

Michael: If you were so confident and you absolutely knew that you had a thousand websites to your credit and you were paid thousands of dollars, you have the confidence to know. You don't need to prove yourself to anyone. That's the attitude you have to have.

[Music]

Michael: What's on your mind?

Scott: Basically, I do web design. I do some copy writing, kind of doing some makeovers for people. Did a barter with a lady. You say Dr, Tracy dot com. And she really likes what I do. Like I said, all the stuff that I do is pretty clean. It's not real fancy.

Michael: You did her whole site?

Scott: I did her whole site, yes.

Michael: Yes, it is nice and clean.

Scott: I set up everything for her. And from where she was at to what she has now, it's night and day. Everybody signs up for the free mini-course and they really like her. So, she's real happy with it. My thinking is to partner up with someone that does marketing makeovers; that can look at a site and that has some credibility and say this is what needs to be done to this site ...almost on a consulting basis. And have me do some of the backend, to the tweaking, the actual work. Creating the images, creating the site if it needs an image overhaul as far as the site is concerned and how the site looks. To say, if you just change the headline, that would probably convert a lot more of your traffic. There's a real need for it. And also I think you're adding a lot of value to people's lives.

Michael: I agree.

Scott: And also it can be very profitable if you get hooked up with the right person. I'm thinking about putting together a joint venture where I have the site up, I have everything ready to go and just do a joint venture with someone that would maybe pay them double what their hourly rate is for consulting.

Michael: You want to do a joint venture with someone and you want to pay them—you want them to do the selling?

Scott: Well, both of us just kind of put our heads together and take a look at the site for a client and say here's what we suggest that you do to really turn your site into something that is going to be a lot more profitable.

Michael: Why do you want a partner?

Scott: Because I feel like as of now I don't have the established credibility in the market place.

Michael: You don't need it. If you've got \$10,000 worth of Jay Abraham stuff—have you studied that stuff?

Scott: Yes.

Michael: You're 99% better than anyone out there already just because you know who the guy is. You did this whole site, right? This clean look is a diamond in the rough. You see, that alone, just with your white backgrounds, a black headline ... you know the importance of a headline. You're there. There's so much bad stuff out there already. You already understand how to ask and get someone on a mailing list for your sign-up. You have the talent for instant audio. You're there. You don't need any more credibility than this.

Scott: Okay.

Michael: I'm telling you. There's so much poor work out there that you could be busy for 20 life times.

Scott: That was my original thought, but then I was thinking I could piggyback right on someone else's coattails.

Michael: You can without a partner. You want to keep the control. You don't want to have to discuss everything with a partner. It takes too long. You want to be able to make decisions fast and hopefully on your own. I'm telling you, partners can be a pain in the ass. You'll never remain partners with someone for a real long time. You either end up fighting or ... you're better off going it on your own.

Scott: Well, with the sites I did—Dr. Tracey dot com—I have a joint venture with her that whatever she brings in, whatever she creates, I get half of it.

Michael: You get half of the sales.

Scott: Right.

Michael: That's fine. It took you a long time, didn't it?

Scott: It took me a while.

Michael: That's fine. That's a good idea. But let me ask you this. You're giving her half up. You're the one with all the marketing talent and the marketing is the most important thing. I think you need to increase your confidence and understand that you can create your own product, put the same amount of time and effort in for your product that you make all the money on instead of sharing it. Do you know what I'm saying?

Scott: Yes, absolutely.

Michael: Your time is the most valuable thing. You've already got the material and education. You've got the skills to create a one-page site. You could add to the site and make it a two-page or three-page. You've got that skill, right?

Scott: Absolutely.

Michael: You ought to get your own product.

Scott: I guess my problem is narrowing down my ideas and focusing on one thing. I'm sure you run into it quite a bit.

Michael: Absolutely.

Scott: One of the things I thought of—I know there's a lot of kind of "How To" stuff out there. I know it sells. A lot of people don't want to pay, can't afford to pay, someone to do something. They want to learn how to do it themselves. So, I was thinking about creating a course and not selling it but giving it away to build a list. Maybe how to build the header graphic—how to create one in PhotoShop or how to work with Front Page and Dreamweaver and Mac and get some of those things up and running for the person that really doesn't want to spend the money that has the software.

Michael: Again, here we go; we're coming back to time. You want to create a product, give it away to build the list. It's kind of what I do with my

CD Rom. But let me tell you, I ask for a lot of information.
Remember filling out that form?

Scott: Sure, absolutely.

Michael: It's worth it to me. I sometimes ask myself why am I doing this because I can go rent a list of people who've already spent money on a marketing product and rent it for \$0.20 a name. And then mail my offer to them who have already been proven buyers, which is much more credible than a name of someone who has asked for something for free.

Scott: Right.

Michael: That's a more qualified name. So, why should I spend the time in building a list or why should you spend the time in creating a product, building a list to give something away for free, when you can just go find a list already with people who have paid and raised their hand with their wallet saying that they're interested in this type of product. Does that make sense?

Scott: It does make sense.

Michael: Back to the time issue and back to the leverage and back to anything you should do should be to free up your time. The whole idea in business is freeing up your time so you can have a life and not have to work all the time.

Scott: Sure.

Michael: Are you familiar with the FODS?

Scott: Yes.

Michael: You've heard about that. The lists are out there. That is just one way or you find a company that already has a list. And most companies are doing very poor marketing. They have a huge list with a great following with people that trust them and you can approach them and do a joint venture to their list—they endorsing you for website design. You'd be so busy, you wouldn't have time to do anything.

Scott: Right.

Michael: If you found a company that has a list of customers and whatever you want to do with it; sell a product or design a website or increase the effectiveness of a website and have them endorse your services.

Scott: Well, that's one of the things I was thinking was creating a few videos, putting them up for free or sending them on a CD, whatever it is. In the beginning, I prefer to put them up on my site so people can just download them and give those away for free and then following up on the backend with my services. And then joint venturing with someone, like you said, that had a list and giving them part of the profit.

Michael: You want to create a video and put it up there for someone to download for free because you want to build some credibility, right?

Scott: Right.

Michael: Well, you can bypass that. If you can just sell yourself to one person who has a customer list and let them believe that you're credible ... I believe you're credible because I'm looking at your work right here. I know how to identify good clean work.

Scott: Sure.

Michael: All you have to do is convince me if I mailed out to my customer list of all the people who I've done business with and said I highly recommend you as a guy to create and improve a very clean website, you'd have plenty of business. And then you didn't have to screw around with making the product. We all get involved in or excited about creating products because it's a lot of fun. But making products doesn't make you money.

Scott: It's time consuming.

Michael: It's time consuming and sometimes it's a way to avoid the real issues of what you need to be doing like selling. If you were so confident and you absolutely knew ... let's say you had a thousand website to your credit and that you were paid thousands of dollars, you would have the confidence to know that you don't need to prove yourself to anyone.

Scott: Sure.

Michael: That's the attitude you have to have.

- Scott: I guess that's true. I just need to find one person that would be willing to endorse me.
- Michael: That's doable. But now let me ask you this. You have to be aware. What do you want to do? Let's say you're successful in the marketing of whatever you want to do. Do you want to be tied down in front of the computer designing and doing these websites?
- Scott: I saw that it was going to turn into something because I did spend quite a bit of time and that's when you're time becomes very valuable and where you would be earning a premium for what it is you're doing.
- Michael: That's right.
- Scott: Anybody can design a website. You can pay anybody to design something that looks visually appealing for \$300 or whatever. But not everybody's going to know how to market that site. Not everybody has the skill to both design it and to write effective copy and to help them with marketing and follow-up and backend sales and that kind of stuff.
- Michael: I would design your own site but create and get resell rights to your own products.
- Scott: Okay.
- Michael: Whatever you're interested in, I think that is the way to go because all your time and effort should be put into your own site that sells information products just like my site does.
- Scott: Right.
- Michael: And believe me, I'm constantly improving the site from ideas I get. It takes so much time but it's so worth it when someone comes to your site and spends \$700 on some tapes.
- Scott: Sure.
- Michael: Or \$300 on a book that costs me \$10-\$15.
- Scott: Absolutely.

Michael: That's where it is. And then the site is doing all the selling. Someone will be sold usually by the time they call me. And when they call me they want to make sure I'm real and then just take care of the details or they ask me some questions. That's how I'm able to leverage myself. You'll never be able to leverage yourself designing these websites because you and I both know there are not enough hours in the day. But if you put your effort into creating a sales letter for a product that you control, that maybe a unique product, if you did create it, that's fine, that you can sell over and over again. That's where you leverage yourself and you're able to really make some good money doing that. So, I'd be real careful about ... I don't know what your situation is, but you probably have to make a living. You have to pay your rent, mortgage or whatever. And at this point you maybe in a situation where you've got to make enough to do that. You have to make your bread and butter.

Scott: Right.

Michael: And this maybe your idea of doing it and that's fine. But just keep in mind that down the road to really build your business, a lot of your time should be going into just everything that you control, your own product. Once you get that set up, then you can promote yourself. All your efforts equal all profits just for you. You don't have to share it with a partner and it's something you can leverage off of rather than trading your time for dollars.

Scott: What kind of product I'm going to create becomes the issue.

Michael: What do you really like? Do you collect anything? Do you have a hobby?

Scott: It's designing stuff. I really enjoy doing it. I enjoy doing it for me, but I don't know how much I'd enjoy doing it for someone else. I really do enjoy designing graphics and that's one of the things I like. And one of the other things—just so you know about me—is I'm a counselor at a middle school. I serve ages 12 to 15 and kids are a passion for me. I've been where I am for eight years. I just love kids to death. I work in a very exclusive boarding school. It's an emotion growth boarding school. Our program lasts two years. And I've just learned really how to effectively work with kids. And I definitely know there is a market for that. I just don't know what there is out there. I haven't really seen any information.

Michael: How old are the kids you're working with?

Scott: Twelve to 15. Our program is for parents that are usually pretty well to do. Our program costs about \$5,000 a month for room and board and the two-year program. Over the course of two years, we really help teach the kids to learn how to make better choices for their lives.

Michael: Are these kids with problems that's why they're at the boarding school?

Scott: They're just starting to go down some paths that the parents would rather they not go down. A lot of times the parents will be proactive and not let it get too far. They're starting to hang out with the wrong kids, maybe they're experimenting with alcohol or drugs or maybe the girls are becoming sexual active.

Michael: Is it \$60,000 a year?

Scott: Yes.

Michael: So, it's \$60,000 a year. And you've learned some affective ways in influencing the kids?

Scott: Oh very, yes.

Michael: Well, that's a product right there. As a matter of fact, I did an interview with a couple ... have you listened to any of the CD Rom yet?

Scott: Yes. I heard that one.

Michael: Did you hear that one with the couple?

Scott: Yes, I did.

Michael: I kind of went over with them ... they wanted to sell a book, something similar working with teenagers. That's huge market and that's a market with money. There are a lot of parents who would like to influence their children but don't have \$60,000 a year to do it.

Scott: Sure, absolutely.

Michael: You could become an expert for specifically children between 12 and 15 with everything you've been doing. You're an expert. You've

been there eight years. Take everything you've learned and you can create 12 audiotapes. And then take those audiotapes and have them transcribed word for word, put that in a notebook and with your eight years of knowledge and skills that you've developed, you can sell that course to parents. You can have a product ready within two or three weeks with some effort.

Scott: Wow.

Michael: You don't underestimate your eight years of training with this school and being there with the kids. You've spent more time with these kids than most parents spend with their kids in ten years. Do you see what I'm saying?

Scott: Absolutely.

Michael: If you're passionate about that, that would be a great product and something of real value.

Scott: Besides marketing, that's my other passion. My life is working with kids. I just really enjoy it.

Michael: You can do both. You can work with kids. You can influence thousands and thousands of families with your information product of what you've learned. And you probably have colleagues who would like to participate and add their two cents. You can interview them and recording them just like I'm recording you in a digital recording. I could give you a guy who can put them on audiotape masters and you can create a set of master audiotapes—12 tapes you could have with the course cost you probably about \$15. And you can look in the back of Writer's World Magazine and get these writers who will transcribe this stuff for peanuts. And then you put it in a three-ring notebook that you get at Office Depot. And you've got 12 tapes, you've got transcripts and you can add other things like a consultation certificate. You have a product that you can hustle for \$300, \$400, \$500. Parents who pay \$60,000, they can do it on their own for \$300, \$400, \$500. You can get the credibility. You can get testimonials from the last eight years of people you know—maybe parents of children. I'm sure you have affected some children's lives, right?

Scott: Right.

- Michael: I bet you could come up with ten or 15 testimonials from these kids you've known over the years, right?
- Scott: Probably.
- Michael: There you go. I think that would be a great thing. It would be fun. You're passionate about it. It would be an information product. You can enjoy the marketing aspect of it and use all the stuff you've learned to promote that and really feel good about marketing a product like that. You've got the credibility already. Wouldn't that be a much better than being stuck in front of your computer designing website?
- Scott: Yes. To be honest, yes.
- Michael: That would be a great way to go. That sounds perfect. The hard thing is your confidence. Just don't even think about it and just start doing it.
- Scott: Put it in action.
- Michael: Put it in action. That is the most important thing. Don't even give it a second thought. Just do it. And there are markets out there with the money. Take what you've learned and take it one step further doing better—reaching a bigger market than what your school is doing because simply most people ... Every parent has problem children.
- Scott: Right.
- Michael: And they'd love some direction on how to do it. Do you remember the infomercial with Dr. Gary Smalley on *Hidden Keys of Loving Relationships*?
- Scott: Yes.
- Michael: That was one of the best running and successful infomercials out there.
- Scott: Is that right?
- Michael: Yes. I don't know what happened. I think he had a partner. Something happened business-wise, but it just stopped. That was a great, great course. As a matter of fact, if I were you, if you want to create something this ...

Scott: Go on Ebay.

Michael: ... go on Ebay and find a copy of it. You can use that as an outline as to how that was laid out and then just add your own things to it. And just model it for what you're doing. And you'll have kind of like a blueprint to follow.

Scott: Gary Smalley you said?

Michael: Yes, Gary Smalley. It's called *Hidden Keys to Loving Relationships*.

Scott: It makes sense. I thought about it. I kind of held off because I figure as far as having letters after my name, I don't have any.

Michael: Who cares?

Scott: Well, that's my thinking. But the practical, I think, in the trenches experience is what I think people want because a lot of times I've sat in a lot of therapy sessions with a lot of kids and the stuff that I do with these kids is ten times more effective than what these doctors do with these kids.

Michael: Really.

Scott: Because I've worked with hundreds and hundreds and hundreds of kids the last eight years that has allowed me to have some insight into what motivates these kids and what drives the kids. I know, I think, they know and they trust me because they know even if they screw around and maybe have a hard time or don't treat somebody so nicely, they know that I'm going to be firm with them but I'm always going to come back to them and love them. I think I'm far enough away, I'm not their parent because sometimes the kids think that's their job to rebel against the parents ... 13, 14 because they're trying to establish their own identify. And they want their own individuality, but the parents want to hold to control and say no this is my house; you'll do it my way. It just causes so much chaos sometime.

Michael: You probably have a lot of great things to teach a lot of parents. The only way you're going to be able to teach them is to get the word out. And you can certainly do it with the marketing skills you've learned and from your experience. It may seem almost ordinary to you because you've been in it so long, but someone

hearing it for the first time, it revolutionizes their family. Most of your kids, don't they have the same feelings and problems and situation?

Scott: Oh, absolutely.

Michael: So, you see, we're all the same. And so do people with marketing problems. So, now I've got something new, with your permission, I can use. I think this will be a real benefit to people who come to the site or on a future CD. This will help someone and I've leveraged myself. All we had to do it once.

Scott: That's very true.

Michael: And it's something we do ordinarily, but now I've captured it forever. And this message that I've given you can live on even after I die and can be spread to thousands of people without any effort, without very little effort on my part.

Scott: That's very true—very, very true.

Michael: Or you can do another great technique and go on to Amazon.com and search books related to your relationships with adolescents and stuff like that; what you're doing. And look for some good ones; some best selling ones. You can actually look at the table of contents. And if you see some that really looks and you say this is a good book. I wish I had done something like this. Use their table of contents and some of their ideas in the way they have laid it out. And just model yours after that. Don't copy it, but you have a blueprint instead of you just taking a white piece of paper and saying what do I do. Find something that you can model. But that *Hidden Keys to Loving Relationships* would be a good one because that was a proven, very successful product in the market place. The ideas are all the same, it was just a different messenger.

Scott: Right. Absolutely. It's no different than what a lot of people have said over the years—just different packaging.

Michael: I want to thank you for listening to www.hardtofindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtofindseminars.com by email. You can email Michael@MichaelSenoff.com or you can call (858) 274-7851.

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.

Listen to the CD that came with this letter on how six others like you have gotten their first client using the system described below.

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 100% proven) secrets my friend 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.

13

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>

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 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.

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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