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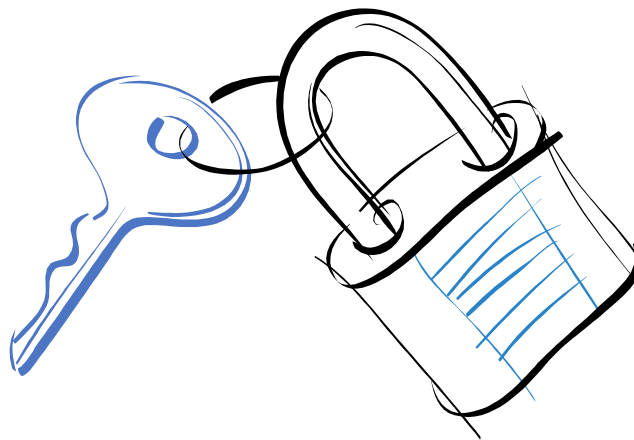
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*Accelerated Consulting Series*

**The Kevin Fort Project Part Five**

**Michael Senoff Interviews Kevin Fort**



## Kevin Fort Project Part Five

During my last call with Kevin Fort, he told me that the next step in his work for his chiropractor client was going to be the development of the client's USP. I had told him to give me a call if he needed any help.

Well, Kevin took my up on my offer as you will hear in this recording. He had done tons of research, taken copious notes during his meetings with the client, and has talked to several past and current customers. Only one real Unique Selling Proposition was surfacing: That the doctor has a wonderful, caring personality with his patients. Additionally, Kevin said that patients with traumatic injuries had been cured to the point that they need no additional treatments!

The fact that Kevin's client is considered an expert at compression trauma treatment was not a Unique Selling Proposition because only about 25% of the patients actually had experienced this sort of injury.

Kevin and I discussed the possibility that the doctor's personality and ability to get results may well be his Unique Selling Proposition. Although this is a great testimonial to the doctor, Kevin and I both felt that it was a vague Unique Selling Proposition solely on its own.

Enter Richard! Yes, I was able to get Richard on the phone immediately to help us with additional ideas for the USP. Kevin gave Richard the low-down on the client. Listen the types of questions that Richard asked to get the full picture. You will also hear the depth of the information that Kevin responded with, showing how well he did in his research.

Richard had some good ideas about the creation of a USP based on the doctor's expertise and gave some great examples of how to accomplish this. Listen to Kevin's response detailing his observations of his client's business self esteem. The doctor knows that he has problems in his business.

You will hear Richard talk about "anti-USP's." In this case, the chiropractor's business practices leave much to be desired. Due to this problem, any USP that Kevin develops for him would probably be negated by the client's lack of good business procedures.

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Richard suggests that Kevin confront his client and tell him that his business procedures must be fixed before pursuing additional marketing opportunities after the creation of the USP. It is suggested that Kevin offer to actually fix the problems with the business as his second project, if the client would agree. With that as an option, you will hear some ideas that Richard and I have to fix some of the major problems.

It's important that you listen as we discuss what a "qualified prospect" is and how, unfortunately, Kevin's chiropractor may not be as qualified as Kevin once thought. We also discuss the possibility that Kevin drop this client after developing the USP if he feels that the client's business problems cannot be fixed. Being fair to your clients is of the utmost importance.

This recording is a "must listen" for all HMA Consultants. It is a valuable exercise in how brainstorming with others can put things into perspective very quickly. It also shows some stumbling blocks other than Kevin's once-dreaded cold calling experiences that any consultant may experience at any time in his or her career.

*Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com) and Consulting Secrets. Here is part five of the Kevin Fort project. Kevin had called me and if you remember in part four, he had gotten his first client with a chiropractor, and Kevin was stuck on developing the USP. So, he called me asking for some advice to discuss the situation with his chiropractor's Unique Selling Proposition. I instantly got Richard on the line. So, we have a three-way consultation with Kevin Fort trying to sort out his USP. Please stayed tune and look for part six of the Kevin fort Project.*

Kevin: Good morning. This is Kevin.

Michael: Hey, Kevin. Mike Senoff here.

Kevin: Mike, how are you?

Michael: Good, how are you doing?

Kevin: Doing good. How was your weekend?

Michael: It was very good. I can't complain. Back in action. How about yourself?

Kevin: It was a little busier than I wanted it to be.

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Michael: Okay, things going well for you?

Kevin: Very well.

Michael: You want to do an update of what happened? First, I'm interested in the endorsement letter that you sent out.

Kevin: Okay, that seminar is actually in the morning. I'm trying to get everything put together for that.

Michael: How many letters went out?

Kevin: Seventy-five.

Michael: And, what kind of response?

Kevin: We've had four RSVPs.

Michael: Okay.

Kevin: But, we didn't force the RSVP on that particular seminar. So, we may have more, but haven't heard back from them.

Michael: That ain't bad. That's four percent. It may end up being five or six percent. That's great. So, that's tomorrow. And, what else is going on? How's your chiropractor client?

Kevin: He's good, but he and I are both at a stalling point. That was the reason I'm putting in the call because you said if I needed help with the USP to give you a call, and I need help with his USP.

Michael: Have you come up with anything that you can grab onto – USP wise?

Kevin: All the research that I've done, the only thing that I've been able to pull out is his personality, and I can't justify that being his USP because his personality works for some, but it may not work for others.

Michael: What about his personality stuck out?

Kevin: The majority of his customers find that he is more easy going. He's definitely more open about the treatment process as far as what he's doing. He talks them all the way through the process, let's them know before he touches them or starts making adjustments exactly what he's going to be doing, about the pain level they can expect and things like that.

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Michael: So, this is feedback you were getting from his customers?

Kevin: Yes.

Michael: The customers you talked to were pretty pleased and one of the consistent things they were saying was his caringness and his ability to communicate and his ability to alleviate any fear or unexpected situations. Is that what they were trying to say?

Kevin: Yep. I've had five other clients that I've talked with his. They've gone in with some type of either neck or lower back injury, and all of them said they've seen anywhere from one to five different chiropractors, and he was the only one who was ever able to fix them and actually not just temporarily relieve the pain, but actually get them to a point where the pain is subsided.

Michael: And, out of the five you talked to, all of them experienced this result?

Kevin: Yes.

Michael: He was the only one in that area – one of two – that did this particular therapy.

Kevin: The compression trauma treatment, yes. Not all of them were using that compression trauma.

Michael: Not all of the patients were using that.

Kevin: No. Three of the five were using the compression trauma treatment.

Michael: But, this guy got results where no one else could.

Kevin: Absolutely.

Michael: Anything else you could grab onto besides that? That may very well be the USP that he gets results. Would he be willing to guarantee his work?

Kevin: I've asked him that, and he kind of side-stepped it, not ignoring it or not going in that direction, but I think he was uncomfortable at that point. I don't know if it's just he's never heard of a chiropractic warranty or anything like that.

Michael: Let me see if I can get Richard on the line and maybe we can all knock this out together.

Kevin: Okay.

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Michael: Hold on. I haven't talked to him in a while, but maybe I can. So, hang tight. I'll see if I can get him.

Richard: Hello, this is Richard.

Michael: Hey Richard, it's Michael Senoff here. How are you?

Richard: Hey, Mike, good. How are you?

Michael: Hey, listen, I didn't really expect to get you, but I was going to try. I have Kevin Fort on the line. Do you remember Kevin we talked about?

Richard: Yes.

Michael: Well, I've got him on the line. He called me this morning. If you have a couple of minutes, he was telling me the chiropractor was one of his first clients that he closed on two deals, and he's kind of at a sticking point with the USP. I wanted to see if we could take five or ten minutes and work through this and see if we can all do this together. Is this a good time for you?

Richard: Sure.

Michael: Okay, great. Well, Kevin why don't you just start with Richard here? He's trying to grasp something for a USP, but he thinks the personality is the main unique selling feature from some of his customers that he talked to that as he's describing to me, that the five patients of his, all got great results from this guy's special procedure which he's one of only two people in the area that does it, but I'll let you take it from there Kevin.

Kevin: Okay, how are you doing, Richard?

Richard: Good, Kevin.

Kevin: Did you have a good weekend?

Richard: Yeah, thanks, how was yours?

Kevin: It was good. It was busy.

Richard: Good. You've got a guy that has kind of a proprietary procedure?

Kevin: Yes. He basically apprenticed underneath gentleman out in north Phoenix. This was when he ran his first chiropractic business for eight years out of north Phoenix, and the guy that he apprenticed under taught him a technique

called compression trauma treatment, and they use a special table for that particular style of treatment when there's compression trauma involved.

They use it a lot for football players that do direct impacts to the top of the shoulders or the neck or the head, and degeneration, anywhere where the spine is starting to compress itself and it needs to be decompressed, and that's what they use that procedure for.

Richard: Would you call this a unique selling proposition or not?

Kevin: I would, but I don't know how to sell that because you can't use it on every patient like we had talked about. He is one of two guys in the valley that does it manually. There's a larger company called The Arizona Spine and Joint Treatment Center. They use a computerized version of the compression trauma treatment table, but the doctor feels that he can more accurately address the problem doing physically hands on without the computers involved.

Richard: How much of his client base, prospect base, does this apply to?

Kevin: Probably around 25 percent.

Richard: Anything else that came up? Did you talk to customers that he didn't use this procedure on?

Kevin: Yes.

Richard: And, what did you find there?

Kevin: I talked to about 30 of his clients from his database that we pulled the list from, and five of those were good positive feedback that I was able to generate. The other ones either didn't have the time or just really weren't too interested in what I was trying to do for him.

But, the five that I talked to, somewhere in their lives, whether it be from a military incident or from a car accident had suffered significant lower back or neck injuries that were starting to be debilitating injuries, and they came anywhere from one to five different chiropractors throughout the group, and he was the only one who was actually able to get the pain to totally subside.

Richard: And, as far as the competitors go, did you find out anything there?

Kevin: I found that a lot of his competitors, they're not thorough in the process. They're very adamant about getting you in for your initial adjustments, and then setting you up for your follow up treatments. They're very quick to do

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that. They're good salesman, and they push the sale, the follow-up and the back end portion of that. But, they're not personable.

Richard: Okay, so you feel like he can fix anybody better than the competitors because he's more thorough.

Kevin: I definitely feel like that because he approaches chiropractic on a holistic process.

Richard: And, you feel like you've got the credibility in the results that he's generated.

Kevin: Yes, he's done his homework before I stepped in and he's got a couple of endorsement letters from the people that were willing to do that with him.

Richard: What does he do now to market himself?

Kevin: He spends a lot of money on Valu-Paks. He had called me last week. He was getting ready to put in an ad in the Senior Living Magazine. We put a quick stop to that because I sat down with the salesman for this magazine, and I just didn't think the numbers were there for him.

I told him, "Look, we've already started this process. I told you in the beginning, let's do this without spending additional money on advertising. Let's get your message straight first. Let's work with what you have already in place, and then when we get you to a point, then we'll look at actually bringing in the new clients."

Richard: Okay, does he have any publication? Has he put his procedure down at all in print?

Kevin: Yes, he does send out a monthly email letter. I've been looking over that monthly email letter. His biggest problem is he communicates too complicatedly. His message is not simple.

Richard: Yeah, that may be what you have to fix, but I'll tell you what then I would maybe move towards is a USP is to position him as the expert, position him as the best, and the reason he's the best is this unique procedure he owns, but also his thoroughness, and then you've got the credibility to back that positioning up.

So, it becomes unique by his position in the market as the expert, and then you take his written collateral, and you simplify it and you maybe produce two or three expert reports or free reports, and you maybe start marketing the reports instead of him.

In other words, you start marketing that in your Valu-Paks and testing it. How has his response been to his Valu-Paks?

Kevin: Zero.

Richard: Yeah, so it maybe that he needs to do it more in a two-step. First get out his expertise in his report, and then teach people how he gets results and why he gets results. Maybe he has it down on a recording of some kind. Kind of like what Michael did with me and our free reports, letting you guys just read them, and read them, and read them, and then make your own decisions from there.

But, based on my experience, if I run into very good professionals like you are in this instance – now, if he's not the expert, if he's not the best that you feel that he is, then you can't go there. But, if he is, and it's strictly in comparison to his competition, then if he is, then you've got a legitimate USP to go there. Does that make sense?

Kevin: It makes perfect sense.

Michael: And, that's a great point Richard. In my marketing with Richard and the whole HMA system, I position Richard as the best – best in the world, best in the country, you see?

Kevin: That's how I sell myself that I was taught by the best.

Michael: That's right. Now, is Richard the best in the world? Yeah, I think he is. You know, but who knows? It is all the positioning. That's a perfect analogy.

Kevin: I can see that he's very competent when he gets down to actually doing what he's doing, but until you get him to that point, there's a lot of self-esteem issues that I can see from him. He's not sure of himself as a business owner. That's the biggest thing I can see that he's not comfortable in running a business. He knows that he has some inadequacies as far as cash flow management and the other aspects, and definitely when it comes to marketing.

Richard: So, let me ask you this. Is the growth problem in that he doesn't have enough prospective customers or clients or he doesn't close well, or he doesn't get them coming back?

Kevin: He doesn't get enough customers coming in the store. He's doing good on closing. I would say that right now, he's probably got a 30-35 percent closing ratio.

Richard: And, then those people, is he getting them back for regular visits?

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Kevin: Yeah, we're working that. That return ratio is a little low, but we're definitely working on putting the follow-up systems in place.

Richard: Good, well, then as you work on alliances and partnerships, is that one of the steps you close with him?

Kevin: Yes.

Richard: Good.

Michael: Kevin, what were the steps? I thought you closed the USP and then step two, the implementation.

Kevin: I'm our initial agreement, I was able to close him on all seven projects. He paid for the first two upfront.

Michael: Okay, I see. I'm looking out for the consultant. I don't want Kevin to get into owning and operating and running a chiropractor business, because you've got to keep in mind what advice could you give him to be able to handle this client without being so self-involved in the whole business. Do you know what I'm saying? Because that could be a trap.

Kevin: That's where this is going, too. I've talked to him about needing to bring in because this gentleman is handling everything himself.

Richard: Here's what you've got. You've got anti-USPs working.

Kevin: Yes.

Michael: Describe what an anti-USP is, Richard.

Richard: An anti-USP is you could set this guy up as the expert, and he could be, and he can't service his clients right, and he can't accommodate and he can't run his business right, thereby, it kills any USP you set up.

Kevin: Right, that's the way I feel about this guy now.

Richard: Well, then as a consultant, you have a moral obligation to either say, "I can't work with you now until you get these things fixed." Or, "If you wanted to pay me to fix these, we've got to get these fixed, otherwise, you could pay me to create a great unique selling proposition and then you're killing it because you can't run the business right."

I've run into clients like that whose operation is such that they've got to fix it first. If they don't fix their customer service and make it right, or if they don't fix their bookkeeping and make it right, I could do all the marketing in the world and not get anywhere.

Michael: So, Richard, now, for any other consultant hearing this, when do you spot this anti-USPs? In the initial opportunity analysis?

Richard: You usually spot them initially. Sometimes they come about in the customer calls. Sometimes it comes about in looking at that first step more closely. You go ahead and give him the USP, and so he pays you for that, but if now take that USP and implement it into his current marketing, step number two, and it's broken, you're doing him a disservice.

Michael: So, could he develop the USP for him, and say, "Here's your USP. Now, that we're on step two, implementing, we've got some serious stuff to talk about."

Richard: Yeah, I think that timing would be just fine. It sounds like he especially recognizes it, right Kevin?

Kevin: He knows he has the problems, but he doesn't know how to fix them.

Richard: Do you?

Kevin: Do I? I'm pretty competent, and if I don't, I have many connections down here with other industry experts as far as bookkeeping.

Richard: Okay, and then just agree with him that his payment fee for step two is to fix that first.

Michael: What was the agreement Kevin? He paid you \$700 for step one and step two.

Kevin: Correct.

Michael: And, what was your agreement? After step two, then he's ready to pay you for three and four?

Kevin: Yes, with whatever increased sales that we can bring him that he would start expanding those projects and start paying me with those increased revenues. I saw it in the guy's eyes when he wrote me that check that that check he wrote was basically everything his business was hanging on to.

That was a very scary thought to me.

Richard: Yeah, it is.

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Kevin: Like, it's pressure on me to save this thing. The thing that honestly scares me the most is the guy's been in business for twelve years. You'd hope that somebody would have it figured out by then.

Michael: Now, Kevin, you were really hungry to get a client, and you should be, and this was your first paying client, which is great. Richard, you can add to this. Still selecting and picking your clients is still, I think, so important even though you need money to finance your consulting practice and everything, and now that you have some other opportunities coming – you've got a group presentation tomorrow – you may be able to gently back out of this deal, or just to develop his USP and then have a talk with him about until these things are fixed. You can pay me to do it, or you can get them fixed yourself. We really can't go on, or I'll be doing you a disservice.

It may be wise to back out of that one and move onto something a little more qualified, would you say Richard?

Richard: I agree a hundred percent, but you're right. That's hard for Kevin to spot that early on. So, you just have to do the best you can, but if you see the practice broken like that and then it's really not fair to move forward. Unless, you and he agree that having you help me fix these other areas first is the best and right priority, and if Kevin feels like that he can fix those, I don't have a problem doing that for a client.

If I felt like I could fix something outside of the marketing scope, but if you can't then, yea, you've got to get the help you need, but that's how I think I'd move forward, but I think Michael's point is well taken, Kevin. You just have to decide which way you want to go.

Michael: If you can't fix it, and it doesn't go down, you don't want to think it's your fault Kevin. It has really nothing to do with you.

Richard: That's right.

Michael: There's plenty of businesses that are just hopeless, and I'm not saying that this one is hopeless. I think a lot of your problems in consulting, and Richard you would agree, really come with people. People are the problem. It's not that it's the system or the business. It's the people.

Richard: That's right.

Kevin: That was one of the difficult lessons that I learned. He was a qualified prospect in some aspects, but he's not qualified in other aspects, but I now know to look for.

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Richard: Yeah, and that's just coming with experience. So, take this as part of that, and learn from it, but confront him on it, be straight with him, and that's what he'll appreciate the most.

Michael: What do you think Kevin?

Kevin: I'm not the type of person that generally likes to fail or give up on somebody. I can't say that I haven't thought about backing out on this guy because I honestly think that it can be very difficult to make this system work for him. That worries me, but at the same time, I had to give up on somebody.

Richard: Tell me where could be the softest hit for the guy, if you form an alliance and start getting him more patients quickly. Is there anything you see you can do fast and easy?

Michael: He had a big inactive database, right Kevin?

Kevin: Yes.

Michael: What's the situation with that?

Kevin: I briefly looked it over, but I haven't put a lot of time and energy into it because I was trying to work through this USP.

Richard: Maybe you take the USP you can formulate together from your information in positioning him as an expert. How many do you think you have out there that are inactive?

Kevin: He's got a database with over 2,000 names on it. He's only got about 35 active names on a database right now. But, that database has to be scrubbed. I don't know how many of those names are still living in the valley.

Richard: And, has he not ever sent anything to them?

Kevin: He doesn't have any follow-up systems in place.

Richard: Is he sending his email newsletter to any of them?

Kevin: Anyone that asked to be on his mailing list, and I don't know how many names are on that.

Richard: Well, that may be, and your fastest is getting on the phone or having someone for two hours a day, maybe he himself does it, and you reactivate and bring

them back on his special, bring them back on the new technique that worked before and they need to feel better again. Bring them back on that.

I think that's probably his fastest, Michael. Don't you agree?

Michael: Yeah, but who's going to finance that. I don't think he's going to spend more money on that. You can do a sampling. You can take an nth name, Kevin, and take fifty of them and call them back. You can invest \$25 or \$30 and use one of those reactivation letters I sent you from Greg Nielsen, and try one of those with fifty of the people and see what happens with that, and do a little small test.

Otherwise, my advice, Kevin, is you've got to look at it. This is business is business. You can't let your personal feelings get involved, and I know this is your baby. It's your first account. You may just have to gracefully bow out of the other four steps.

Richard: Substitute step number two for step number three. He paid you instead to reactivate.

Michael: Yeah, that may be a good idea, too. Tell him that you've got a change in plan based on his situation with his business. You're going to move step two. You're going to hold off on that, and move it to step three because you're inactive customer list maybe the best way to reactivate and bring you more funds in to finance his whole consulting.

Kevin: Right.

Michael: That's a good idea, and then do a test on the list.

Richard: Happy with the treatment they've got.

Kevin: Absolutely. They rant and rave about his personality. Some of the notes that I've got here from the calling I've done – thorough, personable, he's not rough at all, he's more sincere and knowledgeable, he actually fixed my back problem, he goes out of his way to help me.

Michael: The thing is, why don't they come back when their problems are fixed, Richard?

Richard: Well, because I just read the other day, that a monthly adjustment by a chiropractor is one of the best things you should be doing.

Michael: Okay, there's a reason right there.

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Kevin: One of the questions I put on my little questionnaire, was “If Doctor was willing to provide you with a set dollar amount to have you come you in on a predetermined number of visits throughout the year, would that be something that you would fill would be beneficial?” And, the answers from his customers were straight nos. They either don’t have the time, or they’re not willing to put that kind of money upfront when they can’t guarantee their schedule will allow them to get in there.

So, I looked at that as a packaging option for him.

Richard: He’s got to create some reasons for them to come back in.

Kevin: Right.

Richard: That may be what you have to do is sit down and brainstorm and say, “Listen you’ve got 1,800 people out there you’ve taken care of, and it’s silly for them to just be sitting out there. Why should they come back to you? What are the reasons they should come back and how often? Maybe it’s just every other month. Maybe it’s once a quarter.” It’s better than what he’s got now, which is zero.

That’s what I think. Part of marketing is creating reasons for people to come back to you.

So, maybe that is step two for a while. I guess I’m appealing a little to your sense of wanting to help the guy succeed, Kevin, and I would say that’s probably the best way to use the money he paid you with, and then your best shot at generating some results.

Kevin: Well, I’m definitely willing to give it a shot. I know I can’t spend too much time on this guy.

Richard: Yeah, you didn’t get paid a whole lot for it.

Michael: Richard, since I have Kevin on the phone. Kevin did an endorsed letter with a bookkeeper. What was it, an accountant, Kevin?

Kevin: It’s a bookkeeping firm.

Michael: The bookkeeping firm sent an endorsed letter out offering a workshop, and presenting Kevin as the expert, and he’s got four RSVPs for a presentation tomorrow.

Richard: Good. How many letters went out?

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Kevin: Seventy-five letters.

Richard: Did you do any phone follow-up?

Kevin: No, the lady that owns the bookkeeping firm was very adamant about not giving me her customer database, but they have expressed a desire to do this on an ongoing basis, working on many different aspects whether it be sales training or different aspects in the marketing realm.

Richard: Good.

Kevin: They're wanting to set something up on a permanent basis with me, and we did not ask for RSVPs on the letter. We told them the space is limited, so give us a call if they had any questions or if they wanted to make their reservation, but we did not force the reservation.

Michael: Kevin, here's an idea for you, if you want to think about it. I know it's kind of short notice. I don't know if you could swing it. I would get someone with a digital camera and videotape your presentation, or at least get it on a good quality audio.

Get someone with a nice digital camera. It could just be sitting there. It doesn't have to be expert quality, and record it on a digital camera. Then, you can follow-up with all the inactive people. You could put it up online. You could put it on a video tape for a dollar and a half, and send it out to the rest of that list who was unable to make it, and possibly get clients out of that, too.

Kevin: That's an excellent idea.

Michael: Do you have a digital video camera?

Kevin: No, I do have a buddy that deals in that area.

Michael: If you can do that, or even pay someone to sit there for two hours and videotape it, and just get her permission that you can do that, and let her know that this would be an added benefit because you want to provide this training to all her customers who are unable to make it. Then, you can really access that list.

Kevin: I definitely like that idea.

Michael: People don't have time to shlep out to these meetings. There's a lot of people who would like to go, but they're busy. They're working. They've got kids. School's started back. There's a lot of things that you'd be doing her a great service and all the people who need this to have that presentation digitized.

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Put it online or send it to them on a DVD. It costs you nothing to do that. Not nothing, but very inexpensive.

Kevin: Great. Well, thank you very much. That was an excellent idea, and I'm going to do everything I can to take advantage of that.

Richard: Well, good luck on the chiropractor. Keep me posted, and we'll help you through it the best we can.

Michael: It's tough with this guy. You don't want to buy yourself a job.

Kevin: Right.

Michael: Well, let it mull over. I think that idea about switching and going to the third thing. Test his list, even though he has that list of all those people, it does seem like an asset. It's a potential asset, but we don't know that it's an asset until we test it.

Kevin: Correct because I don't know why those people are inactive until I talk to them.

Michael: Yeah, so why don't you find out a little more about that list – who's on this list, were these all paying clients, break it down. Give me an idea – who were these people. What did they come in for? How much did they pay? And, why should they come back?

Kevin: A large percentage of his business is based on insurance. I'm starting to wonder if that is the reason that these people are not coming back to them is because the insurance company stopped paying for it.

Michael: That's very possible. Did you look through those letters, the chiropractor letters? Were there any that looked like there were some good reactivation letters?

Kevin: Those letters were amazing. I've started to develop a letter side project, and I'm wanting to start to become an expert in the "Soap Opera" marketing.

Michael: Yeah, it's a great idea, but do you see how Dr. Nielsen's office is set up to deliver on that with the girls there and everything?

Kevin: Yes. He's just an amazing businessman.

Michael: In such a small little town. And, you see, your guy isn't set up. He doesn't even have a secretary. So, you may just have to chalk this up for experience,

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develop the USP for him based on his experience, some of the stuff you just told me, and present that to him because that's really all he has right now.

Then, test and see if he can reactivate some of those old ones. Otherwise, you just may have to move on.

Kevin: I agree. I think that's the route we're going to go. I've been losing some sleep over this guy.

Michael: See, you don't want to have to lose sleep over anyone. I know it's your first guy and you need the money, and that's the hard part.

Kevin: The money's not as big of an issue as just wanting to get this thing started the right way and make the right impression.

Michael: As a consultant, we're looking for the hidden assets. We only want to work with the ones that are going to make our life nice and easy. We don't want – for any amount of money – to buy us sleepless nights. That's not the point because there are plenty of potential prospects out there who can give us nights that make us sleep like a baby. It all comes down to making a decision who you work with, and as you're starting out, we're all more desperate on getting the ones that are going to pay the bills. That's where a lot of the problems come in.

But, tomorrow, you may have some great opportunities in front of you. It's like when you break up with a girlfriend, but once you start dating again, you don't think about her anymore.

Kevin: Yeah, it worked out for the better.

Michael: Yeah.

Kevin: Thanks, and I appreciate your time and your information.

Michael: No problem, keep calling me and we'll keep documenting this. It's great stuff. It's really the real world.

Kevin: I'll shoot you an email probably tomorrow night.

Michael: Yeah, let me know. I'm excited to know, and definitely get someone in there with a digital video camera, video this thing. Get a tripod. Get a camera. How long do you think your presentations going to be?

Kevin: I'm going to say about an hour and a half.

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Michael: If you can do it, just have it focused right on you, and then you've got something. It will give you the ability to really access that entire list. You just go back there and say, "Look, we've got it on a DVD." Or you can have it put up on her site, and transferred into an AVI file, a video file, and then she can send all her people, "For anyone who missed the presentation with our marketing consultant, Kevin Fort, we've got it digitalized. You can go to this link and watch it." And, then there you are still doing your presentation, and then you're out of the picture.

Kevin: Extremely powerful.

Michael: Okay?

Kevin: Okay.

Michael: All right, I'll talk to you later. Let me know how it goes.

Kevin: Thank you. Bye.

*Hi, it's Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). That's the end of part five with the Kevin Fort project. Please keep an eye out for part six. If you have any questions, please contact [Michael@MichaelSenoff.com](mailto:Michael@MichaelSenoff.com).*

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