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Clip #37

Michael: What kind of business are you in?

David: Commercial cleaning.

Michael: How long have you been in commercial cleaning?

David: A little over fifteen years now.

Michael: What is commercial cleaning?

David: Basically it's office cleaning. You go in evenings and weekends when people have left their office space and simply clean it.

Michael: How did you get into it?

David: I got into it about fifteen years ago. I had a real bad setback with my back.

Michael: Were you working for somebody else before your back went out?

David: I was working as a photocopier technician. I fixed copiers and fax machines.

Michael: How long did you do that?

David: For about six years. That was my second job so I stuck with that, and then I hurt my back.

Michael: How did you hurt your back?

David: I lifted a copier and twisted it at the same time.

Michael: Did you hear it go out?

David: I felt it.

Michael: Did it put you in bed?

David: The first time it put me on my back. I was quite young at that point, then I injured it again a couple of weeks later.

Michael: Were you lifting something?

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David: I had a really bad case of sciatica, which means I couldn’t work, or anything. This went on, I had a young family.

Michael: How old were your kids at that time?

David: I had two at that point; one was six and the other one was two.

Michael: Could you walk around?

David: Not really. I could not sit, walk, stand or anything.

Michael: I think about that too because I have a 2-1/2 year old, and I have another one on the way, and when there are heavy things to be lifted, I’ll say no. I’ll pay somebody else to do it because if I screw up my back I’m screwed.

David: You don’t know how it is until you do your back in and it puts you right out.

Michael: You had a young family, you were basically crippled, you couldn’t work, you couldn’t move around, you couldn’t really hug your kids or pick them up, so what did you do at that point? Were you going to chiropractors?

David: I was going to chiropractors, and I was getting spinal taps and CAT scans and everything like that.

Michael: Did anything help?

David: No. This is a slow progression of time. I was on all sorts of pain pills and muscle relaxants. If you have a hurt back I can certainly relate to it.

Michael: How long did that go on?

David: That went on for two years.

Michael: Oh, that’s terrible!

David: Can you imagine not being able to provide for your young family?

Michael: Was your wife working?

David: Yes, she was, but I felt useless.

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Michael: You feel like a loser.

David: The point is that you want to do something but you can't. Rather than absolutely going crazy, I decided, “I have to put my time to better use. I'm going to study and research fields and see what is out there in terms of business.” I knew as a younger man that I always wanted to get into business. I just never had time to give it much thought. I searched for a while looking at different options, different startup businesses, what it would cost to get into this endeavor or that endeavor, this line of business or that line of business, and I passed by the janitorial business so many times thinking that there has to be something better than that because I can't see doing the work. How on earth are you going to make money out of that? The more I dug into other businesses; I kept running across commercial cleaning. The more knowledge I got, I started to see that this had a big profit margin. Mostly labor is your cost; your material costs are next to nothing. You can actually grab some cloth and some cleaning solution and a bucket, and away you go. It's so cheap, so that was a real good prospect.

Michael: So when you say you passed by, was there a physical location that you kept driving by or when you were looking for business opportunities and looking at all the different ones, janitorial was one that was advertised and something for you to consider?

David: I was passing it by on the stuff that I was researching. I had nothing but time on my hands so I was researching probably 12 or 13 hours a day, seven days a week because I had nothing else to do; I couldn't do anything else.

Michael: Where were you researching?

David: Libraries, I'd get my wife to get stuff from the library; I had a phone by my bed, and I'd do marketing research on the phone; anything I could.

Michael: Were you looking in *Entrepreneur* magazine?

David: Oh yes, I used to get *Entrepreneur*, *Success*, and *Small Business*.

Michael: And you'd see those ads “They Laughed When I Told Them I Cleaned Floors,” or those kinds of ads?

David: Exactly. It's funny; that captured my attention. Small businesses had customers putting their ideas out in these entrepreneurial

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magazines, and *Entrepreneur* is quite an outstanding one. There are quite a few more now at this point. I thought I would give this a good going over, if I keep looking at it and everything that’s good about one business is even better with janitorial, and I thought that was easy enough and the start-up cost is good. Is it easy enough to multiply yourself and leverage so to speak? That was good too. A lot of housewives, people with jobs, they want part time so you put them in one or two days a week in the evening.

Michael: So finding people to do the work wasn’t a problem?

David: No problem.

Michael: Pretty much anyone can do it if they can follow instructions.

David: Pretty much everyone wanted to make an extra \$400 or \$500 or \$600 a month. That was never a concern, and never has been. So I thought to myself, “I am really going to take a look at this.” I narrowed it down between that and one other line and I eventually decided to buy this.

Michael: What was the other line?

David: The other one I thought about going into was actual storefront. But with an actual store operation you have the hassles and headaches of staffing and everything.

Michael: So out of all the research while you were lying in bed, all the businesses you looked into you narrowed it down to two things. It could have been a retail store or this cleaning janitorial type business.

David: Exactly.

Michael: And you went with the janitorial business.

David: Hands down, there is no comparison because you have absolutely no risk to get into the business.

Michael: Right, some entrepreneurs, or anyone considering a janitorial business may be considering one in the *Entrepreneur* magazine like a franchise. Aren’t some of these franchises expensive?

David: I had enough time, Michael, to actually research and find out “Here are the methods for cleaning, here are the solutions for cleaning

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and here is the marketing.” Then I started looking into the marketing, so I thought “Well I don’t need these guys. Why should I pay \$13,000 to get into a large Jani-King operation plus give them royalties and then go in there and be one of the lowest prices out there?”

Michael: Do they control your marketing and advertising?

David: Oh yeah. You’re a glorified employee. Like I said I did enough research and marketing research to strike out on my own and I thought “Well I have nothing but time anyway so that’s what I’m going to do.” Rather than pay all the outrageous costs, basically for under \$50 I had everything; I had sponges, mops, buckets, cleaning solutions, and you don’t need much, just a few quart bottles to start with. Why invest big?

Michael: This was 15 years ago, right?

David: That was 15 years ago.

Michael: So you got all your supplies for around \$50, you pretty much didn’t have any money because you hadn’t been working because of your back injury. Was your back feeling good enough at that time or were you just planning on getting someone else to do the work?

David: I got someone else to do the work.

Michael: So you just started the business. Tell me, how did you get your first customer? After you got your supplies, what did you do?

David: This is what I’m really proud of, and I use this type of stuff to this day. The type of marketing that I developed is very personal and people love it. In this type of industry, people come in and usually provide a terrible service. Their customers are unhappy with them. If you can go in there, first make them comfortable that you are going to provide them with a good quality and here’s what you’re going to do. One of the ingenious ways that I’ve done it, among many, is actually to show them step by step what they would get and a sample of it as well. I had no problem getting customers. Then because I was offering them quality I’d tell them I’m offering my services for more than what the other guy did.

Michael: Okay, but how did you get that first customer? Tell me about your very first account. Do you remember it?

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David: I did all of the marketing and research and thought “Okay what can I do right from here?” So I opened the phone book, developed a good little introductory script and I was really concerned if people were going to think I was telemarketing and hang up on me. Well you know something? In business if you tell them the simple little few liners that I have, who you are, etc., they’re more than happy to talk to you. And if you say that you’re going to call 50 a week and then you keep calling them back once a month with the same material that I’ve developed over the years eventually they know who you are, some of them will be friendly to you, and some of them won’t.

Michael: At that time, you knew almost nothing about marketing; you didn’t really know other more sophisticated ways to generate leads without doing telephone grunt work.

David: I was flying by the seat of my pants.

Michael: And you did the only thing you knew how; you opened the telephone book and started calling people and telling them about yourself, what you do, and your service. And you did pure telemarketing, and sometimes that’s what you have to do. I remember when I started my pen business, that’s what I did. I was on the phone for hours every day making cold calls. It’s the hardest kind of sales there are, but if you’re the type of person who could stick it out and your desire is there, you’re going to get sales. There’s a thing, even a broken clock is right twice a day.

David: That’s right. Also, Michael what I would do if I had 50 customers I would call them. All I did basically was check them off in the phone book and then the next week, I’d call a different 50 and then I would wait for another two weeks then I’d call back the first 50 again, so it would be a month. Then I’d call the next 50, and that was the first method I used that was just a “Hello, how are you? Here’s why we’re better than everybody else” type of a thing. “If you ever need us”, and through that I got more, then we started getting more and more and more contracts and as time went on and my back got better, I was able to pitch in and so was my wife and we got out there and got a little bit of field experience. It’s kind of nice. You think at the start “Well I don’t know if I want to do that.” But you know something? There’s no one around to bother you, you don’t have any bosses over top of you looking making sure you get something done; everything is up to you. You don’t have any hassles to worry about. Quite a few situations come up that might be unpleasant because of other people’s attitudes.

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Michael: Let's talk about this. When you land a contract, let's talk about money. It costs you peanuts for your supplies, you do some low-cost lead generating and you get a customer, let's talk about an average customer. What's it worth? What's it going to put in your pocket?

David: This is where you're going to jump up and down and think “Why isn't everybody in commercial cleaning?” The average contract that we have is \$457.

Michael: What does that mean? Is that what you make on an average contract?

David: That's the total take on the contract. They are one day a week, a couple of days a week, three days a week, you know?

Michael: Okay, so a contract may be one, two or three days a week.

David: It could be five too. You don't even need to go into that, so you get one, two or three days a week contracts and you have accounts say \$450 on the average.

Michael: So you're going to make \$450 minus whatever your costs are?

David: Well here's the nice part, and if we had a drum roll here you'd be just amazed. I want to get you into helping me do this, get the word out, and this is why. What other business can you get in that you can get forty percent for yourself after you pay the staff?

Michael: That is nice.

David: Forty percent of \$400 is \$180, it's \$180 in your pocket each month for that guy's job and multiply that by 1,000 contracts. The money is just phenomenal.

Michael: A guy thinking about getting into the business, at first he can't think of 1,000 contracts. He's got to start thinking “Well how many contracts can I do part time when I get started?” And let's say realistically without fail, being very conservative, if he just followed your instructions and actually did something and lifted a finger, would you say they could get ten contracts for the month?

David: Oh, yeah, there are so many unsatisfied people; you can get at least that. With the methods I've developed through the years, you

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can’t lose. And it’s not just telemarketing, I have other ways. It all depends on what you’re comfortable with.

Michael: Dave, ten average contracts, let’s say it’s \$500; ten average contracts a month are going to bring \$5,000 a month and you’re making about forty percent of that net?

David: That’s correct.

Michael: That’s almost like an average job like some people.

David: Oh I know; you’d be so far past your average job in no time at all.

Michael: Now you as the owner are you going out there cleaning or are other people doing this?

David: Other people are doing it.

Michael: So you’re not doing anything except scheduling and running the business.

David: Let me tell you what I’m doing. Here it is, it’s 10:55, I’m lying on the couch and talking to you. I have to go meet a chap for lunch now at 12:00 in the city, and I’m in a little town outside the city, and my wife’s out shopping, I have managers managing the accounts and all you do with the managers – we pay fifty percent of a contract to a regular person who just wants to go out there and clean, and then if you have it managed it’s sixty percent so all of our contracts are managed out.

Michael: For instance, let’s say you get an office building and you have a contract to clean it five nights a week. The guy you hire and bring in to clean it you offer them to manage the account and handle the appointments, handle all the problems, handle the scheduling and everything where they don’t bother you for an extra ten percent?

David: Well if they’re managing other accounts for me; that’s what I mean. You can make, there are some accounts that go through \$25 is the minimum an hour. Now you have to think making \$25 an hour profit.

Michael: What do mean? Now I’m lost. What are you saying is \$25 an hour?

David: Okay let’s say that they go in a clean a place, an office.

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Michael: The person you hired to manage it?

David: Right. Maybe I should back up here a bit. The sixty percent that you're talking about, they normally get paid fifty percent if I just give them the contract and want them to clean it, but I give sixty percent if you're going to watch over other contracts and hire other people to do other of our contracts, so you could have ten people working for you doing 20 contracts and making ten percent off each one of them, say \$50 off the average contract times ten.

Michael: Okay, then you become a manger.

David: Or what they call a subcontractor.

Michael: And that's how you handle the growth of the business.

David: Exactly.

Michael: You've been doing this 15 years and anyone who is listening to this probably is interested in it obviously. Can you share whatever you're comfortable with? Can you share with us the success of your business? Tell us what's going on in your business. Can you give us any numbers?

David: First of all, we grew this business to be very successful and then I diversified into another industry, which was cost reduction and expense control. Now in that, I almost lost my shirt because people were not ready for it here up in Canada. It went over quite well in the States. That's where you go in and you cut office expenses, utility expenses and that sort of thing.

Michael: Okay, let's stick with the janitorial stuff though.

David: Okay, so basically at that point, that was four years ago, we almost lost it all because I tried to diversify. We managed to hold on to the house, the vehicles and that's about it. We had to start from scratch. So here we go with my knowledge. The first year, actually it wasn't a full year, but we can count it as a full year. The first year, we shot up to \$77,000.

Michael: In sales, or contracts?

David: In contracts.

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Michael: Were you guys managing them all yourself?

David: Yes.

Michael: That was the very first year of business.

David: The very first. The second year, we were just under \$200,000.

Michael: Wow!

David: The third year was \$376,000. And you know something? We are coasting.

Michael: You’re taking it easy.

David: Yes, like I said I’m at home talking to you; I’m going to lunch. My wife’s out shopping. We’re enjoying life. I get up in the morning whenever I want. I’m not exaggerating in the least.

Michael: I understand. I got up this morning, the nanny was here, and I said to my wife “Honey, I’m going running,” and I went down to the Bay. I’m in San Diego and it was like 65°, absolutely gorgeous, and I got my run over with in the morning. I hate doing it, but I make myself get out and do it. But it’s wonderful, and I stop at Starbuck’s on the way back and grab a coffee. It’s no pressure. Working for yourself, the lifestyle you lead, it’s almost like you have to pinch yourself, you have to be reminded how lucky you are.

David: Oh, I know it! You have all the time in the world for the kids. We go with the kids to Disneyland, the whole family. We go to Cuba in the winter, Disneyland in the summer. We get to take two good full vacations a year. This is all what this has been able to afford me.

Michael: Anyone listening to this I did another great interview with a guy named Art Hamel and he’s up on my website at [hardtofindseminars.com](http://www.hardtofindseminars.com) on the audio clip page, and this guy is the master at how to buy a business and he talks a lot about how you’ve got to be crazy working for somebody. It’s a very interesting audio clip if anyone is interested in listening to it. It think it’s audio clip #35. Okay, you gave us some numbers about the first, second and third years in business. Are we talking about your very first years 15 years ago or since you recovered from your problems?

David: We had a bankruptcy. We started from ground zero. We had no money, nothing. Plus we had three kids.

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Michael: Before anyone gets into this, what advice could you give them? You made a big mistake. What did you learn from that mistake? What would you share with someone who does get into this business, what not to do? How not to do what you did? Did you get too big for your britches? You thought you could do anything because you had some big success in this or what?

David: Yeah, that’s part of it to be honest with you, Mike. But the other thing is too that I already had a system that was working and I should have stuck with it.

Michael: You got bored.

David: Right. I said “Okay I’ve done this; I’ve figured this out; I’m on to the next. I’m going to get bigger and better.” The more you realize, when my wife and I were building it back up again, there really isn’t anything better than this. It’s worth it. Where can you go, you land a contract once, you have it for years, and it keeps generating a couple hundred bucks a month every month.

Michael: It’s a residual.

David: Oh, it’s perfect! Then you have add-on sales that I’m just starting to learn about. Actually another good system that I have is a referral system where your leads are free from your customers. Then you can go out and charge even more for your services from the people that he knows.

Michael: So before we get into more of the techniques, let me ask you this question as it comes into my mind. You talk about getting a contract. Now I’m thinking that if I’m going to get into this business, does that mean that if I land the contract over the phone I’ve got to go schlep out and go meet with these people and sit down and have lunch with them and sign paperwork or can this stuff be done through the phone and fax machine?

David: You physically have to go out and meet with them.

Michael: I guess you would because you have to see the place that you’re cleaning.

David: That gives them also a chance to meet you, and you introduce the company.

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Michael: All right, so you go out and introduce the company, you go look at the facility, they tell you what their needs are as far as cleaning. What do you clean? When you hire somebody, what’s the general process of business? Let’s say in my office if I hired you, what are you going to come in and do for me?

David: Okay, we come in with cloths and sponges and mops and buckets, if you have tile floors, and they wipe down the desks, empty the garbage, vacuum the carpets, wipe a few frames and then they’re out.

Michael: So it’s a general dusting.

David: Dusting, cleaning and wiping.

Michael: These offices probably don’t get that dirty do they?

David: Well no. There is some stain and such in there.

Michael: Do you wipe down the computer screens?

David: We wipe down the computers, we even wipe down the keyboards if they don’t mind us doing that, and most people don’t.

Michael: So you could be in and out of there within an hour?

David: Well it all depends on how big the office is. A lot of the contracts that we have, one or two people can do it in an hour, an hour and a half, or two hours.

Michael: Do you have to do the bathrooms?

David: Yep.

Michael: The toilets?

David: Yep.

Michael: The windows?

David: You bet!

Michael: What’s the worst part of it? What’s the worst stuff to clean? Or you may go into places that are absolutely filthy and you may choose not to do a job, right? Does that ever happen?

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David: Well no, I guess it hasn’t.

Michael: Okay, so it’s just general light cleaning. Is that what the market wants someone to come behind and do some general cleaning?

David: Yeah, but it’s not just a general cleaning. We offer services that are heads and shoulders above everyone else basically so we charge a premium for that and the system we have, you can be in and out of an office but have everything done, it’s a system.

Michael: And you’ve learned that over 15 years.

David: Right, we’ve developed this over 15 years. You can clean an office whistle clean in 5 minutes where someone else could mess it up running back and forth for 10 minutes and do half as good a job as you can.

Michael: Give me reasons why I should choose your service over this other service that may be ten or twenty percent cheaper.

David: For one if you’re always switching a service, which is what happens in the industry, it causes the management headaches to find them. They always interview three companies. They’re having people walk through their building; they’re showing them what needs to be cleaned.

Michael: Who do you make the appointment with? Who is usually taking you around? The secretary or what?

David: It can be the secretary or the actual owner of the company.

Michael: Okay, go ahead.

David: For every time this happens, they have problems before it happens, of course. They’ve tried to phone the company because this wasn’t cleaned or that wasn’t cleaned, can you fix this? Can you fix that? So instead of running their own business they’re worrying about the cleaning needs. With us, we can provide a higher quality cleaning for something, it’s something they actually pass on as referrals to you in the future and I’ll show you how that works. Our service is a better quality. If you want to run your own business and let us worry about the cleaning, that’s why you hired us.

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Michael: What makes it better than the other guy specifically? Do you use non-toxic cleaners?

David: Yes we do.

Michael: So a lot of the others may use harsh chemicals that may destroy their furniture?

David: That's right?

Michael: Are your vacuum cleaners well maintained?

David: For the most part, yes. They belong to the subcontractors, but we have a series of checks and balances. The subcontractors own their own vacuum cleaners so if you get somebody to do X, Y and Z accounts, he has his own vacuum and it has to be of a certain quality.

Michael: Okay, so the cleaners have a checklist of requirements before you even bring them on.

David: Exactly.

Michael: Are there background checks performed on your cleaners?

David: Yes, we do background checks.

Michael: What kind of check do you do?

David: They're basically criminal checks.

Michael: You check their criminal background and make sure they've never been to jail?

David: That's right, we see if they've had any criminal charges before.

Michael: Okay and you call references?

David: Oh yes.

Michael: So your screening of your subcontractors who do the cleaning is pretty rigorous.

David: It is, but let's back up just a second, because when you hire a manager or managers, you should always have a male and a

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female to manage a number of contracts for you, that becomes their job and they just report to you “I have Joe and Jane Smith to do X, Y and Z accounts. Here is their security clearance and here are their reference checks.” I say “Thank you very much,” smile and go along merrily.

Michael: You developed this system. Let’s talk about your system. If I’m a janitorial business and you’ve got 15 years of experience, how can you help me? I’m doing things that you may see as archaic or that are inefficient. What are you going to teach me with your system, and I understand you have something where I may be able to license your system where I pay a certain fee every month to use your ideas?

David: It’s ideal. What I’m thinking of doing, and I was trying to incorporate your help with this was if someone was ever to come up to you and say “Look, I can make you \$1,000, \$2,000, \$3,000 or \$10,000 a month. I’ll show you how to do it; I’ll do it. I’ll give you the system for it and all I want is \$200 a month.”

Michael: Sounds like a good deal!

David: And I don’t want anything until you make something – how does that sound?

Michael: Without any risk? I’d be a fool to say no.

David: As a matter of fact, until money comes into your pockets, don’t pay me anything. You know what really excites me a lot is that so many people are sitting on the fence wanting to get into something that’s very low risk. They have a family or they have a job but they’re not making that much money or they’d like to be making more, and they want to get into something. This is what it is. Sure, I’d like to license this to all of the janitorial companies out there and say “Okay here’s what you can do to increase your sales.”

Michael: But this is a real business opportunity for anyone!

David: Well this is the exciting part. I think there are literally tens of thousands of people out there if they had a shoe to slip into; so to speak, a form to fit them that they could just go along and follow in the steps, bang, bang, bang and it is so simple.

Michael: Well, Dave with your direction and 15 years of experience you could direct them exactly step by step how to get into this business.

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David: That’s what I’m looking to do. That’s why actually I wanted to talk to you.

Michael: Well let me ask you this. What would you tell someone, how do you overcome the stigma, let’s say I got into this business, and here’s something...

David: I have a problem with that too.

Michael: You’ve got to tell your friends that you are basically a maid. That’s embarrassing to a lot of people. What would you tell somebody about how to overcome that?

David: Well a maid is a residential thing, but a commercial thing is a janitor, but I get your concept.

Michael: I’m just saying that if somebody is listening to this but they need to make money, obviously their ego is going to get in the way.

David: Sometimes it can, yes.

Michael: What would you tell them about how to overcome that thinking that cleaning office buildings is beneath them?

David: That’s real simple. Basically when you’re in there cleaning that office building you’re making more than most people in that building themselves. And as you get going in it, and there’s an old ad out there somewhere I’ve seen in the past that said “They all laughed when I said I was going to clean carpets” or something like that. But then their smiles were turned into gaping wonder.

Michael: Right, they laughed when I told them I played the piano but when I started to play, or something like that.

David: Right, well it became Mozart or something like that. This is what this string of events is. Everything has a cost; you give up time, you give up life, you give up prestige, you give up something. There’s nothing for nothing out there. If you are concerned about that and you’re worried about what your friends think well now, I don’t mean to brag or anything, but people really look up to me. I’m a respected member of the community. People say “Hello Mr. Reynolds. How are you today?” It’s like they know, we live in a beautiful home, we built a two-story brick house that’s just

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gorgeous. It’s almost the nicest, if not the nicest one in the town we live in.

Michael: You’re a big shot in the town.

David: Well, getting there, yeah!

Michael: That feels good, and you did it from commercial cleaning. You did it on your own steam in your own business. That is something to be proud of.

David: So when you’re in these offices when you first start out if that’s a little bit of a stigma for you, that’s tough. Everything comes with a price.

Michael: Right. Keep your eye on the ball. It’s the lifestyle you’re generating for your family.

David: Exactly. With my family now instead of talking it out, with my brother and my mother actually were saying “You’ll never make this work. This isn’t the right thing for you. You’re more professional.” But I knew in my head that they were wrong and I was right.

Michael: You knew in your heart too.

David: I did, and I knew that what I had to do was put this into practice and now I’m the most successful in the whole family. You have to give up whatever at the start but you know, you either pay now or you pay later, and I’d rather get the paying out of the way in terms of prestige or whatever, and when you get down the road a bit you can look back and laugh.

Michael: How old are you.

David: I’m forty-one.

Michael: You’re a young guy. And you have this business rolling and you’ve gotten to the point in this business where you’re making good money and now you want, it’s almost like you’ve gotten so much out of it now you want to give back to other people and show them how they can do the same thing.

David: That’s true. If I could just say to 1,000 people across Canada and the United States, “Hey look, don’t even believe what we say. Just

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do the system. If it works for you pay us. If it doesn't don't pay us. Try it.”

Michael: Let's say that this recording got in the hands of someone who is interested in the business, and let's say that person is me. I'm thinking about the business, Dave, it sounds really good. What's it going to cost me, what do I have to do to get going? Give me the details if I want to get going this week. What do I need to do?

David: I haven't worked out the exact format yet. That's why I called you, but in a nutshell, I'd give you a small list of supplies, a little, little starter kit, how to get clients and tell you what to say.

Michael: Proven scripts of exactly what to say?

David: Exactly.

Michael: Just exactly what you do.

David: Exactly. If you want some business there it is. Once you get a few and the few start profiting that is an extra \$800.00 a month for you. Do you know what I can do with an extra \$800 a month? You try to give me an \$800 a month raise.

Michael: Can you give us a sneak peek of what you say to the business when you call them? Or give me some ideas of how I'm going to get leads to the business.

David: You mean right off the start?

Michael: Yeah, right off the start. Let's just say I wanted to start today, who would you tell me to call on first?

David: I would give you a choice of probably three. I'm just guessing here, that's another thing I'd like to get some help from you on, but probably a choice of the three methods that have all worked and you can pick if telephone isn't the right one how would you like to send a fax? Another way could be actually going right in and saying “Hi Mr. Smith.” So those are three different methods right there. Are you comfortable with one or with all three of them?

Michael: What's your favorite method of getting a new client?

David: To be honest with you I have two of them. One is sending out the fax.

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Michael: Because it’s non-confrontational?

David: Yes, and when they call they are interested.

Michael: Absolutely. Will you supply me with all of the artwork you put on the fax?

David: Sure, I’ll tell you exactly, go can go word by word.

Michael: Will you send me copies of the ones you use so I can model them?

David: Sure, and I’ll tell you what to change in them too if you want. The other thing that I have almost one hundred percent with is let’s say this chap is making an extra \$800 or \$1500 a month, and he says, “Wow look what I can do with that!” He’s been doing them now for three months or whatever, and he goes in and says, “You know, Bill I’ve been doing this for three months, and I understand you’re happy that I phoned.” I’m glad to see that. I’m a new business just trying to start out. Can you supply me with...”? Then I have a system, like two weeks ago I got one customer to supply us with 350 names of all the businesses they deal with.

Michael: That’s brilliant!

David: Let me just come over to this file and open this up...

Michael: I can see the businesses that are dealing with other local businesses and they’re going to refer you.

David: And the thing is that once you get into them, okay you do A, B and C, that’s great.

Michael: Instant credibility!

David: That’s it. And listen to this, “Tuesday, May 28, 2002,” this is just not too long ago, we’re only on June 4th now. “To Whom It May Concern. Re: Janitorial Services, Crystal Clean. Four and a half years ago we started using Crystal Clean Janitorial to clean our offices, employee lunchroom, locker room and bathrooms. We went to Crystal Clean after having bad experiences with a family-run service and a franchise janitorial company.” So they’ve tried both of them and had bad luck. “When Dave Reynolds first approached me I was quite skeptical as to what he could do that would set him apart from his competitors. Dave offered a

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preventative maintenance approach to cleaning, something his competition didn’t. I liked the idea and decided to give Dave a try. When Dave first toured our facility he asked me (and I’ll tell you what to do when you tour a facility as well) what my expectations were. He then provided a cleaning plan that was executable and easy to manage. To date I can say that I’ve had nothing but a **good** experience in dealing with Dave and the high level of service that he has been able to deliver. We meet a couple of times a year or as necessary to schedule cleaning assignments that are seasonal in nature such as window washing, stripping and sealing tile surfaces, etc. Otherwise I do not have to concern myself with cleaning and that’s a good thing. If you are considering a new janitorial service I strongly suggest giving Crystal Clean a call. You wouldn’t be disappointed but you would be pleasantly surprised.” He then also faxed me all of the companies he does business with and the names of the people to contact.

Michael: That’s wonderful. So you send that out in a letter.

David: Exactly.

Michael: Okay. That’s great.

David: You take this in with you to the place where he referred you. You call them first and say “Even if you’re not looking for now can I come by and see you sometime?” And they usually say “Sure just pop in.” You’re a professional talking to another professional and they know you’re providing good quality.

Michael: Okay so I’m interested in this license. For me to get going on it, what is it going to cost me? Let’s just pretend that you have everything ready, you’ve got your course, you’ve got sample faxes that you’re going to show me what to send out, you have script in your kit of exactly what I need to say, you show me how to send the faxes out, what companies to use to send the faxes out, where if I don’t want any confrontation I can do it all by faxing and just answering the phone with someone ready for my services. You show me how to set up a manager. You show me how to do the bookwork and all those details. You show me how to get set up as a business. I’ve probably got to file a fictitious business name, and the details like all that are in the kit, right?

David: I could easily put all that in the kit. What it would cost you, and see now,

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this is such a fresh idea and I want to take a certain number of people and say, “Bang, bang, bang, bang, here’s what you do and I can’t wait for the results.” But it would only cost them; first of all, I wouldn’t even charge them except for maybe a shipping and handling charge to ship the material to them. I would give them a list of simple cleaning solutions to use at rock-bottom minimum price.

Michael: By cleaning solutions, you mean chemical solutions?

David: Right, the cleaning products you would use, a bottle of this and a bottle of that.

Michael: Would they buy them from you or do you just tell them where to get them?

David: I just tell them where to get them at the best prices. So they get some cleaning cloths, a couple of bottles of solution, maybe a vacuum cleaner that they have or whatever to take along and away they go. Then they get a contract, all of a sudden, they get one that’s maybe for \$600, the next one is maybe for \$200.

Michael: Are you going to provide them or me with the actual contract that I sign?

David: Sure.

Michael: Okay, you have all the forms I need and everything?

David: Yep.

Michael: I just customize them.

David: Yep, you just change the top of the letterhead and away you go.

Michael: So you’re going to give me all that information, all I have to do is pay for material to get it to me. Then what’s the agreement? If I use your system and I start generating business, I’m going to pay you a certain amount per month just for the use of your ideas?

David: Right. Let me put it really straight. I could make you \$800, \$1,000, \$2,000, \$10,000 or \$20,000 a month. Would you pay me \$200 a month?

Michael: Okay, I don’t see why anyone would refuse that.

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David: Well, no not only that, but when you make money before you actually pay or you just pay the shipping charge to get the material. You have no risk.

Michael: Let me ask you, for anyone listening to this, how can they reach you if they are interested in getting going on this? Can you provide your phone numbers or your mailing address or any contact information?

David: Well I don’t even have any of this set up yet! That’s why I called you, Mike. I was hoping that maybe you’d want to help me with this. Like I said at this point I haven’t packaged it together yet.

Michael: All right, I can certainly help you do that. Let’s do this. Let’s assume that you have everything packaged and someone was listening to this and you’re ready to ship your...you have all the information, you just haven’t organized it, but that’s not going to take long to do.

David: I think what I would do to start is I would just give you “Okay here are the pre-marketing methods – choose one. Here’s how to register the business. Here’s what cleaning solutions you need.” That’s simple, it’s not confusing, they don’t have to wade through pounds of stuff. They can get right out today.

Michael: All right, I want to say to anyone listening to this who wants to get into a very low-cost business very inexpensively, very easily and you’re willing to do a little bit of work or a little telephone work, I think they’ve got incredible opportunities. Dave has 15 years of experience behind him, he’s done it, and you’ve heard the figures that he’s done year after year after year. It’s all about lifestyle. So what if you’re cleaning office buildings? It’s very respectable; everyone has to have it done, and the biggest thing is there is a residual income. It is monthly, over and over and over again, and you can set this business up with management where you don’t actually have to lift a finger. Is that right?

David: Oh, absolutely.

Michael: Okay, Dave I want to thank you for sharing all of this information with me and with any of the listeners and I urge anyone who wants to explore this a little bit more, you can email me at hardtofindseminars.com and I’ll put you in contact with Dave and thanks for listening.

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I want to thank you for listening. This is Michael Senoff with [hardtfindseminars.com](http://www.hardtfindseminars.com). If you want to get in touch with any of the people we interview, please email me at Michael@hardtfindseminars.com.

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- **Barter Secrets:** How To Buy Anything For 80% Off (Previously sold for \$1,495.00)
- **Audio Marketing Secrets:** How To Turn Your \$29 eBook Into A \$3,900 Info Product (Previously sold for \$291.00)
- **Joint Venture Magic:** How To Set Up Profitable Joint Ventures Even If You Don't Know Anyone (Previously sold for \$595.00)
- **Eugene Schwartz Copywriting Master Pack:** Includes dozens Of Gene Schwartz ads as well as his full Speech To Phillips Publishing (Previously sold for \$291.00)
- **HardtoFindAds.com Ad Transcripts:** All 409 of the ads featured on hardtofindads.com in Word format (Currently sells for \$291.00)
- **\$31,500 Goldmine Links Package:** Secret Treasure Of Hidden Internet Links For Your Business (Previously sold for \$291.00)
- **Phone Secrets:** How To Make More Money When Answering Your Phone (Previously sold for \$297.00)
- **Letter of Agreements Guide:** Over \$10,000 Worth Of "Lawyer-Approved" Agreements For Your Business (Previously sold for 297.00)
- **Gorilla Internet Marketing System:** (Previously sold for \$297.00)

These bonuses -- a combined value of \$5,456.00 -- are no longer for sale on my site. But I will give them to you absolutely *free* with your 45-day, 100% no-risk investment in Richard's advanced marketing consultant course.

"Fast Response" Bonus:

**While supplies last, I will also throw in a \$1,000.00 gift certificate good for any used Jay Abraham Seminars I have in stock. This certificate is yours to keep -
- even if you decide to return the system!**

My 100% Iron-Clad Guarantee To You:

"If you qualify for Richard's system, you will be able to use everything for 45 days at my risk. If you haven't gotten your first paying client in that time, send it back and owe nothing. This way all the risk is on my shoulders and there is simply no way you can lose."

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It doesn't matter what your current skills are now. And it doesn't matter if you have any "connections" or business experience.

In fact, all you really need are a few, simple (and proven) secrets my friend Richard has developed over the years to become a highly paid and in-demand marketing consultant.

And the best part is, you do NOT have to shell out tens of thousands of dollars for these secrets...and you can even use them yourself...

Almost Free, If You Choose.

I'll explain the details of this offer in a second.

But first, let me tell you what's in Richard's HMA system, why it really is an absolute "no brainer" for almost anyone (regardless of your experience) to use, and why you can realistically be up and running and making money in just a few days after getting it.

To begin with:

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

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

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>