

# H I M A

HIDDEN INTERNET MARKETING ASSETS

## *University*

**TRANSCRIPT SERIES**

***How To Gather Clients...  
And Start Collecting Upfront  
And Residual Income  
Parts One & Two***

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

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

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

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

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

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtofindseminars.com](http://www.hardtofindseminars.com)

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## How To Gather Clients... And Start Collecting Upfront And Residual Income

It only takes four clients to get anywhere from \$10,000 to \$20,000 for yourself upfront – and that's not including the extra \$1,000 a month in residual income you'll earn for every four business owners you get. And in this audio you'll hear how to land those clients. David has a multitude of ways to go about doing it, so you're bound to find a few you like, feel comfortable with, and know will work for you.

### Part One: Work Smarter, Not Harder

Running workshops is one of the best ways to gather "pre-sold" clients who are chasing you down instead of vice versa. And in Part One, you'll hear how to set those workshops up with the Small Business Association in your area.

But if that doesn't sound like something you want to do, you'll also hear many other ways to gather clients including...

- What David casually asks every business owner he meets in order to pick up clients everywhere he goes
- How to get business-to-business people to pitch your services to their client list – and piggyback on their established credibility
- Proven resources for finding quick leads (for free or pretty close to it)
- How to use local non-profits to run workshops through – split the profit 50/50, write off your "expenses", and make residual clients for yourself – all while helping out a charity!
- How to use the Yellow Pages to hunt for the kind of clients you know will be able to use your help
- Residual income opportunities you probably weren't aware of

### Part Two: How To Set Up A Consultation... And Other Important Questions

The goal in the client-gathering step is to set up a free 15-minute consultation with prospects. And in Part Two, you'll hear more on how to do that.

David never does a presentation on the spot no matter how badly anybody wants him to. And in Part Two, you'll understand why he does that. You'll also hear answers to the most frequently asked questions about client gathering like...

- How to use prospects' existing websites to show them exactly how they can make more money by going with you
- A word-for-word pitch that prospects can't resist
- Exactly what clients get for their \$5,000 package
- The 2 things you'll have to set up yourself – even if you outsource all the work

The HMIA System is the perfect stepping-stone to a marketing career as an HMA consultant because you're already finding clients who desperately need marketing help. Imagine being able to take those businesses to the next level without ever increasing their advertising budgets. And if you use the clients you get from the HMIA System, you'll have all the funding you need to get the ball rolling on an HMA System today.

David: Okay, so the first thing we've got to go over is what? How to start getting clients to come to you that's the most important thing. So in order to set that up I'm going to give you some different scenarios one of them, and it depends this is a biggie, but it depends on the government and your local place of business. Some of them will, and I guess it's kind of like what [inaudible 00:37] said "*Some will some won't Neck*". So if you can try this sometimes it'll work sometimes it won't. It has worked extremely well for me but a lot of it depends totally on the manager that is in charge of that specific place. So what you can do is you can actually contact the Small Business Administration and in every city or town across the nation they have what they call SBDC, now those are called Small Business Development Centers and you want to try to contact a Small Business Development Center that's closest to you in your hometown, I guarantee you there's one there, and they're mostly located around colleges or college campuses and that was how I did that deal that I told everybody about in the presentation where I had about 150 people lined up to see me. And how that works, now if this works and they'll allow you to do it, some of the will some of the won't it depends on their policy, but we've got several students that are already doing this very successful and what you do is just go into the SBDC and talk to the manager and see if this would allow you to put on a free eCommerce workshop for the local



business owners. It's totally free, it's not a pitch and this is the biggest mentality about a workshop.

Now, the workshop is not a sales pitch. What you really have to do is you have to really be willing to teach these folks about internet marketing and what their site is not doing, and we'll be going over all of that, but this works really, really well if you can get in with the SBA. Some of them will let you do that some of them will welcome you with open arms and some of them are kind of like "Well, I don't know if we're allowed to do that" and that kind of stuff, but it actually depends on where you're at. California is a tough place, to get aligned with them we found that out from experience. Most of the Midwest and the Southeast where just about everybody here that is very simple to do and most of the time they welcome anything that is going to help the local business owners because that's what they do. So if this works out for you - this is how slick this can be, the government will actually start doing public service announcements for you. Think about that for a second. You can have the US Government basically doing your advertising for you and they'll fill the room up and all you've got to do is show up and teach. And once you walk away from that workshop you're going to get swamped with those guys because this is how it works in a workshop is you guys will get a formatted step-by-step when we get to that point, you'll get a formatted workshop format with an audio file that tells you exactly how I teach these workshops.

And I don't ever put a pitch in there, I don't ever say anything about my services, but the psychology behind these works phenomenally well and this is the reason it works so well. While you're up there teaching these guys about online marketing they, Number 1 know that you're the expert, Number 2 they know that you know a whole lot more about that arena than they do. So in their mind you've already branded yourself as the expert to everybody in that room, so your credibility's already there and the next two things you've got to do during the workshop is to get them to know you and to trust you. So the credibility's there they just have to get to know you and like you and there's a lot of checks waiting for you right in that room.

So what happens is while you're teaching the workshop you're going to see some of the business owners are furiously taking notes and those guys will go back to their own business and they're going to try to do what you told them to do and some of them are sharp enough to get that accomplished. Did I lose a client there? No, not really because eventually they're going to call, you know, when they need some help on something else and they're going to

remember who showed them all that information for free. But the flipside of that too is these business owners do not have time to learn all this stuff, they really don't they're too busy just running the day-to-day operation of their own business. So what they do is they'll sit there and start taking notes for a while and then about half way through the workshop you're going to see them later pin down and their eyes kind of glaze over and they're like "Dag gone, I wonder how much Steven or Dentar or [inaudible 06:09] would charge me to do that?" And that's how it works, you never ever mention that but that's what happens is if you're honestly there to try to help them and that comes through. And just because they can't keep up with you or they don't want to keep with you they're going to hire you instead. So they already know how everything works they know you're the pro and they just don't want to fool with it they don't have time, hey if it's only going to cost me \$5000 grand I'd much rather pay this guy, let them do it for me and I know it's done right, and I don't have to fool with it.

So the workshops are the Number 1 way to generate pre-sold clients that are actually chasing you instead of the other way around. So now that everybody's got that strategy I'm going to show you some different ways to setup the workshops and there's a lot of them. It's basically limited just only by your imaginations. Willie and I have been doing this for a long time. I actually started teaching him offline this whole thing last year and he didn't push me, couldn't convince me to get into the online world until May of this year. So I've been online since May of this year and already achieved what I have but it's because of my knowledge in offline marketing, so I always thought that was really funny. It's the opposite of what everybody else is doing. But the neat thing about this is Number 1 you can use SBA Workshops and if they'll let you setup, set it up because they'll do the promotion for you, they'll pack the rooms for you. And it's also very, very helpful that because the SBA allows me to do it where I'm at I actually have on my business cards "*Ask Me about Free Workshops Posted by the SBA*" and what that means is competitor that comes in after you is dirt because there's nobody in the world that is going to be able to say "Hey, I'm pretty much endorsed by the Small Business Administration of the government I know what I'm doing on the [inaudible 8:49]." So anybody that comes in after me is basically just going to be eating their dust, nobody can compete with that. And especially since it says "*Free Workshops*" business owners really love that stuff and you just drop a card and [inaudible 9:04].

And believe it or not we were out shopping yesterday evening and I picked up a client just by talking to him for 10 minutes while my wife

was shopping, it really is that simple. And this is the question you need to write this down this is really important. This is the question that I ask every business owner just in passing. How are you keeping in touch with your current customer base? How are you staying in touch with current customer base? And most of them will look at you like you have two heads they have absolutely no clue what you're referring to. So most business owners, honestly, do not even understand the importance of having a list they just don't think about that because it's not traditional marketing. But a list to a business owner can be just as huge as it can for online marketers. If they've got a system that they can stay in touch with all of their customers that buy from them regularly don't you think there sells will go way, way up and their advertising would go way down? Sure it would. And we'll be moving into how to build the list and how all of that works and I've got some really sneaky methods that work really well that'll show you guys how to add tons and tons of buying customers to this persons list everyday.

But the biggest thing about this is called the Client Gathering and that's what this call is all about, is how to get the clients to start chasing you instead of the other way around. So you've got the workshops, if you can get hosted with the SBDCs by all means do that. What I wound up doing was the word got around I didn't say anything to anybody else, but the word actually got around from of those SBDCs to all of the others was "Hey, you've got to have this guy come speak down there at your place, he's awesome." So I wound up speaking all over the entire state because I would get calls from the SBDCs in Buford in Savannah, can come you here, can you come here and I'm like sure that's not a problem.

Participant: Gladly.

So that's actually how easy it can be and that is the easiest model to do that. Now, if for some reason the SBDCs will not let you do that and I'll tell you the reason why, if some of them are really savvy and the SCORE team that works there, that stands for Service Core of Retired Executives - do not ever, ever approach the SCORE team because those guys are retired executives so they know what you're doing and its illegal for the government to endorse or promote any particular business over any other business. So are you promoting yourself while you're in there? Absolutely not, you know, you're there to teach them and train them and try to help them. But on the flipside of that are you going to pick up a ton of business after that shop? Absolutely you are. But those SCORE guys know the deal, so stay away from them at all cost. They'll figure it out after it's already started but after it's



already started it's too late they're not going to stop it once you've started it. But if for some reason – that's one method you can't setup with the SBA in your local territory than there's a million of different ways you can get clients to come to you. So you will get a recording of this like I said, so you can write this down and start working on it or whatever but you'll get the recording later on today.

But another way other than the SBA Workshops is called Business-to-Business salespeople. Now, this is really cool and here's a twist on this is business-to-business salespeople are out there every single day pounding the pavement and seeing their current clients and developing new clients for whoever it is they work for. Most of them are advertising media, you know, like cable, TV, radio, that type thing and they're out there selling the business owners, yellow page reps, all that kind of stuff, even the credit card merchant account so there's tons and tons of them out there. So all you have to do is run a little ad in your local newspaper that says "*B-to-B Salespeople triple your income without losing your job*" and put your phone number there and you can actually have them calling you left and right because those guys are always hungry and you can meet them in a hotel lobby somewhere; don't ever, ever bring them to your house, just a word of caution there. But you can actually meet them in a hotel lobby you don't even have to be checked into the hotel nobody knows if you are or not and they don't care. I've showed up at the most expensive hotel we got here in Charleston to interview B-to-B people and they thought I was staying there and the hotel did too so nobody knew. But you can actually meet with them and talk with them and there's how it works. Would you pay an outside salesperson 10% to 15% of the money that they make you to bring you clients? Would you do that?

Participant: Yep.

David: Absolutely.

Participant: In a heartbeat.

So that's what I do is I'll pay them, and it's based on you really, 10% to 15% of what they deliver to me. So I just give them a little flyer, and you guys will get that, I give them a little flyer that has their name on it and all they have to do is after they finish their regular pitch for their regular business that's paying them every week they just drop that flyer in front of them, give them a 30 second elevator pitch on you and they're gone. Now, they've got the credibility with that client already because the client knows that.

So you don't have to worry about credibility with the client you already bought it through the B-to-B salesperson that pitched them on your behalf. Does that make sense? Yes? The next step is your phone starts ringing off the hook and you'll get, depending on how many sales folks you got out there – I know a guy right now that has a dozen of them out there, one of my students, and he said he gets between 10 and 15 calls a day from business owners that want to see him. Not a bad deal, uh.

Participant: Yep.

David: So what you do is you setup a free 15 minute consultation and once you get there the next segment is we'll be going through exactly what to do, exactly what to say – and this training is kind of like a module – you'll get a different module for this is lead generation, this is the meeting once you get there this is what you do and it'll be a total package, hopefully, you'll be able to follow very easily and a lot of people have been through this path already. So you're not alone and you actually get the revised finished updated version that some of the other folks were guinea pigs on so you're actually ahead of the game. So what happens though is your phone starts ringing off the hook with all these folks that want to setup 15 minute free consultation with this and what you get there I'll be showing you in the next segment what to do, what to say, so you'll leave there with a check. Now, if you think about this you're given those guys say 10% of what they deliver to you, if you close a \$5000 dollar deal which is the average then you're going to be giving them \$500 dollars, you know, for generating that lead and that's free money to those guys for 30 seconds of work. So they love you, the company loves you and the neat thing about that is you can outsource the entire \$5000 package through our outsourcing people for \$1750 dollars and you're completely finished. And the turnaround time on it is three to five days, so you've given up \$1750 and \$500 in commission out of \$5000 and the rest is yours and you walk away from that deal with a residual client that's paying you \$250 or \$500 a month and you did none of the work. You could probably live on that if you got two or three of those a week, uh.

Participant: Yep.

It is actually that simple. So I'm going to tell you another twist on the business-to-business salespeople you can hire them right through the paper go to the hotel lobby and meet them, I've done that many, many times. Now, a really good friend of mine a big corporation in Tennessee has been one of my students for years

and he actually put a twist on that idea that worked phenomenally well. And what he did was instead of hiring the business-to-business salespeople himself he went to the company that is running the business-to-business salespeople, talk to the owner of the company and it happened to be a calendar company, you know, that goes out and sells the football calendar school calendars to business owners and everything every year. So he contacted the owner of that company and he cut him in on the deal for 15% so now that business owner already has an entire staff of pros that are outside salespeople and now he's got Mike's flyer and Mike's program and he's making it mandatory for his salespeople to push Mike while they're at it. Look how he's making money and then he gives his salespeople a little piddley bonus of \$100 bucks for every sale they bring Mike and he's making a killing. So does everybody follow that?

Participant: Oh yeah.

David: Not very tough, uh.

Participant: No.

Participant: I'm a firm believer in work smarter not harder. So how do we find those [inaudible 21:08] in the yellow pages?

David: Yes, you can look in the yellow pages. I'll tell you a big, big strategy that I use and it's only about \$15 bucks a month.

Participant: Yeah.

David: Goleads.com, just like it sounds Goleads.com and you can go there and sign-up and they have a database of every registered business in the United States. So you can go in there and actually look for an industry code or look for anything by zip code, by demographics, by geographic, lots of search terms, but if you want to locate all of the bicycle shops in your surrounding three counties you can do that with a click of one button and it will tell you the employee size, how many employees they have, who owns the business their private contact information and just tons and tons of stuff right there for like \$14 or \$15 bucks a month, pretty good tool

Participant: I'd think affordable.

Yeah and it's not very bad at all, you know, when you consider the information that you can get if you want to go that route. You know it makes a big difference if you can look on that screen and it says

Bill Johnson, you know, is the owner of the bait and tackle shack, you know, by the river and you can pick up the phone and normally get passed their down fill blockers if you call them, if you decide to do that and they answer the phone you say “Hey, is Bill Johnson in this is David Preston. Yeah, can you hold for a minute? Sure.” And that’s a whole lot better than calling and say, can I speak to the owner please because you’ll never get passed the secretary without a name, so that works real well. You can also see how many businesses are in your area that you want to hit and you can also kind of pit them against each other by saying “Look, I only take on so many clients in each industry in the local business area that I’m at.” So if I don’t want to work with Mike’s Bike Repair and Charles’ Bike Repair because then I’m in competition with myself so the first one of you guys that hires me is in. So that works really well.

So we’ve gone over the SBA Workshops and we’ve gone over business-to-business and we’ve gone over the owners of business-to-business. And the third way to put one on yourself ever thought about doing that?

Participant: What do you mean to put one?

David: The way you can do that, there’s a couple of different ways, you can rent a meeting room in a hotel and that’s normally between \$300 and \$400 bucks, you know, and that normally includes the refreshments for the day. And here’s how you get it to be self-funding, you can actually put up a little single web page – you guys will also get a copy of that but you’ll have to edit it.

Participant: Okay.

David: And how that works is you put up a single web page and you can charge \$25, \$30, \$49.95 I’ve even charged \$97 dollars before, run an ad in the paper that says “Free eCommerce Workshop for Business Owners” and then under it I put “*The Seven Fatal Mistakes your Site is Guilty Of*” and you put the web address, that’s it. So they hit your Web site and it says “*This is seat registration fee due to the fact that it’s very limited seating capacity and we’re always swamped we have to know that you’re going to be there if you commit to it. So click the PayPal button below and reserve your seat today.*” So that money comes to you instantly into PayPal and it can be whatever you want to set it at \$25, I think the last one I did was \$49.95, and they reserve their seat you take that money and pay for everything else because the hotel gives them their \$300 or \$400 dollars out of the money that you earned. The last

time I did that I had a little over \$1100 dollars left over that came to me, of course I kept that and then I picked up seven clients from that workshop. Good idea?

Participant: Very good idea.

Participant: Yep.

Participant: Yeah.

David: Okay, here's another one.

Participant: Okay.

David: How about the local charity that are right in your own backyard. Willy Crawford and I did a contest between me and him because I gave him this idea three months ago we started working on it together and we decided to compete with each other just for fun and see what would happen, and of course, he blew me away but the neat thing was he went to the Knights of Columbus right there in his own backyard and they were all in the yellow pages. So he went to the Knights of Columbus and I went to the Rotary Club, Kiwanis Club, and the Shriners, anything that's a non-profit organization, anything. Now, what you do is you just approach them and say "Look, I would be willing to host a free eCommerce Workshop for business owners if you would help me pack the room I'll split the profit with you and I can tell you point blank it sure bits washing cars for \$5 dollars a piece to raise funding for your company. So in a non-profit status they're very, very picky about how this works but this is a slick little system is I got the Rotary Club to agree that I had to rent the hall from them first and Willie had to rent it from the Knights of Columbus because of their non-profit status. It wasn't near as much as a hotel it cost me a \$175 bucks and it was an enormous hall and Willie said it cost him \$218 dollars to rent the all. But the neat thing about it is you can write that off 100% on your taxes. But once you rent a hall from them they're going to start hammering the flyers, they're going to start putting it out to their membership base and guess what most of the people in those membership base are business owners? In the Rotary Club they're all business owners or they wouldn't be in the Rotary Club.

So what happens is they provide the hall, they provide the refreshments, they do the advertising to their own client base and they pack the hall for you and you just show up. But now Willie did it a little different I charge #250 dollars a head upfront through a



PayPal page for every business owner that was a member of the Rotary Club a not to miss once in a lifetime opportunity to spend an entire day with me. So I charge them \$250 bucks upfront and the orders came in like crazy. Now, that money I turned around at the end and split with the Rotary Club 50/50 out of that I actually made \$6300 dollars for one day. On the flipside of that I wrote a check for the Rotary Club for \$6300 and I did it as a charitable contribution. So they kept their non-profit status and I got a 100% write-off. Not bad uh?

Participant: You had all the ground covered.

David: Yeah and Willie charged a \$1000 dollars a head and he sold out, but the reason he did is because, well he's Willie Crawford, you know, so he already has that name and he already has the legendary stuff online so they knew who he was. So he actually sold the eCommerce Workshop for a \$1000 a ticket split that with them upfront the same way I did, gave it to them in a charitable contribution and wrote it off and on the flipside of that he picked up clients on the backend that were between \$10,000 and \$12,000 grand a piece. So out of my deal I wound up making a total of just under \$26,000 grand and how that works was I got the money upfront I split that and then I picked up almost a dozen clients on the backend because they were learning about all this stuff, they were going through everything but it's the same scenario. I wonder how much he would charge me to do that. Even though they paid to be there they know they need more help and they know that they're not going to have the time to implement everything you're teaching them.

Participant: Exactly.

David: And before we get off of here on the first segment of client gathering I'm going tell you guys a neat little trick that I taught one of my guys who was really, really struggling and he needed to produce some money right now.

Participant: Me too.

David: There you go. There you go. So he was kind of afraid, you know, to go into a business and ask them for a \$5000 dollar check because he's just not that assertive. So I told him "Terry, this is what you need to do. What you can do is go in the yellow pages and look at the business owner's Web site in there, if they have one, and if they do have one I guarantee you the thing that they're missing is on that site is the most important thing about as is a lead

capture mechanism. They don't even have an Auto responder form on it, you know, don't you think that's important? Absolutely, it is and they just don't know it. So what he would do is just go to the business owner and talk to them for a couple of minutes and then show them some examples, and he's charging \$500, \$750 dollars a pop just to put an Auto responder for one in there and write some emails for the guy. But he said he got three of those on Wednesday, he called me, he got three of those on Wednesday two of \$500 and one at \$750 and he said he got all the work done in probably about two and a half hours.

Participant: Yeah, it's nothing to through up an Auto responder for somebody.

David: No you just copy and paste it onto their page.

Participant: Exactly.

David: Yeah and you're done. And most business owners love that stuff, you know, \$500, \$750 dollars that's nothing, you know, but it gives them a chance to start building their own list of buying customers so they can stay in touch with them and all of that type stuff.

Participant: Was that a one time fee or is that a residual?

David: Yeah it's a one-time fee but what you can also do is tell them if you want me to promote your sales for you through this list I'll do it for \$100 bucks a pop all you got to do is let me know when the sale is and when you want it to go out and then you charge them a \$100 dollars, they pay you by PayPal, you go into their account and your AWeber account, you go in there, log in, put the sale down there and blast it out. So for 15 minutes of work you just made another \$100 dollars and that happens sometimes three or four times a month from the same client and they write it off to advertising because that's what it is. Not a bad deal, uh?

Participant: Not bad at all.

David: So there's just – I mean honestly there are so many different ways to legitimately make money from offline businesses they do it honestly that it's just crazy, there's so many different ways that they really need to help and they'll pay you for it they don't have a problem with that. Most of them already have their money budgeted, they're already spending it on marketing and advertising and they just don't know how to spend it effectively and we'll be getting into that in the next segment about what to actually do and how to close the prospect once you're in front of them. And I'll

show you some neat little tricks that are very simple to do that just blows their mind. But for client gathering that's your best bet, you know, is try to get hooked up with a local SBDC if you can't do it don't get discouraged it's not a big deal there's just so many different ways for gathering clients that it really doesn't matter all of them are effective and you can employ more than one of them. So you can go if that doesn't work then you can go to the B-to-B salespeople then you can go to the owners of the B-to-B salespeople and then after that you can actually go to the charities like the Rotaries, Kiwanis Club all of those, even the Shriners and – I hope nobody on here is a Shriner – but I will tell you I've worked with these guys and they're a greedy bunch boy. Those guys are master marketers the Shriners are, very, very good at what they do.

So there's just tons and tons of different ways to do that. Now, Tony Nova – here's a little story for you Tony Nova is actually one of the biggest offline marketers out there and he actually called me we talked for about 15, 20 minutes on the phone and two weeks later we split just under \$100,000 grand in commission between us. And how we did that was Tony put on a magic show, because he's also a magician and he's very, very good, he put on a magic show for business owners and their families and then invited the business owners only into the next auditorium to meet me. So there were about 130 people in there and we sold a ton of business at \$5000 a pop and we spent the next three days doing nothing but picking up checks. So we showed up at an internet warrior meeting in Mira Mar Beach and we timed it so we would be there at that time because I was going down there anyway. So Advance Warrior Meeting and whenever Tony and I got there we had a shoebox full of checks and we just wanted to show that to those folks.

So there's tons and tons of different ways that you can get the clients to start calling you, for some of you it's going to happen really fast once you start implementing some of this stuff you're going to start getting calls and then you're going to say "Oh my gosh, what do I say, what do I do?" Not a problem at all, if you guys get a client that calls you and you need some help by all means call the office here and I'll go through it with you or even three-way with you to speak to the client on your behalf and really all you have to do is get the free 15 minute consultation setup, very simple to do and just tell them yeah I looked at your site, what's the best time of day for me to get, to just stop by and go over some stuff, take about 15 minutes. Well, afternoon is usually better for me. Okay, that's great let me look on my schedule and see what I've got open because I'm getting pretty booked and you check on there - and I don't care if you don't have anybody on the entire paper that's what

you tell them. And then you give them an option of two different time, you know, I can see you at 5:30, you know, right before you guys close or it looks like the only other opening that I've got is after you close it at 7:0 pm, would that be better for you? Oh yeah, I never thought of that after we close would be better for me, can you see me then? Sure.

So if you start setting up the 15 minute free consultation don't panic if you know absolutely nothing all you have to do is setup the consultations and you got to admit that's very simple to do you don't have to really tell them anything. Yeah we'll cover all of that when I get there it won't take long. If you get some of those start to setup before you get the next module and get into all of that all of you have to do is contact us here at the office and I'll move you to that level very, very quickly and go through all of that with you one-on-one and make sure that you totally understand because one thing that you've got remember is you have the major, major advantage in coming into that business persons office they called you, you didn't call them.

Participant: What if I did call them?

David: You can do that too.

Participant: I know people who have Web sites who have no lead capture system at all.

David: And it's prevalent, it's a big, big problem. See, this entire industry and the offline consulting that you guys are just now learning has such a phenomenal bottomless rate on it, it's crazy, there's no competition I guarantee you there's nobody in your hometown doing this, guarantee it. And on the flip side of that the business owners really, really need your help, they really do and they're willing to pay you very handsomely for that help. So it is a true win-win for everybody.

Participant: Is there a – I don't want to interrupt you but I've got a couple of questions.

David: Sure. Yeah it's question and answer time.

Participant: Alright, do you have a PowerPoint presentation you use when you've called on a customer?

David: I actually use something similar to that but I use some other techniques and some other things too. In the other segment and it

pretty much tells you, there's one little trick you can use where you just go to their site right in front of them and you can right click on their site and then click on View Source, and what that does is pops up a little notepad...

Participant: Sure.

David: ...on this computer screen and, you know, it shows all their rights to email. So you can show them right in front of them what their keywords are and that amazing most of them they're like "How did you do that?" So you show them – and it's just that simple – so you show them their keywords and here's an example, I said Mike's Bike Repair and that was one of the last clients I picked up and I did that to him and this guy had, I don't know, about a dozen keywords in there that were actually pretty good but they were put in there by an IT guy who has absolutely no clue what he was doing - and you'll find this a lot – was his long-tailed keyword should have been what, it should have been what it should have been Mike's Bike Repair and he had that in there as his first keyword but it said Mike's, Bike, Repair. So what that did was breakup that entire long-tailed keyword into three separate keywords so anybody looking for Mike is going to hit his site anybody looking for bike of any kind is going to hit his site and anybody looking for any kind of repair is going to hit his site and he wondered why his conversion rates was so stinky.

Participant: You want to hear a worst one? My hairdresser used a webmaster that was referred to him by a former boss, good friend of his. The webmaster copied, you know, used a copy of the former clients Web site Victoria and Albert Hair Salon in Columbia, Maryland. My guy is in Annapolis, Maryland he's Vincent's Masterpiece. When I went in and looked at the source code everything on there was for Victoria and Albert he had never even bothered to change the letter types.

David: Yep. There's a lot of that believe it or not.

Participant: How do you know that? I said I went in and looked I mean come on.

David: Well, that was what Matt Basack [sic] and I were talking about the difference between stealing and swiping, there's a big difference, you know you can swipe their site and just get ideas from it and create your own, well that's a swipe file, you know, but if you just copy their site and post it somewhere else well that's stealing.



Participant: Well, I know that I most likely more than the people that I'm going to be calling know. First off, they're going to have a webmaster they may want to talk to. Secondly, I need to make sure I know more than they know.

David: Absolutely.

Participant: So how did I get there?

David: And that's what we're going to get into in the next segment is what you actually say to the business owners during the 15 minute consultation.

Participant: Okay.

David: And it proves to them very quickly and I will tell you this most of their webmasters do not like me.

Participant: Wonder why?

Participant: Not a surprise.

David: It's not hard to figure out.

## HMA Client Gathering Part Two

David: I'm not really their competition, you know, some of them kind of view me as that but I'm not, you know, I don't want to run the site and do all at stuff, uh-uh. You know but the difference that I pound into the business owners head when I'm in front of them is that your site was created, you know, by somebody who's an IT guy, you know, so it's a real pretty, real flashy site sometimes have flash video and all kinds of garbage on it...

Participant: Yeah.

David: ...and it doesn't even a lead capture mechanism on it, you know, and he might have a 20 page Web site that is really doing absolutely nothing for them but taking up cyberspace. And all you have to do to kill just about anything that they say to you is let me ask you a question Mr. Business Owner or Mrs. Business Owner, when was the last time somebody came into your store or called you because of that Web site?

Participant: Right.

David: I don't think that's every happened. That's right. So I tell them the main difference between the Web site that they have I said it's a really pretty Web site and it looks graphically great but the difference is it was built by somebody who is in the software on the engineering side of things and the difference between their site and the site that I'll make you is I am a direct marketer. I sell stuff by getting people online to take action right now, today, not next week, not next month today. And I don't care if I want them to put their name in a form, if I want them to buy my product, whatever it is that I want them to do I have a high percentage of those folks that do exactly what I tell them to do, that's the difference between an IT site and a direct response site. Which one do you think is better for business? And that usually ends a lot of it because it tells them that, you know, their guy did a great job but he's not a marketer, you know, there's a difference. That's not his fault but now that you know the difference we need to correct that. Does that make sense?

Participants: Yep.

Participant: So instead of better optimizing their site we're just creating them a whole new site and dumping their old site.

David: Actually, they can keep their old site but the process with a \$5000 dollar packages will create them a one page lead capture site that converts really well and we'll do it under a domain name that we have specifically research to find out that it's basically a long-tailed keyword that's their new domain. So I don't really care what they've got going on there I'm going to redirect their old site to the new one anyway.

Participant: Okay.

David: So I'm just going to leave it out there, you know, you can go there if you want to it doesn't really matter to me, but the main thing is you don't want to get into overhauling Web sites it's a mess. I've been there and done that before and it's absolutely not worth it. I had a client that paid me five figures one time a long time ago when I was younger and dumber to go in there and overhaul his Web site and it was a mess because you're following somebody that already built it that you have absolutely no clue what they've done in there and when you get in there you say "Oh my gosh", so it's really not worth it. I would rather get in get out with a five paycheck and make the residuals and I'm finished in two or three days I'm onto the next one, you know, and even if I'm doing it all myself now I can finish a client in less than three days an entire package.

Participant: You know Dave you said you redirected...

David: Now, when I'm outsourcing it I can do three a day.

Participant: Dave, you said you were redirecting their old site to the new site, now for people who have really elaborate sites with, you know, a lot of different graphics and flash videos and everything, are we also linking the new sites to the old site in that case?

David: Absolutely.

Participant: Okay.

David: Absolutely. I'm going to put, you know, the same auto responder form a lot of times on the whole site and use it on both because some of the visitors will go to their old site anyway. If you redirect it it's totally up to you. Some of them will some of them want not a big deal, but if you give them a brand new domain name that's long-tailed keyword domain they're going to get a lot of traffic anyway.

Participant: Right, they're going to get...

David: And they're there just basically to get in the list, and then after they get in the auto responder list I'm going to introduce them to the old site and I'll tell you why that is. It's a proven method, if you got to think about it that's what's happening to you guys right now is you'll hit a Web site, you put your opt-in information in and then in the email normally they'll redirect you to the main site and the reason is because the main site for a small business is not really meant to sell somebody it's just basically meant to give them information. So I don't want them to hit that guy's site in cyberspace the way it is now gather all the information they want and then go onto his competitor and onto the next competitor and the next one. You know so they get all kinds of information for free and they can make a decision without me that's what I want to avoid. So if they go to Demetri's shop and they hit his Web site and they have to put their information in to get hey, this free report, you know, that you put in there or to get on his newsletter then they do that and then they're redirected to the main page. But the advantage to that is 90% of the businesses out there in your local area don't have a [inaudible 6:31] they don't so they don't know any better.

So the advantage that my client has over everybody else in that niche is he's already got these folks on his list. So even while

they're making a decision and checking out his competition they're getting something from him every single day telling them why he's better than everybody else it makes a big difference.

Participant: Definitely.

David: So any other questions on client gathering?

Participant: Do you have a checklist of what to look for on their site to make it easier for the presentation to tell them what they need?

David: Yeah, actually that's in the next segment.

Participant: Okay.

David: And that's where you start out, you know, by just right clicking on their site and then there's a checklist of everything to go through there. And like with Mike's Bike Repair what I did was I took the commas out and the notepad for him and I said "Hey" I explained to him how that worked and he was thrilled and he said "Well, how can I change that" and I said "Well, I can't change it because I don't know what your server login is, your webmaster does though" and he goes "That's my son-in-law." So I saved the file on his desktop, the notepad file, the corrected one and then I said you might also want to change these two words around because they're saying the exact same thing they're a synonym and they're back-to-back, which is a big no-no in web copy. So I took one of those out and replaced the word for him in his headline and I took the commas out and put an extra keyword in there for him. And then I saved it on his desktop and I said all you have to do is send that as an attachment to your webmaster. It's a complete web page that is corrected and all he's got to do is upload it into the server and replace the existing one, it takes about 10 seconds. And guess what I left there with a check.

Participant: I bet you did.

David: Because I looked at him and said "There's a freebie for you, there's a freebie for you, Mike." He goes "Oh you're not going to charge me for that" and I said "No, I'm not going to charge you for that because that took me what 10 minutes." I said "But there is a lot of stuff on there that needs to be corrected." I said "I'm not going to charge you for that that's crazy to me." So by the time I left there that guy knew that he desperately needed my services. But his son-in-law was good but he wasn't that good. And then I told him I didn't want to cause him any ill feelings, you know, between family

members and you run into this a lot, you know, his brother's mother cousin does it for him and you didn't want to step on his toes and I told him that I said "Well, Mike I don't want to step on your son-in-law's toes" and he goes "Hey, I don't care." He said "I'm just going to tell him I got a freelance consultant working with me and he's making some changes to the site and whatever he sends you, you need to implement okay." And he said "I'm paying him" he said "I'm not worried about his feelings." So sometimes you run into that.

Participant: Okay.

David: But the next segment is going to be the actual meeting, you know, between you and the business owner and it's going to be step-by-step, there's a checklist and there's a formula and I also have a lot of the head nodding phrases that go through there. Wouldn't you agree with that Mike?

Mike: Yep.

David: And it just makes total sense to that and then afterwards we'll be getting into checking in. There's a little trick that I use after I nail them as a client and I put up their Web site. It's just like I said I can call the 800 number on the side of the cash register and on the side of the credit card terminal or the business owner cam and what you do is change the header information on the receipts so that it put your new Web site on there and guess what that does, every customer that comes in that store if they're brand new walked in off the street or they're a regular customer everyone of those gets your Web site on the new receipt and it says "*Want preferred customer discounts sign-up here, it's free.*" Well, everybody wants to be a preferred customer and everybody looked at their receipt. So now he starts building a list of all of the walk-in traffic that he's got and all of them are buyers, because guess what if they're not a buyer they didn't get a receipt. Not a bad deal, uh?

Participant: That's pretty slick.

David: And it really is that simple. I have a fellow down here in Mount Pleasant called Artie's Bar and Grill on the beach and we send out a party invitation to his list and he was adding between 40 and 50 people a day to his list just from that one method. So whenever we got ready to have the party I blasted out there for them for them for \$100 bucks and we were in Mount Pleasant that day, which is about 30 miles from here, and we were over there visiting a friend of mine and say "Hey, I'm going to stop by the Bar and Brill down there and see how they're doing." So Susan and I stopped in there



and as soon as Artie saw us come through the door come out from behind the bar, sat us down and gave us a free a lunch, free drinks, whatever you guys want he says “This place is packed” and he said “It’s packed because of you my friend.” That’s a great feeling. So they’re a lot of places now because we’ve been doing this for so long that you’re almost like a local celebrity because we’ll be out shopping somewhere and business owners will come up and say “I thought that was you” and I was like I don’t remember who that is but I’m sure he’s one of my clients.

So you start to get that a lot when you’re out. And then you also get special deals, my wife and I actually got a free harbor cruise from one of my clients because of the increased business that we sent them travel agencies. We also got to eat a five star restaurant totally free wouldn’t let us pay for it. The owner of the place came out and said “About a third of the people in this room are packing your coupons buddy” he said “This one’s on me get anything you want.”

Participant: Have you ever used something like a value pack?

David: No. And to me doing a workshop – and you guys will get a workshop format – but doing the workshop I tear that stuff to pieces, you know, how are you staying in touch with your current customer base? Are you using direct mail the pony express? Well, you’re in the 18th century. If you’re still contacting your customers through direct mail you’re spending a lot of money needlessly. You know now if you’re using telemarketers, of course everybody hates telemarketers, but at least you’ve moved up to the 20th century. What I’m here to show you today is how to move into the 21st century of hand tree marketing and you should have their attention from that point forward. The word hand tree is what every business owner wants to hear. So we’ll be going over all of that and by the end of the day you should get the module that contains the Web site, so you guys can throw that up if you want to do that. Your only expense, if you put on your own workshop like at a local hotel or that type thing, your only expense out of pocket is the cost for the newspaper ad, that’s all you have to pay upfront.

Participant: Should not be a \$1 million I guess.

David: Yeah the rest of it will come, you know, the funding for the room and for the meeting space and we even had a guy who had no computer because he couldn’t afford one because the other one crashed and he couldn’t afford to replace it, so he put on a workshop I helped him throw that, I wasn’t there but I just helped

him through the process just like you guys and he put up the little Web site, got it rolling and he actually went to Rent-a-Center paid \$45 bucks I think to rent a laptop computer for the week and he used that for the workshop and he walked away of a little over \$1000 grand in his pocket plus he picked up two clients on the back for \$5000 grand. So it can be done in the worst of situations it just basically depends on you guys and if you haven't got Willie's book "*Get off the Porch*" that's a really good motivator and that's basically true, you guys can make a ton of money at this very easily but the main deal is you have to get off the porch.

So when the folks start calling you, you start setting the appointments if you need anything at all, you know, please let me know and I will help you as much as I possibly can. And if you run across this situation – I've even had students call me that received it about a year ago, you know, that called me because they ran across a situation with a business owner they've never, ever heard before and chances are I have. So in my Aweber account right now I have over 1100 clients in there and I'm getting paid every single month from every single one of those and you guys can be doing the same thing. So it only takes four clients to get the money upfront and that's anywhere from \$10,000 to \$20,000 grand depending on the package they pick for you upfront plus for every four business owners you get that's \$1000 a month in residual income. Now, this is the one catch that you guys might want to write down and this is a big catch is that when you – even if you outsource the package to us or you do all the work yourself, either way is you have to do two things. Number 1 you have to buy their domain name for like \$8 to \$10 bucks the new one because you want to have total control over that domain.

So either the business owner buys it or you buy it but you want to have some type of control over that domain. That's a mindset the business owner knows that too he's pretty much at your mercy and that's where you want him. And the second thing that you have to do on your own is setup an auto responder account that has unlimited auto responders in it. I use Aweber you can use any of them there's a lot of good ones out there, but they're normally about \$20 bucks a month and you can choose one of them, and that's where you store all your database. Now, the neat thing about that is that with unlimited auto responders you can have 1000 accounts in there and each one of them is a different business and what I do is name the auto responder after the client's business. The last one I created in there was Mike's Bike Repair so that way if Mike calls in and say "Hey, can you blast this coupon out there I just PayPal you a \$100 bucks?" I said "Yes I put it out there. When

do you want it to go out?" Now, all I got to do is log into Aweber look through all of my auto responders for Mike's Bike Repair, login there, do a broadcast, log out, go to the beach I'm finished.

But that's very important that you have control over the list you're building for him and we're going to get into some advance strategies about how you guys can monetize that along with the business owner and there's some big money in that and I'll show you guys how to monetize that later on when you start getting some list. And guess what, you never, ever have a problem collecting your monthly maintenance fee from the business owner because you own his domain and you own his list.

Participant: And it's a hell of a lot cheaper for them to blast out in emails for \$100 than to put an ad in the newspaper or anything too, so.

David: Oh, absolutely.

Participant: They're happy to do that I'm sure.

David: And see I told one guy that, Phillip's Shoes down here and he sells specialized shoes and stuff, I told him to cut back on his offline advertising \$3500 dollars full page ads and, you know, all that kind of garbage, you know, billboards and all this stuff. I said "Just stop that stuff, stop it." And I said "Now, you got a large enough database and he's got a number of them in there – I said "Where we can send one coupon to that database and it's going to out produce anything you can do other than that I guarantee you. So we did that once and then he calls me up and he was, you know, Mr. Negativity I'm not really sure if that's working I'm kind of sorry I backed off my advertising. And I was like well I understand that, but when is your next sell. Well, the next sell is on the weekend of the 3rd. And I said "Okay." I said "Stand by because I'm going to put this one out there just like I did the others but I'm going to prove to you that this works." So what I did was put a coupon disclaimer on the bottom that was highlighted that said *"If you want this discount you must present this to Phillip only since you're a Preferred Customer."* So they closed at 7:00 that night and at 7:15 Phillip called me and as soon as I answered the phone he goes "It's Phillip over here at the Phillip's Store" and I said "Hey", I said "How did that sale go?" And he said "Please don't do that again." He said "I stand corrected." He said "That's all I did all day long was run to the front of the store to get another coupon. Every time I would go to the office and try to get something done they would come in and say somebody's here to see you. So, yes it does work

and that's a message that you can use to prove to them that it works and you normally only have to do that one time.

Participant: Yeah.

David: So any other questions about the client gathering process?

Participant: I don't know they pay you let's get to the next one.

David: Yep, so on the next one we'll send you details, you know, by email and then of course Susan may call you also and update you. We will be having at least a weekly conference call, you know, just like this every single week. So if you have questions or if you have problems or if you get stuck, you know, you know that you're going to be able to hop on here and kind of share with the rest of the group what's going on and maybe get some guidance and some advice as well and these will be recorded, you know, so you can actually download them and listen to them and you'll get those probably within about two to three hours, it takes our IT guys a little time to get them and convert them and then they'll shoot them to me as soon as they're finished. Okay.

Participant: Okay. So when are you going to send us the Web site page?

David: The Web site what now.

Participant: The Web site page that we can eventually use as a lead generation.

David: Oh, you'll actually get that later on this evening.

Participant: Oh, okay.

David: As soon as the MP3 comes in what they'll do is they'll send you a module and it'll just say Module 1 Client Gathering and it'll have all that info in there and it'll have two different things for the web page in there, it'll have actually an example that you can go to and live link and click on and see the exact same one that I use. And then it will also have a notepad in there of the raw HTML for that Web site, you know...

Participant: Okay.

David: ...so if you want to do it that way you can just copy and paste it, you know, and change it any way you want to on the server itself.

Participant: Yeah. Okay.

David: Just try to make it as easy as possible so you can either upload it directly onto your server very easily and then edit it yourself or you can, you know, the raw HTML and then upload it it's up to you and if you get stuck give us a call and we'll help you as much as we can. So you'll get a package and it's going to have your direct mail letter in there so if you want to send out direct mail to some of the business owners Go Lead is a great place to do that if you're going to do direct mail just go there and look up the businesses in your zip code there's tons of them. The last time I went and looked up and just hit all businesses in my zip code alone there were 13,000 businesses registered.

Participant: Well, that's a lot of...

David: I live in a pretty small town.

Participant: That's a lot of money times 42 cents.

David: Absolutely. And what I do is you'll never, ever have to send out more than about a dozen a week that's all you need to do is send out about a dozen of those letters a week and you're going to start getting calls.

Participant: Alright. Well, I say this again I would want to get started on this like now.

David: That's how you do it just setup the workshops just like we were talking about on this call, you either start setting up the workshops, start working with business-to-business salespeople, get in touch with the SBA that's basically your action plan to get started yesterday.

Participant: A workshop isn't going to happen until three or four weeks because you need lead time, you need time to get into the paper, the paper doesn't go out until Thursday so, you know, there's Thursday you need two weeks on beyond Thursday, that's three weeks before I would ever have a workshop in this town.

David: To a degree that's true but you can do it several different ways. If you do the B2B salespeople those people are going to start hammering for you instantly and instead of putting an ad in the paper why don't you go to the office of the B2B sales staff.



Participant: Well, there is a leads organization here in Howard County Maryland that was started by a fellow quite a number of years ago and I was in it for a time. He also has expanded so it's in other counties it's in DC it's in Virginia. I could join again I don't know what his cost is I could join again and then immediately start going to all the meetings. All the meetings have salespeople for their companies there.

David: Yeah it's like I said, client gathering with this scenario is basically only limited by your own imagination and ingenuity and there's tons and tons of different ways you can do it. When I started out I just would actually go into the business and I wouldn't go in there as a salesperson I would just go in there and be looking around just kind of shoot the breeze with the owner and then after I talk to him two or three minutes I would drop that question on him, how are you staying in touch? How are you currently staying in touch with your customer base?

Participant: Okay.

David: What are you talking about, you mean like mailing them coupons or - yeah, how do you stay in touch with them? Do you even have a list of them? No. Why? I got some of them. There you go. Would you be interested if I could sit down with you for about 15 minutes, I can't do it today, but if I could sit down with you for about 15 minutes for free and show you how to cut your advertising cost by 60% to 70% and increase your volume at the same time totally hands free.

Participant: Well, they're going to say yes.

David: Well, yeah. Well, I don't have time today like I said, have you got a card or something I can get from you? And they give me their business card and I write on the back of it I say "What would be a good time for you? I could see you at 11:00 on Monday." Okay, I'll put that down here and then at 11:00 Monday I'm back and now I am a salesperson. And that's how I started out before I figured out all these other methods that was how I started out and in three days in the field I picked up my first two clients and what was really funny is I picked them both up on the third day. So it took me two days of schmoozing around the local shops, not selling, just schmoozing around the local shops until I picked up my first two clients.

Participant: Okay. But you...

David: Yeah, some of the folks can do that and some of the others don't, you know, they don't want to do that and I don't blame them, but it's totally up to the person. I never, ever do a presentation right there on the spot no matter what the business owner says I just don't have time today.

Participant: No, I wouldn't do that but I need the presentation materials and the checklist so that I can go over stuff with them and convince them they need me. I need to know...

David: Yeah and that's not a problem. If you can try to setup the three consultations and those are usually really easy to do. If you can setup the three consultations then you're in and you can go back with everything and go over it all with them and it's very simple to do, and I'll work with you on that case that's not a problem, but you need to start getting the consultation setup first.

Participant: Okay.

David: And as soon as you can do that then we can move onto the next one. This is a very simple business model, folks, very simple and the only people I've ever worked with that didn't really do well with it were folks that were trying to reinvent it or make it a lot more complicated than it really is.

Participant: You mean there are people like this out there.

David: Just about everybody.

Participant: I looked at the web pages for two businesses I'd like to approach and neither one of them has a lead capture page it's just the old time static web page with all the tabs and, you know, all the different compartments.

David: Yeah and that's terrible for them because their competition is the same way and if I'm online hunting for some locally sporting goods, as an example, you know I'm going to hit seven or eight different competitors that all have informational pages but they got no way to capture my attention and get me to notice them.

Participant: Right.

David: So for me I don't really care who they are because I don't know them and I haven't got to know them so it's a price factor for me, you know, whoever's got the cheapest ball glove is where I'm going. But on the flipside of that if you can get a site up for them

that has a lead capture mechanism in it and you can grab their attention and get them to put their information in there you might have a customer for life and that's worth hundreds of thousands of dollars and business owners realize that for every brand new customer they get they're worth \$4000 to \$5000 grand a year minimum.

Participant: I guess probably I'm not the only one – I have a customer of mine that is pretty much ready to be cooked he's pretty big. The guy use to be a manager of about 700 stores.

David: Wow.

Participant: And he kind of split and he formed his own company and stuff like these. At the moment he's got I believe 26 stores.

David: That's great.

Participant: And his site is, I mean, no where near where it's suppose to be. As you said no lead capture mechanism when I even looked at it, it doesn't have any tags in it, no key words at all.

David: Yeah and that's not unusual believe it or not.

Participant: Yeah and so he's pretty much ready and as the lady said when we can get that presentation the better.

David: I got you. So I'll be working with some of you, you know, kind of off of the call to – well, I'll be working with all of you off the call – but we'll walk you through the process and I'll be contacting you sometime during this coming week just to setup a time with that's convenient for you and we'll go through the next steps one-on-one to get you guys rolling as quickly as we can, so for some of you that'll be as early as Monday.

Participant: Okay.

David: We'll be contacting everyone of you on Monday to setup a time, you know, based on how soon you want to get out there.

Participant: As soon as possible.

David: How about Monday?

Participant: Okay.

David: So...

Participant: I am in a job.

David: Yeah I remember you told me that.

Participant: It's literally making me ill.

David: That's tough. There's a...

Participant: And I'm not [inaudible 34:29] anymore.

David: There was a guy that was one of my students that I actually mentored he came on board, I did not know this at the time, but he spent the last of the money that he had with me and then he told me that afterwards. So I got together with him, and just like I am you guys on Monday we'll be giving you a call, and I took him through the other steps as quickly as he could retain it and he was actually making money by the end of that first week. The first check that he got was a \$500 check just to setup an auto responder on Wednesday and we just started with him Monday and by Friday he had his first \$1500 check that actually turned into a \$5000 check because we gave him the whole package in one day the \$15000 package and the guy called him back two days later and said "Can I pay you the difference if you'll finish this for me?"

Participant: Now, how do we get traffic to a site? I understand that the auto responder and capturing the leads but how do we actually get traffic to a site?

David: Well, one of the biggest ways believe it or not is in getting the traffic to the customer site, and I don't ever promise them that, that's a big, big mistake.

Participant: Okay.

David: That's out of my arena, you know, that's a totally different program. If you want to generate tons and tons of traffic I can show you how to do that but it's not part of this package.

Participant: Okay.

David: And the reason for that is if they have a fairly good amount of money I can hook them up with the Number 1 guy in Google Adword Number 1 and this guy can target geographically their long-tailed keywords and everything and he uses Google and he's going

to slam them and they will start getting traffic 15 minutes after I call him. That's a \$2500 package and the guy that does that for me Greg Peters, so you can look him up online.

Participant: Yeah I've heard...

David: All the gurus use Greg all of us.

Participant: Really.

David: Yep.

Participant: Okay.

David: Yanik [sic] Silver uses him, Willie uses him, I use him, Jim Edwards uses him everybody uses him.

Participant: Is there any kickback for me for getting the customer?

David: Absolutely there is.

Participant: Oh okay, that works.

David: Plus he also has a maintenance fee that he charges theme very single month that's \$500 bucks a month and you get part of that too.

Participant: Okay.

David: Because normally once he sets it up the maintenance fee is free he never has to touch it again.

Participant: Well, my natural [inaudible 37:31] doctor or a holistic doctor is not wanting for clients to walk in the office but he wants his Web site to start making him money. He's got product out there.

David: Yeah and there's other ways you can do that. Like I own another company called All Media Online and we have an office on the west coast we have an office on the east coast and that one's a full blown eCommerce package, that one's \$12,500 grand.

Participant: Okay.

David: But that also includes a marketing video that's produced by professional writing staff from Hollywood and it also includes professional voiceovers. The last voiceover we did for a client was

a guy that does the Allstate commercials right now, the black fellow that says “Are you in good hands.”

Participant: Yeah.

David: Yeah that’s one of our voiceover talents.

Participant: Okay.

David: We also have Elizabeth Hurley who’s the – she is Hannah Barbera’s cartoon characters, so we have tons and tons of the right talent but it’s expensive.

Participant: Okay.

David: But it does work. We’ve got a signed affidavit from an eye surgeon who does Lasik surgery where he sends us a signed affidavit that the first quarter after he hired Andrew and I he made over \$800,000 dollars in earnings free profit.

Participant: Wow.

David: So what we do is create a professional video for the client and production cost and everything else. We can do green screens behind them, we can make them appear to be anywhere and once we write that and get it out there we tag the video and turn it over to Greg and he Google tags it and then they start getting absolutely hammered.

Participant: Well...

David: I also have a dashboard from Cindy Parker another guru that a lot of you may not know, but only the gurus know about this and I’ll send you a link to that if you guys want it, but you can actually sign up for her it’s like \$70 bucks a month \$67 I think, and she has a dashboard back there. So you can use this for your client, you can write one article for them or a press release or have our staff do it and this thing will submit all of your videos, strip the audio off of them, turn it into a podcast and a RSS Feed automatically broadcast that and it will also submit to about 300 different article directories and all of the top 30 PR engines, and you can do it all in about 10 minutes right from that one site, that’s how we do product launches by the way.

Participant: I think Mark Hendricks come out in an email about her when she was launching that product.



Participant: Yeah. Willie sent one out also.

David: Yep, you know, so that's good stuff. So we use that we use a lot of different techniques, you know, so there are some other packages, you know, that you guys can offer later on but I want to get you some of these smaller ones under your belt first.

Participant: Right.

David: You know but we will eventually allow you guys to start tying in with what Andrew and I do and that pays a lot more than \$5000 grand believe me.

Participant: Okay. I always knew that hanging out with the millionaires would help to make me rich.

David: So you should have pretty much everything that you need for the moment, you know, to start getting the clients to call you getting them to contact you and once you start implementing that then we can move onto the next step and you'll be ready to actually start going and doing the free consultations that's the next step. And then of course, the last step is either doing it yourself or outsourcing and setting up, you know, the auto responders and the domain and that type of thing and that's really your final step. That's how easy it is. From that point on you're done and you're collecting \$250 to \$500 a month from every business owner that you hit. So any other questions.

Participant: No, I'll be watching for your stuff to arrive.

David: Yep, so we'll go for that. Look for a call on Monday sometime. If we miss you it's not a big deal we will leave a message and you can either email us back or call us back, whatever your preference is, it's make no difference to me and we'll just go from there. We'll just start working on setting up the systems, you know, to bring the people to you. And this is not a joke, if you implement some of these systems correctly, just some of them, you are absolutely going to have more clients than you can handle.

Participant: Okay, so I'll guess we'll talk to you on Monday.

David: I will speak to each one of you on Monday and in the mean time have a great day just because you can.

Participant: Alright, David you do the same and we appreciate your time.

Participant: Thank you very much.

David: So we'll get together and start rolling from there. Folks, have a great weekend and make it a prosperous one.

Participant: Thank you.

Participant: Okay.

Participant: Thank you.