

How To Use Audio Interviews To Get More Sales.

In this short audio, you'll meet Tony. Tony thought that face-to-face meetings were the best ways to generate leads. Of course, this meant he was chained to about an hour's drive of his house. And the worst part was -- once he'd finally get to the businesses in his area, he'd often find that the decision makers were busy, in a meeting or weren't even there. So, his long drives were actually getting him nowhere.

A while back, I suggested he automate his selling campaign by creating an audio infomercial and using it to generate leads.

So Tony interviewed his boss and created a hard-hitting audio infomercial. And that audio led to a whole new home-based approach that now includes the Internet, a letter-writing campaign with a free incentive CD, faxes, phone calls...and absolutely no driving!

And, it's working better than he ever thought possible.

He's already doubled his income, he's freed up his time by doing a lot less work and he's looking at new and exciting ways for expansion -- all from the privacy of his own home and mainly because of that audio infomercial.

And he says the best part of his new business approach is that he's only dealing with people who are already interested in his services. He's no longer trying to force people to become interested.

So sit back, relax and listen to how a simple audio helped one man turn his whole life around. Enjoy.

If you have the knack for giving advice on marketing and business, then becoming a marketing consultant might be a good fit for you. The worse our economy gets, the better the opportunity for well trained consultants. Why not get paid for the advice you're giving away for free?

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Here's a short recording with a gentleman that perfectly illustrates the power of an Internet Audio Infomercial. Now you're going to hear this gentleman talk about what an automated selling system has done for his life. I think this recording is particularly applicable for you if you're interested in leveraging your business and the best way I know how to do that is to create a hard-hitting audio interview. In this recording you'll see examples of what this can mean for you. So I hope this illustrates a point. Get ready and let's go.

Michael: Since we've talked, why don't you give me a before and after picture; before we talked what were you doing to sell your services and take me to now, what does your business look like now and how has it freed you up. Give me some of the benefits of automating your selling process.

Tony: Okay, before I guess I was bound geographically because here in the Hampton north area, the only businesses I could call on were businesses that were in driving distance. So businesses, say within an hour radius of my home. And the way that I used to do it was, I would drive to a business and I would look at the facility to see if they were candidates for saving money on their electricity and I would go and walk in the front door with my card and I would try to identify the decision maker – the President or the CFO or the Facility Director – and pretty much every time they would say they were not here, they were busy, they don't want to see you, whatever. And that was no big deal. I say just give me their contact information and I'd get it and then I would go home and I would call and I would try to schedule an appointment to drive back out there again to do a 15 minute or so presentation and try to sign the contract. But if they didn't sign, then I'd have to drive back out there again to try to pick up the contract. So it was a lot of just driving around. After you've driven down one street and you've taken notes on the facilities that are there, you're done; your circles have to keep becoming wider and wider and you're driving farther and farther and farther every day for people to say they're not there, or no, or whatever it is. And so that's what I was doing. And since I spoke with you, you told me we have to get you off the street; we have to automate your lead generation at least, and what I did was I started to build a web site where I would put my Power Point presentation onto my web page and that actually didn't work too well because the file size was so colossal it was taking forever for it to load. But what I did end up doing was I started a lead generation campaign and I just came up with a two-page direct mail sales letter, you know the headline and my picture and just basically going through the benefits we can save you some money

and if you're interested, call me back or fax me your request and I'm gonna mail you my free information kit.

Michael: Tell me your first use of that. How many did you send out; who did you select to send it out to; how did you send it out; who did the licking of the envelopes and the stamps, etc. and what happened?

Tony: Okay. My first mailing was to about 110 or so people and these guys are Presidents and CFO's and business managers of private schools in the state of Virginia.

Michael: Where did you get the names?

Tony: I pulled the list off of a web site. I went to an association of Virginia Private Schools web site, and you know, if you click around it will say "member schools" and you click on that and then it gives you, boom, all the information there. So I just cut and pasted and downloaded it into Excel and pressed the data and I had a list. And this list has about 110, 120 of these Headmasters and Facility Directors and people who make the decisions. So I had the list, I had the letter, and what I did was I found a person here locally from either www.elance.com or www.guru.com, I can't remember, but I found someone that was willing to do just basic administrative stuff. So I found her, I screened her, I called her and said I'm gonna email you this Word document, I'm gonna email you this Excel spreadsheet. I want you to go to the store, buy stamps, buy envelopes, buy paper, whatever you gotta do, and I want you to write my signature on this letter, but print it off and send it the way that I'm telling you to. And I did it Dain Kennedy style, so you know, live stamp, handwritten #10 envelope, that sort of thing.

Michael: And how much did you pay her?

Tony: I paid her \$8.00 an hour. And so she went and did that. She mailed them all for me. She licked the stamps, she handwrote the addresses, and mailed them. And I ended up getting a 6% response off of this lead generation campaign.

Michael: How many did you send again?

Tony: I sent like about 110, 120. And I got like six to eight responses.

Michael: How did the responses come; by phone call or fax, how would you split it up?

Tony: Both. My call to action at the end of the letter was either call my toll free number, give me your name and your address, your title. Or you can use my easy fax-back form. And it was designed like a coupon, yes I want my free information kit. Send it to such and such address, here's my name, number, email. You collect all their information. 80% of the respondents, respond by fax. The other 20% will respond by calling the toll free number. So I'm just sitting at home all of a sudden, my fax starts going off and boom, here comes these orders I guess asking for my information kit.

Michael: Okay, what were you thinking at that point?

Tony: I was thinking, SWEET. This is cool because one, I'm not bound geographically anymore. I'm not bound to within one hour of my home; I can go all across the state of Virginia just by mailing a letter. So that was cool. The second thing was, WOW, this is pretty cheap because all I did was pay her \$8. Obviously I had to pay postage and my envelopes and that sort of stuff, but if you were to drive to each one of these places and cold call each one of these places and everything else, I mean it would have cost me thousands of dollars. So to be able to do that was awesome. And then the other thing was that I found people who were interested. Instead of trying to make non-interested people interested, I found the ones who were already interested. They raised their hands; they contacted me instead of me going pounding the pavement and trying to convince them.

Michael: I remember talking to you. You were getting pretty burned out. And I also remember you had a very high closing ratio when you actually got in front of the person. And so, how did you handle these leads? Take me through the process from after the fax came in or the call came in, how you pre-qualified them with your presentation.

Tony: Well, this has evolved over the last four or five months. It started out as just a three step letter campaign. They would send in their request and then I would send them my free information kit which was a 13-page special report on the five myths on your electric bill and if you believe these myths it can be costing you thousands of dollars each year. And then I also did a Michael Senoff. I called the President of our company; he's a former power company executive. I called him and said, can I do an interview with you about these overcharges that the electric company has? He said sure. So we got on the telephone and I recorded an interview between me and him and he just went into all of the details about why these overcharges are on the bills and why the power

company doesn't want you to know, and blah-blah-blah-blah-blah. And so I titled the CD, "Insiders Perspective, The 5 Things That You Might Be Missing Out On Your Electric Bill". It was really cool.

Michael: This guy was an insider.

Tony: Exactly.

Michael: Okay, so he was game for the interview. How long did the interview last?

Tony: It was about 40 minutes.

Michael: Good job.

Tony: Yeah, and I went back and I edited it and did all the stuff and I put a little header at the front and just like you do. It was like, "Hi this is Tony Millett, your energy advisor, and you're about to hear a special insider interview with such-and-such, a so-and-so from Utility Management Services. He's going to reveal to you – boom, boom, boom"– and then at the end of it I said, "if this has been a great interview for you, you need to contact me at . . ." and gave my contact information, so I did it just like you do it.

Michael: Good job. And you put it on CD?

Tony: I put it on a CD and that was kind of like my bonus on the lead generation letter. The lead generation letter was all about you gotta get my free information kit. But then the P.S. was, hey if you respond today I'm gonna throw in this insider interview. So once I got the lead, I'd send them the information kit that would have this special report, have the interview, it would have some just glossy brochure-y type stuff, it would have the agreement that they need to sign and then it would have my irresistible offer. So it had my irresistible offer, which is a free trial. Let us audit your bills absolutely free, no risk, no obligation, for five full business days. You get the chance to look at our audit and our findings. If you'd like it, great, don't do anything; we'll go ahead and take care of the charges. But if you don't like it, just give me a call, email, fax or whatever you wanna do, and we'll cancel it. So that was the irresistible offer. But anyway, it had that in it and it also had a nine-page sales letter and that was the first step. And then the second step, after about 10 days, if they didn't respond the second step was another letter that said basically what's going on? Don't forget your trial offer is about to expire in about another 14 days. And then if they still didn't respond, they got another letter that said have

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I made a mistake; have I done something wrong because you asked for all this information. I gave it to you, and I gave you this and this and this and this, plus my free trial offer, plus all this stuff and you still haven't responded. Maybe I've made a mistake. Please give me a call and let's work this out.

Michael: Alright, how did this sequence work with responses?

Tony: From probably 80% of the people, who respond, respond off the first letter. And only 20% respond off of letters number two and three. But out of that first six, the first six responses that I got out of 100, I ended up closing two, which is about a little bit less than 2% of the letters that I mailed. But out of those two, I made about \$3,000 just off of those two sales that I did doing nothing.

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Michael: And you saved all that time, all that driving, all that wasted opportunity cost. And did you have the girl doing your entire letter sequence?

Tony: No, I just had her doing the front end and then I would do the back end. And that's the way that I'm still doing it now. But eventually I'm gonna turn it all over to her.

Michael: Alright, so how many are you up to now? How's it going now?

Tony: Well, now I just did a mailing of about 600, just last week. So far, I've gotten about eight or nine responses.

Michael: Who did you mail out to?

Tony: This one was still to other new Private Schools that are on the list, and then I went down to North Carolina; I didn't go, but I'm mailing to all the City Managers for every city in North Carolina. I pulled the list there again, from another association web site that had all the members on there and I just pulled it right off. I've already to that list once and the response was like 6 or 7%. So it's still coming in as we speak and I'm expecting it to be right around 6% again. My sequence is now an 11-step sequence instead of a 3-step so basically within 30 days they're getting touched by me about 10 or 11 times between my letter, my information kit, I'm calling them on

the telephone, they're receiving emails from me, they're receiving faxes from me and it's just like a blitz for 30 days.

Michael: That's awesome. So are you using the Internet to present any kind of presentation or is there an audio recording or a download or anything like that?

Tony: That's a good question. Yes. Here's what I did. I put together a landing page, which was basically my lead generation letter on-line. It's got my picture on there, a headline, call to action, same thing, you need to get my free information kit. Put all your information in here and I'll send it out to you. The only thing is that I even ran a Google ad work campaign for about a month, but it flopped big time because no one is looking to solve this problem because they don't even know they have this problem. And what I've learned is that people look for problems that they know they have. Like, if you've got a leaky faucet, or your toilet is stopped up, you'll jump on the Internet and you'll look for the solution, but if you don't even know that you're being overcharged, you're not looking for that solution on-line. So that didn't work. But the web site is still up and active and when I go in and see a client face-to-face, if I do that, I do a bill evaluation. I look at their bill and I let them know their risk level in having overcharges. Because I can tell whether or not they're being overcharged. I just can't tell how much they're being overcharged. So we run the simulation. What I did was I put together an on-line presentation to show people how to do that and I put it on U-Tube and basically it's a little video. And they click on it and there's a power bill in front of them and it says, hey listen, here's how you can look at your bill to find out whether or not you have overcharges. And it's about a four minute presentation and at the end it says, if you've done this and you realize you've got overcharges, you need to call me. And again, I give them my contact information. But what's funny is that just two days ago a high school teacher from a different city in Virginia emailed me and said, I just saw your video on U-Tube and asked me do you do this for residential customers. And we don't do it because there's not enough money in it, but it was cool that she had seen it, she watched it, she contacted me and then I told her, no we don't do residential, but we sure do the high schools, just like you're working at and if you pass on my link to the Principal, you never know, you could be a hero. The other thing that happened is, Dominion Power, the company, and they're one of the top 10 largest power providers in the United States, and our company does have a working relationship with them but they found out about my web site and they got ticked off. And they contacted the President of my company and said hey, one of your agents has this web site out

there. We're gonna threaten legal action unless you get him to take it down. And I reviewed my site and it doesn't say anything untrue; nothing derogatory, it just simply states the facts. I said, well I'm not gonna take it down until they tell me why. And then about a week later they came back and they said, well we're not gonna pursue any legal action; we guess you can keep it up.

Michael: Yeah, don't worry. You're not doing anything wrong.

Tony: Yeah, but I mean it's just been exciting. Because I think the biggest differences are, I used to drive all over the place. Now I do not drive anywhere unless someone calls me and says, come and see me. Then I might drive to you because even then, I say what you need is my free information kit first. And then they get my information, if they're still interested, then I'll drive and go see them. And the second thing is, I'm working with people who want to know what I'm doing. No more am I, hey do you want to save money on your electricity? Well, no. Well, why not? You need to be. Don't you want to save money? No, I'm not interested. Know what I mean?

Michael: Yeah, you're only working with qualified people and it's a lot less stressful and makes it more pleasurable, doesn't it?

Tony: It does, it really does. The third thing is that I'm able to target who I want to talk to because there's good customers, there's better customers and then there's great customers. And now with my direct mail campaign, I can target the exact customers that I want that I know are gonna save a ton of money and those are the only ones I'm dealing with. I'm not dealing with the Mom & Pop restaurant that's saving whatever, a thousand dollars a year on their electricity. Now I'm dealing with Universities and I'm dealing with factories and big places that are saving tens of thousands of dollars a year on their electricity.

Michael: That's awesome. So you're starting to make more money now than you were when we talked last?

Tony: Yes, I'm making more money than I was then. Back then, I might have been making \$30 back then; now I'm at least making \$50, but I'm not working nearly as hard.

Michael: Well, that's a great testimonial to the power of audio and the power of direct mail and leverage and your life is much better because you're not wasting your time with people who aren't interested in what you have.

Tony: That's right. So yeah, thanks. I wanna just thank you for doing that interview with me that day because you gave me so many ideas that day that just stuck in my mind and I ran with some. Some worked, some didn't work and I just kept going and going and going. But the whole concept of get off the street, have people come to you. That idea was so powerful that eventually, it took time and it took a lot of work and my income dipped for awhile. I told my wife I'm just not doing it anymore. I'm not going out beating the streets. And my income dipped until I got the whole thing built and started piling leads into it and then the money came back in again.

Michael: Good for you. Now the hard work is done. Now you want to automate your mailing process and all that stuff. And you may want to consider checking out the United States Post Office's web site because they've got some great tools. You can design your letters, 8 ½ x 11, window envelopes, you can go 11 x 17, upload your data, boom, they've got a service provide that does everything. You will sacrifice that personal envelope with a typed address, but sometimes having that automation and you not having to do any of that makes it worthwhile. The personalization, it's not a huge thing. It's a small thing that may make a difference, but if you give that up and go for some automation in getting your letters and campaigns out, you may really benefit from that.

Tony: Yeah, I've checked it out and that is the reason why I stayed away from it up until now was just the personalization, but I'm definitely open to testing it once I get a little farther down the road.

Michael: Yeah, I'd test it. I would.

Tony: What I really wanna do is, eventually put this into a system and sell the system to other people that are out there pounding the pavement just like I used to do.

Michael: Why don't you, the guy you interviewed, how many other people bought into the little franchise thing?

Tony: Well, no, you don't have to buy into it. It's just like being an affiliate. We're all independent contractors.

Michael: How many are there around the country?

Tony: There's about 18 or so in our company; we work all up and down the South/Southeast United States. But there's a lot of other

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companies nationwide doing what we're doing with their own sales force.

Michael: Absolutely, you should package it. Keep getting some results and package that entire thing. I could help you with that because I have an entire system that was put together by Dan Kennedy and a Dan Kennedy student about seven years ago and I bought the rights to this thing and it was a course on how to get more clients. I've got like a 300 page workbook, my sales letter. First it was for the Karate studio; how to get more clients for your Karate studio. Then it was modified for the gym industry, but it's all Dan Kennedy-style stuff and you can modify it and have an entire course with all your letters and all the stuff that's worked for you with some audio recordings. I could help you put something like that together. And I've got a lot of the intellectual property that you can just modify. It would take work but the meat of it's done.

Tony: That's exactly what I'm looking to do. And I think you're right. I need to get more results and make it more repeatable before I roll that out. But that's definitely the direction I'm going in. And I bought Dan Kennedy's Magnetic Marketing Course, which is great. And I've bought a couple of other courses as well that helped me along the way, plus listening to all the stuff on your web site. And I've just been a junkie for direct mail for the last year or so now. I've just been eating it up and applying everything that I can.

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Michael: Good job; well that's great.

That's the end of this recording with Tony. I hope this has been helpful and I hope it's given you some ideas on how you can automate your business; make your life easier and more fulfilling and fun. If you'd like to set up a time to talk to me for any kind of consultation, please give me a call at 858-274-7851. Also listen to some of the little bonus recordings that we have after this recording that will give you some ideas about the tools and services that I offer at www.HardToFindSeminars.com that can help you and teach you to do this yourself. Thanks for listening.

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

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>