.com. If you want to get in touch with any of the people in the interviews, please email me at Michael@MichaelSenoff.com.

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19

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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.

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.

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

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.

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.

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 \$300, 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".

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.

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.

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, \$10,000 or even \$5,000.

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 \$5570, plus shipping and handling.

(You save \$400 by paying in one payment.)

That's peanuts 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 fat 50% "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...

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 looks like you are not a fit for this and I decide not to let you be a member, please do not take it personally.

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

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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