

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Go From
“Laid-Off Victim Of The Economy”
To Successful Marketing
Consultant... In Just A Few Months**

 *Michael Senoff's*
HardToFind  **Seminars.com**

Dear Student,

I'm Michael Senoff, founder and CEO of 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 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

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How To Go From “Laid-Off Victim Of The Economy” To Successful Marketing Consultant... In Just A Few Months

When Jamie lost his job as a salesman because of the economy, he didn't start looking for another sales position to take its place. He was sick of driving five hours for sales calls that only lasted half an hour. He was sick of being away from home a couple days a week. He needed a change. So he decided to give the HMA System a try.

After devouring the material for a couple of weeks, he hit the streets running and has never looked back. Now he has two clients, has become somewhat of an overnight “Obvious Expert” in his community, and has turned an old office center into what he calls a “Small Business Success Incubator” – that launched with a standing-room-only crowd, coverage from the local TV station, and the mayor himself introducing it!

And it all started when Jamie's neighbor asked him what he was doing right now, and was so impressed with his response that he became his first client. And in this quick audio, you'll hear how Jamie did it, and how you can do it too.

You'll Also Hear...

- Exactly how Jamie approached his neighbor and what he said that impressed him into becoming a client
- What agreement Jamie made with a start-up company that included a backend deal and part of the gross sales
- All about Jamie's “Success Incubator” and how he was able to spot that asset and make the most of that opportunity
- How Jamie ran a Strategic Networking Power Hour and a Marketing And Advertising Round Table to help make his Success Incubator the success it's quickly becoming
- How he joined forces with a local radio station to run a series of success stories that also make him look like an Obvious Expert – and other things Jamie is working on today

This is a short audio, but it's full of the kind of tips, tricks and insight that will help to make your HMA practice a success, whether you're a new consultant or an experienced veteran.

Michael: For the benefit of other consultants let's just tell them your story. Take me back from the very beginning. Why don't we go from

there and hopefully we can share some insight for the other new consultants just getting started.

Jamie: I had been looking at your site and had gone through, and I'm really just one of those that love listening to audio tapes and watching training videos and that type of things, so I was attracted to your site and I ended up listening to some of your management consulting tapes in that series. So I was in between jobs, I had been laid off by a company. I had been with them for going on two years and just because of the economy I was in outside sales with them and they merged with another company and I was let go. So after awhile money was running out and I hadn't been able to find anything and I wasn't really that interested in getting into the outside sales and traveling again anyway and I really just was taken in by your offer with the HMA Consulting Practice.

Michael: What did you do in your outside sales job?

Jamie: My territory for the last year and a half was Washington, D.C. to Portland, Maine and west to Pittsburgh.

Michael: So out of the week how many nights were you away from home?

Jamie: Two, three, easy but the worst part is the travel. I was calling on hospitals and healthcare systems so I was driving three, four, five hours sometimes for a half hour appointment. That was the brutal part of it but it gave me a lot of time to listen to the HMA series.

Michael: So from your car you're listening?

Jamie: I was listening right in the car, the iPod and iPhone. I went right to your site online.

Michael: I got you and clicked on the MP3 and it plays.

Jamie: When you send your emails I can click right on them and then go to the download. I click on MP3 and it starts playing.

Michael: I got you and it just streams right through your phone no problem.

Jamie: Streams right through.

Michael: Okay, yeah makes your drive go by a little faster.

Jamie: Oh yeah.

Michael: Okay good. So two to three days a week you are out and so you decided you didn't want to go into outside sales again you contacted me about the HMA and you got started.

Jamie: Yes I received over the July 4 week and I think I got them that Friday evening before that weekend and the areas that I live in is the Atlantic City area, the south Jersey area, so summertime is a great time down here but it's very busy with local businesses. And our enterprise businesses everybody's on vacation, it's a bad time of year to start a new business but I also looked at it as a time for me really to get ramped up. So I just delved right into every one of the tapes and I would watch the DVDs, either on the computer or at home, and then during the day I'd be listening to the individual sessions on the iPhone and I practiced. I did all the drills and listened over and over again and wrote out the scripts and within a couple of weeks I felt at least ready to go now.

Michael: So do you have your first one-on-one client?

Jamie: I do. I have two one-on-one clients. My first client was one of neighbor's here in the building he's a residential solar installer.

Michael: Tell me the process. You felt like you were ready and you were ready to prospect and you thought of this neighbor in your building someone you had a warm contact with, how did you approach them from the very first time? What was your plan? How were you going to get him as your first client?

Jamie: Well I had already started cold calling and had gotten a couple of appointments, got some decent feedback, but for the consultants, you know like you said in the beginning, I would just going with the opportunity analysis, so I was going right by the book. So with him I actually stood in front of the elevator that was how the conversation happened because he, fortunately for me, asked what I was doing these days. It just started and, you know, the elevator pitch was helping him grow his business 35%, 45% in the next 60 to 90 days. I did back it off a little bit based on some of the feedback from some of the recordings I did say 35% to 45% in 90 days.

Michael: Did you find him saying "Well how do you do that?"

Jamie: Yes.

- Michael: So when someone says how do you do that, what would you tell the consultants? What is your next job as a consultant when they say how do you do that?
- Jamie: Well within that particular question I usually say it's done through, you know, a series of optimizing different business processes and sales and marketing processes. Tell me a little bit about what your business is. I always go back to trying to bring around to the questioning off of the opportunity analysis. That tool really is the step-by-step process that needs to be followed. So with him he was talking about his installs where he had classified ads in the paper and he was putting signs on the homes that he was doing and he was getting calls off of that. So as I was going through that with him I immediately thought of the way that the realtor hit neighborhoods and that he could go out and follow-up with sales letters and flyers to all of the homeowners in the neighborhood about what the neighbor's doing and we got creative with some of the headlines.
- Michael: Did you ultimately sit down and take them through a full opportunity analysis?
- Jamie: Yes. That was the next step after we walked away from the elevator together.
- Michael: You had a solid appointment to meet with them.
- Jamie: Yes. I told them I needed a couple of hours and we came in on a Saturday morning, and that was the time that both of us would have a couple of hours and we sat down, and I had taken the document that you gave me and changed the heading to my logo and name on it but kept a lot of the script in there so that I had a cheat sheet while I was flipping through, and really just followed right down that plan.
- Michael: What did you sell them on?
- Jamie: The \$2500 for the USP for the first module and we agreed to do a backend because he's more of a startup, we were really creating his material together. So I wasn't going to have to do a lot of integration work because we're going to be creating that really with the development of the USP. And then the backend arrangement came because, you know, he's relatively new and he's got money out for his equipment and the installs and his crew, but the margins are very generous on these installs.

Michael: Alright so he wasn't sitting on a ton of marketing assets he was a startup, but even a startup needs a USP if they don't have one.

Jamie: Oh absolutely.

Michael: And so you have an agreement for maybe a percentage of gross sales based on your systems?

Jamie: Yes.

Michael: How did you get the second client?

Jamie: The second one when was at, you know, one of the SCORE meetings, you know, the SBA has the SCORE offices and this particular SCORE office has a Business Networking Meeting once a month. So I was able to get a slot to present rather quickly because I knew the organizer that was putting that together and I did Richard's PowerPoint presentation, and I again I took it right from the setup that it has and I eliminated quite a few of these slides because I was limited time wise, but I put my own logo on there and modified it a bit narrowed it down to 17 slides and we flipped right through just because most of the businesses were startups and they were entrepreneurs. But this meeting is a lot of network people as well and one of the women raised her hand and said that she'd been to a lot of these meetings before and seen a lot of Chamber events but this is the first one that really had information that they could use and that she wanted to – this is in front of the whole crowd – wanted to hire me right away and she called me that afternoon and hired me right on the spot.

Michael: Wow! You took her through an opportunity analysis or was the presentation enough for her?

Jamie: The presentation was enough for her.

Michael: Wow! What does she do?

Jamie: She has a 17 piece swing band that does functions for associations and non-profits and hospitals and she's successful in other parts of the state but in my particular area have a lot of problems making the contact. So what I'm doing right now is building her network and fortunately I happen to know a lot of these people. I'm very involved in the local rotary club around here so I know a lot of these organizations she's trying to get in. This is an easy homerun as well. But yeah those were two that happen and then, you know, as I got into the later part of August and early September I didn't have

time to continue cold calling. I was actually getting a little frustrated with the cold calling as well and it dawned on me that I could really utilize the office center to my advantage and it was about that time that I had heard that this company was going to be vacating and there's a huge training room. That was sort of the motivation behind the whole thing.

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Michael: Okay so you had an asset right there this office meeting room.

Jamie: I was sitting on this asset not quite knowing how to use it, you know, and I really forgot the ah-ha moment but something that came to mind was starting a small business success incubator and instead of just someone coming in and getting an office and a desk what I offered in our virtual office is going to be they get an office and a desk but they also get, and they already do get this but, you know, now all of a sudden it's new, they get free fax, free wireless internet. I can set them up with any email and then they have use of the conference room and now the training room, but in addition to that they will get marketing consulting support, sales training and sales manuals to ads that you've provided and headlines. I say that I make that available but in essence it's really one of those where they sit down with us and we now do it on a step-by-step basis. Now you may be thinking, well it's a small business incubator so it's going to be a lot of startups and a lot of very small businesses that don't have money, and that's absolutely right. So my criteria really is to have those companies go through the Small Business Development Corp, who love the idea of what we were doing and SCORE, and they have to have a business plan or marketing plan. So I get to pick and choose the companies that come into this small business incubator.

Michael: Are you saying that anyone who is interested they would go through SCORE or the Small Business Corp first.

Jamie: Well they're the only ones that would be allowed to be a member, just from the launch the other day and we'll get into that in a minute, a lot of people have expressed interest in that and the people that have a great product with a hungry market are the ones that I like to look at but, you know, there's people that are okay possibilities but my criteria is that they need to go back and have SBA provide them with a marketing plan and a business plan. And it does, I mean it really does separate a lot of the people from just crazy ideas and multi-level marketing type thing. But the beauty of this was when I

said that I was going to do a small business success incubator the local organizations, the Chamber, that Small Business Development Centers, SCORE, the college over here has this small business center, they just jumped on it. So once I saw that interest is when I really started to run with it and went out to the networking groups and went out to the press and the rest is just history. I mean I had a standing room only launch the day before yesterday.

Michael: Did you get pictures of it?

Jamie: Yeah got pictures of it, video of it. The local TV station came out.

Michael: Did they run a story on it?

Jamie: Yes they did.

Michael: What news station was it?

Jamie: TV 40 in the Atlantic City area, WMG TV 40 and it was maybe a 20, 30 second spot.

Michael: Okay and you had the mayor of your town out there.

Jamie: Absolutely but he also through his connections we had one of our local assemblyman come out and I was able to get the Chairman of the County Economic Development Committee out. So I had those three people making the speeches about what an innovative idea this is and what great timing for this difficult market, for the township, people were just standing around mesmerize. And people that know me, you know, they know I'm just back recently in the area working again; so better than 100 people showed up for this.

Michael: And so you had a round table and did you do one of your PowerPoint presentations?

Jamie: No. What I did do is I did a Strategic Networking Power Hour everybody filed into this new training room and it was me on stage behind the podium and we talked about networking on its basic level. Part of my getting the room filled was I invited the presidents of the three largest networking groups in the area, so I had invited them up to the front and I had them do their little commercials about themselves and about their business and interviewed them Senoff style. Then I did a little role play where they were then standing and meeting each other for the first time and sort of bantering back

and forth and I explained a little bit about how people sometimes are reluctant to network or they don't know anybody, you know.

So I gave some tips and tricks on that which I've already known and I did some research. But then I got into the strategic alliances and joint venture opportunities that when you start to network now start looking for joint venture opportunities, most of the people there and that was my direction to them, you know, most of you are looking for opportunity, looking for dollars I mean you're out here now you should be earning dollars and here's a way to do it. You know and I did the chiropractor with a vitamin supplement person. There was an Aflac agent, the insurance company, selling into small businesses. I used myself as an example and I got the pitch I'm looking for companies and the \$2.5 to \$15 million dollar range. I'm looking for companies who may be a little reluctant don't have the cash flow. I said he's a perfect alliance for me. So that was the examples. And then I had people stand up and said what they'd do and then I had – because I knew a lot of them – I let other people pick another person; that worked out well.

And then the second part was another strategic thinking was I invited representatives, the sales managers, from the largest radio station which owns five or six radio stations here our largest daily print newspaper the weekly, they call it the *Current* but it's five or six different regions and pounds around a direct mail house and a local web developer and they were the panel upfront, and the title of this networking event was *The Fast Growth Advertising and Marketing Round Table* and tips and tricks and challenging – I made it fun to where, you know, they were going to challenge each other as to who was best. And again the format was you tell us a little bit about yourself, you know, tell us about your publication and they went down the line, and then I just fired a question. You know most of these businesses here we don't have a lot of money, we don't have a lot of budget, I just put this event on I'm out of cash. How can I grow this business working with, you know, and I called on one of them? I called on the radio guy first because I knew I was going to do that because he's an excellent marketing message guy, tells us a message from Roy Williams.

Michael: Yeah I know who Roy Williams is.

Jamie: Yeah and I knew what he was going to say and he was going to talk about a unique selling proposition and he was going to talk about the frequency and so it just was setup. The largest daily newspaper called me, the sales manager, and I'm going out next week to meet with him and the executive editor not feeling here a

series of workshops and seminars on deployment because their employment pages is looking for companies. They want to do it in incredible fashion so it would be me doing a session, an expert from an employment agency, and then the same four retail sales and then one for the CFO of the company is an MBA and a professor that had taught before. So it's just great stuff. The radio station is following up with me doing a – and this is something that I had pre-done because I told you I knew him from before – me doing a series on the radio of success stories of their customers and highlighting their salespeople that really helped the individuals with a marketing plan. So it really took off better than I had anticipated.

- Michael: So you're off and running you got some good momentum going.
- Jamie: Good momentum going, you know, I have to really focus on staying on track to my target customers.
- Michael: Well look you're doing it. You're taking action nothing would happen if you didn't take action, so my hat goes off to you for sure.
- Jamie: My thanks really go to you and I appreciate your help in getting started and the program that you put together lays it out and my advice to the consultants is to live it, eat it and breathe it. I mean I walked around with headphones on my head for two and a half months walking up and down the beach and talking to myself, looked like Rain Man, but that's really what it takes.
- Michael: Yeah you have to integrate it. The first time you hear you don't know what the hell it's about you got to listen to it a second time and a third time and it really starts to make sense.
- Jamie: And an obvious expert and follow on the books and those ideas that's what I wanted to do so that's where this really launched into so that's where I'm going to try to follow now.
- Michael: Alright, well Jamie this has been great.

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