

# HMA

**HIDDEN MARKETING ASSETS**

# University

INTERVIEW SERIES

**Part One Opportunity Analysis Training  
Session With Dave The Owner Of A  
Diabetic Supplement Company**

*Michael Senoff Interviews Dave Part One*

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.hardtfindseminars.com](http://www.hardtfindseminars.com)

## Copyright Notices

Copyright © MMVII - © MMVIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-234-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

## HMA Training Session Opportunity Analysis With Dave The Owner Of A Diabetic Supplement Company Part One

This is an Opportunity Analysis that I did with a business owner named Dave. Dave has an online business marketing supplements to diabetics and wanted some advice about how to grow his business – and grow it quickly.

This audio is a splendid tool to help HMA Consultants learn how to question potential clients, try to uncover hidden marketing assets in a business, look for opportunities, and try to find ways to improve a company's marketing efforts.

Early in the conversation, hear how I introduce the HMA System to Dave. I discuss how the HMA System works, the types of businesses that HMA Consultants typically work with, and general price ranges for projects.

Following the Opportunity Analysis Worksheet, being an excellent listener, and asking the right questions are all essential to obtain the big picture of any business.

My introductory questions lead Dave to explain that his online supplement business is stagnant. I obtain the background of his diabetic wellness business – How it started, when it started, who started it, and who formulated the supplement.

You will hear me ask the main question that could lead me to keys to defining the business's USP, namely "Why should people do business with you?" Dave tells me how his company has developed products that are superior and more effective than those of his competitors. Dave's customers get results that have been medically measured. These answers are a great start for his USP.

However, when I look at his web site's home page I see that it does not convey the product's superiority and measured effectiveness. I explain why the USP is so important and why a great deal of research needs be done to determine the real reason people do business with

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

his company. When his USP is finally developed, it must be conveyed prominently on the home page of his web site to remind the viewer of the product's unique benefits.

Following definition of the USP, the next step would be to integrate that USP into all of the company's current marketing efforts. For example, it should be put on invoices, product packaging, product literature, and within the company's telephone on-hold message. Listen to how I verify that Dave understands the importance of the USP.

I inquire about their current marketing practices. It appears that most of their leads are from trade shows hosted by the American Diabetes Association. Their leads are health care professionals and their customers have been people referred by health care professionals. Dave explains that they really haven't been following up on leads. Rather, they have just been sending out brochures. This has not been very effective in generating more leads or sales. Trade shows could be more effective if their leads were handled properly. They should try to get health care professionals to endorse the product and refer their patients.

As we discuss the pricing of the product, I discover that the product's ingredients are so expensive that the company's margins aren't very good. Dave is trying to stay competitive with his pricing strategy. He tells me that his competitors actually charge more for their products, which aren't as effective as his. I suggest that the price of the product be raised. Sometimes a higher price can elevate your credibility. With good marketing and a good USP, you can brag about being the most expensive product on the market plus you'll have better margins.

Other than trade show leads, no one else is referring people to Dave's company. There are lots of non-competing businesses whose products would go hand in hand with Dave's supplement. Partnerships or joint ventures with these companies should be seriously considered and cultivated.

Another strategy would be to position the company and its product in a unique way with the media. Press releases could be written and sent to all manner of media. Editors may find the product interesting and run its press release with other stories about diabetes or weight loss. Perhaps the formulator of the product could be available for interview.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Since Dave's vision for the business is for his product to have a very strong online presence, his community marketing should be done using online communities such as user groups, mailing lists, and web sites.

For more of a direct marketing approach, Dave could develop a CD entitled something like, "The Reality of Diabetes," which would contain audio interviews of actual diabetics and what these people experienced with the disease. The person receiving the CD could be offered a 30-day free trial of the product and then they could be put on monthly auto ship.

You'll hear me conclude that Dave's business doesn't have a lot of hidden marketing assets. Although, theirs is a hungry market, they do have a web site, and they have an association with the product's formulator. Growing Dave's business is viable, but much would need to be done.

Near the end of this audio segment, you will hear Dave and I explore ways to increase the company's marketing effort. Since Dave doesn't feel that he has a lot of money to invest in having a consultant develop and implement new marketing efforts, it might be best if Dave does it himself with some guidance from me or another HMA Consultant. It actually would behoove Dave to learn some HMA marketing strategies since he has a few other small businesses that could also benefit.

Stay tuned to the second segment of this case study with Dave where I present my ideas more formally about how the HMA System can help Dave grow his business. Enjoy!

Michael: I think the residuals on it, and the reoccurring auto-ship offers tremendous money to be made if you do it right, through these steps that I told you – developing your USP, integrating your USP into your current marketing, the website, your information, your reports, generating alliances and partnerships, media, press releases, community marketing, and then especially direct marketing. It can all come together.

You don't have to do all of these things to see some great sales and a lot of money. It can come in any one of these steps, but all of them working together can grow the business geometrically.

### *Music*

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

*Hi, it's Michael Senoff with Michael Senoff's [HardtoFindSeminars.com](http://www.hardtofindseminars.com). Here is another consult. It's an opportunity analysis. It's me taking a gentleman named Dave who is an online business marketing supplements to diabetics. He called me looking for advice. So, I told him I would have to find out more about his business. I didn't know if he had enough assets for me to work with him on a consulting basis, but I would take him through my standard questionnaire, what I call the opportunity analysis. You can download this opportunity analysis from some of my recordings related to the HMA system, and follow along, and I take Dave through a step-by-step system in trying to determine and uncover hidden marketing assets in his business. You'll find this recording both informative and instructional and educational about a topic you may have never heard about. So, I encourage you to listen and use this as an example, use this as a template, use this as a tool to study and learn how to question potential prospects for getting clients for your marketing/consulting business. Enjoy!*

Michael: Well, what I want to do, I'm going to take you through what I call an opportunity analysis. I'm going to be on my best behavior, and I'm going to help you the best I can through this kind of fact-finding process. At the same time, I'd like to be able to use the recording to help train some of my students in how to look for opportunities or how to look at a business such as yours and see if we can find some ways to improve it.

I don't know if I'm going to be able to help you or not, but I'll certainly give it my best shot. Is that far enough?

Dave: Sure.

Michael: Okay, with this questionnaire, I call it an opportunity analysis, and it's going to help me isolate what I call hidden marketing assets in your business. So, we're going to determine specific assets in there, and if I can find them, I have a system where we implement marketing projects so we can optimize and leverage these assets if you have them.

So, I don't know how much you've learned on the site about what I do. I'll tell you a little bit about what we do, what I do and what my company does besides providing information products online. I work mainly with small business owners, people like yourself, and I help them maximize their marketing success.

Most of my clients are small to medium sized companies with sales under five million dollars per year. The way I work, it's a unique marketing approach. I'll look at all the marketing assets, like I said. I'll find ways to leverage and optimize them from the stuff you already have in place. So, I'm not talking about you having to spend a lot more money on search engine optimization or

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>



advertising. I'm trying to look for things you already have that we can optimize with no additional costs.

I'm doing this two-fold as a training for the students who listen, but I would also say that if you were to work with me, and you like what I had to tell you, I work strictly on a project-by-project basis implementing these steps. Depending on what we do for you the fee varies per project.

Most businesses fall within three different situations. They are either okay but want to do better, or they're stagnant and there's no growth whatsoever, or they're declining. Tell me where you are now with this online business.

Dave: I would probably say – well, if it's just the online portion of it – stagnant. It has not taken off like I believe it should, and everyone says it ought to.

Michael: All right, give me the history. You told me your son started this. Give me a little bit of background on diabetic wellness. How did it all evolve? How did it get started? Why did it get started? Just give me a little history.

Dave: Actually, my son and his partner worked with Dr. Bill Wheeler, who was a nutritionist, and has developed a nutritional program specifically for diabetics.

Michael: In what capacity did he work with Mr. Wheeler?

Dave: Dr. Wheeler actually did the formulations for the product.

Michael: Has this evolved in multi-level or anything?

Dave: No, it has not. It never has been.

Michael: Okay, good.

Dave: They did a lot of research on what the nutritional requirements are for pre-diabetic and Type Two diabetics, and they went to work developing specific formulations for the supplements.

Michael: Dr. Wheeler, your son, and your son's partner?

Dave: Yes.

Michael: So, your partner was directly involved with him.

Dave: Absolutely.

Michael: Is he still involved with Mr. Wheeler?

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>



Dave: Yes. When you say involved, Dr. Wheeler is not really involved unless there's some additional formulations or changes that need to be made in the supplements.

Michael: What part does Dr. Wheeler play in the company? He's the supplier of all the products?

Dave: No, he is just there to support us with either formulation changes. Sometimes he will do just consultations, but other than that, he's pretty much on the sidelines and we're at the marketing stage of just trying to bring it to market.

Michael: Then, how long had they been working with Mr. Wheeler?

Dave: The products have been marketed for about two years, and the way that they have marketed them, they have gone to diabetic conventions and they had a webpage before I took it over. They just tried to sell online. They have not gone to stores or gone to the retail market at all. I have helped them open up some doors to take this from an online sales program to an offline.

They're developing some different packaging for Costco and some of the other retail outlets.

Michael: Let me ask you this. What is special about this line of products? I know you hear about Type Two diabetes. It's growing. More and more people are getting it. Why should people do business with you? What's special about these products? How many lines of specifically formulated diabetic products are there like this out there?

Dave: There's probably two or three other ones. They all take a little bit different approach. If you go to the scientific research, none of them have been optimized to the efficacious levels that some of our ingredients are. So, we really have gone the extra mile so to speak and invested good quality ingredients and at sufficient levels that it actually makes a difference for those that are experiencing diabetic symptoms on the Type Two level.

Michael: So, the competition isn't, from what you understand, through your research, isn't using the proper levels. They're more interested in selling and pushing product rather than the quality of the product that's going to get results.

Dave: Right. They would not stay in business if they were not getting results. We get results, too, and we have quite a few testimonials from people that have been taking our three-pack for a couple years now and have done very well with it. Their glucose blood levels and some of the peripheral neuropathy symptoms that they were having were reduced as well.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

Michael: When I ask, why should someone do business with you, to determine what's unique about your business. We call it, you've probably heard of it, maybe you haven't, the USP, the Unique Selling Proposition. It telegraphs instantly why you and not the others, and I'm looking at your site, and I don't see any of that at least from the home page.

Dave: Not from the home page. You need to go over to a link here that talks about the research.

Michael: I see the research.

Dave: It is somewhat hard to find, but there is a table that shows all the leading brands in comparison with others, and the different levels of the ingredients.

Michael: I understand. What's really, really important about a USP, and I'm just using a hypothetical that you've got better quality ingredients. That may be it, but it may not. There's a process in developing what your unique selling proposition is, and there's four different steps in developing it, and that's one – researching your customers.

Talk to your existing customers who are on the product. They hold the answers to why people will buy your product. Have you guys ever talked to existing customers and followed-up to find out what they like about it, what they didn't like about it? Any research on it from existing customers who are buying from you on a continual basis?

Dave: We have. I think more needs to be done, but we have done that.

Michael: Did you come up with anything that you learned from your customers that you ordinarily wouldn't have learned by asking them?

Dave: Probably nothing more than what we anticipated. It was pretty much what they were feeling, the changes they were feeling within themselves. So, they continued to take the product. They felt better. Their blood sugars came down.

Michael: So, what I'm saying is this USP is so critical. It's got to be researched out. It's got to be found out. It's got to be succinct. You got to find out why people should buy your stuff and not the others. Once you determine that, which takes research and it takes work, not only talking to your customers, but researching the competition, your two other competitors, and talking to people within the company.

Maybe your son and your son's partner and yourself hunting out the real reason why, not the reason we think it is, but the real reason through a lot of

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

research. It's a lot of work, but this one step in your whole marketing process will pay huge dividends if we can get it right.

So, once you have that right, let's just say we did all that research and we found out that people bought this product based on Dr. Bill Wheeler's credibility, that he was the foremost expert in formulation development. He has the credentials. He's been at it X amount of years, and that was the underlying theme of your entire business. I'm just saying hypothetical.

Sometimes you can have multiple USPs, but you want to find the one that you want to telegraph everytime you touch a customer. So, everytime that customer looks at that website, instead of seeing diabetic wellness, quality diabetic products and information that doesn't mean anything. It doesn't tell me what's in it for me.

Once we find that USP, that's what we should be reading on the top of that banner on that website, telegraphed instantly. When someone places an order, let's say they're talking to a live operator, and the way they answer their phone, they're going to telegraph and remind that customer of the unique benefits of why they're calling. It's going to be on your invoices when somebody places an order.

It's going to be all over your business. Then, once you have that down, then you get to the next step and you've got to integrate that into your current marketing process. The first step is finding out what it is through this process of interviewing and questionnaires and talking to customers and talking to competition and talking to people within the business.

Now, once you get that, you're way ahead of the game. Then, you're going to take that message and you're going to integrate it into all of your marketing like the example I just told you, putting it on the banner, putting it on your invoices, putting it on your on-hold when someone places an order, putting it on the packaging, maybe on the box or maybe in the literature that comes with the box. It's got to be everywhere throughout your company.

That's going to be the one thing your company stands for, and that's going to be the thing that people are going to remember you by. Do you see how having a USP and finding out what that is can help your business in both telegraphing why you're important? Do you see how that can generate you more sales once we find out what that is?

Dave: I do, and you know, the development of the website – this is kind of a second generation, and it's nothing more than what the first generation was, and it was just really as informational piece with our product put there. It was just information about the product.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Michael: It wasn't really designed.

Dave: We wanted sort of a medical/pharmaceutical sort of look, and there's a gazillion websites that have sort of the same format. When you open up the site, it doesn't reach out and grab you like it should.

Michael: Tell me about current marketing processes for you guys. You said you're doing an offline model. Tell me about how is the product being sold right now. What kind of volume are you doing right now? Are you doing anything with it?

Dave: There's actually no volume at all other than those people who have bought online just kind of coming across our site being directed by nutritionists or shows that we have done. Quite a few of those people are renewing every month. They're on automatic delivery.

Michael: How many people do you have currently as customers on automatic delivery?

Dave: I couldn't tell you that. I don't know because we did the switch, and those people who were continually on automatic delivery, they're still being processed by one of the other partners. It's less than a hundred.

Michael: Less than a hundred?

Dave: Yes.

Michael: Are any phone calls coming in to you about the product or is this all online so far?

Dave: It's all online. They had an 800-number. They rarely got phone calls. So, they basically dropped the 800-number.

Michael: I do see that you have a box for people to subscribe for the Diabetic Digest. Are you getting people filling out that?

Dave: No.

Michael: None at all?

Dave: One here and there, and nothing to speak of. The idea there was that when they sign up – when we posted a new article in our library, they would get a notification that there was a new article there, and it was available for them. So, it's not being utilized really well.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Michael: One problem, I don't know if you notice, when you fill out the form, it takes you to a page that thanks you for filling out the form, and then you close the form and you're out of the site. It drops you out of the site. Are you in front of it right now?

Dave: I am.

Michael: Give it a try. See if that happens to you.

Dave: It's close this window.

Michael: Close the window, this web page you are viewing is trying to close this window. Do you want to close the window? Yes. What happened to you when you closed the window?

Dave: It's letting me close it.

Michael: Even though you're not getting a ton of traffic to the site or maybe very little, you've got people filling out the form. They may be just getting to the site. They're filling out the form, and then they've lost the site. I closed the window, and then I'm gone. I don't even remember the URL, unless I had it written down somewhere. I'd have to go retype it in. That could be a problem once you get it going. It's a small thing. I know that's not your biggest concern.

Dave: I know that there's several things on this site that have not been completed, and webmaster problems. He's been moving stuff around, and it hasn't worked well.

Michael: What I was trying to identify was if there were any sales, I wanted to get an idea because it's another way of growing your business is the kind of average closing ratio. Since you haven't been getting phone calls, I'm thinking, "Well, the only type of lead would be through that form."

I was trying to determine how many of those leads are you getting, and if we could improve the closing ratio on someone who fills out that form, that's only way we have to sell to someone either now or in the future is by capturing their name and their email address. That's critical online. The whole idea about having a website is you have to get a name to market to. You've got to have control and a way to keep in touch with these prospects.

So, when you do get your website redone and set up, that little box is critical. That is everything, capturing that name and that email address and having a way to keep in touch with them with an autoresponder series or some kind of

offer preferably to get them to call you where you can get a phone number as well.

You can even take that box and bribe them for a free CD or a free audio recording or something maybe with an interview with Dr. Wheeler giving them free education. That way you can get a mailing address. So, when you start generating leads to the websites, that's going to be real critical. You want to have that closing ratio as high possible converting those leads.

Dave: I know that's critical.

Michael: You don't have too many past customers. You only have maybe twenty or so present customers and perspective customers. You told me you're doing some trade shows to generate perspective customers. Tell me about the trade shows that you're doing.

Dave: I haven't done them recently, but in the last couple of years, they've done a bunch of them. They are specific for diabetic put on by American Diabetes Association. We're there to basically talk to people about the product. We actually have quite a few leads that come from that primarily nutritionists. We do have a few nutritionists who refer people to the site to purchase.

Michael: You're selling online on a retail level, right?

Dave: Yes.

Michael: Is the wholesale setting up an opportunity for nutritionists to buy wholesale and resell? Is that something you've considered?

Dave: Oh, yes. I was a little bit reluctant, actually quite a bit reluctant. We have not had very good success.

Michael: What's the reluctance?

Dave: Professional referring or having their patients buy something where they make money from.

Michael: What do the trade shows cost to set up and present?

Dave: By the time their booth and everything, they're into probably \$1,500.

Michael: Are they allowed to sell product right there at the show?

Dave: Yes.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Michael: Are they able to break even by the time they sell product? Can they sell \$1,500 in product?

Dave: They usually break even.

Michael: Okay, so the trade shows are break even, and did you say they're capturing leads from health professionals mainly?

Dave: More health professionals than individuals.

Michael: If you say there's a conflict of interest, but they're capturing leads from health professionals, why are the health professionals showing interest in the product, just so they can do a direct referral?

Dave: Yes.

Michael: What are you guys doing with those leads after a trade show? Are they actively being followed up on?

Dave: They haven't done a lot with that other than sending out information to nutritionists.

Michael: Can you give me a ballpark idea? How many leads can they end up coming how with after a show?

Dave: Fifty to sixty.

Michael: Fifty or sixty? So, they automatically will mail out literature to all 50 of them?

Dave: I believe they have tried that. I'm not absolutely certain, but I believe they have tried that, and done that.

Michael: You're not sure if that resulted in any kind of business.

Dave: If it did, it was not significant.

Michael: You're saying the conflict of interest, they're not going to be buying direct, but they may be willing to refer patients over to you just as an added service.

Dave: Yes, and they do that.

Michael: Do you have any idea if the literature that was mailed out communicated that? Did it approach that angle, or was it mainly, "Well, here's information on our product."? What are you sending out? Are they color brochures and stuff?



Dave: I think they were color brochures that were primarily just a description of the product. There was no significant compelling offer, really sales material.

Michael: Just some brochures, business stuff, but they're getting phone numbers from the people? Do you know?

Dave: No, they were not.

Michael: Those trade shows, if your son and your partner don't mind doing those, those can be a very effective way in generating leads, and if the leads were handled properly, you could probably start building a business. If they like doing the trade shows, it's kind of a daunting task. There may be more automatic ways of doing this.

Let's say you break even on the product sales, and you bring home 50 leads from a trade show. Well, if there's conflict of interest between these health professionals and they're not going to resell it, if you could get ten of them to start referring patients over to you and really have something where you can offer some kind of incentive that's not conflicting, that could be a real powerful way to start growing the business is to have the endorsements and referrals from other professionals. You've got automatic sales people routing for you, and providing customers over to you.

When someone gets on an auto-ship program, what is your cost on this product compared to the retail? What kind of margins are you working on?

Dave: They cost in the \$12 range. The last time we did a run, they sold for \$39.95.

Michael: Twelve dollar range. You're buying that directly from Mr. Wheeler?

Dave: He's not involved in that part of it at all. We're producing it at the lab.

Michael: Wow, twelve bucks? Why is it so expensive? I'm just curious. I've had some experience in the supplement industry. Is it because your ingredients are so expensive?

Dave: Yes, it is.

Michael: It's really because of the ingredients.

Dave: Yes. If you go over to the library on their site, you can look at the diabetics versus the leading brands. One of the ingredients that is significantly more expensive is this alphalipoic acid. It has a very high level of that, and it is expensive.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

They can look at doing some formulation changes, but then they compromise the effectiveness of the product.

Michael: What are the competitors selling for? Are they about the same as you? Are they more or less?

Dave: Actually, they're more. We have talked recently about increasing the cost where they started at. I personally think that they can sell this product closer to \$50 or even \$69, and do very well at it.

Michael: Yes, absolutely. Sometimes it's overlooked. People don't have confidence in their products, so they'll try and sell it on price. That's generally what you see in most businesses that all they have to compete on is price. You do not want to get into the price competing game, even if you have competitors selling it for less.

Let's say your USP is, "Better Ingredients, Better Product, Better Results". Some people care about the price. If that's your USP, you use the most expensive ingredients available than in any product in its class, your customers should expect to pay a higher price. Sometimes that higher price will elevate your credibility and elevate sales. You may end up able to sell more at the higher price than being perceived as just a price competitive, "me, too" product.

With good marketing, a good USP and good positioning, you could brag about being the most expensive diabetic supplement on the market. Here's why – you support and defend your price because what it comes down to is results, and if you do a good selling job on why you're the most expensive priced product, and here are the results, and we stand behind them.

You can have people on auto-ship at \$79 a month. Then, you've got some margins that can self-fund your advertising and your marketing because you've got some more money in there to play with.

Dave: Yes, exactly.

Michael: That positioning, I think could definitely help you. So, you don't currently have other than the health professionals who pick up leads at the trade shows, any other alliance opportunities where people are championing your product or referring over to you.

Dave: No affiliate programs. There's no joint venture programs set up. All those seem to me like they out to room for me somewhere. None of that has been tried.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

Michael: Diabetes, there are lots of non-competing organizations out there from all the weight loss products. I'm sure there's weight loss supplements sold for children. I mean there are so many different business that are not competing with you that you could get involved with where you can tap into a company's existing customer base just by simply creating an alliance with them explaining who you are, "We specialize in diabetic supplements. You're specializing in weight loss supplements. The two go hand in hand. Would you like to do a deal?"

Come up with some kind of a partnership, an arrangement where they can endorse your product, maybe in trade for you endorsing their product. Having a partnership or alliance or a joint venture, you can tap in to a huge customer list of already buying customers and start generating sales that way. Does that make sense?

Dave: Yes.

Michael: It's the shortest and simplest and most highly leveraged thing you could do. You've got a product, but you don't have customers. There's companies with tons of customers, but no additional products. They may have thousands of customers but just one product, and you can make an arrangement. They can endorse your product to their list, and you can cut them a percent.

If you want to keep this all online or offline, online, you can set up an affiliate program where it's all automatic. It can be very powerful, all automatic. Your time would be better spent actually your son and the partner doing nothing but setting up alliances and joint ventures with potential, non-competing products for a share in the profits especially after you increased the price. You'll have plenty of money to pay out.

Imagine if you get your USP right, you position yourself as the most expensive diabetic supplement only because it works better ingredients and results. You've got twice the money. You're making twice as much. You could afford to pay out 50%.

Dave: We need to be at level, don't we?

Michael: Yes, you do. You need to be at that level, and you could support your claim, and that price positioning may be a good way to go. You also get when you have a higher price like that, you get better customers, better clients, more committed customers.

Usually, the customers who pay higher dollar things, they're more committed. It's a different level of person. It's a more serious prospect. They'll reduce your customer service in refunds and stuff like that, and you'll have a longer

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

lasting customer at that price, as long as you service them. You keep in touch with them. Pick up the phone every two months and call them. Offer them more information. See how they're doing. Let them know that you really care about their diabetes and their problem.

If you treat them well, and you let them know you care, it doesn't take a lot of effort. All these processes can be automated through the mail or through an email. You can keep a customer for a long time. Imagine a guy on auto-ship at \$79 a month for two or three or four years. The margins are tremendous.

Dave: How about an affiliate program? I've done a little bit of research on those like Commission Junction, but it's a huge dollar commitment to get set up with them on a product like this.

Michael: I have contacts in the industry who could get you set up on affiliate stuff where all the software's integrated. If you wanted to use me for some consulting, I could definitely help you in that realm. I have contacts in the industry who could help you do that, or I can direct you to people where it's not a huge dollar commitment.

Media is another great way of getting free advertising. Diabetes is always in the media. Do you see how with a couple good press releases that you can tie into existing media stories you can position yourself in a unique way to your local media? Anytime the run a story on weight loss, you could send out press releases or contact the news, local news, regional news, national news, and you can land some big stories.

Is Mr. Wheeler available to be involved with media? Is he into that?

Dave: Yeah, we just have to pay him. We have an interview with Dr. Wheeler.

Michael: I saw that on the site. I haven't listened to it.

Dave: That was an interview that he did. We transcribed it, and it's up there as well for it to be read. We could get him to do some other interviews. We just need to guide him a little bit.

Michael: How does he sound on the interview, good?

Dave: Yes, good. He's fine. He has good credentials behind him. He's worked with many of the supplement companies and just finished working with Body Wise.

Michael: What's he doing with Body Wise as far as formulating?

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

Dave: Yes, he's no longer there. Just in the last month or two he left them, but I think he was a nutritionist and one that was helping with formulations.

Michael: We talked a little bit about media, but also, well you're on online business, another step in our system for growing the business, and that's community marketing. It's really for regional based businesses.

What's your vision for the business, all online automatic, or you're talking about developing some offline strategy? What would you like to happen?

Dave: The primary thing is developing a very strong online presence and successful marketing. That's where I would really like to see based on the partner that I'm working with. We have initiated some contact with Costco. I'm not sure where that's actually going to go. They'll try it. If they're interested in what we're doing, they'll try it first with their online program.

I don't see that this is a quantity product that we get ourselves in trouble with trying to do online and compete in the offline world, particularly because we could change the label a bit and it's focus. They're so specific for diabetics that I think we have to really try to find that niche and try to reach those people. I'd like to do that primarily online.

Michael: Well, that community marketing, there's an internet step in the business, an online step for growing the business, but the community marketing, as you know, there's tons of communities, online communities that you can certainly leverage.

Once you decide what you stand for and what your USP is and that's succinct, and you can come up with offers and promotions or press releases, these communities are available from online user groups to online mailing lists to websites. Tell me a little bit about the diabetes market. How big is it now? How much opportunity do you see in it? Is it huge? How many millions of people have diabetes currently, and how many are getting it every year?

Dave: The numbers fluxuate, but there's probably 16-17 million diabetics in the country. The majority of them are Type Two diabetics. There's actually a very large number of people who fall in the category of what we call pre-diabetic, and that becomes an educational program.

We do our best work with the pre-diabetics who take supplements as well as the Type Two diabetics. The best results are seen. It's a huge market in that there's more and more diabetics being diagnosed every year. It is definitely a population that is growing.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Michael: What happens when someone gets diagnosed for diabetes? Let's say a guy goes to the doctor. He's having trouble seeing. He's diagnosed with diabetes. The doctor sends him home with what? I guess that's all across the board. Does he generally get on insulin right away? What's the medical community doing for diabetics?

Dave: First of all, a doctor will talk to them about their weight and their diet. If a doctor is good, that's what he'll do. He'll show a couple of areas that the patient, individual will have the best results with that they can control. Many of the symptoms can start to go away or go away completely if diets are changed and they start exercising.

Human nature pretty much is that we're lazy, and even though we have a disease, often times, we just don't do anything about it. People look for kind of quick fixes, and if their blood sugars are totally out of whack and they can't control them, then they put them on insulin with regular testing.

Michael: Let's say I'm the normal lazy person. I've been diagnosed. I'm not on the insulin yet, and I see your product. What's the big promise that your products going to do for me? Where am I going to supposedly see the benefits if I start taking your product?

Dave: Well because of the ingredients, it will help to lower blood sugars.

Michael: Do you get to make that claim on your literature and stuff? Is that something you have to be careful with?

Dave: You have to be careful with it, but we'll let our customers and their testimonials declare that just as much. We have it documented from people who have taken it.

Michael: That it will lower your blood sugar.

Dave: Blood sugars are lowered, and some of the diabetic neuropathy symptoms start to go away.

Michael: What are some of the symptoms that go away?

Dave: Tingling, lack of feeling, numbness in the toes generally, that's usually where problems start to occur. There's a big fear factor with people who are well educated with diabetes. They can lose their legs. My background, I'm a physical therapist, and I've worked with plenty of diabetics that have diabetic ulcers that just don't heal very well. They wind up losing toes and feet and so forth. If you want to strike fear into people's lives, you can kind of go down that road.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Michael: With all my audio work, I can see having a set of interviews with diabetics talking about their stories, how it got out of control, what they didn't do about it, and what they wish they did about it, having that all on the website. It will just scare the hell out of people about the reality of diabetics.

Sometimes fear is a stronger motivator than the motivation of gain. Fear will get people off their ass to do something. You've got to hit them hard and that may be a nice angle. Let them hear the reality of diabetics.

Dave: I hadn't really thought about that, the interview angle for all this.

Michael: That's my specialty is the audio interview. You could do it with real diabetics. What can happen to you if you don't do something now? Here is on solution.

So, once you have your sales message, once you have your USP, you're able to create a sales message, and for example, you could have a CD of the reality of diabetics, real interviews with real diabetics who have lost limbs. You could have recordings of that. You could offer that as a lead generating tool.

You can have an introduction of why they're listening. You have a piece that can be a very powerful lead generator and selling tool. At the end of the recording, you could have directions on how to get your 30 day free trial of your product without risking anything.

If you up your price, you could afford a 30 day free trial if all they paid was the shipping, and get them on auto-ship. There's some systems and methods that have been proven over and over again that I've learned from. People have made over a \$100 million in the supplement industry on how you can set this up with your product as long as your price is higher, and then once you get your marketing message down, and then direct mail becomes a huge leverage.

Once you have your selling message, once you have your lead generating, once you have your free trial offer, you can test that on a small level using direct mail. There are lists available of buyers of non-competing products, targeted lists of obese people, maybe people who have joined Weight Watchers.

You could target and find pre-diabetic and diabetic people. There's lists of millions of people out there. So, once you test and get an effective sales message, you can test that list. You can mail out an offer, and see what comes back, and then you just have to understand what your lifetime value of a customer. If you can keep an average customer at \$79 for six months, you



know that you can spend up to \$350 to get a sale, if you know that that average customer stays with you for six months.

Dave: We had gone down that, there's another site [Freedibetix.com](http://Freedibetix.com). This site was really designed to direct people to a free offer.

Michael: Was this your site?

Dave: Yes, I developed this. I put this stuff together and then I ran across these mini-site experts that did the graphics for us. If you put your name in there, it takes you to the next page which goes into a little bit more information, and then if they order it, then it will flip them over to our diabetic bonus site.

Michael: Were you doing any keyword online Google Adwords or anything?

Dave: We had not started that with this site yet.

Michael: You just put this site up to see if someone would come around it.

Dave: Well, it's just been finished. So, the next step was going to be for us to put some Adsense ads. There's a couple of things that need to be changed. I need to get my webmaster back in the saddle to change those. I'm kind of at his mercy.

Michael: Do you know if he designed it in Front Page, with Front Page extensions, by any chance?

Dave: I want to say maybe it was Excite Pro.

Michael: Whoever you're hosting with, I'm sure they have Front Page extensions. I could go in and change this stuff. It's not big deal, once I have access to it.

Dave: The second page that you go to has a button that's for the audio, and you can get those. Again, I think the audio needs to come off the front page. It's too confusing when people land there to be hearing something that we expect them to read it as well.

Michael: You've got a viable product. It's a tremendous market. It's doable. It's just going to take a commitment and time and money on your part. That's all there is to it. I think it's a worthwhile thing to go after.

You don't have a lot of assets right now. You have some websites which is an asset. You've got the assets of Mr. Wheeler, which is very good. It's a hungry market. I think it's a great product to sell. I think the residuals on it and the reoccurring auto-ship offers tremendous money to be made if you do it right.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

It's doable. Usually, when I'm looking for assets, I'm usually working with businesses to optimize assets. I'm working with businesses that already have satisfied customers where they're not doing anything with them, they're not making upsells. That's where you can bring in a lot of money very quickly with companies that have lots of existing customers.

Through the steps that I've told you developing your USP, integrating your USP into your current marketing, the website, your information, your reports, generating alliances and partnerships is tremendous, media, press releases, community marketing through the internet, and then some changes in your website, and then especially direct marketing, it could all come together.

You don't have to do all of these things to see some great sales and a lot of money. It could come in any one of these steps, but all of them working together can grow the business geometrically.

I would categorize your business mainly in the start-up phase. You're not working totally from scratch because you do have some stuff to work with. You have a product. You've got a manufacturer. You've got an outline of a website. I think you could be helped. It's just going to take either your time or your money to pay someone who knows how to do this.

Do you have money to put into the business to grow it? Or, is it something you just want to learn how to do on your own and do it yourself?

Dave: Well, I definitely want to learn as I go along. Time is of an essence as well. We need to get this project rolling, and get it profitable as quickly as we can. So, we do need to put some money into the marketing part of the coaching part of it to help shorten the curve.

Michael: Who would be doing it or your son? Are your son and the partner, are they into doing this, or are you really the one into doing this?

Dave: I'm pretty much it.

Michael: How old is your son?

Dave: Twenty-nine.

Michael: So, he's not really into this.

Dave: No, he's not. He's on the sidelines. He gets excited about it, but they've been struggling with it for a couple of years. They were pretty much going to kind

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

of let it go, and then I said, “Let me see what I can do.” I stepped in because I was interested in the online marketing of the product. It’s in the health field.

Michael: What is your main business, physical therapy?

Dave: Yes, I’m a physical therapist. I’m retired. I kind of want to do something else with my life. I closed my clinic and I’m ready to do something different.

Michael: The online business is exciting. It really is. I really couldn’t think of a better product. I think you have all the ingredients. You’ve got the margins. You’ve got the market. You just got to have the process and the system to do it.

If you would like me to do this, I could sleep on it a day or two, and I could write you a proposal, if you wanted to hire me or one of my consultants to work on this. I’ve got consultants all over the world who are trained in the system that I do. It can apply very well. If it’s something too much for me to take on, I could refer you over or I could consult with one of my consultants. I can be more of a mentor to him and walk him through, or I could do a combination of you working on it, and at the same time have me available for consulting while you do most of the actual work.

I’ll direct you exactly what you need to do step by step in developing each one of these steps, and if you think you’ve got the stick to it to execute on these things, I’ll clarify and tell you exactly what you need to do. What do you think would be better, just having someone take it over and do everything, or a combination?

Dave: The combination is going to work the best because I’m very much interested in seeing this be successful, but also learning it. I have other sites and other projects that I want to engage.

Michael: What else do you have going?

Dave: I have a family business here in the town that we live which is commercial print screening and embroidery, but we’re taking on a line of 100% organic cotton and hemp clothing. It’s a very specialized sort of part of the garment industry. We wanted a shot of marketing that, and seeing how we can develop a very unique selling position in the marketplace. We’re not just another apparel vendor.

Michael: Is there a large market for the organic stuff?

Dave: There is. I wouldn’t say it’s huge right now, but it is definitely growing every year. More and more people are interested in.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Michael: So, where are you doing all your fulfillment? If an order comes in, are you shipping it to your house?

Dave: We have a warehouse here in the town that we live in with our business.

Michael: You're operating under where your screenprinting business is and everything.

Dave: Well, for the supplements, they're actually shipped out of Idle Falls, one of the other partners.

Michael: So, no one else is selling this formula. You have exclusivity on this?

Dave: Yes. Yes, it's our product.

Michael: Did you have to pay him to do the formulating and everything?

Dave: It's a relationship that one of the partners had with him. I think he was paid something up front, but he doesn't receive any percentages right now, Dr. Wheeler.

Michael: If you went to another supplement manufacturer, do you have exactly what's in that?

Dave: Sure, as we speak, we're receiving bids from a couple different labs for the next run of product.

Michael: How much do you have to run on each thing?

Dave: It kind of varies. We have some labs that will work on short runs, and we're looking at a lab that will do larger runs. The short runs are traffic because they're all that way, but also time turnaround is much shorter.

Michael: How many different products? You've got diabetic multi-vitamins, the diabetic select plus and the diabetic calcium magnesium. Are those your three main products?

Dave: Right now, that's the only three. It's a three pack, and what we're doing now is we're looking at actually combining those into a little cello pack. They'll have a pack in the morning and a pack in the evening time.

Michael: Are they capsules or tablets?

Dave: Capsules.

Michael: And, how many do you take a day?

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Dave: There's about nine.

Michael: So, you have to take three from each a day?

Dave: No, actually, there'd be eight in the morning, and the same at night. So, it would be twice a day.

Michael: Let's say I have all three. I'm going to take all three everyday, twice a day. How long is it going to last me?

Dave: Thirty days.

Michael: So, there's 90 capsules in each one.

Dave: Yes.

Michael: Is it important to take twice a day?

Dave: It is.

Michael: These are the only three products here.

Dave: There's other products that are on the drawing board. Things have to get off the ground first.

Michael: Are they designed to work in conjunction with each other when he did the formulations or do they work individually? Let's say someone didn't want all three. Well, what should I take? If I don't want to get all three, and I want something to start with, what would you recommend?

Dave: Select Plus, and on our free offer that's what we're offering is that Select Plus because people will see the best and most immediate results with the Select Plus. It has to do with the alphalipoic acid strength that's in it.

Michael: What other products have this alphalipoic acid?

Dave: Well, a lot of the other diabetic vitamins or supplement companies have some in it, but research shows that you need at least 600 mg for an efficacious level. We jumped it to 800.

Michael: What was the free offer? Tell me about that.

Dave: The free offer was they start with the Select Plus, and we choose that because they'll feel the benefit from that fastest. Unless they return that or notify us,

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

they have to actually return an unused portion by the end of the month before their 30 days is up, they would go on automatic shipment for the complete three pack.

Michael: Did they pay for shipping on the first bottle?

Dave: Yes.

Michael: How much were you charging for shipping?

Dave: I think it was like \$6.95.

Michael: So, they pay shipping. What was the results with that free offer?

Dave: It hasn't been launched yet.

Michael: Oh, this is what you want to do for the free offer.

Dave: Yes.

Michael: If they take advantage of the free offer, they're automatically put on the autoship?

Dave: Correct.

Michael: That's a good offer, and then you can upsell them to the other stuff. The numbers are right. All you need is marketing – marketing, money and effort – that's it. The margins are there especially if you can get your manufacturing costs down, but the margins are there just be increasing the price, and it can be done.

Dave: Our manufacturer mentioned costs are going to go up when we go to a cello pack. It's just a little bit more expensive.

Michael: If you do shipping from your warehouse, why do you have to put them in a cello pack?

Dave: We don't have to do that. The last couple of years they just sold them in the individual bottles, but the idea is that's what everybody else is doing out there.

Michael: If you educate them right from the beginning, they don't care if it comes in a cello pack especially if it increases your costs. No one's going to return it because it's not in a cello pack. You just put three in the box.

Dave: I think the original conversation where the going to the cello pack came from was preliminary feedback from Costco that they wanted it.

Michael: That's different. That's Costco. That's a whole different ballgame.

Dave: My concern is there's a sea of people out there that want to help. I've spent a lot of money going in different directions not knowing really where to start.

Michael: I think I'll come back to you with an offer where I'm going to provide you, if you want to do some of this yourself, we can do a two-step thing where I can provide you all the information how to do exactly what I'm going to do step-by-step. It's the actual system that we train our consultants in.

So, you can go through that a step at a time and do it yourself. It doesn't take a long time to do it, you've just got to do it, and maybe with a combination of some support on my end. That may be the best thing because I'm just going to tell you. If I was to do this for you myself, I'm going to charge you for each step.

If that's something you're prepared to do, I could provide you the education on how to do it, and then offer you some support with me on the phone and stuff. So, there's going to be a big cost difference. It all comes down to a factor of time. If I'm working on your business, it means that I'm not working on my business.

Now, I have other consultants who maybe can't do as good a job for me, but they're trained in the system and it's really a step-by-step system. Now, I do have one guy in mind who is very into this industry. As a matter of fact, one of his clients is a very large manufacturer of all natural hemp products and was the developer of the bean pillow. I think it's called [Bean.com](http://Bean.com), but that's one of his clients he works with.

He is into this wellness area, and he specifically trained on my HMA system. I could probably get him to take you on as a client. It would be about half of what I'd charge you. He's capable.

Dave: It all comes down to my comfort level that in the end I'm going to have results.

Michael: I understand.

Dave: That's the bottom line.

Michael: We guarantee results. Whether you take me or him on, we'll work the system until you get your investment back. That's the worse that can happen.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>



Dave: Well, that's fair enough.

*That's the end of this opportunity analysis. I want you to keep in mind that this was not an ideal client. If you were a consultant, I would recommend that you not work with this potential client. The reason is he's really a start-up business. He doesn't have a lot of assets in the ways of customers and current sales. So, you may as well spend your time and efforts building your consulting practice than building this man's business. That's why I quoted him a very high price on the different steps. When you're looking for a client, you want to look for clients that are hungry, and he was hungry, and you want to look for clients who have existing marketing in place, existing customers. Now, he does have some assets. He had a website. He has a product. He has a formulation, but he doesn't have customers. I'm not saying this is the worst type of client that you could have because there's a lot of start-ups that have absolutely nothing, but if I was to tell you to prospect for consulting prospects, this wouldn't be an ideal one. So, I hope this was helpful.*

*I hope to bring you the final results after I make my proposal with him in Part Two. If you have any questions, please don't hesitate to contact me at 858-274-7851. Thanks for your time.*

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>