

HMA

HIDDEN MARKETING ASSETS

University

CONFERENCE CALL SERIES

How the HMA System
Can Help You
Turn Your Luck Around

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of 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.hardtfindseminars.com

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How The HMA System Can Help You Turn Your Luck Around

Jez Hunt bought the HMA system two years ago but never really did anything with it. Then one day he got a unexpected bill for \$8,500 pounds (more than \$17,000 US) and was given only eight weeks to pay it off. Jez knew he had to do something. So he picked up his HMA system, switched himself into overdrive, and ended up changing his luck and his life.

Not only was he able to pay off his bill on time, but Jez is now picking and choosing his clients, is about to conduct a two-day seminar workshop on direct marketing (charging 2,000 pounds a person) and is starting to charge his clients a monthly fee for his services.

And once you listen to Jez's story, you'll realize you can do it too. All you really have to do is try.

Key To Jez's Success: You'll hear...

- How he got his three big clients and how he has eight new appointments set up for the next two weeks
- How Jez "takes the sale away" from prospects during the Opportunity Analysis – and makes them more interested
- The incentive he uses to get more referrals than he needs – try this and you may never have to cold call again
- How he pre-qualifies prospects by asking them seemingly innocent questions about their businesses during normal conversations
- How he's tweaking his HMA system to make it 12 modules – so he can charge clients for one a month and have a steady, monthly income
- The USP he uses for his HMA business that works better for him than the usual "20% in 20 days"

Jez didn't pick up the HMA system and start doing everything right his first time out. (In fact, you'll hear how one of his mistakes landed him a legal letter from the Yellow Pages.) But Jez is quick to point out that it doesn't matter whether you're doing things right or not. It only matters that you're getting yourself out there and trying. And before you know it, you'll be landing clients, gaining confidence and changing your luck and life too.

This interview is one half hour long but, like always, it's packed with a lot of valuable information. Enjoy. Listen to hours of free interviews, case studies and how to consultant training at

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Jez: The bottom line for me was raise that money by the end of July or I would've had to go bankrupt. There was no way I could pay the debt back otherwise, and it was a case of the only other option I would have had was to try to write it off that way. I just did not want that to happen, and it was just like if there's anything I can do to stop it, I'm not going that route.

Music

Jez: My story really is the fact that I bought the system two years ago, and like probably most people, you know you want to do something with it in your business and you're kind of, "Oh, I'll get around to it," and basically you never do. You do, and you keep in touch with it all. I was listening to all the audio, but I'd never seem to take action, if you like, and actually get around to implementing and staffing to actually use it properly.

I started dabbling with a couple of clients. As you know, I've had this garage that I took on probably about eighteen months ago. This is the referral from the accountant that we talked about in my last interview. So, I kind of got that, but it was kind of just that plus what I was doing before.

I started learning a lot more about direct marketing, and using that in what I was doing for clients, but that still wasn't using the HMA System as a business tool, not having it as a business in its own right.

It was a combination of two things. It was the tax bill coming in, and it was like, "Oh my god, I've got to do something here." My design business is not going to get me out of this, but it was also listening to the interview with Dave Flannery, number three or number four. It was one of these with Dave Flannery where he was just so motivated and dynamic. It was just like, well, I just went out there and did it, stop messing around and just go do it. That was sort of the message that was coming across.

It just hit me at that time. It was just like, "Absolutely, I've got to make this work." Basically, I had eight weeks from the notification of the eight and a half thousand pounds bill to find the money. It was like eight and a half grand to spare, I mean, barring over the eight weeks, I'm still

paying the mortgage and the food and an extra eight and a half grand, when things weren't going well.

So, that was what motivated me to do it. So, that was really the motivator to me to actually go do it, and that was really got me started in proofing it as a business in it's own right.

Then, it was a case of, well, I've got eight weeks to go and get this done and raise the money for this bill. It's been like, "My god, where do I start? I've got the HMA system." First, I've got to apply it to myself. So, what can I use? The system has it's USP, so I didn't have to worry too much about that. It was just fine-tuning it.

I actually sent an email into you which was one of the questions that Dave Flannery answered in one of his interviews.

Michael: Right, you had asked if your back is against the wall, what would you do? I remember because I just listened to it actually when I was running down at the bay, and I relistened to that because I just did an interview with him on number six, and you explained your whole situation. He told you to write down a list of everyone you know, everyone Becky knows, and to try to do an alliance. So, what did you do?

Jez: That's what I did. I sat down and I wrote a list of everyone I could think, and then I looked at my customer base in design because bare in mind I was promoting myself as a designer, but I was doing marketing stuff off of the back of it. There's a number of reasons why I started pushing design originally when I set my business up eight years ago.

A lot of it was down to it was an easy in. It was like getting in the door, and then promoting other stuff that actually became clients.

Now, in hindsight when this bill came in, it was like, "Oh my god." Then, the realization dawns on you that you're promoting the wrong thing and this is just not going to happen.

What I did was basically looked at the people that I thought that I was likely to know people that I'm going to want to get in front of. So, I was focusing on accountants, so I went to my database and found every single accountant that I'd ever dealt with. I also went to a page on the web and pulled other accountants as well.

Then, I wrote them a letter, big indication of one that's in the HMA system, but writing a letter basically promoting what I was doing and the fact that I'd like to get in front of the clients and that sort of thing.

So, it went out to I think it was about twenty accountants in the end, but the ones that responded were the ones that knew me.

Michael: So, you sent out about twenty, about how many did you get responses to?

Jez: Four, and they were four accountants I've actually met before at some point.

Michael: How did they respond, by phone?

Jez: Three rang, one emailed, but basically just said, "We'd like to know more. Come and have a chat with us."

Michael: Can I ask you, was there a specific offer in the letter?

Jez: Well, basically, I'm pushing the module at two and a half thousand pounds a module, which is \$5,000 a module or there about. So, I offer a thousand dollars, 500 pounds for a finders fee. If they put me in front of a client who became one of my clients, then they would get 500 pounds.

Michael: Perfect, that's exactly what Dave did.

Jez: But, what actually happened then, because if you remember at the same time, I also did a yellow pages promotion because the yellow pages directory for my area was coming up for the next set of adverts. They were going to republish it again.

So, I went to the yellow pages, and ended up with three clients in that short space of time, but I went to the yellow pages looking at half page full color adverts, tore them all out. I went on the basis if someone's paying 5,000 pounds for an advert in the yellow pages, there've got to be reasonable amounts of money they're spending on marketing, or a reasonable size company.

I wrote a three-page letter, which I sent out, and I had my figures at the end with something like an 11% response to, including a rather strong letter from the yellow pages legal department saying that you cannot use the yellow pages in this way to promote.

Michael: So, you were doing two things at one time. You did a letter out to accountants that you knew, and accountants that you didn't know, propositioning to them to do a joint venture. If they could put them in front of their contacts and their customers or clients, that you would pay them a referral fee of 500 pounds.

At the same time, you did a promotion to people advertising in your U.K. yellow pages, and you sent a mailer out to them which generated a 10% response, and then the yellow pages got back with you with a legal letter.

Jez: That's right, yes.

Michael: Okay.

Jez: Now, out of that response that I got, I actually landed a client, because my offer, in that case, was to redo their ad. Basically give an ad critique, and tell them what they should be doing. The offer was a free ad critique, but obviously, I was looking just to raise money by redoing the ad for them.

What actually happened was everyone I went to see, apart from one company which was a dental practice, every single one of them was basically looking for the free advice, and then said, "Thanks very much, see you." Which was okay, that's fine.

The dental practice also didn't have the ad, but because of the interview that I did, whilst I was doing the critique, I didn't do the full opportunity analysis, but I did sort of cover some of the questions that would give me an indication of the first four modules of whether they were likely to be a potential client for me. So I was using it as a qualifier, but I wasn't using the full ops analysis at that meeting, because the purpose of that meeting was to critique the yellow pages ad.

This dental practice basically came back to me two days later and said, "Well, we're not you doing the yellow pages ad, but we do want you to do our marketing. So, can you come and talk to us." That was my first client that I signed up, effectively, as a marketing client under the HMA system.

Michael: Great. Now, what did you sell them on, four steps?

Jez: When I went back to see them, I sold them on the first four steps. They committed to the first four steps at 2,500 per module.

Michael: How many have you taken them through so far?

Jez: We're just into the third now, because they wanted to drag things out. Rather than do it every month, they wanted to take two months, just from the cash-flow point-of-view.

Michael: Okay.

Jez: So, we're just dragging it out a little bit, taking longer to do it. So over two months, they split the payments. They pay me monthly, now, it's half the amount per month.

Michael: Okay. Very good.

Jez: So, that's worked out there.

Michael: Let me ask you this. It's a great strategy to go in, and help someone with their advertising, because that's all they really understand, is advertising. If you can make it better, maybe they could get more calls, more customers, and do a little bit better. When you went in and did the free advertising critique, could you not go into the USP and basically say, "You know, I'd be doing you this service, redoing your ad, unless you have a USP," and then trying to get them in that way?

Jez: Yes, I did, and yes, that's how I approached it. I was trying to do the upsell, because at the end of the day, 500, 600 pounds to redo an add, I need a lot of those to raise this 8,500 I had to do in the time scale I had.

The probably I came across, really, is they weren't really qualified prospects, in hindsight, looking back now. Whilst I picked a set of criteria, that wasn't the right criteria for the HMA stuff, and for the marketing stuff. They were just focusing on advertising. In most cases, I couldn't even get them really to start talking about headlines.

You show them benefits, you show them examples. So, I was showing them examples of before and afters, I was quoting statistics at them of ones that have been done before, and the results that we were getting. In a lot of cases, they were like, "Well, okay, we'll just stick with what we've got. Thanks." They couldn't see the benefits of it.

Michael: Still, the numbers are still pretty good, one out of four.

Jez: Oh, yeah, absolutely.

Michael: 25%, if you used it as a strategy, and didn't have the push-back with the yellow pages, if you saw 20 people based on that, you could probably still get that 25%.

Jez: Yes, it absolutely worked. At the end of the day, me getting one client, and landing \$25,000 worth of business, it was worth doing, even with the threatening letter.

Michael: Did you stop after the threatening letter?

Jez: Oh, yeah.

Michael: Oh, yeah, you didn't want to mess with it.

Jez: No, there's no point. At the end of the day, I probably would have got away with it had it gone to court, but they could tie me up legally and financially. There's no point. It's better just to back off, and move on. I proved that it works.

Michael: Let's go back to the accountants. You sent out about 20 letters, four responded. You had known them all before. What happened?

Jez: So, basically I then went to see them, and I took them through the system. I explained what they system was, I explained how it works, I explained why it was successful, because it was a systemized approach, because we started with the foundations of the USP, and what a business is about.

Michael: What's interesting is the positioning. There isn't the pressure. You're not there to sell them as a client, you're there to show them the system so they could see what you're going to be offering to their clients.

Jez: That's right.

Michael: Then there's less resistance, you see?

Jez: Absolutely. That's what I found. So what then came out of that was that one of those accountants actually is now a client. They're paying me 3,500 pounds per module. I've got a meeting tomorrow where we're doing two things with them tomorrow. The first is they're going to talk through clients that they've now got in their mind who are suitable for me to take on, or to put me in front of to see if I can close them as clients for me. We're also looking at whether we can actually make it part of their sales process that their new clients have an hour session

with me when they become new clients. Essentially, I'm going to be in front of all their new clients.

Michael: How many clients are they bringing on a month?

Jez: Fifteen, twenty, something like that.

Michael: That could keep you pretty busy with a steady flow of clients.

Jez: Oh, completely, yeah.

Michael: So, you went and saw that one. Did you meet with all four of them, face to face?

Jez: No. One of them, every time we arranged it, they kept moving it, so it didn't ever happen. The other two both put companies forward, and they both sort of contacted companies, and I had a phone call from clients from each of them.

Michael: So, you didn't meet, but they started referring?

Jez: No, I met enough to go through the system with them.

Michael: You had four people respond, how many did you meet with face-to-face?

Jez: I met with three of the four that responded.

Michael: One of them became your own client.

Jez: Yes.

Michael: Okay, and the other two didn't, but they were willing to refer?

Jez: They were willing to refer, yes.

Michael: How did you set that process up with those two?

Jez: Well, basically, I went through the HMA system with them, explained the guarantee, and at the end of the day, their clients weren't at risk, because they would at least get their fees back, at the very, very least, you know.

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Jez: Then basically pushed it along the lines of, well, you know, as an accountant, your client's interests and their business interests are in your interest, and if your clients grow, obviously you'll do better out of it as well, so it's a win-win-win all around. Both of them said, "Well, absolutely. We can see the benefit of this."

The difficult part, or where it did fall apart a bit was two places, really. The first is although I specified I was looking for companies really turning over a half a million pounds or upwards, I was trying to target slightly larger companies. They're more likely to have a marketing budget.

I either didn't specify clearly enough to them, or they just didn't take on board the criteria that I set, because one company was put forward that contacted me were the right size, but they had no intention of actually spending any money, and of course, when your guarantee is that we can grow your business without spending more money on advertising, people just didn't read that as just advertising, they sort of thought without spending anymore money.

Michael: I see. Okay.

Jez: So, it's a bit of a qualification problem there. So, out of all of the ones I've seen on those two fronts, none of them have actually become clients, because they weren't the right people in front of me.

Michael: So, you didn't really give them a system on how to get their clients to contact you, you just left it up to them?

Jez: No, I gave them a letter which was basically an endorsement letter.

Michael: Right.

Jez: I'll have to send you a copy, Mike.

Michael: Okay.

Jez: You can post that onto the HMA site, if that is any help, but it was along the lines of, "You've been a good, valued client of ours. We've met someone that we really think you ought to speak to. These are sorts of things he's done for clients." I used actual testimonials of mine. It was more stuff that I'd done from the direct marketing stuff I'd done before for design work. I gave them a letter that gave an offer of a free appraisal, which is basically ops analysis.

Michael: Did they mail it out?

Jez: Yes, they mailed it out. Of course the problem, I suppose, part of it, at the time, was I wouldn't say blind panic, because I was extremely focused, but I let things slip. What I should have done was to go to them with the letter, and say, "Let's just do it. Let's book a time, I'll come over, and I will do it. I'll fold them up, I'll put them in the envelopes, I'll write the envelopes, I'll just get them out."

Of course, I didn't. I let them have the letter, and said, "Look, let's just do it." They were like, "Yeah, yeah, we'll get it out in the post," and things dragged on, and a week later they hadn't posted them, and it was out of my control. A big lesson learned.

Michael: Right, right, okay.

Jez: Don't let them do it without me actually controlling it. So there were a few hiccups along the way, but of course, I'm trying to learn, do, implement something, so I wasn't overly familiar with it in a very short space of time, because of the pressures that I had.

Michael: Right, I understand.

Jez: So, I've slipped up quite a few times, but hey, you learn very quickly. The other account, that's sort of coming together really well. They're really, really happy with the USP. I've actually re-positioned them, because of them where they were. Unfortunately, I can't go into that now. Perhaps we can talk about that another time.

The second client that came on board, was actually, because the other thing I did, it wasn't just accountants that I knew, although that was one of the approaches. The third approach was just to speak to other businesses owners that I knew, and that was through contacts through networking that I've done before, because I've been to other networking breakfasts and lunches, and built up a database of contacts. So they weren't people that I've worked with, but people that would vaguely know me.

So, I then went out to them, and basically went to them with the same sort of offer that I gave to the accountants. You refer someone that becomes a client, you get 500 quid. One of those people that I did actually referred me to someone. I went to see them, and did the ops analysis. They were very interested, then they ummed and awed, then they got me back about a week later and said, "Let's do it. We just

need to finalize a few things, can you answer these questions?" We did it, and they signed up for the first four modules at 2,500 pounds a module as well.

Michael: That's great. What kind of business is it?

Jez: That's a night club.

Michael: A night club, okay.

Jez: Yeah, which has its own set of issues, working weekdays until 2 in the morning, when the club's open is a bit of a challenge when you're trying to do client interviews.

Michael: Yes, okay.

Jez: As well as drunk people.

Michael: Okay, okay. So, what step are you on with them?

Jez: We're just starting step two. We just finished the USP.

Michael: Okay. So that's three clients.

Jez: Yes, the accountant, the dental practice, and the night club, yes.

Michael: All right, do you have another one, or is that it right now?

Jez: What I then did, because of course I was also pushing the fact that I would implement, I would implement, I would implement, which is what Richard told us to do, and that's the difference. What I then realized with the three clients, and handling the three clients, I mean, the good news was I paid the bills. Come the 31st of July, I had 8,500 pounds that I paid to clear the bills.

Michael: Very good.

Jez: I achieved the goal. Not quite how I thought it would go, but hey, you know, the bill was paid. What I then learned was I'm not going to be able to handle too many more clients with the level of work I was having to do for these three clients.

Now, the three clients, I mean, the dental practice is turning over 1.2 million. Seven dentists in the practice. The accountants are turning over 3.5 million, thinks it's something like 14 or 15 partners, plus their

staff as well. The night club's turning over just under a million, with probably about 30 or 40 staff.

So, they're all quite big companies, although they haven't got their own marketing department, as such, it was just the owners or one of the partners actually doing the work of any marketing that they've been doing. So, they're kind of the larger companies.

Of course, I'm sitting there doing all of this, and doing all of the things, and thinking this is not going to work for anymore than four or five, maybe six, clients. What happened was I also hit a point where, because of delays at the client's end on doing some of the bits that they had to do that I couldn't do for them, of course then we weren't getting through the module as quickly as we should've done, so of course I planned my cash flow to make sure that I hit other bills that were coming in that I've got to divert money to pay this big bill.

Michael: Right.

Jez: Then of course it's like, I'm not going to do it. I'm not going to get the next module underway, and get the money in before things are working. So, it's still been a bit of a juggle, but what I then did, and this is where I am now, starting this week, really, is I've re-structured the way that I'm presenting this, so that I'm actually offering it as a 12-month system where it's a monthly pay. I haven't sort of said we've got 12 modules, I've just said it's a modular system.

Michael: Right.

Jez: I have taken things like doing a lot of work on referrals. I'm putting an active referral system together that is kind of like a module in its own right.

Michael: Yes, it is.

Jez: The same with cost-cutting. That's obviously some that they've latched onto very quickly as well.

Michael: Yeah.

Jez: So, I've kind of got 10 modules already, so it's not really that much just to expand it out.

Michael: I think that's a great idea, because the clients can drag their feet, and that holds up your money, but if you do a monthly, and make it 12 modules, you're going to get something every month.

Jez: Well, yes, and the point there is as well, if they drag their feet and want to take two months doing the USP, that's great. They pay me for two months, and we do the USP in two months. It's kind of an incentive from their point of view as well.

Now, this really finalized how I was going to do that end of last week, and what I've found is I've now already got 8 appointments in the next two weeks. Not this week, starting next week, I've got 8 appointments in two weeks.

Michael: All right, how did you get those appointments?

Jez: This is going back to people I know, and just sort of saying, "This is what I'm doing." The accountants that put me in say that they've got a number of people lined up for me as well, but it's also because I've been doing a lot more networking, and as Dave said in the last interview, the sixth interview, because I think that's kind of where he was going, he was saying in the interview you did the other day, the one that you did on Halloween night, he was saying to let them do the implementation. You guide it, and you implement it if they can't, you show them how to implement, and you guide it, and sometimes you sort of force them to do it, but you kind of encourage them to do it. You put the onus on them. That's what I've been doing.

I've actually been gradually doing that with all three of my clients, is putting more and more on them. I've turned a lot of this stuff into questionnaires and things that they have to do. Now, I'm chasing them to do it, and I'm ringing them up, or when I'm meeting with them, I'm actually going through it with them if they get stuck on implementation.

I haven't yet, with these three clients, found any sort of resistance to that. So, it's a good sign in that respect. Now, the other thing I've done, because I'm going monthly with the fee, what I'm actually offering as commission is 10% of the fee that's paid for the length of the time the client stays a client.

Michael: Right.

Jez: So, for example, if it's 2,500 pounds, than that's 250 pounds a month for the length of time that client stays a client. I'm still pushing it at 2,500 a month. As I said, I've got 8 appointments with people knowing

that that's my fee. It's just purely a positioning thing. It's purely going out there. I've had people come back and say, "Oh, well, we can't afford that." It's like, "Well, when you can, come and see me." They do it. It's not being afraid of turning business away. That is not what I'm looking for. Yet, I've still got 8 appointments. If two of those become clients, I'm a happy man.

Michael: Oh, yeah.

Jez: If six of them become clients, then I'm going to be very happy. Of course, the other part of that side of it, if you've got them doing a bit more of the work, then obviously you can handle more clients. Not only that, from my point-of-view, with the marketing and design background anyway, what it means is that it kind of just goes on. We get all the modules in place, we get things, and then it just starts to be more campaign stuff.

So, the idea from my point-of-view is that they just continue paying after the 12 months on a monthly basis, and we don't get stuff during that time, and we end up in a situation where I just get a retainer for coming up with new ideas for them, or whatever.

Michael: That's awesome. I like that idea. Do you have the 12 steps itemized out?

Jez: No. I do in my mind, but I don't present it to the client. The reason for that is because what I have found in the clients that I've got, the USP is critical, absolutely, and that always has come first. Integrating the USP, obviously the second step, is again very important, but what I've found in all three cases is their trying to develop new adverts as well, or new things as well, because they are larger companies with a marketing budget, and you can't really just say, "Well, no, we're not going to worry about new adverts," when the opportunities are there, and they want you to spend the money.

I'm kind of having to do module five, or parts of module five, as well as implementing the USP into the existing ads. It's kind of a combination of creating a new ad, but with the USP included in it.

Michael: Right. Right, that makes sense.

Jez: So, the problem that that then causes is well, okay, so we're actually partway through module two, and partway through module five, how do I get the payments for that, and how do we work it, and how do we keep track of it? That's where this coming up with it monthly, and just

sort of saying it's a modular approach, which it is, yeah, I can give them a general outline. Yes, we'll separate it out into USP, integrating the USP, marketing media, etc. You can go through the pattern in that respect, but I don't say month one is USP, month two is this, month three is that, month four is that. I tweak it depending on the needs of the client.

This is kind of what I've been doing, particularly with the dental practice, that's kind of what I'm doing now. So, it's working really, really well. I mean, the real point of it is the system is flexible enough to do it, provided you just keep your head about making sure that the USP is clearly and uniquely designed, and if you've got that to work with, then to a degree, it doesn't really matter, as long as you implement it correctly, but it doesn't really matter which modules you do next.

You don't have to do the database marketing as module three, it's just one of the quickest wins, going back to past clients and things like that. So, what I've done is kind of a combination of. With the dental practice, we're focusing more on the cosmetic dentistry, so we're trying to build that side of the practice. We're doing letters to existing patients with an offer to come in for a free assessment.

Michael: How's it working?

Jez: The letter's only just gone out yesterday.

Michael: How many went out?

Jez: They're sending a newsletter out that they had before I was involved anyway. They've got 5000 newsletters going out, we've done 500 letters offering these assessments, and then the other 4,500 has just had a letter that introduced the USP, but introduces the newsletter. So, we've only tested in on 500 at this point.

Michael: Okay, that is excellent.

Jez: The other thing, actually, that might be worth mentioning, and I've had a lot of trouble with this to begin with, was the HMA USP, which is grow your business 25 to 100% in 30 to 90 days. I had a lot of problem with that when I was using that in my marketing initially. It was just unbelievability. People just did not believe. It was like, "Yeah, yeah, yeah, sure." I actually found it worked against me, and when I changed it to grow your business 25 to 100% in 3 to 6 months, all of a sudden, I've got interested people wanting to talk to me.

Michael: Okay.

Jez: I actually found that quite interesting. Whether it's a U.K. thing, and whether it's the people over here who haven't got their heads around the whole DM thing. We're certainly behind the States and Australia with direct marketing anyway, but I wonder whether it was that. For me personally, so that's my USP now.

Michael: When you're out meeting your networking groups, you're using that USP face-to-face?

Jez: Well, I'm actually saying, face-to-face, if someone asks me what I do, basically is I teach people how to consistently and predictably increase their profits through implementation of a proven marketing system. Which usually, they say, "Oh, how do you do that?" You just go into a bit of the fact that it's a system, it's a systemized approach, you're testing and measuring, you're incrementally increasing the effectiveness of everything, and I also guarantee the system. I guarantee you to get this 25 to 100% great increase.

I tried it, basically. I mean, some people are saying 30 to 90 days, other people are saying 3 to 6 months, and it is the people that were the 3 to 6 month people that seem to respond to that. So, hey, you know.

Michael: So, after explaining a little bit about it being a modular system, you're goal was to set an appointment for an opportunity analysis?

Jez: Yes, that was the whole point, basically. I'd answer two or three questions about me, and then obviously turn the conversation around to them, and then I'm pre-qualifying them as to whether it's worth doing an ops analysis with them.

Michael: What do you find some good questions to ask them to pre-qualify them?

Jez: Well, the sorts of questions I'm asking is, "What do you do?" I.E. what business sector, where's your office? So, I'm trying to find out if they office, therefore if they're paying for offices, they're going to be of a reasonable size. The next thing is, "How many people work for you? Where's your office spaced? Is it local?" I'm in Oxford, England, so is it in Oxford, or is it further a field. So, I'm just really trying to find out how close they are, how big they are, what they do. You can't really ask about competition.

It depends, because I'm really just trying to find size at this point, and whether they're likely to have that sort of thing, to have the sort of money, either a marketing budget existing, or do you do a lot of marketing at the moment, or that sort of thing.

So I've got four or five, maybe six questions I tend to do, but it depends, because some people, they get on a roll, then I let them talk for a bit and just make sure I'm clear on that, and then I try and get an appointment in the diary there and then, if I can. Which has happened. I've managed to do that with some people. Other people are sort of like, "Well, I haven't got my diary with me, but give me a call."

Michael: When you make an appointment for an opportunity analysis, I'd asked Dave this, and well, you heard him, he says he asks them to take the whole day. Do you say it's going to take an hour, two hours, how do you position that?

Jez: Typically, I sort of say, "Allow two to two and a half hours," because we need to go in depth for me to find out the best way to move you forward, and obviously the quickest method for you and your business, we really need to discuss things in detail, so allow two to two and a half hours.

The reality is that all I'm really trying to do is set the perception that it's not going to be a ten minute questionnaire in front of them. Every single time, when there's been a more qualified prospect, I've gone over two and a half hours, but it's never been an issue. They're not sitting looking at their watches saying, "Oh, it's two and a half hours now." I haven't actually had that happen.

So obviously you're telling them you're going through enough information and asking the sorts of questions that are really starting to make them think about hey, you know, what are we doing? It's getting better in that respect. I'm getting a lot smoother at doing it as well.

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Michael: Good. How are you handling, at the end of the opportunity analysis, are you closing for the project work right there? Do you get back with them? What have you found to be most comfortable?

Jez: Now, I'm going for the close. Before, I was trying to close, but not doing it very well, if you see what I mean. I was getting the, "Well, we'll come back to you. We're interested in what you have to say, but we'll come back to." So I had to get the right decision-makers in there, that

was a problem. Whereas now, it's like, "Okay, so what do we need to do to get moving with this." I'm doing trial closings as Rich said. I'm closing off each module, "Do you understand why I'm having USP, and what that can do for your business? Blah, blah, blah, and do you understand if we implement it correctly how that can grow your business?"

So, I'm going through all of that, and I'm going through the three-way growth-chart. Sort of like numbers charts, which again, I've modified to give examples of, "Here's a business turning over 500,000, and if you grow three ways at 20% this is what it comes out to. If you grow three ways at 50%, look at that. Now, let's run your figures through this." I'm kind of giving them an example so they can see a growth of a similar business of the size I'm targeting, so they can see something that is realistic for them to get their heads around. We actually run their numbers through, and it's like, "Oh, hey, wow, we could really do that." I'm kind of using that a bit.

When they get to that, "Hey, wow, that's fantastic," it's like, "Well, now you can see the benefits. When do you want to get started? Let's get a date in the diary and go now." Being quite open about it, and in some cases, like, "Oh, we're not necessarily ready to move forward."

"Oh, have I not explained something?" You know, I'm getting a lot better at the way I'm selling it.

Michael: Yeah, you're getting more confident.

Jez: Oh, absolutely. I mean, I think part of it is when I was first doing this in June, July, when I was first going through all this rubbish of trying to get this bill paid, I was trying not to come across as desperate, but I was obviously, underlying, psychological, I was, "Oh my God, I've got to land as many clients as I can just to get this bill paid." Whereas now, it's kind of like, "Well, if you're not ready to move forward, no problem. Give me a call when you are."

They're like, "Oh, hang on, let me see." It's like taking the sale away from them, and they're like, "Well, wait a minute. I haven't said I'm not wanting to go ahead with it yet." So, I'm still playing around with it, but I'm now at least in the position where I'm earning enough to cover the bills, and rather than just take on a load of clients and do a Dave Flannery, and be flopped out, and oh my God, not knowing whether I'm coming or going. I'm just taking my time to work out what's going to be best for me, which is why I've sort of taken a step back now I've got these three clients, or maybe four.

I've still got a couple of other things that I'm doing for other clients as well, so I've got other work as well, but mainly the three main ones. So, I'm really defining the way of doing it monthly, and trying to project that across, which is where I'm starting now with the clients I'm starting with tomorrow. I'm targeting to take three clients on, one a week, between now and the first of December.

Michael: Okay.

Jez: So that's my target, is three clients by the first of December on 2,500 pounds a month, with a 12 month agreement.

Michael: That's excellent. I mean it's a great story, because your back was against the wall, and you really had no choice. You just had to do it. You had to take action, and put the system into use, and do what Richard says, and follow the system, and it is definitely producing you some great results.

Jez: I would say that probably the most difficult part, and the bit that I've learnt most is you can listen to all this stuff, you can listen to the interviews that you've done, the interviews of people like Dave Flannery, you can listen to Richard, you can listen to Jay Abraham, you can listen to all these people, but unless you get off your backside and actually go and do it, no one is going to sit there and say, "Oh, you do this idea of Jay's, and oh, by the way, now you've got a client, and they're ringing you up, and they're coming to you." I've still got to get up and go and do it, and you know that you've got to do it, but it's having that motivation to do so. Believe me, you get a letter coming through saying you have to pay this by the 31st of July or you're in serious trouble, it's kind of like, "Oh, God, I've got to just do something about this."

I suppose really, if you want a bit of advice or information, just do it. At the end of the day, it doesn't matter if you don't get it right. I mean, my yellow pages letter didn't work anywhere near how I expected it to, but hey, I've got a client out of it, so ultimately, it worked. You're better off doing something and getting a small return back, or something not quite working, than saying, "Oh, I'm not quite ready with that, and I'm not going to let that go yet. I'm not going to try that."

It really is tapping into the people that you know. Go and talk to them, and go and just say, "Look, this is what I'm doing, and I'm prepared to give you 500 pounds," or 500 pounds a month, or 10% a month, or

whatever it is. Just come up with something that you're comfortable offering, but it's got to be worth something.

I started off with a lousy 100 pounds, and people are like, "Oh, okay, yeah, yeah, yeah," and of course, you just know when they walk away, they're not going to do anything, because it's not enough. It's not incentive enough. What I'm finding now, when I'm saying, "Look, I'll give you 10% of the fee that they pay me for the life that they're a client of mine," all of a sudden I'm getting calls coming in, emails coming in, these people would like to meet with you, these people would like to meet with you, these people would like to meet with you, because they're actually trying to get me in front of their clients, because they want me to close it so they can get the retainer.

Michael: These are all warm prospects referred over to you?

Jez: Yes.

Michael: Now, how hard is that? No cold calling. You bypass all that.

Jez: Well, I've already got the first one booked in, but through all of this, I've met a guy who's a bit of an entrepreneurial type of person, but he does entrepreneur coaching, if you like. He does mentoring for people that want to be entrepreneurs, and that want to develop and be more successful at business, and have that sort of mindset, and he wants to be doing seminars starting next year, and he was looking for someone who had direct marketing experience. I met him through all of these contacts, and then through someone else, and then another person sort of thing.

Well, we've now booked the first within a joint seminar on the entrepreneurial mindset, but we're going to include direct marketing, and the direct marketing mindset to do with that. We've got the first and second steps, and we've got the date booked, we've got the venue booked, and we're now pushing it starting next week.

Michael: Oh, that's great.

Jez: I've already got, having mentioned it to a few people, I've already got four or five sign-ups already.

Michael: Are you charging for the seminar?

Jez: Yeah, it's 2,000 pounds for a two-day workshop.

Michael: Man, that's great.

Jez: So, just in these last three or four weeks, my life has just gone mad. The good thing is I can take the time. I don't have to jump at everyone that's saying, "Oh, can you come and work with us," or, "Can you come and talk to us." I am picking and choosing, and I am being quite selective in who I'm speaking to, because I don't have to go and take everything. I mean, it's quite tempting.

Michael: Right. Or you could just raise your fees.

Jez: Well, yes, and I mean, what I want to do is get the monthly thing underway first, and just make sure I've got clients firmly on that, and then basically I'll set my levels, I'll get to sort of six or seven clients on a monthly 2,500/3,000 pounds, and then I'll just start upping it. They can come on board, but they're going to pay 4,000/5,000, whatever.

Michael: That's great, Jez.

Jez: Just take it up. So, I feel that I'm kind of top of a roller coaster just about to go down. It's that sort of excitement, and anticipation, and fear. Fear's not the right word, it's perhaps a bit too strong, but you know, that sort of excitement, but you're nervous and panicking a bit as well, but in a controlled way. In a good way. Just tipping over the top of that roller coaster, to go hurtling down the other side, and it's just like, "Hey, let's just do it."

Michael: Yeah, it is, just go for it. That's great. I appreciate you sharing this. I think it's an inspirational story, because you were really down a few months ago.

Jez: The bottom line, for me, was raise that money by the end of July or I would have had to go bankrupt. There's no way I could've paid the debt back otherwise, and it was a case of the only other option I would have had was to try and write it off that way. I just did not want that to happen.

Michael: Good job.

Jez: It was just like I'm not going that route. If there's anything I can do to stop it, I'm not going that route.

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