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Kyle: It'll mean financial independence because if you think about it when he says he can sell anything, he can just because he knows all this and as long as you apply it and you just keep learning from it each time, you will. I have no doubt of that.

[Music]

Michael: Hi, this is Michael Senoff with [www.hardtofindseminars.com](http://www.hardtofindseminars.com). Here's a short recording with Kyle from San Diego. Kyle ordered Brian Keith Voiles Advertising Magic course about four months ago and here's an update of how that course has changed his life.

Number one, you said about three weeks ago you finally left your day job from the past three years working at extended student services at an elementary school. You had to work from 6 to 10 a.m. and when you would get home you would fall asleep or go to lunch and not get any work done on your business. So, sad to leave, but you needed to do it. So, tell me about that.

Kyle: I don't know, I just...like you just said, I would get home at ten in the morning and then I'd just be totally tired because I stay up late away. And so I just fall asleep and then not wake up until three and then I wouldn't start to do any work and when I did it wasn't like quality work trying to get work. It was more just studying.

Michael: It was just a part time job? How many days were you working there?

Kyle: Monday through Friday.

Michael: So, it was some money, but you're replacing some of that income with your illustrating business, right.

Kyle: Yeah, it would only bring in about \$700 a month. It was good for me just because I'm 21 and just like to get money. And its easy, easy work, but it's definitely not worth it for the time that I've invested.

Michael: That's right. Now, you're realizing you can make more with your time.

Kyle: Yeah.

Michael: I think that's a smart move. Good job. And you talked to Brian Keith Voiles again a few times on the phone and you wrote a sales letter for your school assembly using his Ad Magic and his letter in your left hand. Then you had Brian check it out and he did. And then you sent it to 26 schools about a week ago and booked eight shows.

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Kyle: Yeah.

Michael: That's awesome.

Kyle: It was. I was pretty excited when it happened.

Michael: So, tell me about the process. You got Ad Magic. Did you rifle through that whole thing and study it?

Kyle: Not the whole thing. I kind of got side tracked on Gary Halpert stuff. But, I'm about half way through Ad Magic. I copied all of Brian's ads in the back and later I started doing that with Gary, but we're going to talk about that later, I think. So, then I found all his assembly letters and so I kind of called him first and said, hey, can I tweak this to my stuff. And he's like, yeah, sure and then send it to me when you're done. I was like okay. So, I copied down his letter first and then I had that in one hand and then I just went sentence by sentence through it adapting it to mine.

Michael: So, you just modeled it. He had a letter booking his assemblies for, what was it the clown?

Kyle: Magic.

Michael: Magic, sorry, that's right. Uncle Brian Magic. And you just modeled it and made it fit your illustrating.

Kyle: Yes.

Michael: All right. And was this a one-pager? How many pages was this?

Kyle: It's three pages front and back.

Michael: Three pages front and back. So, it's six pages.

Kyle: Yes.

Michael: And you had already another letter that you were sending out didn't you before you did this one?

Kyle: Yes.

Michael: How many pages was that one?

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Kyle: The first one I ever did was about one page. And that didn't do very well at all.

Michael: How many would you send and what kind of response did you get on that?

Kyle: That one I got like two responses out of a thousand.

Michael: Two out of a thousand. And you were sending it to the very same people, right?

Kyle: Here and there, yes.

Michael: This six-page letter you sent out 26 and tell me what happened. You send it out...do you remember what day you sent it out?

Kyle: I sent it out I think the Saturday before I hurt my knee, two weeks ago.

Michael: And what were your expectations?

Kyle: I was just trying to see what I could do with it. So, I sent it out to 26 local schools.

Michael: Did you hand address them?

Kyle: Yes, I hand addressed them all.

Michael: Live stamp?

Kyle: Yes.

Michael: What did you have on the corner, the return address?

Kyle: I just used a little standard one that I would use on any old letter.

Michael: Did it have your name?

Kyle: My name.

Michael: Personal name or your company name?

Kyle: My personal name.

Michael: Personal name and it went right to...who was it going to?

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Kyle: It was going to...since it was for the same school district that I used to work for before, so I had everybody's name who booked the assemblies. And so I just directed it straight to them.

Michael: And that was like on a Saturday and when did the letter hit, like Monday or Tuesday?

Kyle: It hit Tuesday. I was out of town, but I called everybody back that same day.

Michael: Tell me when you checked your answering machine? When did the messages start coming in? Tuesday you checked your voice mail or your answering machine.

Kyle: Yes, on Tuesday and I had about three and then the next day I got three more.

Michael: What kind of messages were they leaving?

Kyle: They were just saying, hey Kyle, we liked your letter, we want to book. I actually had one lady because I sent it out again the following Saturday.

Michael: Same letter, same people who did not respond.

Kyle: Yes.

Michael: Okay.

Kyle: Actually attached a post-it note that said second chance deadline approaching.

Michael: Awesome.

Kyle: Because that was one thing that Brian told me to do, so I was like okay.

Michael: All right. So, you sent it out again to everyone who did not respond.

Kyle: And then I got a couple more out of that and one lady was like that was such a good thing following up with the follow up flyer, she called it, the letter. So, that was pretty awesome that she noticed that. So, I was like okay.

Michael: So, the first time you mailed it, you brought in...how many did you book?

Kyle: I think it brought in six and I got an extra two after the second one.

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Michael: Eight and I guarantee you if you mail it again, you can bring in another two.

Kyle: Actually, I have them stamped and ready to go.

Michael: That's going to be exciting to know. That is awesome. Now, what was the offer in the letter?

Kyle: What do you mean offer?

Michael: The letter went out to these people and it said book you and how much was it? What was the offer? What did they have to do to book you?

Kyle: They just have to call me before February 23<sup>rd</sup> and then they'd save \$100 off the regular price, which I had set at \$600, so they'd be paying me \$500 if they called before hand.

Michael: So, you booked \$500 assembly. They paid you \$500 and you got eight of them so far, so that's going to bring \$4,000 in sales from a letter that went out to 26 people and probably cost you to mail out 26 letters under \$20.

Kyle: Yes.

Michael: Not a bad investment.

Kyle: No, it's an awesome investment.

Michael: Now, when do they pay? How do you set that up?

Kyle: A lot of them will call me and they'll say do we need to make a deposit or anything and I just say no, just \_\_ the assembly and you can pay me the day of or you can mail me the check up to 30 days later.

Michael: How far off do you book with these eight people? How far away are the assemblies?

Kyle: Some of them are right towards the end of the year in June, but some of them are up closer in April, May, June; right in there.

Michael: Now, how many more schools could you mail this same letter to? These were all right in your district?

Kyle: Yes.

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- Michael: How many schools are there in the other districts? There’s got to be thousands?
- Kyle: I have a national mailing list. I think I’m only missing a few states. I put it together by going to all the department of education websites. And then they all have on there the school list.
- Michael: Do you have names?
- Kyle: No, I address them to assembly coordinator.
- Michael: Good job.
- Kyle: So, I have 25,000 schools.
- Michael: Is this how you did this one, assembly coordinator?
- Kyle: No, this one I had the exact name because I worked for the district before. So, I had those. But just in San Diego alone there’s approximately 400 schools or San Diego County there’s about 400 schools. So, I’m actually going to mail those out pretty soon.
- Michael: Now, you just said you sent out 286 more copies of it last week. Where did these go?
- Kyle: Those went to kind of between here and Los Angeles, like Orange County area.
- Michael: Now, were they addressed to assembly coordinator or the person?
- Kyle: Assembly coordinator.
- Michael: All right, now, have you started getting response on that?
- Kyle: On Tuesday when it should have hit, I got about two calls I think; one or two calls.
- Michael: Out of 286.
- Kyle: Yes.
- Michael: Same letter and everything, the only difference was it said assembly coordinator.
- Kyle: Yes.

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Michael: Well, it would be interesting to see what kind of difference you get there; having the person's name and if it is a big difference, certainly it maybe worth your while paying someone to call these schools and getting the name of the assembly coordinator.

Kyle: Definitely, I thinking of doing it myself.

Michael: Don't do that. Look, you've got to spend your time more wisely. You can go onto Elance. Go post a job. You need someone to do some light telemarketing, calling and verifying a name at a location. Do you have the phone numbers with that national list you had?

Kyle: Yes.

Michael: So, all you do you is pay someone...you pay them a dime or 15-cents to make the call. You can get a very inexpensive phone card and give them a phone card. They can call from their house and you pay them to do it.

Kyle: All right.

Michael: Don't spend your time on the phone doing that. Hire someone to do it. Hire a kid for...go on Elance and you can post a job. Once you get set up with them and you can have people bidding on your project within 30 minutes.

Kyle: Okay.

Michael: That would probably be a better way to use your time. Do you know what I'm saying?

Kyle: That's what I'm doing now with the envelopes. I've got a bunch of my friends to do them.

Michael: That's a good plan there. All right, so that will be interesting to see. You hand address the envelopes and prove results because you were using a white label before.

Kyle: Yes.

Michael: Good idea. And you've got some of your friends to address, stuff and stamp 500 letters a week for you for 10-cents a letter. That's fine. Give them another 10-cents if they want to get on the phone. You pay for the phone call. If each phone call is only going to cost you...they shouldn't be

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on the phone more than a minute or two...it should only cost you about 12-cents for the phone call.

Kyle: All right.

Michael: And if you pay them a quarter for every one they verify and get the name for, it'll totally be worth it.

Kyle: That's a good idea.

Michael: You found out one of your competitors. I went to his site. Completely stole what he teaches from someone else. So, his presentation, which you've seen...how did you figure that out?

Kyle: It wasn't his presentation. I knew for a long time that his sort of art teacher mentor guy was a guy by the name of Bruce McIntyre. And so I started looking on the Internet for him and I found a couple of his books and I looked at them and I'm like that's the exact same thing that Mark draws; exactly.

Michael: Really.

Kyle: So, I'm sure that Bruce McIntyre wasn't mad or anything that Mark did it because they were good friends, but it was just weird to me that, wow, he totally took somebody's style.

Michael: So, I saw those books he had on his website. How does he use those books with his business? Does he sell them or what?

Kyle: Yes, he sells them. They're in bookstores all over the place.

Michael: So, this guy is local in San Diego?

Kyle: He used to be in Carlsbad. Then he moved to Santa Barbara and now he's in Wisconsin.

Michael: I see.

Kyle: He's a nice guy, but we fell out of taste with each other.

Michael: I remember you were talking him and he wanted all this money from you. Is that the guy?

Kyle: No, he wanted me to call him Mr. Kistler.

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Michael: Mr. Kistler.

Kyle: Yes, and I was calling him Mark. And so if it was going to go that way, I didn’t want to be involved with him and stuff.

Michael: If he was going to be a control freak like that?

Kyle: Yes. I didn’t think that was that professional on his part, but he said it wasn’t on mine. So, we just kind of said all right, we’ll go our separate ways.

Michael: What were you doing with him originally?

Kyle: I had wrote him a letter and said, hey, I want to do what you do. I remember when I was a kid, you’d come to my school and do these assemblies and you’ve always been someone that I kind of looked up to. So, then he’s like okay. And I don’t think he took me seriously at first and then he’s like do these assignments. So, he says go do a bunch of free assemblies and get letters of recommendations from everybody. So, I did about 100 of those and then I had all the letters of recommendation and then he’s like okay now video tape a few and send them to me. I video taped some and sent them to him and he’s like these look great. I’m on tour right now, but I’ll give you a call in June when I’m out of tours.

Michael: He never called you.

Kyle: Oh no, he didn’t call me because that was when we kind of got into his little argument over what I should call him. So, that was that.

Michael: He probably felt like you may have been a threat, as well.

Kyle: May be.

Michael: But he’s been doing it a long time.

Kyle: Yes, he’s definitely set in what he’s doing. He’s a good guy. It was just that one little thing that we wouldn’t \_\_\_ to each other like that.

Michael: That’s interesting. So, you have video taped it. Since we talked have you done a kick butt videotape of one of your assemblies?

Kyle: Not yet. I haven’t had too many of them.

Michael: You haven’t had too many of them. Well, now you have an opportunity to do that.

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Kyle: Yes.

Michael: We talked about you being able to duplicate yourself and be able to sell that. Do you know what I’m saying?

Kyle: Yes. I have a friend who is going to videotape them, the problem is just my knee right now because I can’t get out there and do them.

Michael: That’s true. So, you’ve booked these things, are you going to be able to get out there and do it with your knee? You’re going to be in a cast for how long?

Kyle: I just rescheduled a bunch of them.

Michael: If you’ve got a walking cast, you should be able to do it. What do you think?

Kyle: It’s just a matter of when I’ll be able to walk.

Michael: Could you do it on crutches? How much walking around are you doing up there?

Kyle: I do quite a bit because I’m a pretty energetic guy. So, I have it cleared until March 1<sup>st</sup>. I rescheduled them all.

Michael: So, the assembly is \$500 for the school. The kids don’t pay anything. It’s just an assembly, right.

Kyle: Yes.

Michael: Now, you’ve implemented...you plan on when you go to the assembly, how are you going to capture these kids names and numbers and addresses?

Kyle: I’m going to do what Brian did and do a little fan club thing by giving them a coloring sheet or it might actually turn out to be sort of a drawing test thing.

Michael: Test your skill, win something. Let them win with a contest.

Kyle: Yes.

Michael: What about...

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Kyle: Right now, actually, I have tee shirts made and a bunch of little sketch books. So, I'm giving those out and I'm either thinking of reselling those or giving them away because they only cost me a dollar to make.

Michael: Have you tested this yet, the coloring sheet or the drawing sheet?

Kyle: No.

Michael: So, on these next ones once you're able to do them, you'll test that.

Kyle: Yes, I haven't had a show in quite a while.

Michael: Look, the most important thing is you've got a letter that works. It's just like turning on the little money machine. When you want to go work, you mail out the letters and you go do them.

Kyle: Yes, definitely.

Michael: Good. So, you listen to all of the stuff with Richard and then you took the analysis worksheet, the opportunity analysis for the HMA program and you did a call interview with a hairdresser up in Vista.

Kyle: Yes.

Michael: Did you listen to all the recordings I did when I did it with the four guys?

Kyle: Oh definitely. Everything, the string cheese guy, the movers.

Michael: Those were the first times I did them, too. You know that. I need to do some more. I want to get some more up there and do some closing. So, was it helpful in really learning how to analyze someone's business?

Kyle: Oh yes because normally you just go into an interview and if you don't have where to go basically like a little outline of something, you don't know what to ask and then you're bouncing all over the place.

Michael: Exactly.

Kyle: So, you lose track, but with that it's just ask this question, okay, and then they say the answer and it gets them thinking. And then they're like, oh, I hadn't thought about that.

Michael: So, tell me how did it go with this hairdresser up in Vista?

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Kyle: It was just a total lot of fun. She was one of my friend’s friends. That was good. And I just got on the phone and started talking to her.

Michael: You did it over the phone?

Kyle: Yes, and I just started asking all the questions and then taking notes as she was talking and then we went through it all and then towards the end we said bye and then I got...right after I hung up the phone I went on my computer and I just started typing out all these things she could do and stuff and fixing her problems that she had. So, it was a lot of fun doing it.

Michael: All right. And so, how did she respond by the time you got to the end?

Kyle: She was like, wow, I should do that. I didn’t think of that. Just going off.

Michael: All right. You said when you got off the phone with her; you had solved her number one problem and came up with over three pages of tactics and strategies. What was her number one problem?

Kyle: Well, her number one problem was she said a lot of her business comes in off of referrals. But people don’t want to give her referrals anymore because she’s booked up...they have to book too far in advance. So, if I said, hey Michael, go up to Bobbi and get your hair cut, you would call her, but she’d be booked. And so what I said was why don’t we just go send these people a new letter because she was sending one that was hitting results.

Michael: She was mailing a letter out to her customers?

Kyle: Yes, trying to get referrals.

Michael: Got it.

Kyle: And so, I just said why don’t we do it this way like Jay Abraham says to do it and just say we don’t do any advertising, we can only do it by getting people like you to give us referrals. So, she’s going to do that. But the problem was she didn’t have time for these people. So, I just said what you can do is take like the second Friday of every month and just hold it for new clients, anyone who comes in off of referrals. Do it like that. So, she said she was going to try to do that.

Michael: That’s a great idea. So, she’s really at capacity, too. Sounds like she’s doing well if she can’t handle any more people or they’re booked that far in advance.

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Kyle: I'm not sure if she is because she said that a little while ago a bunch of her clients moved, like half of them. I think she did about 150 clients now and she can handle 300.

Michael: Great.

Kyle: Yes, so it's pretty weird.

Michael: All right. That's good. And she was receptive to these new business ideas?

Kyle: Oh, totally.

Michael: Good. All right. Excellent. You've been going to the [www.hardtfindad.com](http://www.hardtfindad.com) site and you've been copying one of Gary Halpert's ads daily or you've been copying several of them.

Kyle: Yes.

Michael: How's that going? Do you feel like that helps you ingrain it neurologically as he says?

Kyle: Yes, completely because what I learned from going to art school is that we have to copy all the Rockwells and stuff.

Michael: Oh really.

Kyle: Like there's a drawing from the masters.

Michael: Do you trace them or just copy them from eye?

Kyle: I usually just copy them from eye. It takes like between 40 to 80 hours to do one.

Michael: Wow.

Kyle: And so, I was like, hey I'll just do that with these ads. So, I started copying Brian's and then just switched over and now copying Gary's.

Michael: And you write them out in longhand?

Kyle: I type them on a computer just so I can get them all formatted and stuff. But a few of them I have copied out longhand. I did that with a few of Brian's.

Michael: So, you're copying them by typing them?

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Kyle: Yes.

Michael: That's great. That's kind of what I do only I do it through the ear. When I'm editing audio, like when I edit this audio, I'm going through listening to every word and I'm editing, taking stuff out, putting stuff in. It's very similar and I'll tell you, it's a great...even though it's work...it's a great way to really ingrain the stuff into you.

Kyle: And you pick up a lot of the little nuances, like Gary when he writes, he's just like...uses like listen...

Michael: Oh yes.

Kyle: And he uses look, he uses this is going to be one of the best ads or one of the most exciting things you ever read.

Michael: Have you read his Boron letters?

Kyle: No, I want to get a copy.

Michael: I've got a digital copy. I'll send it to you.

Kyle: All right. Cool.

Michael: It's great. It is great. These are letters to his son and you'll understand where all that came from. And it's really fantastic.

Kyle: Yes, I was reading that because I try to read at least two of his newsletters a day; just trying to get caught up on them all. But they're fascinating.

Michael: They're great. I'll send you the Boron letters. This is great. It's like a whole other copywriting course.

Kyle: Okay.

Michael: Brian Keith Voiles is probably more detailed in this, but this is very good. You'll like it.

Kyle: All right.

Michael: Do this. I want you to remind me in case I forget, just send me an email and put Boron letters and I'll email it to you.

Kyle: All right.

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Michael: That's great. You know you're doing really everything it takes. You are a doer. I remember the first time I talked to you and I told Brian, you're a doer. You've got the desire and doing all these things, what has it done for your confidence?

Kyle: It just boosts it every time...every time you do something, everything that you've learned just comes into your...hey, I just learned that, now I'm doing it. I don't know, it boosts your confidence.

Michael: Now, could you get that confidence without doing anything?

Kyle: No.

Michael: Yes, you don't grow. And have you screwed up a few times?

Kyle: Definitely.

Michael: That's exactly the point. I mean it's really so easy if you just move forward and are willing to fail.

Kyle: When I was going to quit my job I would sit there and my old boss, she was like my best friend, but we'd just talk every morning and I'd be like if I quit there's really no way that I can fail because I've got these guys that I can fall back on. If I need an answer, I just turn around and give Brian a call or I read something out of his book. It's like all the answers are already there. You just have to apply them.

Michael: That's right. Now, you also say you set up another after school class at another school rather than the one you've always done it at. So, tell me about that.

Kyle: Well, one of the schools...the school that I was working for in the morning that I quit the job there, I had always done an after school drawing class and it's the five week class and the kids stay.

Michael: This is a free class or the kids pay?

Kyle: The kid's parents pay.

Michael: How much is that?

Kyle: It's about \$50 to \$60 a kid.

Michael: And how were you getting these customers?

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Kyle: I would just send out a flyer to the whole school and within two days the class would be filled to capacity.

Michael: And how many people is capacity?

Kyle: Fifty.

Michael: Fifty. So, \$2,500.

Kyle: Yes, and it cost me, I don’t know, \$30 to make all the flyers. That’s a good little...

Michael: Have you tried re-writing that flyer to pull in a better response or that flyer is already working if you’re filling it up to capacity.

Kyle: Yes, it’s already working. It’s a little bit different each time just because the parents want to see, oh new drawings this time and stuff like that.

Michael: What’s the youngest the kids are who come to the class? How old are they, the youngest ones?

Kyle: For this class I only allow in first grade and up.

Michael: First grade and up.

Kyle: Yes, but in the assemblies it’s kindergarten through whatever their highest grade is.

Michael: You’ve got to let me know because I’ve got a five year old. I’d love to bring him to watch one of these things.

Kyle: All right, definitely.

Michael: Let me know when you have one of your next classes once your leg gets better.

Kyle: Okay.

Michael: So, you send out the flyer, you fill up. So, now you have a different location because the place you were doing it at, that’s where you were working right.

Kyle: Yes, but I’m actually going to do one at that school I quit working at for them, but now I’m working for me. Does that make sense?

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Michael: Yes. Do you have to rent out the room or anything or they just give it to you?

Kyle: No, they give it to me if I'm done by four o'clock.

Michael: That's great.

Kyle: So, I have that and I had one that was all set up and I actually made a huge mistake on the flyer and I had to cancel it.

Michael: What happened?

Kyle: I tried to do Monday through Friday. One straight week of classes instead of doing Mondays for five weeks.

Michael: Right, I remember talking about that.

Kyle: That was a huge mistake because I only filled up one class or I had 25 kids. And then anyway I had to cancel because of my knee.

Michael: So, you had 25 kids, but you were going to take them Monday through Friday.

Kyle: Yes.

Michael: The class is \$50 for five Mondays, but you were going to try all one week; knock it out.

Kyle: Straight, one week.

Michael: I see.

Kyle: And what you run into, I guess is all the soccer practices.

Michael: Yes, if you cover all week, that's exactly right. That's exactly right. Every kid has one day that there's nothing going on; one or two days. But they've got other things planned on other days. You're absolutely right.

Kyle: That was a total mistake on my part.

Michael: You learned.

Kyle: And so, what I did was as soon as I was going to quit my job, I was going to try to get into the school that I done an assembly for. And so, I called them up and then they're like, yeah, you can come up and do that. I was

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like okay. So, on Mondays and Tuesdays starting in March, I’m doing a full...the same thing that I did down here up there.

Michael: Every five Mondays?

Kyle: For five Mondays and five Tuesdays in a row I’m doing the drawing.

Michael: So, you’re doing two sets of classes.

Kyle: Yes.

Michael: And you’re going to do the flyer out to the whole school?

Kyle: Yes, it’s already out. It’s supposed to come in on February 9<sup>th</sup>.

Michael: How do you get the flyer distributed to all the students in the school?

Kyle: For the school that I worked at, I had a class list. And so, I would just count out 25 flyers for each classroom or for how many kids were in there and just put them in the teacher’s boxes.

Michael: Would the teachers pass them out to everyone?

Kyle: Yes.

Michael: They would?

Kyle: Yes. And so, for this school that I just did, I FedExed all the flyers up to the lady I was coordinating it with and she just did the same thing.

Michael: These schools are elementary schools?

Kyle: Yes.

Michael: All elementary.

Kyle: Yes.

Michael: What does this flyer say? Did you add any copywriting to it? Anything you’ve learned since you’ve read Voiles’ stuff?

Kyle: Yes, actually it’s an adaptation of one of Brian’s birthday letters.

Michael: So, you redid it already.

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Kyle: Yes.

Michael: Since you got Ad Magic.

Kyle: Yes, definitely, right away. It just says to parents with kids who love to draw, a one of a kind educational fun and friendly after school drawing workshop at \_\_\_ Elementary.

Michael: There you go. What do you think in terms of dollars having this Ad Magic course and being exposed to Brian Keith Voiles interview that you listened to on [www.hardtofindseminars.com](http://www.hardtofindseminars.com) and all this is going to mean to you for your business?

Kyle: It'll mean I get to move out.

Michael: You get to get your own place.

Kyle: Yes, it'll mean financial independence because if you think about it when he says he can sell anything, he can just because he knows all this.

Michael: Absolutely.

Kyle: And as long as you apply it and you just keep learning from it each time, you will. I have no doubt of that.

Michael: All right. That's great. Kyle, it's been great. You're doing great. I want you to keep me posted, okay.

Kyle: All right, I'll do that.

Michael: I hope you have enjoyed this recording with Kyle. Why don't you give me a call at (858) 274-7851? Let me spend five or ten minutes on the phone with you, identify what your needs are, what your wants are, and let me make my best recommendation. Let me put a big box of materials together for you that would specifically meet your needs. Please give me a call and give me a chance to earn your business -- (858) 274-7851.

*Now you can use Richard's simple, risk-free home study system to...*

# **Become A High Paid Marketing Consultant In 45 Days Or *Less*... Even If You Have No Prior Marketing, Business Or Consulting Experience**

Take your 45-day "test drive" of Richard's advanced marketing consultant system today and I'll toss in **over \$5,650.00 worth of bonuses** (not for sale to the public):

- **The Hamel System:** How To Buy A Million Dollar Business With No Money Down (Previously sold for \$1,495.00)
- **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."***

**Call 858-274-7851 to see if you qualify.  
Or, see the letter below for more details...**

Dear Future Marketing Consultant,

In this letter you will learn a simple, painless and inexpensive way to become a highly paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

To download an audio recording of this letter and hours of free audio interviews with HMA marketing consulting experts, go to

**[http://www.hardtofindseminars.com/HMA\\_Details.htm](http://www.hardtofindseminars.com/HMA_Details.htm)**

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](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>**