

Linda: I do take action. To me, it's focusing and sorting. It's like, "There's all these wonderful things I can do. It all looks really good. What do I do first? And what do I focus on?" And how, and also the other thing is, how do you test things so that you don't spend a lot of time, so that you know very quickly if one road is the right road?

(Introduction)

Michael: Have you studied any Jay Abraham materials?

Linda: No. But, incidentally, I received a sales letter from a company over here for a Jay Abraham seminar.

Michael: Yeah? What was the company?

Linda: Manhattan Direct.

Michael: Okay

Linda: And I think it's about \$3,000 or something. Anyway...

Michael: Yeah

Linda: ... so, I thought, well, and of course I have been receiving your emails for a while.

Michael: Right.

Linda: I mean a number of things coincided. The main thing is that I realized that I would really have to turn my attention to marketing, whatever I did in life.

Michael: Right.

Linda: Unless I knew marketing and understood marketing, I wouldn't be successful, because it applied to everything; everything that was commercial.

Michael: Yes.

Linda: So, I've been doing hypnosis. I've been charging, for my hypnosis sessions, I charge 250 pounds...

Michael: Okay.

Linda: ... which is incredibly high compared to most, you know, hypnotherapists.

Michael: Okay.

Linda: I only do one thing, which is smoking cessation.

Michael: Okay.

Linda: It's been working well, in the sense that I can work, you know, a couple of days a week, but there's actually quite a lot more work to it than that.

Michael: Right.

Linda: Because you're having to contact people and speak to them and send out letters and things like that, even though I do have the service that does quite a lot of that.

Michael: Right, I understand.

Linda: And, I realized, obviously, that, you know, my time is money. I sold my big house...

Michael: Yes.

Linda: ... and I moved up north. And basically I'm living, I'm just living...

Michael: Well, what do you want to make? How much do you want to make so that you feel comfortable? What kind of goal do you want to set for yourself financially and time-wise?

Linda: Right. Financially, I would like to earn 10,000 pounds a month in passive income. That's what I would like.

Michael: What are you at right now?

Linda: 800 a month passive income. Now that's passive income.

Michael: Okay.

Linda: That's income just from investments.

Michael: Okay, I see.

Linda: So, I've been getting involved in property and investing in other things.

Michael: Right.

Linda: So at the moment I'm kind of living off capital. And what I'm doing is I'm now deciding that I have to use this next year to really learn, and part of what I have to learn is marketing.

Michael: Right.

Linda: So, that was kind of a decision I made and then I got this letter about Jay Abraham and then I remembered your stuff, so I decided that I have to invest in my education, basically.

Michael: Right.

Linda: But the thing that I'm interested in as well is this joint venturing. You know, I just find it interesting, these different types of businesses and the fact that, you know, I don't necessarily have to develop my own product to be able to sell other people's products.

Michael: That's correct.

Linda: So, that was what I was interested in. I just find the whole thing fascinating. And so I also liked the idea of being a marketing consultant. Because even just listening to the people that you're talking to. I mean a few of them said to you, "I don't want to do this stuff." I understand, you know, I understand them. "I know I need to do it. I don't really want to do it. I just want someone else to do it for me."

Michael: Right.

Linda: So, I might like to be that person who steps in, in that situation. So, you know, there are a lot of companies in the U.K. who might be in similar situations. So, I don't know yet. I'm just exploring.

Michael: I understand.

- Linda: I just want to, at this stage, I want to learn, and sort of follow-up things and see where they lead.
- Michael: I think that's a great idea. Just explore and see what really strikes your fancy and kind of figure what you're going to enjoy doing the most, you know. And then just go in that direction. Because once you understand marketing, you know, whether you're selling hypnosis courses on how to stop smoking, or thumbtacks, it doesn't matter. You can get in. Once you understand marketing, you can market anything you choose.
- Linda: Yes
- Michael: And you don't actually have to market it in your area and you don't have to own it. You can find other people who have already set that up and have already invested years in doing that, but who are doing it poorly, and just step in and take it over for them.
- Linda: Yes. Yes, that's what I'd like to do. I mean the other thing I'm interested in is - you know, the main reason that I'm able to charge what I charge for hypnosis is because of the marketing system I use.
- Michael: Okay.
- Linda: It's also because of the hypnosis system. But that means that there are all these other people out there. There are high margin industries like, services like dentists, plastic surgeons, all these sort of people, private doctors and people, who, if I understood marketing, then I could take what I know and maybe put together products that are just aimed at these niche markets for increasing their business. I mean, the sky's the limit really.
- Michael: That's correct.
- Linda: So that's why I'm excited about it because I just think that once I've mastered it, once I understand it, and I know the areas that I would be strong in, basically have a portfolio career, do my hypnotherapy which I really enjoy, and do this as well. And do things that I enjoy...
- Michael: Okay.
- Linda: ... and make money as well.

- Michael: How did you originally find out about my CD? Or did the CD come first, or were you searching Jay Abraham first?
- Linda: No. I'm just trying to think. I must have been searching for other things because I found you on the Internet. So I must have been searching for someone else.
- Michael: Okay.
- Linda: It might have been Bill Meyers, because I've watched a lot of Bill Meyers' videos. It might have been something like that.
- Michael: Okay.
- Linda: Where I found your website and then I just signed up for your email, and I started getting your emails.
- Michael: Did you go to [MichaelSenoff.com](http://MichaelSenoff.com) yet?
- Linda: [MichaelSenoff.com](http://MichaelSenoff.com)? I don't know.
- Michael: Okay.
- Linda: I've been to your website.
- Michael: Okay. I've done a couple of new things. On my [HardToFindSeminars.com](http://HardToFindSeminars.com), I'm not offering any of the audio clips right now for free. I've basically revamped the CD and I've added about twenty new additional clips, and I'm going to be selling a silver version of the CD...
- Linda: Right.
- Michael: ... which will have all of my audio clips on one CD. If you want to see what it looks like and access some more audio clips before I take them down, you can download them into an MP3 file. And if you go to [MichaelSenoff.com](http://MichaelSenoff.com) you'll see.
- Linda: Okay.
- Michael: And I'm saying that specifically because there's a couple on joint venture that you don't have on that CD right there.

Linda: Okay.

Michael: There's a bunch of different ones, a lot on product development, stuff that isn't on the CD that you have in your possession.

Linda: Okay.

Michael: So you can go and download those that you don't have right away, because in a couple days I'm going to be taking it down from there.

Linda: Okay. All right.

Michael: And how do you like to learn? Are you a reader or an audiotape person, are you in the...?

Linda: I'm more of a reader and a visual person.

Michael: Okay.

Linda: I like watching videos and reading. I can listen to, I suppose, it's really, for me, audio is... Like I've been sitting in front of the computer the whole day. It is...

Michael: Yeah.

Linda: ... in a sense it keeps you fixed.

Michael: Yeah.

Linda: Yes. So I suppose, and visual. You've got both, haven't you? You've got audio and visual. So I like that.

Michael: Okay. Now, you got the letter for the Jay Abraham material. Have you studied any Jay Abraham at all?

Linda: I haven't. I haven't even gotten his book.

Michael: Okay.

Linda: I think I've gone on to Gary Halbert. I've tried to go onto his website, and maybe got an old newsletter.

Michael: Right.

- Linda: Maybe it was him or someone else.
- Michael: Yeah, that is. That is his website and he's got all his old newsletters up there and that's about it.
- Linda: I only got through to one. I only saw one.
- Michael: Definitely, I would recommend you read all his newsletters.
- Linda: Right. Okay. So write that down.
- Michael: Gary Halbert did a lot of writing for Jay Abraham in the early eighties. He actually helped write one of Jay Abraham's first products, from what I heard. I'm not absolutely positive, but that's what I've heard. It's a product called "Your Marketing Genius At Work," and was a series of 18 reports. It was a monthly kind of report newsletter that was sold to a list of people, of newsletter subscribers. There's a guy named Howard Ruff, and Jay Abraham was involved in all these financial newsletters back in the early eighties. They were very popular. There were tons of them. These were people who wanted to make money off the stock market and investing in gold and things like that. I have a number of Jay Abraham products, both things you can read and audiotapes. I don't know what solicitation you got recently, but it was probably for either his "PEQ", does that sound familiar?
- Linda: No.
- Michael: "Mastermind Marketing"?
- Linda: Well, I keep all the stuff; I keep all these sales letters. Where are they? Funny, I knew one day, and so I've got a big bunch...
- Michael: Well, good.
- Linda: ... and loads of sales letters.
- Michael: Well, regardless. I'm going to tell you this: regardless of whatever sales letter you have, Jay Abraham's stuff is...
- Linda: Oh here it is! Here it is.
- Michael: Yeah.

Linda: "The New Millennium Twenty-First Century International Master Marketing Training Program."

Michael: Yeah.

Linda: Oh, okay.

Michael: All right, that's his "Mastermind Marketing" program.

Linda: Right. Okay.

Michael: It's probably, is it the tapes of the ones he did here in the US?

Linda: This is a seminar.

Michael: Is it a live seminar?

Linda: Yes, it's a seminar. And that is the \$3,000. And then there's also a home study course as well, if you didn't go to the seminar.

Michael: Right, you'd get the home study.

Linda: Yeah, which is about \$1500.

Michael: Okay.

Linda: So that's what it is. But the thing is, I can't keep going to these seminars because it's just too inconvenient. I mean, I'm going to a hypnosis one. I mean I just can't keep going to them. So, for me...

Michael: Well, I understand.

Linda: ... videos are ideal, really.

Michael: Well, Jay Abraham doesn't do too much video stuff.

Linda: Right.

Michael: I've got audiotapes of his and I have reading material of his.

Linda: Okay. Well, whatever, I'll use that.

Michael: Well let me ask you, if I could put a big box of Jay Abraham stuff together, at least enough stuff that's going to give you 70 to 80% of

an education on all his main philosophies and ideas for \$500 plus shipping, would that work for you?

Linda: That would be very good for me. I'd be very please with that.

Michael: Okay, well...

Linda: But is there anybody else that you'd recommend?

Michael: There are other people to study, but when it comes to marketing and philosophies and getting a grounding, a core understanding in these marketing principles, I'd go with Jay Abraham and I'd go with just the audio clips that I have on my CD-ROM and that I have on my [MichaelSenoff.com](http://MichaelSenoff.com) site.

Linda: Right. Okay.

Michael: I think that's plenty. Because I could give you other stuff, and you're just going to hear it rehashed. I mean, there's only so many ways to teach this stuff, you know?

Linda: Okay.

Michael: Jay didn't invent all these things. These things were being taught by some of the masters back in the 1800s.

Linda: My problem, and maybe the problem other people have, is that once you've been through all this stuff, it's like you're sitting in a goldmine, but you don't actually know what to do, how to actually turn that rough ore into gold, in a sense. Now, how do you now apply it? What do you do?

Michael: Well you have to get clear. You have to be clear and understand where you want to go. What do you want out of all this stuff? That's the most important thing. You have to be clear. You've got to have an end game, a goal. What do you want to do -- and you can't do it all -- and you have to understand that. You're going to have to make a decision and set a goal and then implement strategies and action towards what you want to do. That's the bottom line. I just tell people, "Get a yellow pad and start making a list of the things you need to do. Put your goal at the top and then start getting to work."

Linda: Right

Michael: Because no matter what, you're going to have to work at it. You're going to have to make calls. You're going to have to negotiate deals. You may have to design a website. You know, there are a number of things you have to do. Now, if you've got that inside you and you're disciplined, then you can do it. Not only study it, because there's people who study it all day long...

Linda: Yeah.

Michael: ... and never do anything...

Linda: Yeah.

Michael: ... then you're there. As long as you act on what you're learning.

Linda: I think for me, doing is not the problem. I do take action. For me, it's focusing and sorting. It's like, "There's all these wonderful things I can do. It all looks really good. What do I do first? And what do I focus on?" And also, the other thing is, how do you test things so that you know very quickly if one road is the right road? Do you know what I mean?

Michael: Right.

Linda: If, for example, if I was going to do a report - that's why I was thinking, I saw a John Kramer thing on the Bill Meyers' tapes, and he was saying about doing these reports...

Michael: Free reports?

Linda: Test the market before you put everything into the market, you know,...

Michael: Mmm hmm.

Linda: ... and put everything into a product or marketing to a particular market. So, it's to have a system as well, to say, well, "These are the different things I want to do and this is the way I want to test them."

Michael: My philosophy is, once you understand what you want to do...

Linda: Yeah?

Michael: ... the system you want to put in place is the one that's going to take the least amount of effort and is something that you can actually delegate to somebody else. I'm like that. There are a lot of things that I get done that I never do myself, and I know I will never do them myself. But, I will put an ad up on [eLance.com](http://eLance.com), or I will put an ad in the paper, and I will find someone, even if I have to pay them, to do it for me.

Linda: Yeah.

Michael: Because once you know you get these things done that need to be done, once they're done - and if they're marketing related, there's going to be a residual down the road and that's certainly an investment towards your business, not really an expense.

Linda: Well, that's right. And I don't mind doing that. I think what it is, is just this thing of being able to test it very quickly. Do you see what I mean? It's like, rather than putting in a lot of effort and, because you know yourself, like you've said on your tape, how much work you have to put in...

Michael: Mmm hmm.

Linda: ... the grunt work you have to put in to set up whatever it is you're doing.

Michael: That is true. And I've chosen to do it this way because I like to keep control of my own product for ego or whatever reason. Now, there are other projects that I could do where I wouldn't have to do all this grunt work. Like, I could just go buy the licensing rights to someone else's stuff, let's say Dan Kennedy. He sells for ten or fifteen grand. You can buy the resale rights of all his products, with all the sales letters, with all the websites all ready done. And you're in business. Now all you've got to do is get to work and start selling people on buying his stuff.

Linda: Yeah.

Michael: So that saves a lot of work by licensing something. I think the material from Jay Abraham - that's why I tell people, you can get any of his courses, even back from the mid eighties, and as long as you get 60-70-80% of it, you're going to have more ideas than you can possibly do in ten life times. You don't need to do them all. All you need to pick one or two little systems that appeal to you...

Linda: Yeah.

Michael: ... and that you're comfortable with doing, and you can make a fine living just off two things.

Linda: I think that's the thing. It's like when you were talking about licensing the Dan Kennedy thing, it didn't do anything for me.

Michael: Mmm hmm.

Linda: And I think the thing with the joint ventures and doing the marketing consulting, that did. I think you're right, you just sort of follow where that leads, where, you know, and that it is the right thing, because you know inside that you feel that's something you could do or something you'd want to do.

Michael: Right. Well, I do it because I like meeting people like yourself. I like the interaction with marketing, with people who use their brain. You know, we're kind of in the same fraternity. I feel good about helping people, so it's fulfilling. I can make money at it. And, it's exciting. It's fun to me.

Linda: Yeah.

Michael: So that's kind of why I've gone this route. And I like creating things, so I'm doing everything that I really like. And I'm always learning and it's stimulating. And that's the most important thing. Way more than the money.

Linda: Yeah.

Michael: So that's why it is really important for you to get clear and really think hard about what it is that you want to do. What would be the ideal thing? What would be fun?

Linda: Well, if, the things I would really like to do, I mean I love hypnosis and NLP, and I feel very fortunate to be able to be making a living doing something that I really am passionate about...

Michael: Okay.

Linda: One thing I was thinking about what I'd really like to do is develop products that address different things. Do you know what I mean?

Michael: Yeah.

Linda: Just very little products. I've learned, from doing what I do, is that I'm now reaching people who would never think about hypnosis. Just smokers, ordinary smokers who do all different types of jobs from managing director down to manual worker, and they're all experiencing this thing of personal change...

Michael: Mmm hmm.

Linda: ... through hypnosis. And I feel like I've changed their lives in some way. And I find that really fulfilling. I find that amazing, that I can do that in a couple of hours.

Michael: Okay. Let me ask you this. What you're doing is something labor intensive because you've got to be there to do it.

Linda: Yes.

Michael: Can you record these sessions and use these as a product that you can sell?

Linda: Not really because the system I'm using was taught to me by someone else. So that's one thing. So there'd be legal issues. But the other thing apart from that, there's a lot of other teachers, I'm now starting learn it and go on other courses.

Michael: Mmm hmm.

Linda: And I'm now going to be learning phobias and fears and things like that. And, what it is, really, is me now getting a lot more knowledge. And I have to make the decision, "Do I want to really invest that amount of time and energy in getting really involved in this?"

Michael: Mmm hmm.

Linda: Because there's so many hypnosis products on the market. And also because it is by its nature, in a sense, it's labor intensive. You know you're dealing with people. And everybody is different.

Michael: You can make and create information products. If you really get into it and you get good at it...

Linda: Yeah.

Michael: ... then you could have, and once you develop your own style, your technique...

Linda: Yeah.

Michael: ... then it's yours. You own it. Then you can start recording or videotaping your sessions and maybe you could do a seminar with multiple people. And if you're good at it and you're confident and you can really bring change, then those will be the products that will really drive your business, where people can be hypnotized at home. It's just like Richard Bandler.

Linda: Yeah.

Michael: Yeah. He's got a ton of products. NLP is really hot. It's a very big, passionate market.

Linda: Yeah.

Michael: It really is. And, who cares if there are a hundred thousand people doing it? There's so many people with no idea what it stands for, it's almost like still virgin territory anywhere you go.

Linda: That's it. You see there's this NLP community, but then it's translating it to the general population and taking some of these techniques and putting them in a form that anybody can do it on a specific niche, like I'm doing at the moment with smoking.

Michael: Right, right.

Linda: And so there's things like, I said, just maybe, that was my idea, that maybe you'd have lots of things and people would buy the benefit. And the fact that it was NLP, if you put it as NLP, they wouldn't be interested in it.

Michael: That's correct. Yeah, that sounded great. You could develop a nice product line and create niche markets. Absolutely.

Linda: So then I'd have to make that decision. But I'd still like to learn...

- Michael: Well you don't have to do a ton. You could just start focusing on your smoking and just try and increase the marketing on that. And once you have your system down pat, you may want to increase the price. You may want to bring more value to why someone should choose you. How much more expensive are you than the average guy?
- Linda: Well, a lot more expensive. What it is, is that there are about 300 of us throughout the country and we all charge between about 250 and 300 pounds.
- Michael: Mmm hmm.
- Linda: But then I've got, for example, people starting to ask me things, like I've got people coming to me and saying "Well, I've got a friend..." Like, I was talking to a lady today who had agoraphobia, for example, and I'm going on a course that's going to be teaching me about how to deal with phobias. But, you know, I've been listening to the masters of hypnosis and I know that I've got a long way to go. You know, I can do simple NLP things, very simple things.
- Michael: Yeah.
- Linda: To me, that's my love, if you like. It's the thing I'm doing because it's going to take me a while to get there.
- Michael: Mmm hmm.
- Linda: But in the mean time, I've got this other side of me that really enjoys business and marketing as well.
- Michael: Right.
- Linda: So I thought, "Well why can't I do these things, you know, just do these things together? Why do I have to do one thing? Why don't I do...?"
- Michael: It is a business. Your NLP is a business and it's all marketing driven.
- Linda: Yeah.

- Michael: So that sounds perfect. If you love what you're doing, and you love the business and the marketing and increasing your NLP business, it sounds perfect.
- Linda: Exactly. So I thought, whatever I do, whatever decision I make, if I develop my business into an NLP product and market them, if I go into marketing itself, if I go into joint ventures, whatever I do, I need marketing. Although I've got all these ideas of things -- and property, I'm very involved, I was working as a property finder...
- Michael: Okay.
- Linda: ... and sort of go on some of these property worksites in the UK.
- Michael: Okay.
- Linda: In fact I've been offered some jobs because I've done property finding, and I could get very involved with it. And there are people who, I was going to start a newsletter up, and there are people who contact me because they've seen what I say on notice boards...
- Michael: Right.
- Linda: ... and you know, they like what I say.
- Michael: Right.
- Linda: And they ask me, "When's the newsletter coming out?" and stuff like that. And so that's another area and I really like property, real estate. So, you know, and it's this thing of, "Well, okay..."
- Michael: "What do I do?"
- Linda: "What do I do and how do I make a coherent strategy?" And the only coherent strategy that I've got so far is this thing that "Whatever I do is that I've got to learn marketing."
- Michael: That's true. Well, regardless, you've got to think about exactly what it is you want to do. I can set you up at least with the education, with the Jay Abraham, the fundamental stuff. I can put a box of materials together.
- Linda: Okay.

Michael: I can include the two videos of his that he has. They are the optimization videos, and I've got a lot of descriptions on my website, but the price is on my website. They're a lot more than what I'm basically going to give to you. Like on my Mastermind Marketing course, I think I charge more than \$500 bucks. But I'll do a Mastermind Marketing course for you, which is like 24 audio tapes, there's some preliminary audiotape material, there's these two videotapes called optimization where Jay Abraham was at a Tony Robbins seminar, and he was able to capture Jay Abraham just at his best.

Linda: Right.

Michael: And then I've got some reading material. I can put together a bunch of reading material of products by Jay Abraham. Are you the type of person who could do a workbook? Can you follow a long with a workbook? There's a workbook that comes along with one of the courses.

Linda: Yeah.

Michael: Okay. And I've got a workbook that goes with the Mastermind Marketing program.

Linda: Yeah.

Michael: And I'll put together a nice package of materials for you, if you'd like.

Linda: Wonderful, That'd be great. That'd be great. And, I thank you very much. I think what you do is fantastic.

Michael: Okay. Then I'll email the details of what the package entails, of what I'm going to send you. It will end up being about \$550 bucks. It will probably be about \$50 bucks to ship it to you via air. And you can email me back a credit card and expiration date and all your shipping details.

Linda: Okay.

Michael: And we'll do it that way.

Linda: Okay.

Michael: Sound good?

Linda: Sounds very good.

Michael: Okay. You get to bed, and by the time you wake up, you'll see my email.

Linda: Okay, thank you very much.

Michael: Very nice talking to you.

Linda: Same here.

Michael: Bye.

Linda: Bye.

Thank you again for listening; this is Michael Senoff with [www.hardtfindseminars.com](http://www.hardtfindseminars.com). If you want to get in touch with any of the people in the interviews, please email me at [Michael@MichaelSenoff.com](mailto:Michael@MichaelSenoff.com).

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If you do your homework, you'll find that there are several competing marketing consulting opportunities in the marketplace. And I'll be the first to advise you to look into all of them before you invest in any of them, including Richard's HMA system.

I've interviewed countless people who have paid enormous fees to attend these trainings. I have received firsthand feedback on Y2 Marketing, Action International, Quantum, Topline, Peter Sun Consulting, and other opportunities and many of them are actually pretty good.

But what separates Richard's system from the other ones I've seen is that, with Richard's system, you don't need any previous marketing experience, any business connections or even a lot of money.

In fact, Richard will be the first person to tell you if he can do it...you can do it.

How can he be so sure?

Because when Richard started he was broke himself, and had very poor selling, speaking, marketing and presentation skills. And even today...

### **He's Just As Shy And "Introverted" As The Next Guy.**

In fact, the only difference between you and Richard -- the only reason he is making a fast and easy fortune as a marketing consultant and you aren't -- is because of a simple (very simple) system he invented after attending a Jay Abraham marketing consulting seminar over 15 years ago.

You see, Richard discovered that while Jay Abraham really is a marketing genius, his system (like most other marketing consultant programs today) was not geared toward "ordinary" people who don't have a lot of money or natural marketing talents.

Jay Abraham, in the early 1990s had credibility, contacts and millions of dollars. The training Jay taught consultants was taught from his own millionaire perspective.

But Richard was near broke. So broke he had to borrow money from his dad to attend Jay's training. Richard had no credibility and few contacts.

And when Richard went out in the field to test Jay's teachings, he failed.

Richard did not quit. After years of experimenting and organizing the marketing concepts into a workable system, Richard began to experience an almost instant success.

Richard had unlocked the code and discovered his own unique "system" to make money as a marketing consultant that is so easy to follow and simple to learn...almost anyone can use it to make money quickly, cheaply and even...

### **While Sleeping Like a Baby.**

Richard had created a system that will work whether you are a millionaire like Jay Abraham or broke like Richard, struggling to make the rent.

It's taken Richard 15 years to perfect and tens of thousands of dollars working out the "bugs", and getting his system so you can approach virtually any kind of business to offer your consulting services.

And since sharing his system to the public, Richard has created successful, highly paid marketing consultants in the US, the UK, Australia, Greece and even Holland (some who were totally new to marketing when they started) who are now making it big doing consulting.

Here's why...

With Richard's system all you do is use the tools he's created for you the exact way he says to use them...and within just a few weeks (maybe even a few days)...you can have a strong, secure and stable marketing consultant business with paying customers and large fees dwarfing anything you could make at your regular job.

And best of all:

You can do it all without pressure...without strain...and without the unbearable personal rejection most marketing consultants endure when getting started.

For example, most people getting into the consulting business believe making cold calls to get clients is the worst and most difficult way to get clients.

This method is usually reserved for the consultant who has no contacts whatsoever.

While other consulting trainings tell you to make prospecting calls yourself, Richard's system trains you to pay others to do your prospecting for you.

Take for instance, the telephone prospecting scripts in the system.

All you do is take these proven phone scripts, hand them to a part-time telemarketer with a copy of the Yellow Pages, and tell him or her to call businesses and read the scripts word for word.

This simple method for getting new clients works time and time again. You do none of the calling and you still generate clients.

This way you can be sleeping in, playing golf, or even taking a vacation...and have an endless stream of fresh, quality appointments coming in each and every day...

### **Without You Lifting A Finger.**

Plus...

In addition to these proven phone scripts, you'll get an audio training called "How To Get Appointments" which takes your people step-by-step through the whole process on how to use the scripts.

That means, if you don't want to pay a lot of money for a professional telemarketer, just hire a student or a stay-at-home mom and give her the "How To Get Appointments" training and she'll be just as good (if not better) than anyone else at getting you appointments.

Of course, the phone is not the only way to get clients.

- ✓ Your HMA system also has already-tested direct mail letters for selling your consulting services such as:
- ✓ An approach letter and a follow-up letter.
- ✓ A proven collection of postcards designed to generate leads.
- ✓ And even a sample brochure and professional audio presentation

All you do is fill them out, drop them in the mail and you'll have as many appointments as you can handle -- without rejection, stress or having to deal with any "gatekeepers."

Is it really that easy?

With Richard's system it is.

And with the simple tools he's created you'll be hitting your prospects from every conceivable angle, giving yourself the maximum chance of capturing those high-quality paying

clients within days of starting your consulting business.

And if you're really ambitious, and want to make a LOT of money quickly, then you can also use Richard's system to create what's called "the podium effect."

What's the podium effect?

The podium effect is this phenomenon where people automatically respect, trust and believe people who talk at seminars or small workshops.

And since Richard also includes prewritten seminar and workshop flyers, you can fill a room, give your presentation, and watch as dozens of people scramble to hire you the second you step out from behind the podium.

Not sure how good you'll be at putting on a presentation?

No problem.

Because Richard has already created a powerful, professional seminar outline for you -- complete with a PowerPoint presentation and all the training you need to be up and running fast.

This is the same presentation Richard currently uses to capture clients today.

More on this later.

You won't have to try to figure anything out or structure your presentation. Just plug in Richard's "pre-made" seminar presentation, follow the word-for-word transcripts and you'll be delivering a powerful, proven presentation that gets clients fast.

### **Easy As 1-2-3.**

And here's something else to think about:

With Richard's system you won't have to worry about not having a reputation or a "track record" of helping business owners with their marketing.

If you've never done consulting before, I know what you may be thinking now. You're asking yourself -- why should these business owners believe anything I say?

You're afraid that they will ask you for proof that you can get results. You think they'll want referrals before they work with you.

You're thinking that you have no credibility. This is only an illusion in your imagination.

It's a FEAR not based on reality.

I am here to tell you this will not happen to you and here's why.

You must understand that your clients are not interested in you. They are only interested in the results you can bring to them.

Being a fully certified HMA marketing consultant means you'll be able to draw on the successful track record of the HMA system.

It's actually pretty simple:

Richard has discovered a proven way for you to use his testimonials, his stories, and his successes for your business. And by following Richard's simple instructions, you'll be able to "borrow" Richard's credibility for yourself.

Plus, you will also learn a secret way Richard has invented to "create" your own credibility within the first thirty seconds of meeting a potential client...

**Without Needing ANY Testimonials,  
Success Stories Or Past Success.**

This is one of Richard's "trade secrets."

And it works like gangbusters for everyone who uses it.

But here's the thing...

Getting the appointment or filling a room with prospects is only step one.

You can get all the appointments in the world...but if you can't close the sale, then it's all for nothing.

Richard knows this more than anyone.

And after spending hundreds of hours and tens of thousands of dollars on "trial and error" - he has created a truly foolproof system that lets almost anyone turn at least 25% (usually even more) of their appointments into cash sales.

And what makes this possible is Richard's proprietary "opportunity analysis worksheet".

With this simple piece of paper Richard has created, you can walk into any business, command immediate respect and attention, and literally become a marketing "miracle man."

The reason why is because this opportunity analysis worksheet lets you literally "make over" a business owner's marketing and show them exactly how you will create real cash profits right before their eyes.

And if the business owner you are talking with has any desire to grow his business at all...then he will have no choice but to be impressed by you and want to work with you.

In fact, the opportunity analysis worksheet makes converting appointments into paying clients so simple, easy and painless...

### **You'll Almost Think You're Stealing Candy From A Baby**

But you're not.

And when you see how it works for yourself, you'll be shocked at how easy making money and getting clients can be.

Richard also shows you how to command large fees and even get paid on a portion of the sales you make for your clients for years into the future.

This is called a "contingency" fee agreement.

This should only be used with a client after they have hired you and paid you to do project work.

Other expensive consulting opportunities teach you that contingency is the only and best way to sell consulting services.

And it works like this:

If you help your client make an extra \$100,000 a year (not uncommon for Richard's students), and you make a 15% "contingency" agreement with that client, you will pocket an extra \$15,000 on top of your regular fees per year.

If you do this for just five of your clients, you will make an extra \$75,000 a year. If you do this for just ten of your clients you will make an extra \$150,000 year.

And so on.

Again, this is in addition to your regular fees. You can typically charge a client anywhere from \$500 to \$5000 per project. And most clients will need at least four projects.

Quite frankly...

**You Could Literally Get Rich  
Off Just a Handful of Deals like This.**

And it's so easy once you understand Richard's system.

Because Richard really has done 90% of the "work" for you already.

For example, his system includes...

**Endorsed letter samples.**

All you do is find businesses that sell similar (but not competing) products and services as the business you are helping, and strike a simple deal with them where they send your offer to their customer list for a portion of the profits.

This way, you and your client make a bundle off the initial sales, and an even bigger windfall from additional sales later.

All from leads that didn't cost your client a penny to generate.

**Client reactivating letter samples.**

This is your easiest way to make fast cash for you and your client because almost NOBODY goes after his or her inactive clients and customers.

And all you do is take one of your prewritten letters and mail it to your client's inactive customers.

Watch your clients shake their heads in disbelief as inactive customers (they thought would never buy again) come back to life -- spending their money with your clients again and again and again.

And remember, if you set up simple contingency deals with these clients (as Richard explains in his system)...

**You Will Get Paid On All  
This Action, Too.**

**Letter templates.**

For things like special promotions, unique sales and other events. Each letter is proven to work and it's almost guaranteed money in your bank account every time you use them.

Anyway, these are just a few of the reasons why Richard's students report such fast and easy profits. To hear real stories from six existing HMA marketing consultants in their own words go to the link below.

**<http://www.hardtfindseminars.com/AudioclipsH.htm>**

Learn how they are able to get clients that pay cash so quickly.

This is why I have no problem saying nothing could be simpler than using Richard's system to make money quickly and easily as a marketing consultant.

And realize this:

Every time you make one of your client's money using Richard's "paint by numbers" pre-created tools...

### **You'll Become Your City's Marketing And Business Guru.**

And you'll have the instant reputation as the guy who turns straw into gold.

You'll be the person your clients won't be able to help but rave about to their business friends who will also want to hire you.

And your whole consulting practice "snowballs" from there until you have an endless stream of clients and profits coming in so steadily you couldn't stop your money from coming in even if you wanted to.

As I said before, I have seen all the other marketing consultant programs out there. And I have not yet seen anything that even comes close to Richard's system.

But you certainly don't have to take my word for it. Because as you will see, you can try everything almost for free if you want to see for yourself.

But first, here is a quick breakdown of all your exclusive marketing training you will be getting in your HMA system:

### **HMA Resource # 1:**

This is the HMA "System".

You get all 10 HMA operation manuals showing you each step of the way how to capture clients and make them real profits. This collection represents the system. Each binder walks you

through all steps of the system. You'll reference these materials as you take your client through the steps of the HMA system. Richard spent years creating and refining these modules. Each comes in its own three-ring binder. You'll use these manuals as you follow along in Resource #2 & #3.

## **HMA Resource # 2:**

1995 HMA Live Seminar Training

You'll own 25 hours of cutting edge HMA marketing training in downloadable audio.

Richard's first live marketing consulting seminar was conducted in early 1995.

Your 1995 training features Richard at the top of his game teaching a room packed with students his system for becoming a successful marketing consultant. Each student paid \$5000 to attend.

You'll be able to download, hear and learn everything you need about capturing clients and creating marketing systems for them. It's like having Richard right there with you showing you exactly what to do each step of the way.

## **HMA Resource # 3:**

2005 HMA Live Seminar Training.

You'll get Richard's most recent live training on DVD. This is the same training Richard did from 1995 but updated ten years later.

You'll see Richard in action in full color and live in front of a room full of students eager to learn Richard's secrets of his HMA Consulting system.

Each DVD is professionally produced. The picture quality and sound is perfect. You can play your DVDs in your home, computer or portable DVD player.

I've also arranged to have the audio from each of your DVDs converted to downloadable mp3 audio files.

You'll not only be able to watch this newest training in video, but you'll have full access to download each audio as mp3 files. You can also burn CDs to play in your home or car CD player.

Anyway you choose, you'll sit from the comfort of your home, car or office and have Richard transform your mind into a human "Hidden Marketing Asset" detector."

After learning Richard's system, you'll be trained to sniff out and find money in virtually any business lucky enough to retain your services.

**Richard's students paid thousands of dollars to learn what you will get in these DVD training videos alone.**

#### **HMA Resource # 4:**

HMA Group Training Video DVDs.

This is Richard's most recent training, conducting live Group Training for 15 business owners wanting to learn how to grow their businesses. The Group-Training concept is another way for you to make money.

Richard discovered that many of the businesses he talked to wanted his consulting services but could not afford his one-on-one fees.

As a result, Richard started working with manufacturing associations and started doing Group Trainings with 10 to 20 business owners at a time.

Each Group Training would last for two hours twice a month for three months. You can charge anywhere from \$500 to \$3000 per business.

If you were to do Group Training for 10 businesses -- and let's say you charge only \$1000 each -- you've just made \$10,000 for only 12 hour of work. That's \$830 per hour.

I have never seen an easier way to make money than this.

Imagine using one of your prewritten letters from your HMA system and sending it out as an email to a list of your local Chamber members at no cost to you.

Then, imagine prospects attending your free seminar on how to grow a business without advertising.

Then imagine taking your guests through your pre-designed HMA PowerPoint presentation crafted to sell Group Trainings and one-on-one consulting services.

Remember the podium effect?

Then imagine having 10 people fighting their way to you with checkbooks in hand ready to pay you anywhere from \$500 to \$3000 each!

If you're the consultant who likes action in an exciting group atmosphere and who likes to make a lot of money fast, this presentation is for you.

Your set of Group Training DVDs will show you exactly how to execute this training. You'll have access to pre-designed workbooks to provide each one of your paying clients.

### **HMA Resource # 5:**

You get lifetime access to exclusive online training and support in your HMA University -- including online audio, email, telephone backup and more.

You'll hear intensive interviews with marketing consultants making anywhere from \$500,000 to \$2,000,000 (two million dollars) a year doing marketing consulting. You'll learn their secret ways of making money and how they run their consulting businesses for maximum profits and minimum work.

These interviews and trainings are updated regularly and published in your HMA University. Which means you'll have all the support and feedback you need to make your consulting business fly right from the start.

### **HMA Resource # 6:**

You get my famous "Joint Venture Magic" course -- including audio training, joint venture sales letters and sample contracts and agreements. This course sells for \$597, but you get it as part of your system for free.

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

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

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

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

### **HMA Resource # 7:**

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

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

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

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

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

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

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

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

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

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

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

Art really has thought of everything.

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

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

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

## **HMA Resource # 8:**

You get a gift certificate for \$1000 off my audio creation service.

This will pay for itself a hundred times over in your first year alone.

Here's why:

If your client can talk into a phone, I can create him an information product that can sell for anywhere between \$497-\$3900. I've done it myself. I've sold hundreds of thousands of dollars worth of information products using this very system.

And with your help, he can then sell that product, or use it to generate leads for his business. And, of course, if you set up a contingency agreement...

### **You Will Get Paid On These Sales Too.**

You'll also get a certificate worth \$500 off my audio infomercial service.

There's nothing better than a hard-hitting audio recording that features the benefits of your product or service, and there's no better delivery man than the Internet.

Plus, you can also use these services for your own business.

When you have your own, unique audio infomercial, you'll literally ooze with the kind of ironclad credibility money can't buy. And even the most skeptical clients and customers will many times want to hire you right on the spot.

And perhaps the best part about your certificate is that it can be sold or transferred to your clients. There is no expiration date as long as you remain an active HMA Consultant.

## **HMA Resource # 9:**

Free publicity and press training from the "Publicity Doctor".

This is HUGE.

Especially when you set up contingency and commission deals. Because every time you use free publicity, money will come back to you in buckets, without your client having to do anything but answer the phone and answer a few questions.

You'll learn the secret of getting millions of dollars in free publicity for your business and your clients' businesses in newspapers and magazines and on television and radio.

### **HMA Resource # 10:**

You also get the reprints and resale rights to 23 professionally written business reports including:

- ✓ **Insider Business Strategies: Five Ways to Increase Your Bottom Line Profits Without Spending an Extra Dime on Advertising**
- ✓ Quick-Fix Marketing: One-shot turnaround strategies for 50 different companies. (This gives you 50 marketing plans for 50 different businesses. Chances are, your clients will fall under one of these categories, and you can use these reports to make your job ten times easier.)
- ✓ **The Headline Bank: 100 top moneymaking headlines.**
- ✓ How to Up Your Profit in a Down Economy: 114 Tips and Techniques and Tactics to Kick-Start Your Cash Flow.
- ✓ **Yellow Page Success Secrets.**
- ✓ How to Attract More New Businesses with a Riveting Ad that Captures Immediate Attention.
- ✓ **How to Use Brochures to Grow Your Business.**

And more. (23 in all)

The great thing about having all these reports is not only the business changing information...but that you can also resell them.

You're going to have all the rights you need to put your own company name on them, and resell them to your clients and make revenue.

This is a residual income opportunity built in to the HMA Marketing Consulting Training.

You'll own these reports in Microsoft Word and PDF files so that you can reproduce these for your clients and sell it to them directly.

### **HMA Resource # 11:**

The use rights (not resale rights) to my collection of 117 hours of audio content and written transcripts from [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

You'll own the use rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Bob Bly, Mark Joyner, Gary Halbert, Jay Conrad Levinson, Brian Keith Voiles, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts.

You'll instantly have a mountain of new products you can:

- ✓ Use to get more customers, clients, subscribers and strategic business contacts.
- ✓ Use as free bonuses to sell consulting projects and services.
- ✓ Offer as special incentives to help your clients sell more of their existing products.
- ✓ Package and bundle together to make one-of-a-kind products to give away free to build good will.
- ✓ Educate and excite your clients.

The options of what you can do with this content is endless.

This content has been a labor of love that has taken me years to build. I've invested tens of thousands of dollars and hundreds of hours to put this material together. And yet, I'm making this available to you as an HMA Consultant at no cost whatsoever.

## **HMA Resource # 12:**

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

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

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

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

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

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

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

Within this Copywriting Training you'll be granted a lifetime membership to [www.hardtofindads.com](http://www.hardtofindads.com)

You'll get over 700 typed, word-for-word transcripts from the world's largest digital swipe file of editorial style ads by the highest paid and most successful copywriters in the world like: Eugene Schwartz, Claude Hopkins, Gary Halbert, Brian Keith Voiles and John Carlton.

This is like having a team of the world's top copywriters on your desk telling you exactly what to write to make a winning promotion. These ads have pulled in hundreds of millions of dollars in sales and are proven "templates" that will work for you and your clients.

In many cases, you can take what's already been done and "adapt" it to what you're selling.

Products with just half these profit-producing ads sell at over \$5,000. But they're all yours free as part of this super HMA Consulting package.

### **HMA Resource # 13:**

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

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

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

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

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

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

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

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

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

But I've got it down to a science.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

And much more..

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

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

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

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

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

## **HMA Resource # 14:**

24-7 "Remote Control Consulting Services" selling tool.

Selling consulting to people who don't want consulting can zap your motivation stone dead and eat hours of valuable time.

You should only be selling your services to QUALIFIED prospects.

And so you get a valuable time saving tool to "pre-sell" the HMA System for you. It's a PowerPoint Presentation outlining all the steps in the HMA system.

This presentation will let you send a link to any prospect in the world that has Internet access and have them learn about what you can do for their business as an HMA Consultant.

In other words...it takes you out of the selling position UNTIL they have gone through the presentation.

If your prospect does this, they are uniquely qualified as a legitimate prospect and are worthy of your valuable time and expertise.

You'll get this presentation customized with your photo, your company logo, your website and your email address branded throughout.

This one tool has saved me hundreds of hours by letting me pre-sell and educate prospects about the HMA system without my direct involvement.

You'd pay thousands to produce a selling tool on your own like this. But it's yours to use and brand the second you become an HMA Consultant.

### **HMA Resource # 15:**

You'll own 100% usage rights to all your marketing tools, sales letters, postcards, presentations, ads, press releases, client generation reports, client testimonials, manuals, my million dollar consultants list of service providers and more – everything you need.

#### **What About Support?**

As an HMA marketing consultant, you will be in business for yourself, but not by yourself.

By that I mean, when you have a question you get Michael Senoff. Not some "customer service" rep that doesn't speak English.

You get me working directly with you. You get me returning your calls minutes after you leave a message. You get me returning your email in hours not days. You even get marketing assets I've accumulated over the years -- like my knowledge on direct mail marketing, advertising and copywriting.

In other words...

#### **I'm Always Here For You.**

And I'm personally going to whatever I can to help you succeed.

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

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

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

Here's why:

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

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

All of which means you can...

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

And I mean that.

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

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

How much does it cost?

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

Probably even a lot more.

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

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

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

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

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

Shipping if you live in the USA is \$43. If you live outside of the USA, your shipping will be anywhere between \$97 and \$250 depending on location. Your investment for your HMA system is small compared to what you're getting.

Especially when compared to other marketing consulting courses -- with a lot less value

and with all their fees and royalties.

**However, There Are Two Small  
"Catches" To This...**

First of all...

Do you remember earlier in this letter when I said I was giving you my audio creation and infomercial at a huge discount?

Well, if you become an HMA Consultant you are going to be dealing with a LOT of people who will want and need that service. And I am hoping you will send some of those people my way to get these audio services done when the time is right.

If you become an HMA Consultant in the next thirty days from the date of this letter, I'll happily pay you a fat 20% "finder's fee" for any audio work you refer to me. (Yet another way you can make money with this system without so much as lifting a finger.)

But this is another of the main reasons why I'm giving you all this value away at this ridiculously low price. And I'd be lying if I said I wasn't offering this deal as much for me as I am for you.

And secondly...

Even though you're free to use your HMA system anywhere without restriction, I will limit the number of systems I sell within each geographical area.

Richard and I want to make sure as an HMA Consultant you have the maximum opportunity to profit without competition.

So being accepted as an HMA Consultant is not guaranteed and I have the right to say no to you if I choose. The only way to be sure of claiming your system is to act now to see if you qualify.

All you have to do is call me personally at **858-274-7851** and together we'll determine if becoming an HMA Consultant is right for you.

If we're both in agreement, I'll send you a payment agreement by email in the form of a PDF document. You'll complete it and fax it back to me at **858-274-2579**.

I'll then process your payment and send you the membership details for the HMA online university and I'll rush your HMA system to you by courier.

You can start listening to your online audio immediately while you wait for the rest of your

HMA system to arrive.

And that's it.

If you have any questions at all, call me at **858-274-7851**.

Yours sincerely,

*Michael Senoff*

Michael Senoff

**P.S.** Please keep in mind that while it really is easy and simple to make a lot of money with Richard's system, it is NOT for everyone.

I say this because if you and I talk, and it looks like you are not a fit for this and I decide not to let you be a member, please do not take it personally.

Trust me, there are some people who just shouldn't be marketing consultants, especially with Richard's system.

It's like me and playing golf. I love playing golf, but I know I'll never be good at it.

And if someone was selling a product on how to improve my golf game, and they were qualifying people just as I have to qualify people for Richard's system -- I would most definitely not be a good fit. Because I just will never be good at it and it would be a waste of my money to buy the product.

And the same goes for the HMA marketing consulting system. There are some people who just shouldn't do it. And if it's not right for you, then it's nothing personal. And if you want, I can even help you find another opportunity that will be better for your situation.

But the only way to find out is to give me a call at **858-274-7851**.

If you get my voice mail, please leave your name, area code and phone number. Say that you are calling about the HMA system and I'll call you back at once. Please do not e-mail. I get so much SPAM that your email may never make it to me.

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

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

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