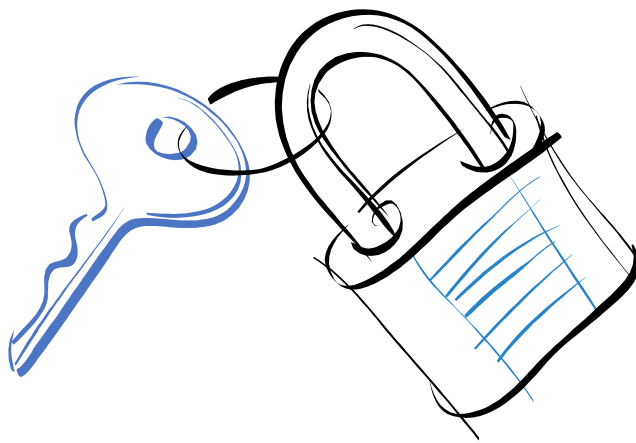


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# **7 Keys To Making Money With Quartz Watch Repair**



**How To Get Into The Watch Repair Business !**

**By Michael Senoff**

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## It's Time To Make Money With Watch Repair

Danny G, is the man who has single-handedly introduced hundreds of people to the joy and profits of quartz watch repair, Danny G is a 6th generation watchmaker, who is responsible for adding hundreds of new watch technicians to the trade, and showing them how profitable watch repair is. Danny's other works include seminars on How To Make Money With Watch Repairs and his 6-video series on quartz watch repairs. Danny G offers hands-on quartz and mechanical watch repair classes. He has found a way to explain watch repair and how to profit from it in a way that anyone can understand without using the self absorbed terminology that many authors on the same subject use. One student says "I have used many of the techniques and have more than DOUBLED my profits. This information would be cheap at twice the cost, considering the value of the information it contains. In this 50-minute interview you're not going to learn about the basics of mechanical watch function, disassembly, cleaning, oiling, reassembly, and timing. You're going to learn how much money you can make in this business. You can spend a lifetime studying mechanical watches and still only touched the surface. Danny has simplified and presented this craft in a modern format. Most watchmakers covet their sources and refuse to let the outsiders in. Without people like Danny G, the watch making trade would never be open to outsiders.

Danny G: I had a fellow a year and a half ago, who worked for the power company in Kentucky. He hurt his back. The power company paid to retrain him and he retrained with me and we taught him quartz watch repair and mechanical watch repair and Rolexes. He's what we call a bathrobe boy, and I'm a bathrobe boy. I work out of my home. He now is doing \$1,500 a week in watch repairs. Truth be told, he spends more time golfing and fishing than fixing watches, and retail jewelers willingly send him the business.

### *MUSIC*

Danny G: How are you Mike?

Michael: Pretty good, how about yourself?

Danny G: Wonderful.

Michael: Do you have some time to talk now?

- Danny G: I have plenty of time.
- Michael: All right, tell me what you got going. Obviously, I'm going to guess that you are a watch repair man. How long have you been doing that?
- Danny G: Forty years.
- Michael: Was your father in it?
- Danny G: Yes, and my grandfather, my great grandfather, and my great great grandfather. Pretty much, three kinds of people – there are Italians, Germans and Jews.
- Michael: So, what's that mark-up when a guy comes into a jewelry store and he says, "My watch is broken" and the jewelry store farms it out to you.
- Danny G: As much as we can get from the customers. I'll give you some examples. If you go to Cartier boutique, they'll charge you \$450 for a battery, but there's plenty of retail jewelers who'll replace the battery for \$4.50.
- Michael: Is it a Cartier manufactured battery?
- Danny G: No.
- Michael: It's just a regular battery.
- Danny G: It's just the privilege of going to Cartier jewelers. That's not really what I sell. What I really sell is people to learn how to do this.
- Michael: Right, a business opportunity. How long have you been doing this?
- Danny G: Seven years. I've sold probably 5,000 people out of a market about 25,000.
- Michael: And, are they retail jewelers?
- Danny G: Yes.
- Michael: Instead of farming it out, they're learning how to do it within their own shop?

- Danny G: Yes. The profit is astounding.
- Michael: Tell me about the profits.
- Danny G: Do you know what round flat crystal is? It's the round flat on a watch. They cost 65 cents. The average price for it retail is \$35-\$45.
- Michael: Give me the three most common watch repairs when people come in.
- Danny G: The most common is to replace the insides. We call that replacing the movement, and I'll give you an example. Are you familiar with Taghouer?
- Michael: Yes.
- Danny G: A typical Taghouer movement costs \$16. They typical repair is \$225. The typical amount of time to do it is 15 minutes.
- Michael: So, that's the most common repair?
- Danny G: Yes, it's to replace the entire insides. It's what all the factory service centers do.
- Michael: But, it's too time consuming and too expensive to fix a little movement within that thing.
- Danny G: Well, it's just the pay. I mean, you spend an hour and a half fixing it or you can buy a movement for \$16.
- Michael: So, how many different movements are there for all the different watches?
- Danny G: Oh-
- Michael: Hundreds?
- Danny G: Hundreds, but you can usually narrow it down to about a dozen that you see over and over and over.
- Michael: So, that's the most common repair. A guy says, "My watch isn't working." You go, "Let me check it out." You look at it and you say, "You're going to need a new movement, and it's \$200."

- Danny G: Yes.
- Michael: So, there's where the money's made. Any other upsells from there?
- Michael: Oh, watchbands, crystals.
- Michael: Do you find within this business people don't shop around for this kind of thing, do they?
- Danny G: Do you mean for repairs?
- Michael: Yes.
- Danny G: No, it's a trust based business. In our seminars we tell people that people do not shop price. They don't use the "p" word. They use the "t" word. It's who they trust.
- Michael: What is the next most common repair?
- Danny G: Actually, that covers probably 90 percent of quartz watch repair.
- Michael: So, this is what you teach these people that 90 percent of your people are going to need a new movement? We'll show you how to get them, where to get them, how to replace them.
- Danny G: How to do it. They leave my class in one day. The next day they're ready to make money.
- Michael: They've got it down?
- Danny G: Yes.
- Michael: That's great. So, they're real pleased.
- Danny G: Oh yeah. It's what we call kudos file which is an entire Avery business size file cabinet just full.
- Michael: Of testimonials?
- Danny G: Yes.
- Michael: What is a pretty good running jewelry store make a year on repairs now?

- Danny G: If it's done correctly - \$100,000.
- Michael: Just on the repairs?
- Danny G: Yes. There are 60,000 retail jewelers in America at a broad standard.
- Michael: But, you've got 25,000 Mom and Pop.
- Danny G: Right. That's pretty much who we deal with.
- Michael: How many stores do the average Mom and Pop have?
- Danny G: One.
- Michael: Now, why haven't you sold to the other 20,000?
- Danny G: I think mostly because they hate watches, which is kind of idiotic on their part. The business of making money selling diamonds is severely eroded by the Internet. As a matter of fact, it's been decimated. You can only educate so many of them that service is where you make your money. I'll give you an example. I had a fellow a little over three years ago. We taught him to fix quartz watches, mechanical watches and Rolexes. He inherited a jewelry store from his mother-in-law. The first year that he owned it, he made \$24,000. Last year, he netted \$175,000.
- Michael: The first year he wasn't doing repair.
- Danny G: Right. He was concentrating on trying to sell diamonds and gold.
- Michael: The diamond market is on it's way out. What about the jewelry market?
- Danny G: That's destroyed too.
- Michael: What about the watch market?
- Danny G: The watch market is hurting.
- Michael: But, the repair market isn't?
- Danny G: It is booming.
- Michael: How often does a watch go down on somebody?

Danny G: About every three years.

Michael: Every three years is the average?

Danny G: Yes.

Michael: No matter what watch?

Danny G: Yes.

Michael: Why does it break down?

Danny G: The main reason is water damage.

Michael: So, if you go in the shower that can damage it?

Danny G: Yes.

Michael: If you get moisture in the crystal, are you getting water damage?

Danny G: Oh, yeah.

Michael: And, what causes that to break the mechanism down?

Danny G: Rust.

Michael: So, these parts are steel.

Danny G: Some of them are. The most important parts are, but most of them are extruded.

Michael: How many different suppliers do you have for these mechanisms?

Danny G: There's one that we recommend that's the largest in the world.

Michael: Are there multiple all over the world?

Danny G: There's a few.

Michael: Kind of like the inkjet cartridge business?

Danny G: Not especially. As far as manufacturers, there are in a narrow field, approximately six different manufacturers.

Michael: Worldwide?

Danny G: Yes.

Michael: Is one of them in the United States?

Danny G: No.

Michael: So, they're all over seas?

Danny G: Yes.

Michael: So, you're ordering from overseas sources?

Danny G: No, you're ordering from an importer.

Michael: Oh, an importer.

Danny G: Yes.

Michael: So, there's multiple sources here in the US, and you've got catalog numbers and all that.

Danny G: Oh, yes. Actually, in the class, we give you the catalog. We show you how to use it, how to determine what you need, everything.

Michael: So, how have you successfully sold 5,000 courses?

Danny G: The way we've done that is it's not entirely courses. We've had about 2,000 people attend courses, probably in the neighborhood of another 3,000 that bought books and videos.

Michael: And, this is over how many years?

Danny G: Five years.

Michael: Does it usually start with a video and a book?

Danny G: Sometimes, but more times than not, they buy the book and video and say, "I've spent money. I'm ready to work."

Michael: That gives them enough information to do it?

Danny G: I think Jay Abraham would say I gave them way too much.

- Michael: And, I saw the prices on you site. So, are you doing direct mail?
- Danny G: Yes, we do postcards with our powerfully worded message.
- Michael: What do they say?
- Danny G: "It's time for you to start making money service." Or "Tired of staring at a door waiting for diamond customer? Learn to make money."
- Michael: Do you direct them to a 800-number?
- Danny G: Yes.
- Michael: With a recorded message?
- Danny G: We just answer the phone.
- Michael: And, they say, "I got this postcard." Then, do you have a pitch down?
- Danny G: Yes.
- Michael: Is it the same everytime?
- Danny G: Yes.
- Michael: Is it scripted?
- Danny G: Yes.
- Michael: And, it's proven and refined?
- Danny G: Yes. I'll give it to you. Do you want to hear it real quick?
- Michael: Yes. Okay, let me call. "Hey, I've got this postcard and I haven't had a diamond customer in three weeks. What's this all about here, mister?"
- Danny G: It's about learning how to make money. Can I ask you a few questions?
- Michael: Sure.
- Danny G: How many watch batteries do you do per week? The average is around 50.

- Michael: I do about 30.
- Danny G: You do about 30, and if I could show you a way right now where you can turn those 30 customers into pure gold and make money, you'd want to know more, wouldn't you?
- Michael: Yes.
- Danny G: And, what are you charging for your batteries? The average is about \$6.
- Michael: I'm charging \$5.
- Danny G: You're charging \$5. Well, what we do in our seminars is we teach you how to turn your average sale on watch batteries into \$25. If you're doing 30 batteries a week, you're doing 1500 batteries a year. It's true, isn't it.
- Michael: Yes.
- Danny G: If you're doing 1,500 batteries a year at \$5 a piece, you're doing about \$7,500 a year in batteries. Is that correct?
- Michael: That's correct.
- Danny G: If we could make that \$25 average battery price, you would make \$20-\$30-\$35,000 more a year, wouldn't you?
- Michael: How are you going to do that?
- Danny G: How we do that is we teach you what's known as the "Power of Three". You give the customer three options. See, right now, you're giving all your customers one option. You're treating them all the same, aren't you?
- Michael: Yes.
- Danny G: Are all your customers the same?
- Michael: No, they're not.
- Danny G: I mean, you've got people who come in who groan just about paying \$5, and you've got people that come in with really expensive

watches who can afford to spend a lot of money, and you still charge those guys \$5, don't you.

Michael: Yes, that's right.

Danny G: Well, what I'm – I guess you're running an egalitarian business, aren't you?

Michael: I don't know what that word means sir.

Danny G: It means you just flatten them all out and treat everybody the same.

Michael: That's correct.

Danny G: We don't do that with diamond sales, do we?

Michael: No.

Danny G: A kid comes in and says he wants to get engaged and he has \$500. You don't show him a \$20,000 diamond, do you?

Michael: No.

Danny G: You don't treat everybody the same when it comes to virtually every other aspect of your business, do you?

Michael: That's right.

Danny G: Now, what we do is we teach you how to give the customer options. Sears and Roebuck sells car batteries. You're aware of that aren't you?

Michael: Yes.

Danny G: And, if you go to Sears Automotive Center, and you want to see a Diehard battery, they're going to show you three of them. They're going to show you a 36 month battery, a 48 month battery, and a 60 month battery, and they're going to ask you one question, which would you prefer? Now, here's what the statistics show – 40 percent of the people take the 36 month battery, 40 percent take the 48 month battery, and 20 percent take the 60 month battery. I've got news for you. They're all three the same battery. The only thing different is the guarantee. Now, if they sold all the batteries at the price of the 36 month battery, the profit loss would be staggering, wouldn't it?

Michael: The loss would be.

Danny G: So, that's what you're losing when you sell one type of battery. So, what we suggest you do is you have a little sign on your front counter that says, "Batteries - \$9.95" "Lifetime Battery - \$24.95" "Tune-up - \$49.95". Now what this entails is we will just put a battery in for ten dollars, \$9.95, but if they want a lifetime battery, we'll do that for \$24.95. The only difference is we're going to mark the inside of the case back that we've installed a lifetime battery

Michael: You'll make a mark on the inside of the battery?

Danny G: Yes, with a Sharpie. And, the highest option is a tune-up, and a tune-up is when we lube the movement, clean all the crude off the case, polish it up, put new gaskets on it, reseal it and give it back to the customer. Now, all the hundreds and hundreds of people we taught to do this, the averages are the same as Sears and Roebuck - 40 percent say, "Nah, I just want a battery.", 30 percent say, "I want a lifetime battery.", and 20 percent say, "I want a tune-up." This brings your average retail price of \$25 per battery.

Michael: Wow, and I'll I've got to do is put that sign on my counter.

Danny G: Yeah, that and know how to do a tune-up. That's what we teach in the course. That's what you want to learn, isn't it?

Michael: Yeah, but you just told me how to do it.

Danny G: I told you how to do it, but telling you and doing this is vastly different.

Michael: Now, are you telling me you've got a course, a seminar, I've got to come to?

Danny G: Of course, that's what you're calling about, and addition to that, we're going to teach you how to make wild profit off replacing quartz bits and not having to drop all your repairs.

Michael: Now, let me ask you this, are you getting calls from out of state?

Danny G: Oh, everywhere.

Michael: The person who's coming to the course, they're flying in for the course?

- Danny G: No, I travel around the country and do it.
- Michael: Oh, you travel around.
- Danny G: Yes.
- Michael: So, you're getting them in with this example, but you're really not even talking about where the real money is on the repairs.
- Danny G: Yes, actually, typically, they make more money with what I teach them on what to do with batteries.
- Michael: Right there.
- Danny G: Than anything else.
- Michael: So, they will moreso than the repairs?
- Danny G: Yes, we teach them how to bump up and sell when the customers come in. That is to say, "And, would you like a new watchband with that?" Then, your crystal is a step-up, "We can do that for you while you wait for an additional \$35."
- Michael: You're in New Mexico. I'm in California. Let's say I want to sign up. How's that going to work? When are you going to be out in California?
- Danny G: We don't have anything scheduled currently for California, but we do have San Antonio, Little Rock, Memphis, Raleigh, Washington DC.
- Michael: How much is this seminar?
- Danny G: This is \$495.
- Michael: 495 dollars?
- Danny G: Right. Now, if you came and sat one day with me, you had to get on a cheap flight to any of those cities and you had a total out of pocket of not even somewhere in the neighborhood of \$1,000, it would be worthwhile, wouldn't it? So, I can expect to see you in one of those cities?

- Michael: Are you going to try to sell me the books and the tapes if I can't make it?
- Danny G: Yes, if you can't make it, that's the next thing we do. So, do you need books or videos?
- Michael: But, on most of your calls you're trying to sell them to come to the seminar.
- Danny G: Right, because we sell the books and videos while they're there.
- Michael: So, while they're there, you're not going to teach them watch repair, you're going to teach them the upsells and the battery thing, right?
- Danny G: It's a two-phase class. The first thing we do is we teach them how to run their business profitably, which frankly most Mom and Pop's haven't got a clue.
- Michael: And, you just go into all the marketing?
- Danny G: Right. We sell a triple, quadruple their watch repair business by farming everybody in business around you. Make a list of every retail jeweler, everybody who does watch batteries or has anything to do with watches within your market area, then go visit them all. Everyone I talk to, to actually do it which is probably around 50 percent of my students actually go and do this. The other 50 percent are a little bit too pansy. So, for some reason they think going and asking somebody to give them their business scares them. The truth is most retail jewelers and most places that do this whether it be Wal-Mart, Kmart, Radio Shack, or competing jewelers, they're only too happy to refer the business away.
- Michael: The watch repair.
- Danny G: Yes.
- Michael: Why is that?
- Danny G: Well, I'll give you an example. Wal-Mart wanted me to go train them, and I said, "No, it's not my market. They're not my people. The people I serve are retail jewelers." I wouldn't give someone the wooden stake to drive through their heart. It's not something I could do.
- Michael: So, Wal-Mart would take away all your other business?

Danny G: Right. They have so many problems. I'll give you a quick example. This happened to me. The jeweler sent me a men's Piagi Polo - \$16, 950 watch. Someone brought it to Wal-Mart to get a battery. Do you find that bizarre? And, the reason it's bizarre is only one in 20 retail jewelers will repair watches. Nineteen out of 20 don't. The little girl who worked at Wal-Mart pried the back off. Now, the back is not a snap-on back. There are 12 – 18 carat gold springs that hold the back on.

Michael: She snapped them off?

Danny G: She snapped each one of them off, bent the back, bent the movement.

Michael: Did they get sued?

Danny G: Bent the dial. They replaced the watch. They came to me, and I had no way to fix this. This was so trashed. I knew someone who was a Piagi dealer and I sent it to him and said, "You're not getting this fixed." And, he said, "I got this fix in my hands." I said, "What's that?" He said, "A new Piagi Polo and they paid \$16,950 to make it go away." So, the reason that I tell you this is that because many times the people you're asking to have them send their business to you are only too happy.

Michael: Because they don't want the liability.

Danny G: Yes. Who do you think works at Wal-Mart? You've got Suzy Homemaker working part time 20 hours a week.

Michael: So, these people don't even know how to replace a battery?

Danny G: Yeah, they have a vague idea.

Michael: When you tell your students to go farm, what do you tell them to do when they go into a store?

Danny G: Do two things – make up business cards that are non-threatening. Don't say you sell diamonds, just say, "Specializing in watch repairs, watch batteries and watch band adjustments." That's it, and on the back, directions from that business to your business. Now, you bring those in with a smile and a box of business cards and say, "Hi, we specialize in watch repair and watch batteries and

watch band sizing. If I can help you in any way, please let me know and we'll leave you these cards."

Michael: Simple enough.

Danny G: Now, not once has anyone ever told me that they're doing that, that they got less than a good reception.

Michael: Why are you traveling all around the country for this \$500 seminar?

Danny G: Because retail jewelers are lazy. What I want to do is – now, I'm going to go through the meat of it – retail jewelers I'm not so concerned about. I'm concerned about what I'd like to do is bring this to the general public. I'll give you a good example. I had a fellow a year and a half ago who worked for the power company in Kentucky. He hurt his back. The power company paid to retrain him, and he retrained with me and we taught him to do quartz watch repair and mechanical watch repair and Rolexes. He's what we call a bathrobe boy, and I am a bathrobe boy. I work out of my home. He now is doing \$1,500 a week in watch repairs. Truth be told, he spends more time golfing and fishing than fixing watches.

Michael: He works right out of his house.

Danny G: Yep, and retail jewelers willingly send him business.

Michael: Are they all mostly local business?

Danny G: No, he gets business from all over the country just like I do.

Michael: That sounds great. It really does.

Danny G: An old Yiddish proverb, it goes something like this, "When no one will take out the garbage, be a garbage man." Well, nobody wants to take out the garbage, and taking out the garbage is watch repair. Nobody wants to be a jeweler. "Yeah, I'm a diamond guy, and I'm a jeweler." And, they're all starving to death. I belong to a website, the constant thread on business discussion channel is how business sucks and how the Internet is stealing our business. Then, I had one of my students go up there, just this week, and said, "I don't know what you're pissing and moaning about. I'm cleaning up with watch repair. I do \$2,500 a week in watch repair, and it doesn't even cost me \$100."

Michael: What happened?

- Danny G: "Oh, I hate watches. Watches suck."
- Michael: So, you didn't get replies from it.
- Danny G: Nope. I kind of fished that pond out.
- Michael: It's an ego thing. They don't want to screw with it.
- Danny G: I think it has a lot to do with the fact that, "I'm a diamond guy." "I'm a gemologist." Another thing we teach which is in one of my books which is how to make picture watches. It's so incredibly simple.
- Michael: What do you charge for those?
- Danny G: It's in one of my books.
- Michael: So, you give them ideas on how to make money with watches? I think it's great – big market, easy. That's why I responded. Tell me about your products, your book. How long have you had that done?
- Danny G: The quartz watch repair video, two years.
- Michael: Learn the Secret of Profiting Well in the New World of Retail Watch Repair.
- Danny G: Yes.
- Michael: Does that pretty much teach someone everything there in that book?
- Danny G: Yes, it's 400 and something pages. It's everything I know. That's the business end of it. It's not the technical one.
- Michael: That's the class. The book is Starting to Make Money with Watch Repair. That's the book we're talking about.
- Danny G: Yes.
- Michael: Okay, book – Simplified Mechanical Watch Repair for Profit, Illustrative Guide.
- Danny G: Yes.
- Michael: That's going to give me more detail?

Danny G: Right.

Michael: DVD package on Quartz Mechanical Repair, what's that about?

Danny G: That's a quartz class on DVD.

Michael: The quartz is what?

Danny G: The battery watches.

Michael: That's repairing those mechanical things inside. How many DVDs is it?

Danny G: It's five.

Michael: So, it's five videos on exactly how to do everything.

Danny G: Yes.

Michael: Covering all the repairs on everything.

Danny G: Yes.

Michael: And, then the six DVD package on quartz.

Danny G: It's a six DVD package.

Michael: What's that?

Danny G: The odd one is on mechanical picky watches. They are two separate things. Watches that take a battery, and watches that don't.

Michael: So, the quartz watch repair is not the wind-up one?

Danny G: Right.

Michael: Is it more difficult than the other one?

Danny G: Yes, you have to do this incrementally. You have to start with quartz and master quartz, and then go to mechanicals.

Michael: Are you replacing mainly the whole mechanism in those also?

Danny G: No, mechanicals we have to actually fix what's wrong with it. Eighty percent of the time, it means the watch needs to be cleaned.

Michael: And, how long does that take if you've got it down?

Danny G: Once you've got it down, you can clean six watches every two hours. You hit the nail right on the head. The reason that jewelers do not like watches is because they're ignorant. They know nothing about them. They don't want to know anything about them. It never ceases to astound me how little jewelers know about their own business.

Michael: Your dad trained you?

Danny G: Yes.

Michael: Your grandfather trained your dad?

Danny G: Yes.

Michael: So, it's generational that's why it's so-

Danny G: I broke all the rules. There's a lot of watchmakers that hate me.

Michael: You're like the magician exposing the secret.

Danny G: Exactly. I've got a letter once from a guy in Mississippi, an 80 year old watchmaker. He sent this to one of the suppliers. Danny G is a son of a bitch. He teaches women, blacks, Jews and left-handed people, "He must be stopped."

Michael: Really?

Danny G: Yes.

Michael: Oh my god, what happened?

Danny G: I laughed my ass off. I thought it was great.

Michael: So, the quartz and the other one – they're both equally as easy. You've just got to learn how to do it.

Danny G: Right.

Michael: Now, can an absolute idiot if they watch these DVDs figure it out?

Danny G: Quartz watch repair, yes, idiots can learn quartz watch repair. I have taught people who were morons.

Michael: Because 80 percent of it is just cleaning the thing?

Danny G: Eighty percent is just pop the movement out and replacing it.

Michael: That's on the quartz?

Danny G: Right.

Michael: Mechanicals just need a cleaning?

Danny G: Right.

Michael: So, which one's easier between the both?

Danny G: Quartz. Quartz, I can teach a functional illiterate retarded.

Michael: And, that's the one without a wind-up thing.

Danny G: Right.

Michael: You buy the thing and you replace it.

Danny G: I've had a lot of immigrants take my class who have no command of the English language.

Michael: Pretty good quality video?

Danny G: Oh, yeah, excellent. Everything is done very, very, very high class.

Michael: So, it's you and your wife.

Danny G: Yes.

Michael: That's how all your calls are handled, live?

Danny G: Yes.

Michael: Do you have some ideas on out of 20 people that call, how many can you close on?

Danny G: Fifteen.

- Michael: A seminar.
- Danny G: Yes, the only time people don't buy is when they just flat out don't have the money. If they call for a book or a video, the close ratio on that is outstanding. It's almost 100 percent.
- Michael: So, you've taken all of the orders over the phone. Are you sending people to the site to buy?
- Danny G: No.
- Michael: You just do it over the phone?
- Danny G: I just say, "Give me a credit card. We're done."
- Michael: You have this list. It's a compiled list of jewelers around the country.
- Danny G: Yes, I bought it from data.
- Michael: It's a compiled list of SCI code jewelers.
- Danny G: Right. This is the composite of people who take my classes. They have Mom and Pop store, under three-quarters of a million a year, one store only, and that's what we've ordered.
- Michael: How many mailings have you done over five years?
- Danny G: Oh my god, at least five or six a year.
- Michael: It keeps you pretty busy or is it burning out?
- Danny G: The list is burning out, yes. We still get calls. I had somebody sign up an hour ago for Washington, DC. I had an Internet order for videos. Two people called and ordered videos, and one person ordered a book today.
- Michael: Are you doing any online marketing at all?
- Danny G: Nothing.
- Michael: You don't know how.
- Danny G: You don't know how, and practically everyone I've spoken to about it is full of shit, they should be sent to the brinks.

Michael: I understand. Tell me about your competition.

Danny G: There's not any.

Michael: None at all?

Danny G: None at all.

Michael: Are you getting burned out on doing these seminars?

Danny G: No.

Michael: You don't mind traveling?

Danny G: No, if I travel once a month, it won't kill me.

Michael: So, you're pretty centrally located.

Danny G: Yes.

Michael: Well, if you've got two guys who sign up for a seminar, are you going to go travel and do that?

Danny G: I've done it before. Actually, the worst I've ever attended a seminar for is four.

Michael: So, when you're mailing, you're grouping them in areas?

Danny G: Oh, yeah. I'll give you an example. I just did the entire state of Kentucky and Tennessee about 1,300 jewelers to do one in Nashville, and we got three signed up and I've still got five weeks to do it. My average class is eight to ten people.

Michael: Eight to ten people at \$500 a piece.

Danny G: Right.

Michael: What do they walk home with?

Danny G: Usually books and videos.

Michael: They buy those?

- Danny G: Yes, but I bring the benches, watches to work on, all the catalogs and references they'll need, all the information they need – some of this.
- Michael: How much product are you selling at the seminars?
- Danny G: Three quarters of the people buy everything I offer them.
- Michael: And, what's that cost them?
- Danny G: About \$250.
- Michael: So, they're getting discounted off what your site sells it for?
- Danny G: Yes.
- Michael: So, you tell them on the site it normally sells, but since you're here you get it at 50 percent off?
- Danny G: That's right.
- Michael: So, they'll walk home with the DVDs and the books and everything.
- Danny G: Right, which is to their advantage.
- Michael: Do you offer them a risk reversal when they come into the seminar?
- Danny G: No, the reason why we don't, and I hate to say this-
- Michael: No, just tell me, what's the market like?
- Danny G: They're just not the most honest people in the world. You can run into too many of them who are flavorably dishonest. If it was the general public, I wouldn't worry so much about risk reversal.
- Michael: Do you really think they would take advantage of you on that?
- Danny G: They have for years.
- Michael: They have. Why? Did you use to offer it?
- Danny G: Well, I'll give you an example. Back when I was selling software, which we still do, we sold jewelry defined software, it's just something that seems to sell along with what I do. When we first started selling it, we offered risk reversal – 100 percent money back

guarantee one year if you're not satisfied, return it. Forty percent did.

Michael: How much was it?

Danny G: It was \$2,000. It was a hard pill to bite.

Michael: You probably did better than if you didn't offer it anyway.

Danny G: Yeah, I'm sure, but it's just too much work.

Michael: You want to promote this thing. You want to take what you've got – your jewelry market is somewhat pretty saturated, and you're looking for new markets.

Danny G: Everybody knows me.

Michael: Everyone knows you?

Danny G: Yes. If you walk into virtually any jewelry store and you say my name or what I do, and they'll say they know me.

Michael: Well, it's a big world out there and there's all kinds of markets. So, you've got the system in place. What do you have in mind? If I said, "Okay, this sounds good. It's something I'd like to promote." What's in it for Mike Senoff?

Danny G: You write your own check. When it comes to selling the informational product, I'm not going to treat you like an idiot. I'm going to talk to you like a person. The videos already exist. The cost of putting them together is nominal. It will cost you around \$20 to make a set of videos. So, it's not a big deal there. So, you tell me how much you need. What's fair to you? By the way, my guiding business principle is it's fair for everyone.

Michael: You don't mind traveling doing the seminar. I mean, I don't know if I would even travel to the seminars. If you go do a training for these people, do they feel like they need to come out to a training and see it. Can they get it on video?

Danny G: To be absolutely honest about it, yes. If they have all my products, and they took it seriously, yes, but what I've discovered is training – some people need to see it. Some people need to hear it. Some people need to read it. So, as far as it being all encompassing, yes it is, but is it all encompassing among people's sensory paths? No,

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but if we looked at it critically, the people who really want to view it in person wouldn't buy the videos anyway. Let me give you my spin on it. I think the first thing to do is present the books and videos exclusively. Screw the seminars. If we see that more and more people are asking to attend seminars that may be the way to go. What is my overhead and your overhead really to promote the books and videos, for you to produce them and for you to sell them?

Michael: That's just information product.

Danny G: Right, so we don't have to kill ourselves.

Michael: The real work is the marketing.

Danny G: I know that and have a respect for it.

Michael: I'll tell you what. I have enough good information and I've got some ideas. Let me do a little research on the market, and I'll get back with you. Do most people have online access?

Danny G: Oh, yes.

Michael: All these answers can be solved and put online for them.

Danny G: A lot of it is telling them they're doing the right thing.

Michael: The hard work is setting it up. What I'm good at is setting it up where it takes you out of the picture – everything online, everything automatic.

Michael: It's time for you to start making money in watch repair. I want to thank you for listening to HardToFindSeminars.com and this special recording on watch repair. If you're like more information on how you can make \$100,000 in the watch repair business, please email [Michael@MichaelSenoff.com](mailto:Michael@MichaelSenoff.com), or 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.

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.hardtofindseminars.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.hardtfindads.com](http://www.hardtfindads.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:**

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>

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...

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>

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*

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.

For more interviews on marketing consulting go to <http://www.hardtfindseminars.com>  
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Please do not e-mail. I get so much SPAM that your e-mail may never make it to me.

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