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INTERVIEW SERIES

**Copywriting Secrets That Will Double
To Triple Your Direct Mail Response
And Profits**

*Michael Senoff Interviews Direct Mail
Copywriting Expert Mike Pavlish*

 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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Copywriting Secrets That Will Double To Triple your Direct Mail Response And Profits

In recent years alone, Mike Pavlish has made over \$4 million in taxable income as a direct response copywriter for natural health supplements, health publishers, financial investment publishers and business opportunities . Established in 1978 and with over 1,000 projects, Mike Pavlish has become one of the world's leading copywriters for Products and Services sold online and offline. He has written winning copy for clients like Hampshire Labs, Jay Abrham, Gary Halbert, Howard Ruff, Prentice-Hall, Lombardi Publishing, Rio Las Vegas Hotel and Casino, Phillips Publishing, Agora and many more.

Mike knows the ins and outs of the trade and the little known angles that bring in big winners. And he's found that today's market is significantly different than it was even just a few years ago. In fact, he says much of the advice given nowadays is not only outdated and wrong– but it's costing entrepreneurs serious money.

So in this interview, you'll hear how to make sure your copywriting is current for the consumers of today. These consumers have grown skeptical about overly hyped products and outrageous claims. They also don't have time to read through mountains of copy, especially if it sounds like something they've already heard before.

Fortunately, though, there are specific techniques that appeal to this new generation of consumers, and in this interview, Mike's going to reveal what he's learned over the years.

Here's What's Waiting For You In This Interview

- The secrets on how to write the headlines that stop readers in their tracks.
- How to work your copy so it's fresh for today's market – consumers avoid the same old, same old – and so should you
- How to use a focus groups to ferrit out hidden objections about your product.
- What's most important for winning promotions - if you think it's the headline, the offer or the list – think again

- How to structure copywriting fees so you don't lose the shirt off your back.
- Sneaky little tricks to maximize your profits from direct mail
- And much, much more

If you are a direct marketer, follow Mike Pavlish's advice and it won't be long before you're years ahead of the competition. This interview is 60 minutes.

Hi. It's Michael Senoff with <http://www.hardtofindseminars.com>. Over the last few years, Mike Pavlish has made millions of dollars as an A list copywriter for natural health supplements, health publishers, financial investment publishers and business opportunities. If you're a direct marketer, follow Mike Pavlish's advice and it won't be long before you're years ahead of your competition. This interview is 60 minutes. Now, let's get going.

Michael: Mike, how much do you earn as a copywriter?

Mike: Michael, to give you an idea, in recent years alone, I've paid taxes on income of over \$4.2 million dollars.

Michael: Now, I'm sure when you first started, it wasn't always like that. I want you to take me back to the beginning. How did these all start?

Mike: I started copywriting in 1978 and the reason I did was, as an entrepreneur, I owned businesses that relied heavily on sales and marketing. I had to sell my own products and get leads for my sales force.

Michael: What were some of the businesses you owned.

Mike: One of them was like a ValPack type business. I had 14 salespeople and I wrote the direct mail to get leads for them.

Michael: Was it a franchise deal or you started it on your own?

Mike: No, it was my own. And interestingly enough, it's the same company as I have today, which is Profit Boosters.

Michael: Really? So, what was the idea? You were selling advertising to local businesses to advertise with your Profit Boosters Direct Mail Pack?

Mike: Right.

Michael: So you wrote copy to get potential advertisers to contact you?

Mike: Right. And the next business I was in was Rare Coins. As an investor and collector myself, I started an investment company that sold investors rare investment coins, and I did the copywriting for that.

Michael: Were you at the same time getting all the newsletters like Gary North?

Mike: Yes, and Howard Ruff, in fact I did copywriting for Howard Ruff.

Michael: I'm going to guess, that's where - maybe you're introduced to Jay Abraham and Gary Halbert and all those guys.

Mike: Yes.

Michael: Were you studying any of the copywriting masters?

Mike: I was studying John Caples. I still think he has the best books for a person who wants to become a great copywriter. I also learned a lot from scientific advertising by Claude Hopkins. I also highly recommend Eugene Schwartz and Gary Bencivenga.

Michael: What do you think of Gary Halbert's stuff? Did you know him?

Mike: Yes, I was friends Gary for many, many years.

Michael: How were you introduced to him?

Mike: I was introduced to Gary by Tony Keyes who had a company in Las Vegas. Actually, what happened with Gary Halbert was funny. It was right before my wedding in 1990. He wanted me to speak at one of his seminars that cost people at that time \$5,000 a person. It was in Marathon, Florida where he lived.

But the date was only four days before my wedding, and I told him that. He said, "Screw the wedding, this is important." So I came down and spoke there. My wife got to relax before the wedding, so it worked out good. And then I spoke at his seminar of the century in Los Angeles.

Michael: Did you study his stuff and read his newsletter?

Mike: Yes.

Michael: Where you impressed with his skills as a copywriter? Did you learn from him?

Mike: Yes, most definitely.

Michael: How about Ben Suarez, did you ever meet him?

Mike: Yes, I have. I've written for him and his companies.

Michael: You've written for him, okay. Is Dan Kennedy from your area, too?

Mike: Yes. I just saw Dan Kennedy a couple weeks ago. Dan is only about 20 miles from me.

Michael: How else did you improve your copywriting?

Mike: I try to be on every mailing list. I get tons of direct mail packages from marketers. When I see the same ones over and over again, I know it's a winner and I study it. A lot of what is being told to direct marketers today on copywriting to sell their product is a bad advice to put it mildly and just wrong, to put it bluntly! It's going to cost them a fortune in lost revenue because what works in copywriting now ... is totally different from what worked best in copywriting even just a few years ago!

Michael: Based on your experience, your long track record of legendary success, what really works best today?

Mike: Let me start with headlines. Common advice is that headlines should use so-called power words and give outrageous promises to get people's attention and interest. Their theory is the louder you yell, the more you're going to sell. Well, the truth is people have a built-in "Bullshit Detector" these days, so the more hyperbole and power words you put into a headline, the worse it will pull!

Let me give you a couple actual examples. This headline is for a pain relief supplement. There are two headlines that were tested. The first was, "This amazing pain eliminator instantly erases back pain from your body with no drugs and no surgery," and the second headline was, "The new way to end your back pain." The first headline is chosen as the winner by most people, but it lost in an actual test. The second headline got 237% more orders. The reason is it has the news factor to it. People want to hear what's new and what's news and it doesn't use the so-called power words. It is more believable.

That's another copywriting secret for breakthrough response and profits. I call it the "differential transformation element." These days you have to immediately say in your copy what you're selling and what makes it different or unique or better. People aren't going to even read a promotion if they think it's the same old, same old. Like if you're trying to sell them, let's say a pain relief supplement that has glucosamine and MSM in it, because that's what every other pain relief supplement in the world contains. You have to tell them right up front what's new, what makes your product unique and different to gain their readership.

Michael: Yes, that makes sense. You've got to do your research to stand out compared to everything else out there.

Mike: Yes, bingo, bingo, bingo. The key word there is research. That's what copywriters and direct marketers don't do enough. You must research to find what the market wants the most, and what they're not getting now that you can give them! That can only be done through hard painstaking research and it takes dozens and dozens of hours.

Michael: I'd love to know your process on the research.

Mike: OK. I do a lot of copywriting for natural health supplements like anti-aging, pain relief, men's potency and prostate, memory, vision, heart health, internal cleansing et cetera.

Today I'm working on a project from an old client for a vitamin B-12 and folate patch. My experience tells me, if I try to sell another B-12 product, it's just too vanilla, too common and people don't see the need for it, or they can just buy it at Wal-Mart. So I researched and found out the nutrient folate has to be added to vitamin B-12 in the right dosages to make it most effective. My research also revealed that vitamin B-12 deficiency is a very common problem.

I then researched the medical journals to find studies that made my case about the deficiency and why folate needs to be included. I researched further and found out all the different health problems that are affected by vitamin B-12 deficiency. All this research led me to a concept that there's a link that brings all these health problems together, and now you can relieve these health problems with this product.

Michael: Are others selling a similar product?

Mike: Sure, but nobody else is using my unique hook I discovered from research.

Michael: So you research supplement information and also how competition is selling the product?

Mike: Yes.

Michael: All right. So you knew the competition. This project you're working on, is it a direct mail letter or space ad?

Mike: It's going to be a 12-page sale letter. It will be used online and also for direct mail.

Michael: Are you trying to position your product differently?

Mike: Absolutely.

Michael: There are some medical studies that are not that credible. How do you know which are the credible studies?

Mike: Well, the most credible studies are those published in a major medical journal, double-blind and placebo-controlled.

Michael: How does all your research come together for this product?

Mike: This is rough, the headline will be “new medical research reveals the natural missing link solution for fatigue, memory loss, weak brittle bones, joint pain and other health problems.”

Michael: You also use live focus groups for your research. Tell me what a focus group is and how you use it in your research?

Mike: I have a group of 10 people that are in my office complex that I bring together about once a week and buy them lunch. They are my focus group for an hour. I show them headlines, ask them questions, ask them what they're objections about the product would be, and things of that nature. And then, if I need to, I'll go to a larger focus group.

Michael: So, have you been doing this for many years?

Mike: Yes, for about 20 years.

Michael: Just to get outside opinions.

Mike: I want to know what the average person, my prospect, is thinking about my product and the issue it deals with.

Michael: Can you give me an example how one of your focus groups helped your copywriting results?

Mike: Sure. When my focus group learned of the study results, they seemed very interested in the product. So I asked how many take a vitamin B-12 supplement now. None did. I asked; “Okay, well, why don't you take one?” And the consensus was “Well, I think a deficiency would show up in my exam with my doctor,” or “I think it would show up in any blood tests I have done.” Aha! That tells me it's an order-stopping objection I have to address right upfront in my copywriting.

Michael: Did that come up for real?

Mike: Yes. People don't want to pay for a B-12 supplement because, they reason that if they were deficient in it, they're doctor would tell them because it would show up in their blood test.

For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's <http://www.hardtfindseminars.com>.

Michael: So, let's go back to the research, your focus group, scientific journals that published studies and you mentioned online news group. So, I mean, how are you using the online discussion groups for your research?

Mike: I find it valuable to read the discussions from common, everyday people about the product or service I'm selling. I find many golden nuggets here I use to make my copywriting more effective.

One client told me he pays me the big bucks because I don't guess. I find out for sure what people want and I give it to them. I mold the product as much as possible to what the prospects want most and overcome their objections. I may not be the greatest copywriter out there, but I outwork my competition that's why I win most of the time. I do the hard work.

Michael: And the hard work is the research mainly, right?

Mike: It's the research, then the mental work of figuring out what concept will pull the most orders, and how most effectively to present it.

Michael: So, tell me about part of your operation at your company. What does it look like?

Mike: I have two full-time copywriters that work with me here.

Michael: Have they been with you for a long time?

Mike: One 13 years, one 6½ years.

Michael: Are they employees or are they like independent contractors?

Mike: They are employees with full benefits. They are level A copywriters themselves.

Michael: Do you have a secretary?

Mike: No.

Michael: So between the three of you, you're doing all your own research?

Mike: Correct.

Michael: How do you work with your two employees? Do you all have a meeting, and you say, "Here's the new project?" Like if I was sitting in a meeting, how do you get started on this project? What do you say?

What's your process? The reason I'm projecting this is there's a lot of people listening that have existing copywriting businesses and maybe they want to take it to the next step and aspire to be as successful as you and have a long term career and may be given idea what it could look like.

Mike: My way is my way. It may not work for them. But in my way, I'm involved heavily in all stages of a new direct mail piece or a new Internet sales letter or a new space ad. I've never been able to outsource the job of doing the hard mental work of finding out what's going to make this health supplement or this information product or this investment newsletter a multimillion dollar winner, that I have to do by myself.

Michael: So when you write copy, do you type it or write it out or long hand?

Mike: I prefer to first write things out long hand.

Michael: Lots of copywriters say the headline is the most important element of success, do you agree?

Mike: It's not that simple. First, I would say the most important thing if you want to make millions of dollars from direct marketing your product or service is that you choose the right market and the right product. You can make a fortune in certain markets, but other markets and products are a long uphill battle.

Michael: What are your favorite markets to write copy for?

Mike: I specialize in four market areas: The natural health supplement field, the financial investment field, the business opportunity field and the information products field.

Michael: With health supplements and information, is the aging of the population making this field bigger and bigger, stronger and stronger?

Mike: Yes.

Michael: What's the best field today?

Mike: It depends on the product. It depends on the timing. It depends on the skill set of the business owner and his team and how much money they have for marketing.

Michael: How about - was that type of market, pain relief and herbal products - being an entrepreneur, there's an inherent risk in being involved in that type of industry where you've got to be real careful with claims, right?

Mike: The two key things are number one, hire a copywriter that is experienced in that field. Number two, have an attorney that specializes in direct marketing law for the natural health field review the copy, and sign off on it.

Michael: On your website samples, I saw the Berry Trim diet promotion and I know that was a huge success.. Did you write the copy for that one?

Mike: Yes, I did.

Michael: Tell me the story about that.

Mike: The mailing in its various incarnations over five, six or seven year period was probably the most mailed diet promotion ever in the United States.

Michael: Give some on the idea of the volume of direct mail pieces mail per year on a huge winner like that.

Mike: It mailed 25 to 30 million pieces a year.

Michael: Was it originally a tear sheet?

Mike: Yes, it was.

Michael: Okay, were tear sheets new at that time? Was it that format that made it really successful?

Mike: That was a part of it. And then you had the celebrity factor with the ex-TV star. Gary Halbert wrote the original version.

Michael: Did he make millions and millions on that promotion?

Mike: I don't know.

Michael: And what was your involvement in it?

Mike: My involvement was to beat the control.

Michael: Did the client come to you?

Mike: Yes, and I beat the control and it remained the control for over two years until the owner finally retired the project.

Michael: How did you beat the control mailing?

Mike: I used the news angle. I went with more of a news angle and my headline was: Doctors and TV star reveal how a new discovery from Asia helps overcome the chemical imbalance that keeps people fat.

Michael: How much did your copywriting beat the control by? When you're mailing millions of pieces, a very small amount can mean a lot of money.

Mike: My copywriting beat the control by 32% if memory serves.

Michael: Wow, that's significant. Can you give us other case study?

Mike: Yes. Agora is a very large and successful direct marketer. They publish newsletters on natural health and have business opportunity offers.

Michael: Did you deal with Bill Bonner, the founder?

Mike: Yes, but he also has a marketing director for each division.
The first copywriting I did for Agora was a huge winner. Then they flew me to Baltimore to meet with their key people.

Michael: So once you hit a winner for them you were like gold to them.

Mike: Yes.

Michael: I know your copywriting for their natural health and financial investment products brought those millions and millions of dollars.

Mike: Correct. Nina Rose from Agora gave me a testimonial that says "Mike Pavlish's copywriting has been extremely profitable for us over the past seven years, one promotion after another. He consistently beats the best copywriters in the world that we hire."

Michael: That's very strong.

Michael: I've heard that clients hire you to come up with new product ideas. Is that true?

Mike: Oh sure. For example, I came up with a very profitable new product idea and promotion based on the nutritional supplement Nattokinase which comes from soybeans in Japan.

I discovered it from reading a European medical journal, which published a study on it.

I positioned it as the Japanese Secret To A Healthy Heart, which it is, and how Japanese people live much longer than Americans and have much less heart disease.

It was a grand-slam home run for my client.

Michael: Impressive. I see why copywriter Bob Bly called you “an A+ genius” and why Gary Halbert said “Mike Pavlish is a tremendous copywriter”.

Mike: Well thank you very much.

Michael: Can I get another big success story from you please?

Mike: Sure. Michael Lombardi at Lombardi Publishing is one of the largest direct mailers in the world for financial investment newsletters, natural health newsletters and business opportunity offers. I was consulting for him about developing new newsletters. I said I thought a newsletter about how to make money off the boom in China could be a big winner. He agreed, so I named the newsletter and did copywriting for a direct mail promotion that was very successful.

My headline for it was: The New Microsoft of China. The reason it proved so successful is everybody knew about the economic boom in China and everyone knew about the amazing success of Microsoft stock since the company started. I just put the two together to illustrate a ground-floor investment situation

So again, the hardest work is in the research and the imagination of putting things together from different sources to create a breakthrough winner.

Michael: Yes, how long did the copywriting take for that?

Mike: I think about six weeks.

Michael: I know there’s a range of copywriting fees listed on your website. What have you found over the years to be the best the way to structure fees as a professional copywriter?

Mike: My fee structure is a base fee plus a royalty if my copywriting is successful.

Michael: In addition to your base fee, how much of a royalty do you charge if your copywriting proves successful?

Mike: For direct mail, my standard royalty is \$50 for each 1,000 mailings the client sends out.

Michael: Is it for as long as they mail?

Mike: Yes.

Michael: How do you monitor that? Can’t they lie to you about how many mailings they do?

Mike: I know the mailing list brokers; I'm seeded on most every mailing list especially in the niches that I write in. I know the reputation of people. If a person tries to play games, I can prove my case and I go after them aggressively.

Michael: So, we talk about list brokers. There's not much information out there on list brokers.

Mike: Yes, they're secretive little bunch, aren't they?

Michael: Yes, they are. What advice could you give entrepreneurs about list brokers compared to maybe getting a subscription to the SRDS direct mailing list and doing your research on your own? Is it good to have a list broker?

Mike: Well, I have a theory that only 2% of people in any profession are really very good at it – I mean exceptional. If you find that 2% in a copywriter and the list broker, it's gold. Yes it's very important because there's a lot of tricks to direct mail that novices don't know until they get to the top level, like you can get deals where you are the first mailer that can mail a certain list, and a competitor can't mail it until at least seven days after that. So, it's fresh name and he hasn't been mailed to 20 times before.

Michael: So, for instance you will see a list with hotlines and you'll negotiate for first position?

Mike: You'll have a huge advantage.

Michael: That's a great secret. Can you give me something else like that on mailing lists?

Mike: I tell you where a lot of people go wrong in renting mailing lists that do not work for them. They rent the list and they don't pay attention to the source of the list or the terms of the offer. Let's say you rent a list of names but the people didn't have to pay any money upfront or only paid \$5 shipping and handling. But the data card for this mailing list says people paid \$100 which maybe they did but it was from a soft offer.

Michael: So, what you're saying is some of these data cards may not be accurate?

Mike: You have to dig. You have to research into these data cards and find out how was it sold? What were the terms?

Michael: So, whose job is it to dig out that information? The broker's job, is that why he's there? Can he provide that service? Can he get the original

piece of that list was generated from? A good list broker, is that what he's there for?

Mike: Absolutely.

Michael: The broker does that. So, if you have a list owner who's not willing to do that or can't verify the source of the list or how was it generated, you better move on?

Mike: Run don't walk.

Michael: Other than your copywriting business, do you have other entrepreneurial ventures going

Mike: Yes, I have two successful direct marketing businesses now.

Michael: Do you like that better than the actual copywriting business? Is it more profitable?

Mike: Yes and no.

Michael: You hear people say "if he's such a great copywriter then why doesn't he write his own copy and get rich instead of for other people?"

Mike: I do write copy for myself and sell my own products. Marketers should ask that, yes, absolutely. But the other side of the coin is, just because a copywriter does not sell its own products, that does not mean he's not a great copywriter.

Michael: I agree.

Mike: A completely different skill set is required for success.

Michael: You like to put specific numbers in your headlines, don't you?

I love to. One of the best headlines I ever wrote was for a healthcare savings membership. It was: "How to save \$1,435.23 yearly on your healthcare —guaranteed—for only 74 cents a day."

Michael: Do you structure your fees differently when you're doing a beat the control piece compared to fresh piece that there's no copy written for it previously?

Mike: My fee is the same for both because maybe I'm not very bright, but I need to spend a lot of time in a beat the control scenario because it's harder to beat a big winner than come up with new copywriting. So while I'm writing fewer words, I may spend more time on it overall.

Michael: When you're trying to beat a control, do you write new copy and build a new concept? Or will you look for weaknesses in the existing control and try to improve on what's already working?

Mike: It depends on what I think is necessary to come up with something that makes millions of dollars in profits. I would say half of time I do new copy, half of the time I do more of a "tweak".

Michael: Do you have clients you've written for long term?

Mike: Yes, I do. Most of the copywriting I do now is for clients who've been hiring me consistently for 10, 15, even 20 years or more.

Michael: Let me ask you this question. How do you handle the copyright issues? Do you keep control of the copyright and license the client to use your copy?

Mike: No, my client owns everything.

Michael: Do you do consulting and what are your fees?

Mike: Yes, I do a lot of consulting for direct marketers. I look at their business to improve their profits, product development, business development, new product ideas, copywriting, new testing ideas, etc. One day is the minimum and its \$5,400.00 plus expenses.

Michael: What if I want to get in to the copywriting business. What advice would you have to get that first client?

Mike: I think the copywriting field is more overcrowded now than anytime I've ever seen. I would not recommend anyone get into it now.

Michael: Why is that? Is it the proliferation of how to make money as a copywriting courses?

Mike: Yes. Most direct marketers have 20 or more copywriters trying to sell them now.

Michael: So all these inexperienced copywriters are soliciting direct marketers to hire them to do copywriting?

Mike: Yes, and the best marketers just turn down all newer copywriters because of this. They're just so many amateurs that are approaching them and they just stick with ones they know are good. It doesn't make any financial sense for them spending all their time and money with the amateurs.

Michael: Well, how do they break in? Let's say there are some very talented copywriters out there, they may not even realize they're an A-level but they want to break in.

Mike: I don't have a good answer. It's not a good market anymore as I see it. But if it's someone's dream, I don't want to take away their dream.

Michael: I hear you are often booked up for months in advance?

Mike: Yes.

Michael: So, once you get in, and you deliver a great result, that's what can happen?

Mike: Yes.

Michael: Have you used audio interviews in any of your promotions that came in the mail with a sales letter or any feedback or advice on how to use audio components in pumping up response in the mailing or a website?

Mike: I think it's a no-brainer to test in certain situations

Michael: I appreciate all the copywriting secrets and tips you revealed to me from a true copywriting legend. How can the listeners find out more about your copywriting?

Mike: They can go to my website www.profitboosterscopy.com On this website, there's samples, helpful articles and more. If they meet what I'm looking for in a client, they can call me at (330) 963-0330.

Michael: That's the end of our interview with legendary copywriter Mike Pavlish. If you'd like to email Mike, please email him at prboosters@aol.com or contact Mike through his website. www.profitboosterscopy.com. Thanks for listening.

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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:

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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,

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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.

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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.hardtofindads.com.

You'll get over 700 typed, word-for-word transcripts from the world's largest digital swipe file of editorial style ads by the highest paid and most successful copywriters in the world like: Eugene Schwartz, Claude Hopkins, Gary Halbert, Brian Keith Voiles and John Carlton.

This is like having a team of the world's top copywriters on your desk telling you exactly what to write to make a winning promotion. These ads have pulled in hundreds of millions of dollars in sales and are proven "templates" that will work for you and your clients.

In many cases, you can take what's already been done and "adapt" it to what you're selling.

Products with just half these profit-producing ads sell at over \$5,000. But they're all yours free as part of this super HMA Consulting package.

HMA Resource # 13:

If you can show your clients a new way to save up to 80% on hundreds of common business expenses, you'll have qualified yourself as an important and integral part of their business.

Let's face it, CASH IS KING and conserving cash-flow using barter is not a well understood concept by most business owners.

And that's why I have included training on barter as part of your HMA System. You are going to learn the oldest business secret around; the secret game of barter.

Barter is a worldwide, multi-billion dollar industry where literally every kind of business you can think of – in almost every country in the world – does business in a large network called a “retail barter exchange.”

These exchanges are exactly like huge buying clubs, where all the different member businesses are automatically inclined to buy from one another.

For example, when a web designer joins, everyone in the exchange gets a notice about it, and whoever needs a web designer is probably going to hire him. And the same goes for everyone else who joins – the plumber, the lawyer, the dentist, the copywriter, etc.

As you'll see, almost every single kind of product and service provider that exists is in these exchanges.

And believe me, I've saved tens of thousands of dollars using this loophole for my business over the years.

It took a lot of time-consuming research on these clubs to find out the best ways to take advantage of this system.

But I've got it down to a science.

And what I found was that certain types of businesses seem to always be sitting on tens of thousands of trade dollars that they don't use.

And because these businesses have so much extra money, they'll sell you their “barter-club” dollars for pennies on the dollar.

Then, you can turn around and use those barter bucks, dollar for dollar, within the club for services you'd normally buy... but at a fraction of the price you'd normally pay.

It's true. It's easy. And it's perfectly legal. But it's also ridiculous how much money you can save because practically anything you need can be found in these barter clubs -- from lawyers and TV ads to restaurants and formal wear.

And because you can buy your barter dollars for pennies on the dollar, you get these products and services for your clients at huge discounts.

And the real beauty of it is... you can have them resell these products and services to their customers for a nice little profit.

Let's say, you buy a product for 20 cents on the dollar and resell it at 50 cents on the dollar.

Their customers will love receiving a 50 percent savings, and your client will love receiving a hefty profit for doing nothing but being the "middle man."

It really is that simple, but you have to know the best ways to do it.

Like I said before, I did a lot of research and "trial and error" on this before I got it perfected. But, I can save you all the headaches I had to endure.

I've compiled this HMA training that'll teach you my entire system quickly and easily.

With the HMA Barter Secrets System, you'll learn.

- ✓ Which businesses are sitting on thousands of extra barter dollars
- ✓ Which barter companies to join
- ✓ How to trade within a company without being a member of it
- ✓ Who to talk to and exactly what to say
- ✓ What products are best to sell and exactly how to do it

And much more..

This exclusive HMA Barter Training really is a secret you won't find anywhere.

And, the few people who know about this are fanatical about keeping it a secret.

You'll blow your clients away when you are able to buy for them the same items they are buying for up to 80% off.

Imagine the leverage you'll have when charging fees for this service.

You can only get this system as part of this super HMA Consulting package.

HMA Resource # 14:

24-7 "Remote Control Consulting Services" selling tool.

Selling consulting to people who don't want consulting can zap your motivation stone dead and eat hours of valuable time.

You should only be selling your services to QUALIFIED prospects.

And so you get a valuable time saving tool to "pre-sell" the HMA System for you. It's a PowerPoint Presentation outlining all the steps in the HMA system.

This presentation will let you send a link to any prospect in the world that has Internet access and have them learn about what you can do for their business as an HMA Consultant.

In other words...it takes you out of the selling position UNTIL they have gone through the presentation.

If your prospect does this, they are uniquely qualified as a legitimate prospect and are worthy of your valuable time and expertise.

You'll get this presentation customized with your photo, your company logo, your website and your email address branded throughout.

This one tool has saved me hundreds of hours by letting me pre-sell and educate prospects about the HMA system without my direct involvement.

You'd pay thousands to produce a selling tool on your own like this. But it's yours to use and brand the second you become an HMA Consultant.

HMA Resource # 15:

You'll own 100% usage rights to all your marketing tools, sales letters, postcards, presentations, ads, press releases, client generation reports, client testimonials, manuals, my million dollar consultants list of service providers and more – everything you need.

What About Support?

As an HMA marketing consultant, you will be in business for yourself, but not by yourself.

By that I mean, when you have a question you get Michael Senoff. Not some "customer service" rep that doesn't speak English.

You get me working directly with you. You get me returning your calls minutes after you leave a message. You get me returning your email in hours not days. You even get marketing assets I've accumulated over the years -- like my knowledge on direct mail marketing, advertising and copywriting.

In other words...

**I'm Always Here
For You.**

And I'm personally going to whatever I can to help you succeed.

If you need something, just ask and I will do whatever I have to do to get any answer you're looking for. Whether it's asking Richard or going to my network of millionaire marketing and business experts.

And if I don't have the answer...I will find someone who does.

And finally, as I said at the beginning of this letter, you get to try everything out -- use all the tools and learn all the secrets -- without having to risk a single penny of your own money.

Here's why:

If you follow this system step-by-step exactly the way Richard teaches, and you don't capture your first client in 45 days or less...I'll refund 100% of your purchase price.

With no questions asked, no hard feelings, and no trying to "talk you out of it."

All of which means you can...

**"Test Drive" This System Without
Risking A Penny.**

And I mean that.

I want you to hold my feet to the fire for 45 days. Use the system. Play with it. Compare it with other systems. And see for yourself exactly what you have in your hands.

And if you aren't making money with this system in your first 45 days, then return it.

How much does it cost?

Well, I've done the math, and the tools, resources and personal help is easily \$22,000 worth of material.

Probably even a lot more.

And other popular marketing systems I've seen, with only a tiny fraction of the features in the HMA system, cost \$30,000 plus ongoing fees and even royalties on the money you make. In fact, that is standard practice -- to take a cut of the money you make with their systems.

But with Richard's HMA system you won't be paying any royalties or fees.

Nor will you be paying \$30,000, \$20,000 or even \$10,000.

No, you can claim your complete HMA marketing system with the tools, manuals, videos, audio, lifetime access to ongoing HMA university training and all the high powered marketing resources I've listed and more for just six payments of \$995 plus shipping and handling or one payment of \$5970, plus shipping and handling.

Note: The six pay payment plan is NOT a layaway plan where you don't get the product until all payments are made. You get everything starting with your first payment of \$995 plus shipping. Nothing described in this letter is held back.

Shipping if you live in the USA is \$43. If you live outside of the USA, your shipping will be anywhere between \$97 and \$250 depending on location. Your investment for your HMA system is small compared to what you're getting.

Especially when compared to other marketing consulting courses -- with a lot less value and with all their fees and royalties.

**However, There Are Two Small
"Catches" To This...**

First of all...

Do you remember earlier in this letter when I said I was giving you my audio creation and infomercial at a huge discount?

Well, if you become an HMA Consultant you are going to be dealing with a LOT of people who will want and need that service. And I am hoping you will send some of those people my way to get these audio services done when the time is right.

If you become an HMA Consultant in the next thirty days from the date of this letter, I'll happily pay you a fat 20% "finder's fee" for any audio work you refer to me. (Yet another way you can make money with this system without so much as lifting a finger.)

But this is another of the main reasons why I'm giving you all this value away at this ridiculously low price. And I'd be lying if I said I wasn't offering this deal as much for me as I

am for you.

And secondly...

Even though you're free to use your HMA system anywhere without restriction, I will limit the number of systems I sell within each geographical area.

Richard and I want to make sure as an HMA Consultant you have the maximum opportunity to profit without competition.

So being accepted as an HMA Consultant is not guaranteed and I have the right to say no to you if I choose. The only way to be sure of claiming your system is to act now to see if you qualify.

All you have to do is call me personally at **858-274-7851** and together we'll determine if becoming an HMA Consultant is right for you.

If we're both in agreement, I'll send you a payment agreement by email in the form of a PDF document. You'll complete it and fax it back to me at **858-274-2579**.

I'll then process your payment and send you the membership details for the HMA online university and I'll rush your HMA system to you by courier.

You can start listening to your online audio immediately while you wait for the rest of your HMA system to arrive.

And that's it.

If you have any questions at all, call me at **858-274-7851**.

Yours sincerely,



Michael Senoff

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>