

# HMA

**HIDDEN MARKETING ASSETS**

# University

INTERVIEW SERIES

**How To Position Yourself  
As The Obvious Expert...  
And Grow Your Consulting Practice  
The Easy Way**

*Michael Senoff Interviews Elsom Eldridge*

 Michael Senoff's  
**HardToFind** Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtofindseminars.com](http://www.hardtofindseminars.com)

## Copyright Notices

Copyright © MMVII - © MMVIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-234-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

## **How To Position Yourself As The Obvious Expert...And Grow Your Consulting Practice The Easy Way**

When Elsom Eldridge first opened his consulting practice, he did what most people do – he mailed out promotional brochures to potential customers, and then waited for the results to pour in. But they never did, and he ended up losing thousands of dollars on the mailing. Needless to say, Elsom was frustrated and confused. Fortunately though, he met a guy who specialized in building consulting practices.

That meeting changed Elsom's life because he learned he needed to position himself as an expert in his field, and he learned exactly how to do it. Now Elsom goes around sharing that knowledge with others.

According to him, everyone is an expert at something. The goal is to expand on that expertise so that you become the "obvious expert" – someone people naturally think of when they need services in your field. And in this 50-minute audio presentation, you'll hear exactly how to do that.

### **You'll Also Hear...**

- Elsom's easy 12-step formula that will take you from "newbie" to expert in less than a year
- How to set achievable goals that will keep you on track and in business without feeling overwhelmed
- How to use service clubs to promote yourself for free and some tips for getting a 14% response rate
- Tricks for getting your promotional material into the hands (and bookshelves) of the decision makers – and out of their trashcans!
- How to write a book in under a year and publish it for pennies
- How to use the media to get free publicity for your business
- And much, much more

This audio is an absolute necessity for HMA students because the ideas outlined in the presentation can be directly applied to your practice. And if you follow Elsom's steps, you'll easily be able to grow your business in little or no time with little or no money. Everyone knows you need to promote a business in order to grow it, but if you do it the wrong way, you'll just be wasting your time and money.

However, if you become the obvious expert, you'll have more clients, be able to charge higher fees, and receive all the referrals you need. So sit back and listen to how to become that go-to expert for your consulting practice. It's easier than you think.

*Hi, I'm Michael Senoff, found and CEO of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years, I have interviewed the world's best business and marketing minds. Along the way, I have created a successful publishing business all from home from my two-car garage. When my first child was born he was very sick and it was then that I knew, I had to have a business that I could operate from home. Now my challenge is to build the world's largest free resource for online, downloadable, audio, business interviews. I knew I needed a site that contained strategies and solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I have learned a lot in the last five years and today I am going to show you the skills that you need to survive.*

*Hi it is Michael Senoff with [HardToFindSeminars.com](http://www.HardToFindSeminars.com). I want to welcome you to a very special presentation with Elsom Eldridge. He is the author of an incredible book called *The Obvious Expert*.*

*Now when Elsom first opened his consulting practice, he did what most other people do. He mailed out promotional brochures to potential customers and then waited for the results to pour in, but they never did. He ended up losing thousands of dollars on the mailings. Elsom was frustrated. He was confused, but fortunately he had met a guy named Howard Sessions who specialized in the consulting business and in building consulting practices. That meeting changed Elsom's life because he learned that he needed to position himself as an expert in his field. He learned exactly how to do it.*

*Now according to Elsom, everyone is an expert at something. The goal is to expand on that expertise so that you could become the obvious experts. For you HMA consultants that is exactly what you want to do.*

*So in this interview, you are going to hear Elsom's easy 12-step formula that will take you from the newbie to expert in less than a year. You will learn how to use service organizations and clubs to promote your consulting practice. You will learn some tricks for getting your promotional material into the hands and bookshelves of the decision makers and out of their trashcans. If you follow Elsom's steps, you will easily be able to grow your consulting business in little or no time with little or no money. Everyone knows that you need to promote a business in order to grow it, but if you do it the wrong way, you will just be spinning your wheels. However, if you become the obvious expert, you will have more clients to be able to charge higher fees and receive all of the referrals that*

*you need. So sit back and listen on how to become the go-to expert for your HMA consulting practice.*

Michael: Elsom, I want to thank you for taking the time to talk to HMA marketing consultants from all over the world and I am really glad that I contacted you and I am glad that I was able to find this archive presentation that you did on positioning yourself as the obvious expert.

Can you briefly tell the HMA consultants why positioning yourself as the obvious expert and why they should listen to this presentation here that we are about to forward to them?

Elsom: Michael, the reality is that all of your consultants are expert in their own right and they know that, but the world doesn't know that about them. Whatever their speciality is, they really want as huge of an environment and network of people around them as possible to recognize that they are what we call, each of them is what we call the obvious expert in their speciality so that they will attract folks calling them on their niche. Now by doing the areas that we discuss in the interview, starting with one, two, or three of them. There are a dozen different strategies, they will become known as the go-to person for whatever their speciality is. We have just found that being known that way has the potential of building an empire very quickly.

Michael: What does this mean for the consultant when they position themselves as an obvious expert in their consulting practice as compared to out there hustling consulting projects or services?

Elsom: All the difference in the world because all of a sudden instead of spending your time trying to market, market, market then you have people calling on you because you are recognized as the go-to expert. When you follow these strategies, people will start sharing your name around as the main person to go to, to accomplish whatever they want that you can help them do. I was where you are now. I was struggling with whatever I did to market myself as a consultant after I got to California. I was passionate about what I was trying to get across. I was passionate about trying to help people and it wasn't working until I got some help and literally found the way to change my consulting business. You are about to hear my story step-by-step as to how I built it from zip to a very, very successful consulting business. I think we are doing it.

Michael: So for the consultants listening now, we are going to take you right into Elsom's story, right now enjoy.

Elsom: There are so many ways to get yourself positioned as the obvious expert without having to brag about yourself. Just get out and do things and people will realize that you are the expert, the obvious expert.

Good evening everybody and it is good to be here as well. I want to thank you for joining the call. The topic tonight is how to position yourself as the obvious expert. The reality is that we are all experts at something. Many of us are experts in many different areas. Just because we are experts and we have different kinds of expertise, it doesn't mean that others recognize that or know enough to give us a call or know enough to think of us whatever that area is. So the goal is to find a way or maybe multiple ways to position yourself so that whatever your area of expertise that your potential clients, your potential prospects, your potential buyers will in fact think of you as one of the first names that comes to mind whether it is buying positioning or whatever it is.

I first learned about this when I was teaching at California State University in Fresno. I really wanted to add to my potential revenue by somehow becoming a consultant in the area that I thought that I was an expert in, which was at that time the area of testing and creating tests that students would feel good about taking, helping teachers create tests that would create the kind of information that I needed and actually encourage, in a way, students to go forward in whatever area they were in.

So testing and testing assessment was the arena that I thought that I could make a serious contribution in. While I was trying to market myself as a testing assessment and testing creation consultant and I did a beautiful brochure. It was a gorgeous brochure. It had a beautiful, wonderful picture of me on it that just really got the word out about the school system and that the school district was getting involved with understanding the whole testing process better, building more revenue potential for them from the federal government, from the state government, all possibilities. I put out the brochure. I understood from some marketing books to get the brochures out really explaining who you are and what you are doing. I spent some kind of serious money printing those brochures, mailing them out, several thousand dollars just to develop some kind of business; a side business to go along with a teaching business that I was doing. The results were so disappointing. I mean thousands of dollars out and less than a thousand dollars in. When you do the math this is not good.

So I was doing other things. I was playing the organ at the Episcopal Church in order to raise more money to keep this marketing going. In



fact, I made the decision; all right these brochures aren't working yet. Obviously what I need to do is send out more brochures. You know the definition of insanity. Do the same thing again and expect a different result that is the definition of insanity. Anyway not knowing any better, I sent out an equivalent number of brochures all over again. The results were the same. At this point I am now doing magic shows with my son for kids' birthday parties to keep raising money to keep doing marketing trying to build this sidebar consulting business.

Since it wasn't working, I happened to hear about a man by the name of Howard Shenson. Now, Howard Shenson has done a lot of research in the arena of building consulting practices. He put out a number of programs. He happened to be teaching for the same University system that I was except that he was in the Hills California area. I went down to visit him after making an appointment and I showed him the brochure. I explained to him, "Mr. Shenson, what I need is I need you to help me figure out what to do with this brochure so that I can attract a number of clients, so that I can earn extra revenue while I am teaching." You don't get paid all that much as an adjunct teacher in any university, so it was desperately needed. Howard Shenson took a look at the brochure and said, "Well, we need to do something different than the brochure." I said, "Mr. Shenson, wait a minute the problem is that I really need you to help me figure out what to do with the brochure so that I can attract clients and get people in. I have been sending out a lot of them and we just haven't gotten hardly any response. I need you to help me figure out what we do with this brochure to get the response." He once again said, "We have to do something different than use this brochure." I said, "Mr. Shenson, I have a lot of these brochures still in my garage. I need to get them out." He said, "The problem with using a brochure in your particular situation is that the people you are sending these brochures to." In that case we were talking about the Superintendent, Guidance Counselors, Board of Education, and various kinds of folks in the educational world that could consumably use my services.

He explained that one of the problems that we had was that sending these brochures out to these folks, each one of them almost to a person had a gatekeeper. The gatekeeper happened to have a cylinder very near their desk and what was happening to the brochures was those brochures were finding their way into those cylinders called wastebaskets at the gatekeeper's desk. They were not getting anywhere. Well that did make some sense to me, but I didn't know what to do with it at that point. He quickly followed up and said, "Let me ask you this question. Have you ever thought about writing a book?" Well, yeah. I have thought about writing a book. He said, "Well, when do you think you are going to write a book in this area that



you are an expert in?” I said, “Well, just as soon as I have all the information that I can possibly gather in order to make this one of the best books ever in the whole area of testing and assessment.” Howard Shenson said, “Dead people don’t write books.” There was a message there because I could wait forever until I finally have all of the information that would possibly be available in order to get a book written.

Then what happened was he said, “Look, we have an appointment set for another week from now. One of the things that I would like you to consider doing is think about putting together an outline on what this book might be all about.” Then he asked, “What specific area do you think that you might write a book about that you have been doing some work in lately?” I shared with him that I had been working with my daughter Beth on *How to get a High Score on the SATs* and that I had been working on developing strategies for scoring higher on just that, Scholastic Aptitude Tests. He said, “That’s it. Let’s start there.” What he suggested was to go ahead and create some notes on the specific strategies that you have come up with for getting higher scores on the math part and then other strategies on the verbal section. Then create sample exercises for each of them and then creates a complete sample exam with annotated answers and we will put that into what we will call a book. What I would like you to do is, you are meeting with me one week from today. Take all of the information that you can gather about what you have been working on, put it down, and type it up and bring it in to our next meeting. What I explained was the problem is that I was still teaching at the University, I have this job playing organ at the church, and I still have some of these children’s magic shows, birthday party shows that I am doing. He said, “Look is there any time that you have ever really had to just immerse yourself in a project of some kind? Really sort of get yourself so involved that this has to get done, that whatever it takes you get it done.”

*For more exclusive interviews on business, marketing, advertising, and copywriting go to Michael Senoff’s [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

Elsom: I said, “Yeah. I have gotten involved with that at one point along the way.” He said, “If you want to really get involved in consulting and start attracting attention and getting clients, then you don’t have a choice. You have to do something. So, here is the deal. If you want to come to the next appointment, if we are even to have another appointment, then I need you to go ahead and do this assignment before I see you next week or there is no point in our getting together again.” It’s love. That is what it felt like and that is what it was.

I went home with an idea in mind and went to work. When I next got to see Mr. Shenson in his office, I noticed on the desk in front of him there was a stack of sheets of paper, but actually it was more like index stock, I guess. On the cover, on the top, it said *Strategies for Scoring Higher on your SAT*, but there was also *Junior National Test Preparation Center*. I said, "What is that? National Test Preparation Center?" He said, "That is your new publishing company. Your new publishing company." That impressed me. I had to go over the pages, about 200 pages both sides, type written with electric typewriter. Remember the electric typewriter and I had typed up exactly the kind of format that Howard Shenson had suggested. He took those pages with me and we went to a copy shop, kind of like the Kinkos of today. We printed 200 copies both sides of the pages that I had brought to him. Then we went to another service bureau to what turned out to be the covers of the book, these index sheets that I just mentioned. He had those; I guess it is called perfect binding, wrapped around the pages, which had been copied. All of a sudden, I had in my hands a book. It smelled like a book, felt like a book, it was a book, a book, *Strategies for Scoring High on the SAT*.

I was impressed with the fact that I had this book. I guess that I began wondering okay so there is a book now. There was nothing new about me. There was nothing better about me. There was nothing more that I knew knowledge wise with this book in my hand than there had been two months before. There was nothing different about my ability to consult or anything else. There was just this addition of a book, a book that wasn't all that professional, but it was a book.

I said, "What do I do with this?" Howard Shenson said, "Here is my recommendation. You know the people that you have been sending the brochures to. My recommendation is that you send this book out to each of them with a cover letter. First of all behind the back flap of the book, go ahead and put a list of the consultant services that you have and how to get hold of you. Then you put a cover letter that says. Dear Mr. Guidance Counselor, or Principal. Here is a copy of my latest book *How to Score Higher on your SAT*, which I believe will be of tremendous use for your teachers and students who are looking to score higher. I am happy to send it to you with your compliments. Sincerely Elsom Eldridge Jr., Educational Consultant.

Well, Mr. Shenson said, "This is one thing that most people do when a book arrives. They do not throw it away. They don't throw it away. In other words when the book arrives it is likely to get in the hands of somebody who cares about the topic. So I wound up using that book, if you will, as a brochure. When you have a book with your name on it and your expertise identified in the title, you are now what we call the

obvious expert. People now begin to recognize you as someone that knows a lot perceivably as to whatever the topic is. I became known as the obvious expert, if you will, in the area of testing and assessment and immediately changed my life in terms of beginning to get call from potential clients, potential prospects. It was almost miraculous. So in a sense, I guess, I was using the book as my new brochure if you think of it that way. Helping to elevate the consciousness belief system of those who were receiving it that I was the guy, I was the go-to person as far as testing and assessment goes.

So I suggest to you that one of the areas that you might want to consider in order to position yourself as the obvious expert in whatever field you are in would be to write a book and self publish the book. At least get it out there. Some people say, "Well I don't know if I want to put a book with all that information that I have in it because then people might not want to hire me because they will have all the information in the book. The reality of that particular situation is that I often ask back, "What is it that people don't want to do for themselves?" The answer actually is that most people don't want to do anything for themselves. If they can find an expert that would do it for them, they will go ahead and hire that expert or get involved with the expert if they truly believe that that is the obvious expert. So that is part of it.

If you have a piece of paper in front of you, in fact let me suggest that you get a piece of paper in front of you. You write some letters down on the left hand side. At the top of the page the first letter that I recommend is B. Let's just go through that. There is a piece of paper in front of you. Leave some room on the left side of the paper. We are going to come down with a dozen letters with the top letter being B. I am going to go ahead and give you the rest of the letters. The next letter coming down the left side is R. The next one is A. Follow that with an N. Follow that with a D. Keep coming down with I. Underneath I is N, then underneath that is G, underneath that is U. Keep coming down with an N, then an O, and then a W. Reading down it says Branding You Now.

This is sort of like a dozen steps that will help anyone position themselves as the obvious expert. Positioning is important. Just being the expert, knowing you are the expert, isn't enough. You have to let people know. You want to let people know in sort of a quiet way, not running around saying, "I am the expert." The more you can have people making the decision on their own, the more of an expert you actually appear to be, actually the more an expert you are. So right next to that letter B write the word, books because that is one of the

areas. Creating a book, publishing a book, self publishing a book that is a very key part to getting yourself positioned as the obvious expert.

People say, "Wait a minute. Writing a book, a whole book, that is a lot of work." Yes it is. So maybe you don't start with a book. Maybe you start thinking what the book would have in it. Let's say you want to put 12 chapters, whatever the area of your expertise is. What are the 12 problems that people have that you have a solution for that you could write about. What 12 chapters would be in your book? Just make a list. Make a list what those 12 chapters would be, 1 through 12. Instead of starting with the book itself because creating a whole book is a challenge, but let's sort of make that into a micro-task instead and think in terms of 12 different chapters and instead of a whole book what is chapter 1? Whatever the title is, whatever the problem is that you are solving, create a report. A report that says whatever it is, again with your name as the author. Putting out a 16, 32-page report with your name on it that also positions you as what, as the obvious expert.

What if you set yourself a goal of doing one report a week? Take longer, do one report a month. Use a one report a month concept. At the end of 12 months, having done 12 reports and mailing them out and having them available online or having them available to your clients, with those 12 reports at the end of that time frame, you have what? You now have the content of your first book. That is a very, very negotiable way in your own life to make this happen. Every time we present this particular program, we usually get within 6 months, 7months several people sending us copies of the book that they have now created.

So consider do that. By the way you know the R, the second R has to be. Write report next to that. If a report sounds too much of a challenge right now, could you do a short article? A brief article, now we are going to take each chapter and let's break that into two or three topics, two or three problems that you can write about with a solution. Those articles can now be sent into journals, trade journals, magazines, or published in your own e-zines making these articles available. Out of these articles, these articles become reports, three or four articles become a report, and 12 reports become a book.

So the A stands for article. Now, how do you get articles into print? You can either print them yourself or send them out to clients or prospects, put them into your own e-zine, send them out for printing in other e-zines; get them into the world with your contact information at the bottom. Once again positioning yourself as the expert in the specific arena that you were trying to get business in. After I had the

books, believing hardships, I was back in the car driving back toward Fresno. He had said, "The next thing I would like you to do is go ahead and put out a newsletter in the whole testing assessment area. Send the newsletter out to the same prospects that you have had before; the people that you want to have as clients." These days it is a newsletter or an e-zine. I want to go back to the book for a minute. E-books are fine, books – trade books are better in terms of positioning yourself as the obvious expert. Now that there is print on demand, you can print a book at a time for \$5 or \$6 one-by-one. There are companies now that will print and ship it for you for under \$10. You don't have to print a thousand or 500 books to have a trade book printed out, sent out, looking beautiful, with your title and your name on it.

Back to the newsletter, Howard Shenson said, "I would like you to put together a newsletter on testing and on assessment." I said, "Okay, how often should I send it out?" He said, "That is up to you, but go ahead and send it out as often as you would like." So I created this first newsletter on testing and assessment and set it up compliments of myself. Once again, if you write a book you are the obvious expert. If you write a report you are the obvious expert, if your name is identified with articles you are the obvious expert, if your name is identified as the editor or publisher or author within a newsletter, you are the obvious expert on whatever your newsletter is.

So I started sending out these newsletters to the same prospects. I made one error and that was that I indicated that the newsletters were becoming out monthly. About two months later, I received a couple of letters asking when they were going to get their second newsletter. What had happened in the interim is that I had begun getting business. I had begun having to do some consulting. It was working, but I let some things get ahead of me. I had not kept up with getting the next issue of the newsletter out. That was a lesson to me. In other words when you make a promise, you have to keep the promise. I hadn't been able to. I quickly sent out a notification how we were making the newsletter larger and we were going to be issuing it every quarter at that point.

So, my advice, when you put out a newsletter or these days an e-zine; we didn't have e-zines when I was doing this, however you put it out, don't over promise. Don't say it is going to be monthly if it is going to be quarterly. Don't say that it is going to be weekly if it is going to be monthly. My accountant puts out a newsletter and he puts at the top of it, "This newsletter will be sent out to all of our clients on an irregular basis." You don't even have to make a promise, but whatever you put in there, stay on top of it. Another quick tip on that is if you put out



newsletters, if you put out a physical newsletter that is as opposed to an e-zine; if you put out a physical newsletter then three-hole punch it. That increases the retention of the newsletter by 15% because they think they are supposed to hold onto it and keep it.

Okay, so we have books, we have reports, we have articles, ads, and we have newsletters. Once I left the office again having been back to see Mr. Shenson, he gave me the next piece of advice and that was that I should get involved in doing lectures and talks for service clubs. Service clubs being like Lions, Kiwanas, and Rotary. Those are the service clubs. He said, "Why don't you go ahead and put together some kind of lecture that you can offer to service clubs because it is a win-win situation. When you can do lectures for service clubs, you are going to there for free. You get to see from anywhere from 25 to 100, sometimes as many as 200 people in an audience where you become known as the obvious expert because you are the person delivering a talk on the area of your expertise.

So when I got back into the Fresno area, I saw this big billboard on the side of the road. It basically said welcome to Fresno and there were 12 different icons on this billboard talking about the different service clubs and where they were held, when they were held, and what day they were held. I pulled to the side of the road and I wrote down the name of each club and where the club meeting was. It even said what restaurant the meetings were being held in. When I got back to the house, I sat down and started trying to figure out how do I do this next? What do I do now?

I called the restaurants that they meetings were held at and I asked them, "Tell me how I get a hold of whoever is in charge of the rotary club meetings that you have there on Tuesday afternoons." They gave me a contact person and told me how to do that. I started calling and usually they were the presidents of the clubs or the vice-president of the club. I started calling these people. I said, "Hi, my name is Elsom Eldridge, Jr. and I have been working on a new lecture just for rotary clubs and the title of it is *How to Succeed in Every Test That You Take in Life*. That was a very interesting experience for me because I discovered that they were interested in having almost anyone come and talk. Some of them said, "Can you send me any information or any literature?" I said, "Absolutely." In my own mind I was thinking just as soon as I pull it together and create it. I will send it to you. A couple of the clubs were no longer there. They had sort of merged into other clubs. One of the clubs people said, "Can you do the lecture next week?" I have to explain, when I was talking to the president, the presidents don't usually handle the booking of the lectures, the bookings that they were going to have for the meetings. They sent me



on to the program chairperson of the month of that particular time frame. I was able to call the program chair person and say, "Your president asked me to give you a call about this particular new talk just being introduced to the Rotary club, the Kiwanas club, or whatever the club was that I was talking to." The chairperson says, "Can you do it next week? I don't have anyone there." I said, "Let me check my book." I went and looked at the book. Of course, I knew it was wide open. I then had to in my mind, put together how am I going to do this. I, of course, came back on the phone and said yes. Of course we can do it. You know sometimes you sort of put your back against the wall to do what you need to do in sometimes an impossible time frame. That is exactly what happened. This was one of the most incredible ways, when I was trying to build a local business. Not necessarily just a local business, we will go into that in a minute. When you are trying to build a local business one of the fastest ways to get known as the obvious expert is to get out into the world of meetings where people invite you to be the speaker and the investment of time in doing the talk.

Now there is an important piece of additional information you need in order to make this work as well as possible. Number one, you need a really good title for whatever the talk is going to be so that the members of the talk are going to want to attend the meeting and hear you. Number two; you need to have an introduction card for yourself. That is not modest at all. Where you are introduced as the expert in whatever your field is so that as the chairperson reads the introduction card, the people who are in the audience get to understand that you are the main person in this particular area of expertise. The first talk that I did, I didn't know that. The chairperson got up and said, "Now let me introduce Elsom Eldridge." Nothing – flat. I got up and did my dance, did my talk, but I learned a very valuable lesson from that particular experience. Take a card that explains to the chairperson in enough of a format what he can say to introduce me, word-for-word.

The next piece, we need a great title, we need an introduction card and then I recommend you also have what I call a bait piece; b-a-i-t, a bait piece. That is, picture in your mind an 8 1/2 by 11 piece of paper folded in half and on the front half the title of your talk. Then if you open it up you now have page 2 and page 3 in like a folder. On pages 2 and 3 I recommend that you would have an outline of your talk leaving blank spaces for people to fill in words, have some of the words in place. Then blank spaces for people to fill in some of the words so that they want to keep it, they will keep it. It will increase its retention value for you. Then on the back page, which is page four, is all your contact information and possibly a free report, a way to reach you, a way to get your e-zine, a way to get a free tape. Whatever you

want to give away making sure that they have a reason to want to get in touch with you. The advantage of them having this piece with their having written on it as opposed to a calling card or as compared to a brochure is with their having in participating in creating it, it is far more likely that they will hold onto it and be able to find it when they think of you and need your expertise in whatever way it might come to pass in the future. I discovered a change in the 1% response to 14% response once I moved over to having the bait piece. By the way, we have books, we have newsletters and you are probably wondering what that D is? D is delivering lectures, delivering lectures or talks.

Now, back when we were doing this information before, we didn't have the Internet. I have added the Internet as the "I" because there are so many possibilities on the Internet in terms of what you can obviously; it makes you the obvious expert. The more information that you have available in important ways you are the obvious expert. People can see you as the obvious expert and that is another important piece.

The "N" stands for networking. That means getting out and having people know who you are, helping other people get business. Letting people not only know who you are, but as you help other people get business they will remember that you helped get them business. The genie is for giving, giving back to the community. The more you prosper, the more that you want to give back. It just works out that way. The more you give back to your community, to your universe, the more that will come your way.

Next is the "U", U stands for USP, Unique Sales Proposition. You need to stand out. You need to differentiate yourself. Whatever position you are as an expert, and you have had many discussions about this already, you need to create your own positioning so that you are different from the other expert who was in the same business that you are in.

The next letter is "N" for newspaper. In parenthesis you might want to write the word "media". Get the word out. Send out press releases about everything that you do. If you have a new client come on board, if you write a new book, if you send out a new report, if you stop publishing a newsletter, send out to the media information about everything that you do. When you are mentioned in the media, every time that someone sees you, you become known as the obvious expert. If the eyes were open, what would I say? I would say that we are the obvious expert. Somebody said to me, "Will everything that I send out like that get published?" Well, no, of course not. Everything doesn't get published, but if you don't send anything out then nothing

gets printed or put on the radio or on TV. You want to get as many interviews on the radio and TV in your area of expertise as well.

The “O” stands for organizations. Our strategy here is to suggest that you join some specific organizations, especially where your potential clients come to see or other people that are in your speciality are also members so that you can help refer to each other potential clients. Now in order to be known as the obvious expert as regards to being a member of an organization, then what you want to do is get involved. Take a leadership role, ask how you can help, whatever that you can do to help in the organization, you will now become known to the other members. The more that you do in that particular area, the more of an obvious expert you are positioned. Then we have workshops and seminars. Whoever is leading a seminar, whoever is leading a workshop, whoever is in the front of the room is what, the obvious expert. When you send out a brochure with your seminar indicating that you are leading the seminar, well what are you at that point? You are the obvious expert.

Sometimes in one of the traveling seminars that we do when we are talking about positioning you as the obvious expert or how to become a consultant, those are the two seminars that we travel with, I will stop at one point. I will say who in the room, let's say that I have four people in the room. Who in the room would like to make \$10,000 in one day and let's say in four or five weeks from now? Well, almost everybody puts their hand up in the room; of course because that sounds good. Well, if you think about it, if you can get a certain number of people to attend a seminar, and let's say that they charge \$95 for that seminar. How many people do you need to get in the room to make \$10,000? Maybe it's \$5,000; maybe it's \$1,000. Whatever it is that you set as a goal, you can get people in a room without spending too much money in marketing these days, and without spending too much money in fulfillment, that is in terms of running it.

You can also do this in construction with organizations like “The Learning Annex” or “The Knowledge Shop” at Community Colleges where they will do the promotion for you and split the revenue with you. The advantage from a marketing point of view and from a revenue point of view is whether you are doing a seminar or a workshop and you are perceived as and deliver the goods as the obvious expert, then it also gives you the opportunity to bring to the party audio tapes that you have created, books that you have already written. By the way when I talked about books before and reports and articles, well those all transfer to audiotapes and videotapes as a potential product as well. When you are talking about books, reports, articles, newsletters, delivering lectures, going on the Internet, networking, USP,

newspapers, organizations, workshops and seminars, the more of those that you put in play, the more you are positioned as the obvious expert.

A friend of ours, Doug Hall, wrote a book, one of the best books of marketing that I think is out there. I asked Doug Hall, "If you were to recognize that somebody was an obvious expert, what would you take into consideration as your belief and your belief system that this person is the obvious expert?" Doug Hall said, "I think what I would look at is the type of body of work." Think about that in conjunction with what I just said. Doug Hall wrote the book called *Jumpstart Your Business Brain*. My recommendation therefore is a body of work, looking at the various things we have talked about, much of that applies become the obvious expert by doing as many of these particular items as you can comfortably begin. It doesn't matter what you start with, just start with something and position yourself as the obvious expert.

If you will go to [obviousexpert.com/free](http://obviousexpert.com/free) there is a short report on the obvious expert itself. That is o-b-v-i-o-u-s, expert – e-x-p-e-r-t dot com, forward slash free. I recently put out a book called *How to Position Yourself as the Obvious Expert*. You will see what that book is all about when you go to [obviousexpert.com/free](http://obviousexpert.com/free).

I want to give you a quick idea. If you want to create a book and you want to get a number of other people to help you and get the book done, I found an interesting way when I created this book and accomplished more than I ever expected to get. So, *How to Position Yourself as the Obvious Expert* happens to have 150 incredible contributors to this book, 150 true experts who gave me antidotes, stories, and more ideas for each chapter. There are 12 chapters in the book. It was truly good that this happened because just as I was getting down trying to finish up the book, I had a stroke, literally a stroke. Fortunately a small stroke, but a stroke none the less. That slowed me down for a little while as you can imagine. If you want to see how I got other people involved, you might want to take a look at [obviousexpert.com/submit](http://obviousexpert.com/submit). You will see the strategy that I used in order to invite people to contribute to that book. I give this to you as just another idea as a way to get, hey if you can't get the book out soon enough or you want to get other people involved in working with you, then that is one technique to make things go faster.

Another way to position yourself as the obvious expert is to find another expert to write a book with. For instance, I did a book in conjunction with the great Dan Kennedy, *In the World of Marketing, No One Greater* and a book on how to build a six-figure consulting practice by Dan Kennedy and also the junior. I am positioned as a

For more interviews on marketing consulting go to <http://www.HardToFindSeminars.com>  
© MMVII JS&M Sales & Marketing, Inc. San Diego California -Tel. 858-274-7851

what, as an obvious expert because I am tied into Dan Kennedy because we did the book together. There are so many ways to get you positioned as the obvious expert without having to brag about yourself. If you just get out and do things then people will realize that you are the expert the obvious expert. Feel free to go over to [www.obvious-expert.com](http://www.obvious-expert.com).

*How to use Richard's simple, risk-free, home-study system to...*

# **Become A Highly Paid Marketing Consultant In 45 Days Or Less...Without Any Prior Marketing, Business Or Consulting Experience**

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 clients 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 goldmine.

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 deliveryman 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 <http://www.hardtofindseminars.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.hardtfindads.com](http://www.hardtfindads.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

**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>