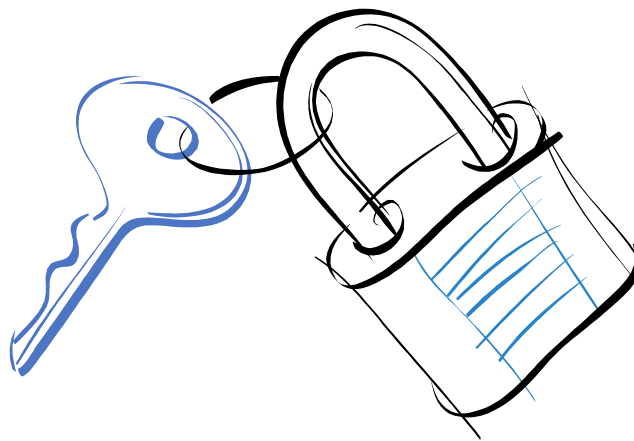

Hardtofindseminars.com

Presents
Fast Cash Interview Series

Michael Senoff Interviews Howard The Window Washer



How To Make Fast Money Washing Windows

Hi, it's Michael Senoff with Michael Senoff's www.hardtofindseminars.com. I'm proud to introduce to you one of my most complete live audio interviews that I've ever done on how to make money washing windows. For some time I've been meaning to do a complete interview on washing windows and finally I've done it. I've done it with a gentleman named Howard. Howard is a professional window washer. He's going to tell you how to go out and start washing window today. You'll hear me testing his system for real by me making live calls. You'll hear me getting real clients. Howard reveals over two decades of window washing secrets to show you have to go out and make some fast money today before time for dinner. Enjoy. If you want to talk to Howard direct call me at 858-274-7851 Howard Window Cleaning

The reason that I would suggest anyone to take advantage of this mail is because of the fact that there's a lot of business out there that's available. But it will always be available if you don't take advantage of it yourself because window cleaning is an impulse business. Many people know they need it done and as soon as you even mention window cleaning, all they want to do is work out the details and you've got the business. So it's not a business where people have to make a lot of decisions and go through a lot of red tape. It's an impulse business and the longer you wait, the longer it will take for you to reach your financial goal.

Michael: Hi, this is Michael Senoff with Michael Senoff's www.HardToFindSeminars.com in another fast cash producing audio interview. This interview is with a gentleman named Howard. He is a professional, residential window washer. There is absolutely no excuse for you not to be able to go out and start making money within a matter of days washing windows. I'm going to prove it to you in this audio interview with Howard. You're going to hear me getting on the phone for real, generating real business that can put cash in your pocket instantly. You're going to hear two techniques how you can walk out your front door, drive down to your nearest town, walk into businesses, say one sentence and

start cleaning windows within minutes from the time you mention that sentence. This appears to be one of the easiest and fastest ways that you can make money providing a much needed service. Virtually anywhere you are windows get dirty and there is a huge demand for good quality, responsible, reliable window washers. So I'm going to quit talking. Let's get going and join me in this interview with Howard.

I really appreciate it and it's such a coincidence that you had e-mailed and called and we got a chance to talk. Because once I got a chance to talk to you a little bit about what you're doing with the window cleaning business, and that you've been in the window cleaning business for, how many years now?

Howard: Ten years.

Michael: Ten years. You know, you're sitting on a gold mine. That's the hardest thing when a lot of people come to me and they seek out advice on what kind of product they should develop, or what should they sell, they always overlook their own expertise. You just think it's your regular job. You've been doing it so long and you're so used to it, and you're so involved in it, you never considered that what you're doing could be valuable to other people.

Howard: That's true. I have a tremendous advantage to learn how to market over the internet. People like to tell other people I've talked to who are doing it. Money is secondary, you know that's very important, but it's the freedom. I've got to keep my freedom. I can't be tied down. Nor do I want the stress of having a 9-5 job. I've got to be able to call my own shots and schedule my time the way I want. That's one of the reasons why I really appreciate what you're doing. I listened to some of the interviews you had last night on some of the people that you were interviewing and had gotten stuck in a rut. They didn't know what to do and were marketing the wrong way, just wasting time and money and very, very, very good information. My wife has a lot of health problems so I need something I can do where I can be home a lot and still take care of family business and not have to be away so much like I am with window cleaning.

Michael: Now, you've been in the window cleaning business for 10 years. Before that had you had a regular 9-5 job?

Howard: Yes, I was working for a window cleaning company.

Michael: Alright, we'll get into that. So, you were working as an employee probably with a little less freedom than what you had as your own

boss. If you could boil it down, what is the freedom that you're experiencing now with your own window cleaning business? What has that meant for you compared to when you were working for your employer?

Howard: When you were working for your employer, you had someone else dictating how your time should be spent. Now, when you have your own window cleaning business, even though you have to be at appointments, you've gotta get your contracts taken care of, it's the idea of knowing that you are in control of what happens on a day-to-day basis as opposed to someone else being in control. If your boss cuts back your work, if your boss feels that he wants to send you on an assignment that you wouldn't take under other circumstances, you have no recourse. But when you are calling the shots, you can more or less pick and choose and be a little bit more selective as to what type of job you choose and how you choose to do them. As far as mentally and emotionally, it's a big difference as far as being able to have more control over how your time and your resources are spent.

Michael: Right. Let me ask you a question. What does your business look like today? Can you describe some of the accounts that you currently have and what those are like?

Howard: Well, currently I do a lot of residential. As a matter of fact, many window cleaning companies choose, more or less they focus on the commercial but the residential, and I suppose you could call it a niche, really is a lot of residential work out there. And the thing about it, once you get a residential client, many of these people want quarterly service, they want you to clean their windows every three months. Most of them, if not all of them, want you to come twice a year. And when you're in the house, you can take your time and get the job done and take pride in your work. Some of the commercial accounts I've had, Enterprise Car Rental, Staples Office Supplies store, Dunkin' Donuts, Subway Sandwich Shop, what I like about commercial is once you set up an account, you've done once a month. Many times they want it done twice a month. You can set up a schedule to go any time during that month as long as it's done within that month. So say for example, they tell you I like to get my windows done once a month. You say, okay the 15th. Is that good for you, or around the 15th? Try to give yourself a little flexibility here. When they agree, then you come back on the 15th of the month, you go there, no one's bothering you. You pretty much show up, take your time, get your window cleaning done, and you move on. But it's pleasant because you're not punching the time clock. You don't have someone standing over you telling you what

to do. Knowing that it's all on your shoulders, all on your back, gives you a sense of urgency whereas you may not have that working for someone else.

Michael: Now, I want to talk about when you first started working with the company, but first I want to just set the stage for what we're going to talk about today and the reason why we're talking. There's a lot of people out there who really may be working a full time job and they want to start something on the side maybe during the weekends or on times when they're off work, maybe during holidays. They want to get out of that 9-5 job so they want something that they can go out, maybe in their neighborhood or close by where they live, and make some fast money. Now it excites me when you tell me that you're mainly focused on residential because there's lots of homes out there; there's lots of residents all around people. So the purpose of this interview is really I want you to show us the best way that anyone can go out there and make \$100 in a day with very little effort. We're going to get into that a little later in the interview but first, why don't you take me back through your history. First of all, how old are you and where are you located, and tell me about your first experience in the window cleaning business. Take me back to the early days when you started working for that window cleaning job.

Howard: I'm located in Baltimore, Maryland. I'm 43 years old. My first experience with window cleaning – I was looking for employment, I got laid off. A friend of mine had his own window cleaning business and he had difficulty keeping people because, for some reason at that point in time, he was having high turnover rate. So he agreed to show me how to clean windows, which there is some skill involved. And once I picked it up, he let me work for him full time. I knew him; I knew he had a window cleaning business. Initially I never really gave it a serious thought until I got laid off. Of course, then you think about a lot of things you wouldn't think about. So I decided to give it a try and it worked out pretty well. I picked it up pretty quickly and then he sent me on his accounts. I would get about 30 accounts a week. He had company vehicles, I would use his vehicle, I didn't use my own. Some jobs were cash jobs and some jobs required a written invoice that they had to sign. That's how I started out.

Michael: Was he focused on just residential or was he mixing it up?

Howard: He was mixing it up. His bread and butter was commercial. With all of them, the bread and butter is commercial. The mix up was

residential in the spring and in the fall you get tons of residential requests. So that's how he did it.

Michael: You're listening to Michael Senoff's www.HardToFindSeminars.com

Michael: Okay, and this guy had started his own business.

Howard: Yes.

Michael: Was he making good money?

Howard: Well, how he had it set up, it was me and two other guys. He would give us an \$800 a week route and he would only pay us 30% which was \$300 out of \$800, so he would keep \$500 from two guys and he was making \$1,000 a week off our efforts. And whatever he did himself personally, that was 100% that he'd keep for himself.

Michael: Now, who would you say could do this window cleaning business? What kind of people do you think could handle running and operating a window cleaning business?

Howard: Anyone, actually. You can find a lot of women doing it.

Michael: Students can do it?

Howard: Students can do it.

Michael: Teenagers?

Howard: As long as they're 18 and over because they have to drive to get to the different accounts. Now if they're with their parents, of course, if they're 16 or 17, yes. But anyone can do this.

Michael: What about people who are retired, older folks?

Howard: I know a retired guy who's doing this. He's in his 70's and still doing strong. He has a chain of Kentucky Fried Chicken, Popeye Chicken and he is still going strong. It's excellent for retirees. It's really good for retirees because they don't have to show proof of income because most jobs are paid in cash.

Michael: Oh really, so it's a cash business.

Howard: Cash business. So a lot of senior citizens are concerned about their social security benefits and legally, if you're making a certain amount or less, you don't have to claim it. Now, I'm not sure what

the amount is but I do know that there's a certain amount that you can make per year whereas, if it falls in that certain amount of money, I'm not sure what it is, but I don't think you have to claim it legally.

Michael: So residential, what kind of equipment do you think one needs?

Howard: When I first started out, I didn't do any residential. I did all commercial because I didn't need any ladders at all.

Michael: Why don't you need ladders in commercial?

Howard: You go to a Kentucky Fried Chicken, that's one story glass. You walk by and clean it. That's why most people start up with commercial. Because you go into Subway sub shop, the glass is right in front of you. Just go right up and clean it. Dunkin' Donuts, same thing. Go right up and clean it. The most you'll need is a window cleaning pole.

Michael: Okay, so the pole will get you the height.

Howard: The pole will get you the height.

Michael: Okay, so let's talk about the supplies that one would need to get started. Basic, bare bone minimum supplies to get going.

Howard: All you need is a bucket and some different size squeegees; 12", 9", 5". Some window cleaning rubbers because you have to change the rubber when it gets dull; some dish washing liquid and ammonia. That's it. A bucket, the squeegees, a pole, oh and a _____ . You can pick that up at an auto supply store for 10 bucks. That's all you need.

Michael: This is ironic. I have a pen manufacturing business where I manufacture invisible ink marking pens and I sell to the world's largest supplier of cleaning supplies, a company called Unger Enterprises.

Howard: All of my equipment's from Unger.

Michael: That's right. And I am one of their vendors. I manufacture an invisible ink marking pen that I sell to them. And they include that with a kit with a UV light for janitorial managers where they'll mark areas that need to be cleaned so they make sure that their workers are cleaning areas. They'll mark it with an invisible ink pen. Then if someone goes into the bathroom and there's a mark on there that

the manager made, they'll go in there with the UV light to see if the mark is still there. Because if they wipe the counter or clean that area, the mark will be gone.

Howard: Isn't that a genius?

Michael: Yes, so I'm real familiar with Unger Enterprises. They get a phenomenal line of products.

Howard: Yes, Unger makes the best window cleaning supplies.

Michael: So the squeegee rubber, how long will that last typically? How often do you have to replace those?

Howard: Towards the beginning, they probably wouldn't have to replace them for about a month. As you get more accounts, two weeks or less. For me, basically, I have to change them every week. They have to have a sharp edge.

Michael: Alright, what would you say the cost of one supplies are going to be?

Howard: For someone just starting out?

Michael: Just starting out.

Howard: A bucket is \$5. The stuff from Unger, which you can get at any reputable janitorial supply company, you will probably get everything you need for about \$100.

Michael: So let me ask you this. Let's say you were just starting brand new in the business and you had \$100 to go get your supplies and it's morning time, let's say today. What are you going to do first to go make \$100 today to get a client? Let's say you don't have any clients now, you've got no contacts, and you're starting totally fresh. Take me step by step what you would do today to get a client in the next couple days to start your window cleaning business.

Howard: Well, I would get some business cards printed either on my own home printer, they don't have to be fancy, just some regular business cards. You go to Staples, pick up ten bucks worth of cards, print them out on your computer. I would go to small stores, particularly restaurants, small bakeries, small grocery stores, _____ restaurants like Kentucky Fried Chicken, Subway.

Michael: And you just walk right in?

Howard: Walk right in. Ask for the manager. Never talk to anyone other than the manager. Sometimes the assistant manager has the authority, but you have to ask who makes the decision for window cleaning. Always go in and ask for the manager and ask the manager does he have authority to make decisions about window cleaning. And you go and say I noticed your windows need to be cleaned, I'd like to offer my services. Hand them the card while you're talking. Usually they either tell you they have someone or they don't. They very rarely drag you around. It's a numbers game and so every business that you go into, 9 times out of 10, you'll probably get one.

Michael: Okay, so if you go in and just walk the street and talk to 10 managers, you're going to get an account.

Howard: It's an 80% chance.

Michael: So typically let's say you talk to that 10th person and everyone else has said no, and then they say, no I don't have anyone cleaning the business. What are you going to say to them?

Howard: What you would say to them is, I would be more than glad to take care of your window cleaning needs for you. And something they always ask is how much you charge. Now, that's the part where some people tend to either over charge or under charge.

Michael: How do you know what to charge?

Howard: That's the sticky part because when I used to work for this other company, I used to figure out how much to charge based on just the size of the place. Some guys actually count the glass.

Michael: When you were working for the place, what did your boss there tell you how to charge?

Howard: He would always do it. How I charge is I basically compare the place I walk into with one place I may have done for him. But if I walk into Kentucky Fried Chicken, if I did a place for my previous boss that was similar in size, I would charge the same thing. But you know what, for what we're doing, I've got to figure out something to tell people because I really don't know what to tell them. Because I would just go by my own experience.

Michael: Now, let's say you go into that Kentucky Fried Chicken and they say we don't have one. You say I'd love to take care of your

window cleaning needs. You know, a regular Kentucky Fried Chicken store, they all look the same. What are you going to charge for them?

Howard: For regular Kentucky Fried Chicken, for inside and out, I would charge about \$20.

Michael: 20 bucks for inside and out.

Howard: Yep. It should take exact stand a half hour to do it.

Michael: Okay, that quick. Kentucky Fried Chicken, that's a moderate sized restaurant.

Howard: The way that they're laid out, you walk right up to the glass. You don't have to move a lot of chairs or anything. There's no obstruction. You can't chop too much off that charge. It's feasible, possible that you're walking in there, you want to get the job right on the spot.

Michael: So your goal is to get work that day. You've got your equipment with you?

Howard: All the time.

Michael: Do you walk in there with your equipment or do you leave it outside?

Howard: You leave it outside. You walk in there, if you want it done now, do it right on the spot.

Michael: Alright, they say what do you charge. They always ask what do you charge?

Howard: All the time.

Michael: And you're going to say what? 20 bucks?

Howard: 20 dollars, inside and out.

Michael: And then they'll say go ahead.

Howard: Yep.

Michael: That's it. There's nothing to it.

Howard: Nope. Most managers have the authority. If they tell you they don't and you have to go do the home office, they'll give a number of someone to call. It's usually a district or regional manager and they will ask you how much. And many times they'll say I've got 4 or 5 more, give me a price for all of these. That happens a lot.

Michael: So I call my district. District is usually someone handling more than one store. They'll say how much, you say 20 bucks. He goes I've got 5, 10 stores, can you do them all. And there's a corporate account.

Howard: Right. A lot of times if they don't get it on the spot, people will get upset. They also say I really need them done but you have to go through corporate. Get the corporate number. Many times if you're just straight up with them, I'm with ABC Window Cleaning, I'm calling to find out who do I talk to about window cleaning for the stores. I've never had one tell me, no we won't put you through. They always put you through or leave a message or leave a number.

Michael: Do these guys get back with you pretty good?

Howard: Most of the time they do, yes.

Michael: Do you have a cell phone with you when you go in?

Howard: Have to have a cell phone.

Michael: So you could do your call right there.

Howard: When you leave the place, go back to the car and call the guy.

Michael: Okay, so he says go ahead and do it. You agree for 20 bucks. Do you write up an order before you start work?

Howard: Write up a receipt. You can go to Staples and get a regular receipt book, but to make it more professional, I'd get some return address labels, print up my business on the label, then peel and stick these labels at the top of the receipt book. That's much more professional. You don't want to give them a blank receipt.

Michael: Yes, you want to have a receipt, though. Do you write your receipt up before you start the work or do you agree on a price in writing? He says, 20 bucks and you just do your work.

Howard: Believe me, there are no contracts or nothing. I've had jobs for years; I've never had a contract.

Michael: Okay, so this isn't technical. It's a greeting of the minds. The guy needs his windows cleaned. You're going to clean them and then after you're done, you say I'm finished.

Howard: And many times they tell you make sure you come back next month. And they understand it's a monthly thing. I had a couple last month, I had to go every single week. Lots of bagel shops, any place that sells bagels, because kids put their hands all over the place. So bagel shops, I don't know if you have Einstein's.

Michael: Yes, we have Einstein's.

Howard: Oh my gosh. Most of the Einstein's I've done, I've never had one I didn't do at least twice a month.

Michael: Alright, so a guy interested in going out there, he's got to look not at only making 20 bucks in 30 minutes. If they want you back twice a month, that's \$40 a month of guaranteed income. Okay?

Howard: Right.

Michael: Of work; \$40 a month. Now if you just go see 100 people and 10 of them say yes and 10 of them want you back twice a month, that's \$400 a month right there, with just 10 accounts.

Howard: Yes, with just 10. And that's a car payment.

Michael: What's the most accounts you had at any one time that you could comfortably work with?

Howard: The most I've had at any one time is about 30. It doesn't take a lot man, I'm telling you.

Michael: 30 accounts? But how many units were you cleaning a month?

Howard: It so varies. I was doing Barnes and Nobles, those were like 100 bucks apiece. One was \$150. I had one Barnes and Nobles that was \$375.

Michael: You were charging 375 bucks?

Howard: It was huge.

Michael: How long did it take you?

Howard: It took me 4 hours.

Michael: Still!

Howard: Even when I was working for the window cleaning company, I made \$300 a week. I go get this Barnes and Nobles, I make \$375 in 4 hours.

Michael: In 4 hours.

Howard: I just did in 4 hours what it would take me a week to do with this joker.

Michael: When were you really kicking, what kind of money were you making when you were really working it?

Howard: When I was really working it, I was doing, I was doing about \$1,000 a week.

Michael: \$1,000 a week cleaning windows, and mostly cash.

Howard: Well, out of that \$1,000, I would say about \$600-\$700 cash.

Michael: Do you have to be able to take credit cards?

Howard: No, like Barnes and Nobles was never cash. You would have to sign an invoice.

Michael: Then you bill them.

Howard: Yes, bill them.

Michael: There are going to be companies that aren't going to pay you cash and they work on a net 30, meaning they pay you in 30 days.

Howard: They're not allowed to pay you petty cash. Some of these stores don't have a petty cash account.

Michael: Don't be afraid of a larger store because they could be a good account for more money, but you're just going to invoice them and then that goes to their payment department and then they mail your check within 30 days or whatever your times are.

Howard: Exactly.

Michael: Alright, so you've given me some examples of how to go out today, go walk in these small businesses, talk to the manager and ask them do you have anyone doing your windows. Some will say yes, they do, some will say no, and then you do them on the spot. What about the people who say yes they already have someone? Did you ever work hard to try and sell them your services over someone else's services? You ask them if they're happy with their existing cleaner.

Howard: All you do is ask them, are you happy with your existing cleaner. That's the only thing you have to ask.

Michael: And then what do they say?

Howard: Sometimes they tell you, not really. And they say, why don't you leave your card or why don't you call me back. But that's the one magic question you ask them. Are you happy with your existing cleaner?

Michael: Do you ask them what your competition is charging them?

Howard: I do; sometimes they don't tell you cuz that's not giving the guy a fair break. But yes, I ask them all the time. If they don't tell me, I say I tell you what, this is what my charge is. A lot of times they do tell me. And sometimes to get the job, I may beat them out maybe by 4 or 5 bucks; usually about a \$5 margin. I try not to make it no more than 5 bucks.

Michael: Is this business recession proof? Is it guaranteed work whenever wherever?

Howard: Well, I can't say that. Let me put it this way. Sometimes you lose an account if the economy tanks but it's very few compared to the ones that you had. You may lose 1 or 2, maybe 3, but for the most part I've never had a problem as far as losing accounts because money is tight.

Michael: When you know that you can go talk to a certain amount of people and get accounts, what advice would you give for where your accounts are? Now you may go into an account that has stores that are in different parts of the town. Don't you want to think about where all your accounts are located so you're not wasting time driving all over town, or you can do them whenever you want?

Howard: You work with other _____. If the guy has 5 stores, you're going to have to go and drive to those 5 stores if they're not in the same part of town. So it depends on what you're trying to build. If you're trying to build a long-term business, you would definitely want to go where those stores are. If you just want to make a car payment, then you can just concentrate on a 5 mile radius from your house. I've always had to travel. For example, Barnes and Noble, they were all over the place, so I've had to get in the car and drive. If you're looking to build something long-term, you're definitely going to have to do some driving. But being out there on your own is part of the feeling that you get of accomplishment and freedom.

Michael: So even though you're driving, you could listen to . . .

Howard: You could listen to a Michael Senoff tape.

Michael: There you go.

Howard: That's what I do. That's another thing I like about it. You're feeding your mind. You keep your positive tapes in the car and stuff like that. In between accounts, you're working on your subconscious mind, you're not getting that on the job. You got stuff like that to listen to, you can't do it at work. That's another good thing about it, that you can feed your mind while you're making money.

Michael: That's true.

Howard: I've got all kinds of seminars on my I-pod and while I'm working 6, 7 hour days, most of that time I'm listening to your positive tapes. So you have a bad day, you have some rough times, when those times comes that's when it's really good to have that information that you listen to while you're working. Yeah, if you want to build a long-term relationship with some of these accounts, you're going to have to do some driving.

Michael: So what is it about window cleaning? Why is glass always getting dirty?

Howard: The main thing is because it separates the outside elements from the inside.

Michael: What part of the glass is dirtier? The inside or the outside? Does it all depend?

Howard: I would have to say the outside, because you're getting all of that pollution, the dirty rain water, smog, but the inside, especially in

restaurants, you've got finger prints, grease and things like that, and food particles, bacteria. I would say because of the environment, I would say the outside probably gets dirtier than the inside.

Michael: Okay, and do you need any kind of special car or a truck to do this?

Howard: Car yes; truck, no. The only thing is, if you're going to use ladders, as long as you have a car where your back seat folds, see, window cleaning ladders are very special. They're not like those 40 foot ladders you've got carry on a ladder rack on a truck. My window cleaning ladder sits right in the back of my car.

Michael: And it extends?

Howard: Yeah, it comes in like 5 foot sections and they just break apart.

Michael: On TV, there's an infomercial called the Little Giant.

Howard: Mine is better than that because the Little Giant doesn't break apart. It just configures differently. Window cleaning ladders is like taking a 40 foot ladder and breaking it in 4 pieces and they fit right in the back of my car.

Michael: Before we get into how you switched over from commercial into the residential, what kind of interesting people would you meet? Was that something that you enjoyed about the business?

Howard: Well, yeah, you meet all kinds of interesting people. But I'll be honest with you, most of the time that I got business, it wasn't because I was the best. It was because they liked me. For 5 seconds, they don't know if they want to do business with you or not. A lot of times I would charge the same amount as the other guys charging, and because I came in and they liked my personality, I made them smile, they said, you know what, why don't you go ahead and do them. So you've gotta have a decent personality. Because a lot of the business I got is because I came in behind somebody that was doing a lousy job. You'd be surprised how much business I got because somebody was doing a lousy job, or because they like the way I came off. And they said, you know what, go ahead and do it. I'll just blow the other guy off when he comes back. Maybe 20% of the time, it was really, hey you know what, we don't have anybody. Thanks for coming in; go ahead. Most of the time I beat somebody out because they're doing a lousy job or they didn't like the guy they had and they liked

me. And they said you know what, I'm going to let you do it from now on.

Michael: So what's your philosophy on the actual job; the quality of work?

Howard: The quality's gotta be there, but if you sell yourself, if they like you, if you hit it off in the first 5-10 seconds. Let me tell you something, there are times I forgot to wipe this up, wipe that up, left a drip here; they never said a word when I came back, they're like, hey how you doing? You're like one of the employees. Many times, you make a mistake or leave something, they don't even see it because they like the person they're dealing with. Now, if they didn't like you, it's like, hey man last time you left a drip, you left a spot, you've gotta give it more attention. But I can't tell you the number of times I may have missed a spot or whatever, but they never notice it because they like who they're dealing with.

Michael: So when someone comes in and does a sloppy job, how do they know that the guy did a poor job? What are some of the technical things?

Howard: You can tell. The main thing is if you see streaks, water drips; if you see the ledges not wiped down. The number 1 telltale sign is streaks. When you clean a window, you should not see any streaks at all if you're doing it right. It's almost like there's no glass in the frame.

Michael: So you know a good job is being done when you can see through that glass.

Howard: When the window looks like there's no window, that's a good job.

Michael: You've developed, over the 10 years, some techniques on how to accomplish that that a lot of people don't know. Is that correct?

Howard: Yes.

Michael: How long did it take you to perfect your non-streak window cleaning system?

Howard: Less than 2 weeks.

Michael: But the first time 2 weeks, you were getting all kinds of streaks?

Howard: No, the first 2 weeks you're kind of feeling it out. But any readable person can get it down in 2 weeks or less.

Michael: Now did you come up with a way to get through your window jobs faster than most other window cleaners? Because when it comes down to it, you're still working for time. But the faster you can do your job, the more money you can make.

Howard: That comes with experience. The main thing to do to cut down on time is, pay attention. A lot of times when you're in a new area, you're traveling, you tend to look around and take in the sights. Just get up to the glass, clean it and move on. That way you maximize your money.

Michael: You're listening to an exclusive interview found Michael Senoff's www.HardToFindSeminars.com

Michael: So let's talk about when you transitioned to doing commercial to residential. Why did that happen? Why did you transition from commercial to residential and what benefits did you find with the residential that you didn't find with the commercial?

Howard: Well, I still do some commercial, but now I'm focused 70% on residential. Only because it's a larger untapped market.

Michael: Right, so there's less competition?

Howard: Right.

Michael: Tell me about your first residential account. Do you remember?

Howard: Oh, I was cleaning . . . and that's another thing, when you're cleaning windows sometimes people will come and ask if you if you do houses. That's how I did my first one.

Michael: I gotcha.

Howard: They asked if I do houses, I said yes. I went out there, and really cleaning a resident is not much different than cleaning a commercial. The window size is smaller, that's all. You go with a window as opposed to a store front.

Michael: So are you able to charge them more money for resident?

Howard: Oh, absolutely. The price that you charge for residential is much easier to come up with than a commercial. For a standard double hung window, I usually charge \$10 a window. If they have a window with a storm window, a storm window is like cleaning 2

windows in one because you have the regular window as you walk up, and when you lift that window up, you've got a set of storm windows you've gotta take out. So a window that has a storm on the outside, that's \$15 a window. I always tell them that I'll clean the screens for free. In other words, you don't wash the screens with water. What you do is, stiff brush and just get all the oxidation off. It's a real quick process. I think it's an incidental. Oh, by the way, the screens are free. Oh, okay, great, great. And I wipe down the window sills. Oh, do you? Yeah, yeah. Yeah, I wipe down the window sills, so it's \$10 a window or \$15 a window. Now for sliding glass patio door, that's \$15; French doors are \$15, and if you have a large bay window, that's \$25, depending on the size. If it's really extra large, it'll be \$40. What I usually do is over the phone I ask them how many windows do you want cleaned. They'll see, okay, hold on let me count. One, two, three, sometimes they count out loud on the phone. 25 windows, okay. Then I'll ask them, are they just regular double hung windows or do you have storms? Oh, they're just regular double hung windows. Now let me ask you this, ma'am. Do you have true divided lights? In other words, is your window divided into smaller sections with these little wooden slats? And they'll say, well, yes they are. Now if they have true divided lights, that's a little more expensive because you've gotta clean window individually.

Michael: Yeah, how much are those?

Howard: I charge about \$12 a window.

Michael: Rather than \$10.

Howard: Right. So you're looking at 10, 12 & 15. That's the standard that I've done. So I add everything up, they tell me 25 windows. If they don't have no storms and no divided lights, it's regular \$10 a window; 25 times \$10, that's a \$250 job. It will probably take all day, maybe 6 hours. But I mean, man, you've made \$250 in one day. If you times that by 5, that's \$1250 a week. Most people don't make that money. The average working person don't make \$1250 a week. And even if you're just starting up and you only get three of those a week. In the peak season, \$250 times 3, you make \$750 a week. Man, do you know what some people would do for \$750 a week? And look, you've got two days off.

Michael: So that's what you like; you're able to charge more. There was less price competition.

Howard: If I have a string of KFC's, I've gotta go to this KFC, to that KFC, to that KFC, to that KFC. You go to one person's house; you go to one stop a day and then you're done.

Michael: Right.

Howard: Even thought that stop may be 50 miles from your house. You've got one stop to make, clean the windows and you're done. Because if you've got 6 or 7 KFC's all over town, you may drive about 50 miles; maybe less or more, just to get to those KFC's. I got one stop a day.

Michael: How do you get your business now for your residential? Do you ever use any kind of advance marketing techniques? Before you were just walking in cold.

Howard: Everything I did, I did with no money. I had nothing, nobody, I mean talk about nothing. I'd get the Yellow Pages, look at the janitorial companies. A lot of janitorial companies hate doing windows. They get called all the time, hey I want you to clean my house. Do you do windows? Every house I've ever gotten is from a janitorial company.

Michael: Every house?

Howard: Every single house.

Michael: So residents are calling the janitorial companies?

Howard: And they never, hardly ever, do windows.

Michael: So what do you say? You talk to the receptionist?

Howard: Yes, you call the janitorial company. I say the same line every time. I'll call and say, ABC Janitorial, I'm calling to find out do you need someone to take care of your window cleaning clients? That's all I say. They know exactly what you mean. They'll either say, no we got somebody, or yeah, just hold on please. Or they'll tell you to call and speak to someone. Get a name, that's good. Speak to someone else, he'll be able to help you. That's how I got most of my residentials. I will call janitorial companies in the evening or have my wife call them and say do you have anyone taking care of your window cleaning needs? Customers call and want window cleaning, do you have someone taking care of that?

Michael: Hey, do you want to do something for fun?

Howard: What's that?

Michael: Let me do a three-way call. I'm going to call a couple janitorial companies, we'll see what they say.

Howard: Okay.

Michael: Okay, hang tight. Okay, just one second.

Vincent: Good morning, this is Vincent, how can I help you?

Michael: Hey, Vincent, how you doing? Do you get calls from people who want you guys to do windows?

Vincent: We do.

Michael: Are you all doing them, or no?

Vincent: We do, yes. Now are you looking for windows to be cleaned?

Michael: No, we're a window cleaning business here in San Diego.

Vincent: Perfect, we're always looking for new vendors. What we do is we do facility maintenance on commercial property and we subcontract all of our work out.

Michael: Sure. Are you happy with your existing vendors?

Vincent: Yes and no. We're always looking for new ones. Only because we like to keep our options open.

Michael: Let me give you my name. I want to tell you, I'm not like everyone else. I do an exceptional job. I do what I say, I show up on time, and I do quality work. Why don't you take my name down? It's Michael, M-I-C-H-A-E-L. Senoff, S-E-N-O-F-F. You can give me a call at 858-274-7851.

Vincent: I'll tell you this. We have a qualifying process that we put all our vendors through.

Michael: That's fine.

Vincent: It's pretty basic. I just need to see if there's a license and general liability insurance at least a million dollars per incident, and if you

have employees, Worker's Comp, car insurance, a copy of that. And then I need your company information.

Michael: Can I fax some of that to you or do you have a form?

Vincent: Oh definitely, yeah. Tax ID and that sort of thing. Yeah, if you could fax it to me, I'll give you my fax number. It's 858-...07.

Michael: Okay.

Vincent: And we can start from there and when we get some jobs lined up for window, we'll give you a call and we can go from there.

Michael: You got it. I'll take care of it.

Vincent: Thank you, Michael. Thanks a lot. Have a good day.

Michael: Yeah, you, too.

Michael: Are you there?

Howard: Yes, did you see how that? What I'm talking about?

Michael: Was that hard?

Howard: No, so you see what I'm talking about?

Michael: I see exactly what you're talking about. I proved your point. Okay?

Howard: Yeah, check this out. Now most of my calls aren't like that. Now, whoever you called, this guy apparently handled those places like Barnes and Nobles.

Michael: Big accounts.

Howard: Right. Most of the places in the phone books, they handle residential and some medium sizes, but I've talked to guys like that. That guy handles a lot of large commercial accounts. Let me tell you something. The only set-back to a guy like that is, they don't want you to do stuff that you are not equipped to do. I had people wanted me to do colleges, universities, 8, 9, 10 stories and I never told them I was a Ma and Pa business. But yes, see what I'm saying?

Michael: But now, let's say I don't want to actually do the job. I could maybe contract with someone who could handle that and be almost like a broker if I wanted to do that.

Howard: Yes, this dude that you just talked to says, I've got a school, I've got a university I need done. I need you to go and give me a bid. And actually you can call up one of the cleaning companies in the area. You never tell them who your source is. You say, look, I need you to give me a bid on LA University, whatever. I need this in 24 hours. They'll give you the bid and you'll be the point man and then you go back to the company and you may want to add on \$500, \$1000 just for your efforts. And give them the bid and see what happens.

Michael: I tell you, let's do another one just for fun and then I want to talk about those requirements if I wanted to get into the big time, like my liability insurance and he wanted Workmen's Comp in case of I have any employees, which I don't. And what was the other thing? He wanted to know that I had a business license. That's not hard to do.

Howard: Window cleaning business you don't need a license.

Michael: In the window cleaning business you don't?

Howard: No, there's no state that says you have to have a license clean windows. Not at all.

Michael: What about a regular business license?

Howard: I don't know, but you could sell peanuts on the corner and you don't need a business license. You just don't need it.

Michael: I would say to anyone listening they may just want to check with their county or their state to double check.

Howard: Just to see if they have a special license you need to clean. Because most janitorial companies that go in and clean houses don't need a license.

Michael: You don't have to tell me the name of your window cleaning business, but do you use a business name where checks are written out to?

Howard: Yes.

Michael: So you need a name to your business. And it's a fictitious business name.

Howard: Right, you've gotta have a name like Good Window Cleaning or whatever. And I would highly recommend get a federal tax ID number from the IRS. Don't use your social security number because let's just say somebody sneaks up from your past and wants to garnish you wages, they can't touch your personal bank account.

Michael: Okay.

Howard: Things like that happen.

Michael: Yeah, absolutely. So as your business grows and you may want to protect yourself, you can incorporate for a couple hundred bucks. You can do it yourself by using some of the self help programs like No Low Press will show you how to incorporate your business for a little money.

Howard: If you go to Barnes and Nobles and get a copy of Income Applicators magazine, a lot of companies incorporate for less than 100 bucks.

Michael: Wow, that's great.

Howard: \$60.

Michael: Is that what you did?

Howard: Yeah.

Michael: Alright, so you got a federal ID number. Okay, that's smart because you're married and you've got a family?

Howard: Yes, me and my wife.

Michael: Hey, let's do another one. Hang on a second.

Message: We are unable to answer the phone right now.

Howard: You get a lot of those.

Michael: So you can leave a message. Alright, hold on.

Woman: Good morning, the Cleaning Company.

Michael: Hello, cleaning company. Who is handling your residential window cleaning accounts?

Woman: What do you need to know for?

Michael: We are a window cleaner here in San Diego and we know it's tough to find reliable window cleaners for residential accounts. Because many companies like yours don't even handle them. And I'm calling to see if you have requests for residential window cleaning.

Woman: Why don't you just fax me your information.

Michael: What information would you need, hon?

Woman: What is it you do, where's your license, do you do multiple floors, things like that.

Michael: If I am, do you have the business?

Woman: I don't know. I need to show that to my boss. Based on that, he could make a decision and have you come in for a meeting or something.

Michael: Okay, sure. That's a good idea. What is your fax number?

Woman: 858-

Michael: Alright, thank you very much.

Howard: See, something like that. That may sound like . . .

Michael: Like she was tough, but she had stuff.

Howard: Oh no, let me tell you something. Barnes and Nobles I got like that. I had a lot of them because they were like, well, what can we do for you, ya-ya-ya. I just did exactly what you did; faxed them everything. A week later, the guy called me back.

Michael: He called you back. The bottom line is there's more demand than there is supply.

Howard: It's hard to find somebody that can do decent windows. And like I said, I get a lot of business after they screw up.

Michael: Alright, let's call one more. This is fun.

Michael: How you doing there? Who's handling your residential window cleaning business?

Man: We are.

Michael: Okay, I'm a local window cleaner right here in San Diego. I know it's impossible for you to find decent, reliable window cleaners. Do you have any potential work that I could help take the load off?

Man: Well, you're an experienced window cleaner, huh?

Michael: Yes.

Man: You like second floor, third floor buildings or just first floor?

Michael: I would rather do first floors but I'm open to what you have. Obviously, I'd rather do first floor. I don't like getting up on those third floors. But do you have a lot of jobs available?

Man: We have someone who can usually take care of first floor windows. That's usually not a problem.

Michael: So it's your second and third floor stuff.

Man: Yeah, but I can take your name and number.

Michael: Yeah, sure. Let me give you my name. It's Michael Senoff; S-E-N-O-F-F.

Man: Okay, okay.

Michael: If I can handle your second and third floor, how soon could you give me work?

Man: We don't get a lot of window cleaning work.

Michael: You don't?

Man: No, we have companies we deal with and the first time it's all cleaning without actually doing the windows. But sometimes they do want windows done.

Michael: Do you have anyone that needs something currently?

Man: No, we actually had a job last week but somebody already did it.

Michael: Okay, but jobs come across your desk?

Man: Yeah, they do, but you just never know. We do a lot of construction clean-up and file cleaning work, too. And the people that usually do that do everything.

Michael: Well, I've got a good crew. What else do you need? Are you lacking on vendors for anything?

Man: Well, most of our work is regular night time janitorial work, like office cleaning; stuff like that. That's mostly what people do. But we do have special work, too. Can you do like floor work or anything?

Michael: Yeah, I can do floor work.

Man: Like stripping wax?

Michael: Yeah, we can do it all.

Man: Well, that might be somebody we can possibly use sometime. We do get strip and wax work and we don't have a lot of people to do it, but that's definitely something, too.

Michael: Well, why don't you hold on to my name? When you're in a bind, give me a call and we'll see if we can work something out.

Man: Do you have insurance and all that?

Michael: Yeah, I've got insurance and all that.

Man: Business license and all that?

Michael: Yeah.

Man: Okay.

Michael: Alright, thank you very much. Good bye.

Man: Bye.

Michael: For more interviews like this, please go to www.HardToFindSeminars.com.

Howard: I know when I call the yellow places, there's two things. You've got janitorial companies but then there's another category in the yellow pages called house cleaning. So sometimes you might see one in both. You might see janitorial companies under the heading of house cleaning.

Michael: I'm talking to more of the commercial guys, which the small guy really doesn't want to touch. But I did want to prove a point. Three calls, whether I do the business or not, I can be a broker and get the business for these guys, you see?

Howard: If you recall, you never really got a no.

Michael: I didn't get one no.

Howard: See, that's good. Because you got a foot in the door. You can call them and now you can bug these guys like once a week, once every two weeks and they will know.

Michael: Anyone who does this, they should be able to have jobs in the first day. Even potential commercial jobs. Now the commercial stuff, they're going to need a business license. You know, check with their area in their town. What do you think the insurance would run? Do you ever check into insurance?

Howard: I've got insurance. I've got \$100,000 that cost me only \$90 a month.

Michael: \$90 a month, that's it? So that's just business liability, right?

Howard: See here in Maryland, that's all they want. And I keep my binder with me in my car. That's all. I don't have to have a license to clean windows. All I have is business insurance.

Michael: Hey, what about here, maid home service or maid for day?

Howard: See, places like Maid for Day, Maid Pro, if you look in the phone book, some of the bigger ads, they're hard to get into. But some of them will still take the information. The work I usually get is work from the smaller ads, the single smaller ads.

Michael: So you say some of the smaller ads in home cleanings won't do windows.

Howard: No, they have their hands full just cleaning the house. I know people personally who just clean houses. They do not touch windows.

Michael: Okay, so what am I going to look in the phone book – cleaning?

Howard: Janitorial services or house cleaning or maid services.

Michael: What about carpet cleaners?

Howard: Couple carpet cleaners do keep a sale for windows, but I tired them. I got very little.

Michael: Maybe I need to go under the cleaning.

Howard: Yeah, cleaning, maid services, house cleaning and janitorial companies.

Michael: But they have maid in here?

Howard: I know the phone book here in Maryland, they're divided up into house cleaning and maid services.

Michael: They do have maid? Oh yeah, here we go. House cleaning, residential commercial cleaning, one time, weekly, bi-weekly, top to bottom, construction clean-up. . .

Howard: Now a lot of them you get an answering machine but even the words with an answering machine, I always left a machine. I want them to call me back. When they say, leave a message, I say this is Mr. Howard Window Cleaning. I was calling to let you know that I would be more than happy to take care of your residential window cleaning needs. We pay 15% commission on any residential window cleaning leads that you give us. So if you'd like to make some extra money from customers that you're already visiting, please give us a call.

Michael: Great.

Howard: Yeah, that's what I tell them every time.

Michael: So there's something in it for them.

Howard: Yes, I tell them I give back 15% of the entire job up front.

Michael: Let's try another one. Hang on.

Laurie: This is Laurie. I've either stepped away from my desk or I'm on the other phone line. Please leave me your name and the number where you can be reached and I'll get back to you shortly.

Michael: Hi, there Laurie. This is Michael and I do residential window cleaning. I don't know if you offer that service to your existing clients. However, if you have clients who need residential cleaning, we pay 15% for any referrals. 15% of the total bill. If this is something that interests you, please contact 7851. Like that?

Howard: Yep. Now my wife thinks that 15% is a little too much. It could be 10%. San Diego area, I don't know what the cost of things is, but figure for example this one guy gave me a referral, janitorial company. This was a \$400 house job and only took me like 5 hours. And I gave him 15%. He made \$60 off the deal which ain't bad for just a referral. I made \$340.

Michael: That's great.

Howard: Yeah, if I gave him 10% that would have been \$40, which is still good. I think 15 is maybe a tad generous, but 10% is even good. 15% really gets them. They call you back.

Michael: Let's try another one. Hang on.

Woman: Good morning.

Michael: Hi, there. Do you guys do windows when you clean residential homes?

Woman: No, we don't. We do the sliding doors and the window if there's a screen.

Michael: The reason I ask is I am a window cleaner and I do windows and I also pay 15% on any referrals. Is that something you guys may be interested in?

Woman: What areas do you do?

Michael: I'm all over. You're right on Lawson, right?

Woman: Right, our cleaning service is in La Jolla.

Michael: I'm in the La Jolla/Clairemont area, right off of the 52.

Woman: Okay, well we have six teams; they're all over. Rancho Penasquitas, Scripps Ranch, Mira Mesa and then La Jolla and UC.

Michael: Okay, well I can do any of those. I've got my own truck, all my own equipment, I'm licensed, I'm insured and what's special about me is, not only do I do a good job, I show up on time, I do what I say I'm gonna do. So if you refer any of your clients to me, they're going to get an exceptional service. I'm not a flake like a lot of these other guys out there.

Woman: Well, we would definitely like to have some business cards or some information on your.

Michael: Absolutely. What I can do, I can either come by or I can certainly just drop in the mail.

Woman: Put them in the mail because it's Friday and nothing will happen today anyway.

Michael: That will be fine.

Woman: We do have people that ask quite often.

Michael: Yes, well, I know why you guys don't handle it. I know it's a lot of work. You just don't have the time, do you?

Woman: No, we don't. And we want them to do a good job because our girls don't concentrate on that. So we don't even go there.

Michael: I understand.

Woman: Some people ask a lot and we're new to this area so we don't know anyone.

Michael: Great, well that's something. Let me do that. I'll get you some business cards and then we'll reconnect, maybe Monday or Tuesday, and we'll just go from there.

Woman: Alright.

Michael: Very nice meeting you. Are you the owner there?

Woman: I am.

Michael: Okay, wonderful. Thank you. Goodbye.

Michael: Look at that. What do you think that one call could do for my business?

Howard: You're in California where the weather is nice all year round. Let me tell you something. That one call, annually what it can add to your business – about a good \$5-8,000 and that's being conservative.

Michael: Now we've been on the phone for less than an hour. As long as I follow through, go down and drop off my business cards. She already identified they're new to the area, they've got business, she's busy and she doesn't know anyone.

Howard: Okay, so you don't even have to go down there. You could do everything over the phone. I would fax or email it. That's even better.

Michael: I think we've proven our point here. With that one idea you talked about when you first got started. But what other ways were you able to get business? I mean, this seems like the most effective way, sitting on the phone just calling people.

Howard: See, what you're doing there is you're using other people's contacts for your own. That's basically the best way to do it.

Michael: Forget walking door to door; forget flyers, forget mailers, forget advertising. Just stick to what we just did.

Howard: No, flyers are a total waste of time. Telemarketing is the way to do it. I've tried door to door both. I'm not lying about commercial business I've gotten walking door to door. Like Einstein Bagels, I went into 7 different ones and I got all 7 of them.

Michael: Wow.

Howard: That's just how it is. Dunkin' Donuts, I just went into them and got 5 of them. I went into one and got 5. I went into one Barnes and Nobles and got 6. I went into 7 Einstein's and got all 7. I went into New Market and got 13. I would just say, how you doing, my name is Howard, whatever. You know when people warm up to you, you can make a little comment about the weather or about the job or whatever. I start out with something funny. They say, hey my buddy Roscoe is the manager over there at _____, why don't you give him a call. It happens every time.

Michael: That's referral business. Once you get your business going, you should be working off referrals or making maybe a few calls every month, just start generating a new flood of business.

Howard: Like that last call said so. Once you get in with them, the calls keep coming. There's a guy I used to work for, he had a credit deal on the job, right? He went out, borrowed some money from the Credit Union to keep him going for a couple months and just went cold turkey. Just depends on who you talk to. She's going to say, well look, I got a lady with a house done, so and so and so and so, can you do it? You can't tell that woman, yeah, how about on the weekend. That's not gonna happen. See, like for the person who's doing it part time and got another job, they can only do commercial.

Michael: But they can go knock on doors themselves.

Howard: They can do a couple Einstein Bagels, some Dunkin' Donuts. But see, eventually what's going to happen is you're going to have to say goodbye to that 9 to 5, you're gonna have to. Most people who do this business get in with the intent of not keeping their job.

Michael: Or who don't have a job already.

Howard: Right. They completely want a change of everything. They want to get control of their time, control of their freedom. I never have to ask for vacation.

Michael: I think we've proven our point, okay? You're an expert in the business. Certainly anyone who wants to get into this business, we haven't revealed everything because one of the most important things, other than getting the customers, or to learn to wash windows, and that's not something that is gonna come easy without experience unless someone has a coach or consulting or they take the time through trial and error. I think the people listening to this call want to get started immediately cleaning businesses. So they need to know how to clean the business. Howard, you've come to me and you've asked me to work with you to put together a detailed system that is gonna teach someone how to actually clean windows effectively. We go over the exact equipment to use, we talk about what to bring with you on the job, we talk about where to get your water, we talk about your proprietary techniques for cleaning windows faster than your competition, and we talk about your ways for cleaning windows without any streaks. And you show me all the things you've learned in the last 10 years that's gonna make your window cleaning business go by faster and how you're gonna be able to charge more money and get more paying customers more

consistently. Now anyone who's interested in your system can go to the description at the web site and click on the link which will outline everything that they were gonna get and what they'll be getting is the audio recordings, which are digital audio recordings just like we're doing today, with a PDF file showing the exact equipment. And they can follow along with the audio recordings and the images on-line. And then they can get started in the window cleaning business instantly. Is there any other words of advice you would want to give anyone listening to this recording about why they should get started today?

Howard: The reason I would suggest anyone to take advantage of this now is because of the fact that there's a lot of business out there that's available. But it will always be available if you don't take advantage of it yourself. Because window cleaning is an impulse type business. Many people know they need it done and as soon as you mention window cleaning, all they want to do is work out the details and you've got the business. So it's not a business that people have to make a lot of decisions and go through a lot of red tape. It's an impulse business. And the longer you wait, the longer it will take you to reach your financial goals.

Michael: So what you're saying is, there's no special selling skills involved. Either you want it or you don't.

Howard: Exactly.

Michael: And if they want it, you're going to be making money instantly.

Howard: Right, and people who you call, just like you did, you say, hey this is what I do, then you know. You don't need a J. Abraham manual. You already know. The guy that I used to work for had about as much personality as a brick. They already know how to start a window cleaning business with no sales skills at all. You don't need it. All you gotta know is how to ask questions. Hey, do you need a window cleaning service?

Michael: What would you say to people who maybe have this perception that maybe cleaning windows or cleaning homes is beneath me? Do you think that's a barrier for people?

Howard: Well, they've got to get past that point for sure. First of all, people who feel that way won't do well at the window cleaning business because you go into some people's houses so somebody has the thought about I'm not cleaning anybody's house, that's manual labor. But you have to get past that. How I got past it, how other

people get past it, is that you are an entrepreneur; you are self employed. It's better to be self employed than to be just over broke, with just a job. So that's how a lot of us get past that. We want to maximize our time and money by being self employed as opposed to having someone dictate that your time and effort is only worth \$10 an hour and that's all you're getting from us. And by the way, you're salaried, no overtime.

Michael: Hi, it's Michael Senoff here. Here is a short call that came after my interview with Howard from one of the ladies who had just started a cleaning service, calling me back requesting me to send business cards; absolute proof that those few phone calls that we made during this interview were very effective and this one lady could bring me a lot of business if I chose to get into the window cleaning business. I just wanted to illustrate this and here's the phone call that came later for your listening pleasure. Enjoy.

Woman: Just returning a phone call in relation to your business referral. I had worked like that before. This guy that I'm working with right now just his price is getting a little bit up there and we haven't had too much success lately out pricing himself.

Michael: Can you give me an idea what he's pricing? I want to make sure we're on the same . . .

Woman: It just depends. We do everything from construction cleanup to regular maid service.

Michael: How about the residentials, you know the maid service in the residential home?

Woman: It just depends. He goes out there and takes a look at them. All I know is that we're getting a lot more no's and that's something that didn't normally happen.

Michael: I see, okay.

Woman: Anyway, we're very interested if you want to send me some cards. Just put on one of your cards that you have a referral fee and I'll remember who you are.

Michael: Yeah, that's perfect. So how will it work? Will your girls go in there, they'll leave a card or what?

Woman: Well, what happens is when we get phone calls on jobs and they're window cleanings that we don't want to do, then here's exactly what

we'll do. Like, we'll do little side windows and easily reached windows and outside but when it obviously starts getting second stories, or when hedges are in the way; you do do construction clean up?

Michael: Sure, yes.

Woman: Then that's when I always refer it out. So what I would do is give you the name of the client and then you can basically handle it from there and hopefully you get the job and then just cut me a check for 15% of what you charge.

Michael: That's a deal, that's a deal. Okay, let's do that. I'll get you some stuff.

Woman: Okay, let me give you my address.

Michael: Great. Okay, thanks so much. Have a good weekend.

Michael: That's the end of my interview with Howard. I hope it's been helpful and I hope it's given you some confidence that you can get out there and start making money doing the window cleaning business. If you're interested in Howard's complete package on how to get started in the window cleaning business, go back to the web site or the transcript where you learned about this recording and click on the free report, "Successful Window Cleaning Business in Under 72 Hours" and you'll be taken to more details on how you can get your hands on his complete training and the techniques of how to actually clean the windows properly, and lots more. Or if you'd like to get in touch with Howard, please contact me at 858-274-7851. You may also email me at Michael@michaelsenoff.com. That's Michael@michaelsenoff.com, and that's S-E-N as in Nancy, O-F-F like in Frank. SENOFF. Thanks for listening and enjoy.

Now you can use Richard's simple, risk-free home study system to...

Become A High Paid Marketing Consultant In 45 Days Or *Less*... Even If You Have No Prior Marketing, Business Or Consulting Experience

Take your 45-day "test drive" of Richard's advanced marketing consultant system today and I'll toss in **over \$5,650.00 worth of bonuses** (not for sale to the public):

- **The Hamel System:** How To Buy A Million Dollar Business With No Money Down (Previously sold for \$1,495.00)
- **Barter Secrets:** How To Buy Anything For 80% Off (Previously sold for \$1,495.00)
- **Audio Marketing Secrets:** How To Turn Your \$29 eBook Into A \$3,900 Info Product (Previously sold for \$291.00)
- **Joint Venture Magic:** How To Set Up Profitable Joint Ventures Even If You Don't Know Anyone (Previously sold for \$595.00)
- **Eugene Schwartz Copywriting Master Pack:** Includes dozens Of Gene Schwartz ads as well as his full Speech To Phillips Publishing (Previously sold for \$291.00)
- **HardtoFindAds.com Ad Transcripts:** All 409 of the ads featured on hardtofindads.com in Word format (Currently sells for \$291.00)
- **\$31,500 Goldmine Links Package:** Secret Treasure Of Hidden Internet Links For Your Business (Previously sold for \$291.00)
- **Phone Secrets:** How To Make More Money When Answering Your Phone (Previously sold for \$297.00)
- **Letter of Agreements Guide:** Over \$10,000 Worth Of "Lawyer-Approved" Agreements For Your Business (Previously sold for 297.00)
- **Gorilla Internet Marketing System:** (Previously sold for \$297.00)

These bonuses -- a combined value of \$5,456.00 -- are no longer for sale on my site. But I will give them to you absolutely *free* with your 45-day, 100% no-risk investment in Richard's advanced marketing consultant course.

"Fast Response" Bonus:

**While supplies last, I will also throw in a \$1,000.00 gift certificate good for any used Jay Abraham Seminars I have in stock. This certificate is yours to keep -
- even if you decide to return the system!**

My 100% Iron-Clad Guarantee To You:

"If you qualify for Richard's system, you will be able to use everything for 45 days at my risk. If you haven't gotten your first paying client in that time, send it back and owe nothing. This way all the risk is on my shoulders and there is simply no way you can lose."

**Call 858-274-7851 to see if you qualify.
Or, see the letter below for more details...**

Dear Future Marketing Consultant,

In this letter you will learn a simple, painless and inexpensive way to become a highly paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

To download an audio recording of this letter and hours of free audio interviews with HMA marketing consulting experts, go to

http://www.hardtofindseminars.com/HMA_Details.htm

It doesn't matter what your current skills are now. And it doesn't matter if you have any "connections" or business experience.

In fact, all you really need are a few, simple (and proven) secrets my friend Richard has developed over the years to become a highly paid and 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 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 in 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 not the only 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."

The 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 the link below.

<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 client's 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 its 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 the 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 hour 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 email 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 \$597, but you get it as part of your system for free.

And trust me, if you do nothing else but harness the enormous power of joint ventures -- as explained in this course -- you'll never worry about money again.

Plus, this joint venture course also includes a collection of contracts and letter of agreements for use in your consulting business.

You'll have agreements for Contingency Marketing, Copywriting, Intellectual Property Rights, Marketing Consultant Retainer Fees, Non-Disclosure Forms, Creating New Profit Centers, Referral Fees, and many more.

Without a doubt, you would have to pay tens of thousands of dollars in legal fees for a collection of agreements like these. But this entire collection is yours when you become an HMA Consultant.

HMA Resource # 7:

There is one thing better than growing a client's business. And that's buying one already making money. Ok, we've all had the dream.

Wearing an expensive outfit, you strut into your high school reunion and announce to all your old snooty classmates that you own a multimillion-dollar business. Their mouths fall open as you tell them about the healthy six-figure income you're taking in for doing nothing... but goofing off and playing golf. And your life couldn't be better.

Believe it or not, that doesn't have to be a dream.

An elite businessman named Art Hamel has been doing just that for more than 40 years. He's perfected his formula for buying businesses, and for a limited time, he's teaching it to others. But don't think this system is just for the "elite" or the "privileged." His step-by-step course is so down to earth and easy to follow, anyone can use it to buy businesses and earn six-figure incomes -- without banks, credit or even any experience.

As an HMA Consultant, you'll have the detailed information you need to identify if your client's business is ripe for selling.

Many sellers have never given it a serious thought. If you can buy right and grow your new business with good marketing like what you'll learn in the HMA system, you could end up sitting on a gold mine.

Here's what you'll get with this system:

You'll receive more than 22 audio lessons in all. 8 hours of the audio lessons are from Art.

You also get a downloadable comprehensive workbook that guide you through each and every aspect of the system – from A to Z.

All you have to do is take your time and follow Art's simple instructions, do the things he says to do and say the things he says to say. No special education, talent or prior business experience is necessary.

I've also included word-for-word transcripts of each audio lesson so you can easily concentrate on specific sections without the hassle of rewinding or pausing your mp3 player.

Art really has thought of everything.

He's owned more than 200 businesses himself over the last 40 years using his system. And, he used to teach seminars on the subject. In fact, the system you'll receive is the home-study version he created for the people who couldn't make it to his seminars.

About 19 years ago, this same system was the biggest seller on the Home Shopping Network.

And since I am the only person on the planet who Art lets offer his system, you simply cannot get it anywhere else.

HMA Resource # 8:

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 delivery man 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 # 9:

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 # 10:

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 # 11:

The use rights (not resale rights) to my collection of 117 hours of audio content and written transcripts from www.hardtfindseminars.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.

The 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 # 12:

If writing for clients turns you on, then part of my HMA System works hard to turn you into a cash-producing, copywriting machine...

A while back, a business owner with only \$3500 to his name asked Eugene Schwartz to write a sales letter for his company.

Eugene's fees for the letter were \$2500, and without hesitation, the man paid it to him. That night, Eugene wrote the letter while waiting for his wife to put on her make-up so they could go out to dinner.

When the letter was released, sales for the company exploded. And now that company, Boardroom Inc., makes \$50 million in sales a year.

Saying you have "Eugene Schwartz-like copywriting skills" is like saying you're one of an elite group of top-notch, highly paid, sought-after, "gun" copywriters. It's like saying you're the best of the best.

And, you'll be surprised at how easy it is to become one.

This Master Pack gives you everything you need. You could be up and running, writing fantastic copy for clients in just days after reviewing this exclusive HMA copywriting training.

Within this Copywriting Training you'll be granted a 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 at over \$5,000. But they're all yours free as part of this super HMA Consulting package.

HMA Resource # 13:

If you can show your clients a new way to save up to 80% on hundreds of common business expenses, you'll have qualified yourself as an important and integral part of their business.

Let's face it, CASH IS KING and conserving cash-flow using barter is not a well understood concept by most business owners.

And that's why I have included training on barter as part of your HMA System. You are going to learn the oldest business secret around; the secret game of barter.

Barter is a worldwide, multi-billion dollar industry where literally every kind of business you can think of – in almost every country in the world – does business in a large network called a "retail barter exchange."

These exchanges are exactly like huge buying clubs, where all the different member businesses are automatically inclined to buy from one another.

For example, when a web designer joins, everyone in the exchange gets a notice about it, and whoever needs a web designer is probably going to hire him. And the same goes for everyone else who joins – the plumber, the lawyer, the dentist, the copywriter, etc.

As you'll see, almost every single kind of product and service provider that exists is in these exchanges.

And believe me, I've saved tens of thousands of dollars using this loophole for my business over the years.

It took a lot of time-consuming research on these clubs to find out the best ways to take advantage of this system.

But I've got it down to a science.

And what I found was that certain types of businesses seem to always be sitting on tens of thousands of trade dollars that they don't use.

And because these businesses have so much extra money, they'll sell you their "barter-club" dollars for pennies on the dollar.

Then, you can turn around and use those barter bucks, dollar for dollar, within the club for services you'd normally buy... but at a fraction of the price you'd normally pay.

It's true. It's easy. And it's perfectly legal. But it's also ridiculous how much money you can save because practically anything you need can be found in these barter clubs -- from lawyers and TV ads to restaurants and formal wear.

And because you can buy your barter dollars for pennies on the dollar, you get these products and services for your clients at huge discounts.

And the real beauty of it is... you can have them resell these products and services to their customers for a nice little profit.

Let's say, you buy a product for 20 cents on the dollar and resell it at 50 cents on the dollar.

Their customers will love receiving a 50 percent savings, and your client will love receiving a hefty profit for doing nothing but being the "middle man."

It really is that simple, but you have to know the best ways to do it.

Like I said before, I did a lot of research and "trial and error" on this before I got it perfected. But, I can save you all the headaches I had to endure.

I've compiled this HMA training that'll teach you my entire system quickly and easily.

With the HMA Barter Secrets System, you'll learn.

- ✓ Which businesses are sitting on thousands of extra barter dollars
- ✓ Which barter companies to join

- ✓ How to trade within a company without being a member of it
- ✓ Who to talk to and exactly what to say
- ✓ What products are best to sell and exactly how to do it

And much more..

This exclusive HMA Barter Training really is a secret you won't find anywhere.

And, the few people who know about this are fanatical about keeping it a secret.

You'll blow your clients away when you are able to buy for them the same items they are buying for up to 80% off.

Imagine the leverage you'll have when charging fees for this service.

You can only get this system as part of this super HMA Consulting package.

HMA Resource # 14:

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 email 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 # 15:

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 email 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 whatever I can to help you succeed.

If you need something, just ask and I will do whatever I have to do to get any answer you're looking for. Whether it's asking Richard or going to my network of millionaire marketing and business experts.

And if I don't have the answer...I will find someone who does.

And finally, as I said at the beginning of this letter, you get to try everything out -- use all the tools and learn all the secrets -- without having to risk a single penny of your own money.

Here's why:

If you follow this system step-by-step exactly the way Richard teaches, and you don't capture your first client in 45 days or less...I'll refund 100% of your purchase price.

With no questions asked, no hard feelings, and no trying to "talk you out of it."

All of which means you can...

**"Test Drive" This System Without
Risking A Penny.**

And I mean that.

I want you to hold my feet to the fire for 45 days. Use the system. Play with it. Compare it with other systems. And see for yourself exactly what you have in your hands.

And if you aren't making money with this system in your first 45 days, then return it.

How much does it cost?

Well, I've done the math, and the tools, resources and personal help is easily \$22,000 worth of material.

Probably even a lot more.

And other popular marketing systems I've seen, with only a tiny fraction of the features in the HMA system, cost \$30,000 plus ongoing fees and even royalties on the money you make. In fact, that is standard practice -- to take a cut of the money you make with their systems.

But with Richard's HMA system you won't be paying any royalties or fees.

Nor will you be paying \$30,000, \$20,000 or even \$10,000.

No, you can claim your complete HMA marketing system with the tools, manuals, videos, audio, lifetime access to ongoing HMA university training and all the high powered marketing resources I've listed and more for just six payments of \$995 plus shipping and handling or one payment of \$5970, plus shipping and handling.

Note: The six pay payment plan is NOT a layaway plan where you don't get the product until all payments are made. You get everything starting with your first payment of \$995 plus shipping. Nothing described in this letter is held back.

Shipping if you live in the USA is \$43. If you live outside of the USA, your shipping will be anywhere between \$97 and \$250 depending on location. Your investment for your HMA system is small 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 20% "finder's fee" for any audio work you refer to me. (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 away 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 will limit the number of systems I sell within each geographical area.

Richard and I want 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 I have the right to say no to you if I choose. 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 email 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. Please do not e-mail. I get so much SPAM that your email may never make it to me.

PSS. Are you still not sure? Do you need to hear more information? You can hear hours of audio interviews with other HMA Consultants at the link below. You may also download and read the printed transcripts. All you have to do it go to:

<http://www.hardtfindseminars.com/HowToConsulting.htm>