

# HMA

**HIDDEN MARKETING ASSETS**

# University

INTERVIEW SERIES

**Opportunity Analysis With  
Owner of A Guided  
Fishing Tour Business**

*Michael Senoff Interviews FishingTour Business Owner*

Dear Student,

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

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

*Michael Senoff*

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

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## Opportunity Analysis Training With Jonathan, Owner of A Guided Fishing Tour Business

Here is another special opportunity analysis training with Jonathan, the owner of his own small fishing tour business. Keep in mind this is not the ideal client I would recommend you take on. But this opportunity analysis training has some important lessons that cannot be denied.

Even though this is a start up business, I was able to find some hidden marketing assets that Jonathan could start using to grow his business immediately.

Another lesson to keep in mind is that Jonathan did not have money. You should only be doing the opportunity analysis interviews with people who have money.

This interview is to provide you with another training for your benefit. Listen in and follow along on this interesting look at the fishing tour business. Please download the opportunity analysis worksheet and follow along.

I know this recording will give you more confidence in yourself. I also hope it will get you to try and get a client and start your own lucrative marketing consulting business.

Download these two files. 1) [Opportunity analysis worksheet](#) and 2) the [HMA opportunity analysis training](#). Follow along as I walk George through each part of the analysis. This recording is 70 minutes.

Michael: Could you imagine your phone ringing off the hook with people from all over wanting to take your trip and no one else’s because of all the benefits that we outlined – the pristine lake, your experience, the secret of the captain? You weave a story around this experience, and you build a dream. You position it as the greatest fishing experience in Georgia. You can do that with good marketing.

*Music*

*Hi, this is Michael Senoff with Michael Senoff’s [HardToFindSeminars.com](http://www.hardtofindseminars.com). Here’s a 70 minute recording I did with a gentleman named Jonathan. Jonathan’s located in Macon, Georgia, and he has a passion for fishing. He’s been fishing*

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*ever since he was five years old, and he wanted to start a sideline business, which he started about a year ago, in taking people out on a beautiful, pristine lake near his home. He wants to start this little business and get it growing. He called me for some help, and it’s my best advice on how he can grow his business. I’m using what’s called the HMA Opportunity Analysis. It’s a questionnaire process that I follow to discover hidden assets in his business. I’m sure you’re going to find loads of ideas that I give to Jonathan useful for your own existing business no matter what you do. Get ready, hang on, we’ve got a lot to cover, and I hope you enjoy.*

Michael: We’ll talk about your business. I’m going to do this two-fold. I’m going to take you through a process called an opportunity analysis. I have marketing consultants who I train on how to do this, how to get clients.

I’m going to be taking you through as an example of how someone who is a marketing consultant should take a potential prospect or client who wants to grow their business without spending more money on advertising. I’m going to show them how to basically interview someone, how to find and identify and look for maybe assets in your business.

Even though you have a very small business, we may be able to find something. I don’t know if I’m going to be able to help you. I might be able to help you. I’m sure I’ll be able to give you some good information that you can probably take and run with it.

At the end of the interview, I’m going to ask you if you could afford or like to pay for my help, but we’ll go through and look at what you’re doing right now. I’ll share some ideas with you the best I can. At the same time, it’s going to be a lesson for my marketing consultants. Is that okay?

Have you listened to any of the recordings up on my site?

Jonathan: Yes, I listened on Broadcast.net.

Michael: Hang on one second because my opportunity analysis, believe it or not, I did not have it memorized. So, I use a cheat sheet. Many of my consultants, when they go in and interview someone, even in their place of business, they just pull out their opportunity analysis, and they read it word for word. That’s what I’m going to do with you, even though you may not know that I’m reading it word for word.

Here we go. Now, again, like I mentioned, this opportunity analysis is going to help me and help the consultant isolate hidden marketing

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assets. The acronym for hidden marketing assets is HMA, and that’s an HMA system we show consultants how to grow other people’s businesses.

We’ve got to see if we can find some gold in your business, Jonathan. We’re going to try to determine specific marketing projects that I can use to optimize and leverage the assets that I find in your business for better growth and profit.

The first part is solidifying trust and rapport. Now, we’ve done that a little bit because we talked earlier, but I would say this. I don’t know how much you know about me or how much I told you on the phone earlier when we talked about who I am and why we’re getting together today.

Let me give you quickly a little bit about what we do. What I do, and what my company does is I work with business owners, people like yourself and the captain, and I help them to maximize their marketing success.

Most of my clients are small to medium sized companies with sales under five million dollars a year. Now, I work with a unique marketing approach. I look at all the marketing assets in your business, and I try and find ways to leverage or optimize your success from the assets you already have in place.

So, because we’re trying to leverage existing assets, you can often realize dramatic and profitable growth without having to invest a lot of money or make a lot of significant changes in your existing business.

What I’d like to do with you now is take a look at your business and see where you are and where you’re going and how you’re going to get there, and see if there may be some ways we can grow your business. Is that all right?

Jonathan: Yes, sir.

Michael: Does that make sense to you?

Jonathan: Yes.

Michael: A lot of people will ask, “Well, how do I get paid? Is this going to cost me anything?” What I would tell you, Jonathan, I work strictly on a project by project basis, and depending on what we do, the fee is usually anywhere from \$500 to \$2,500 per project.

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Most of the businesses I work with fall into one of three different situations. I’m going to go over these three situations. Simply, number one – they’re okay but want to do better, number two – they’re stagnant there’s not much growth, or three – the business is declining. Tell me where you are now.

Jonathan: I’m just getting started. It’s been about a year since I started. My kids learned what I’m doing. They have learned how to do this. I’ve been teaching this since I could walk to the time I was 16, and I’m 29 now.

Michael: You were fishing in tournaments?

Jonathan: Yes, small ones.

Michael: Locally in Macon or all over the state?

Jonathan: Mostly locally in Macon, but the last couple of years I’ve ran out a little bit, and got it stretched out - \$25,000 boat and the gas prices going up from a dollar to three dollars a gallon killed me. I actually qualified to go to the next level this year if I wanted to, but I can’t afford it.

Michael: You need all your own supplies?

Jonathan: Yeah, I tried to get sponsors, but I couldn’t. I didn’t have a good enough run.

Michael: Do the sponsors usually pay for everything?

Jonathan: They pick up a lot. Some guys get \$25,000 a year.

Michael: Really? First I just want to frame who you are. Why don’t you tell me your name, where you live, and what your business is? Then, let’s go into this. What’s your name?

Jonathan: Jonathan Harrison.

Michael: Where are you located?

Jonathan: Macon, Georgia.

Michael: What do you do?

Jonathan: Full-time driver and part time fishing guide on Lake Juliet.



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Michael: Lake Juliet, which is a small lake in Macon. A year ago, you started a guide business. What is a guide business? What do you do?

Jonathan: I take one to three people fishing. It doesn’t matter if they have any experience. I take them out there, and just let them relax. I put live bait down, and use my depth finder and troll motor, and use my years of experience to find the fish. I get them to catch fish, and they enjoy catching them.

Michael: It’s a form of entertainment. It’s something that people can pay you for your expertise and to go to learn how to fish, right?

Jonathan: Right.

Michael: This business you started a year ago, so out of the three, you’re doing okay, you want to do better, your growth is stagnant or there’s no growth, or you’re growth is declining. Where do you fall in these categories?

Jonathan: I guess it’s stagnant. I haven’t really gotten started yet. I had four trips this year. I figured I could have at least one a month.

Michael: We’ll get there. Now, so what you’re telling me, and I want to interject for the consultants listening. When a consultant interviews a prospect, obviously the best thing you want to look for is a business that’s already established and has customers. Customers are the biggest asset.

Now, you are really basically a start up business, so I probably wouldn’t recommend any of my consultants dealing with you. However, there are cases where there’s some assets, and I’m already seeing some assets in your business just from what you’ve told me.

I want to pursue on, and I don’t want to close my mind off to you because I want to take you through this process. That’s what it’s for, and I would recommend any consultant to just hang in there and take the client through the process, and let’s see what we can find.

You’re basically a start-up. You’ve been going for a year, and there’s not much growth. You’d like more growth, right?

Jonathan: Oh, yeah.

Michael: What we teach the consultants the number one most important thing is we’ve got to create a reason why someone wants you as their guide.

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So, that’s called developing a USP. What’s unique about Jonathan? Why should someone include you and your little lake in Macon, and your boat, and your service, over anyone else?

Let me ask you, why should someone pay you to be their guide for a day on your lake? What’s so great about you?

Jonathan: Well, I give an eight pound fish guarantee.

Michael: What’s an eight pound fish guarantee?

Jonathan: If nobody in your party catches an eight pound fish, the trip is free.

Michael: I love it. That is awesome. When did you come up with that?

Jonathan: Day one.

Michael: How does it work?

Jonathan: The first trip I had, they didn’t catch any fish.

Michael: So, you had to give it free?

Jonathan: They said they were going to come back and try again, but they never did call me.

Michael: Oh, really?

Jonathan: They did catch a five-pounder. Fish move a lot. I was only out fishing one day, and that’s when we had the trip.

Michael: You usually catch an eight pound fish there?

Jonathan: Yeah.

Michael: Have most people in their live, fishermen, ever caught an eight pound fish?

Jonathan: It just depends on what kind of fishing they’ve been doing.

Michael: That’s a very powerful bold guarantee, and that is attention getting. That’s something that could be used all through your business. So, that’s one thing. I like that guarantee. Why else should someone do business with you? Why your lake? Why fish on your little lake in Macon? What’s great about it? What advantages are there about it?

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Jonathan: There’s less people and no jet skis, no skiers.

Michael: Are other lakes filled with skiers?

Jonathan: Oh, yeah.

Michael: They’re noisy?

Jonathan: Constant boats going by you.

Michael: Do the fish like constant noise?

Jonathan: Well, to a certain extent, if you take fish.

Michael: Is it better fishing on a smooth peaceful lake?

Jonathan: It’s better to not have constant motion.

Michael: Because it’s a small lake, you’ve got a more peaceful environment.

Jonathan: Right, no houses. One house for the ranger, the game warden, other than that there’s the power plant and two little parks on the lake. The rest is deer and turkey.

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Michael: Are you in a wildlife natural preserve?

Jonathan: There’s wildlife here.

Michael: That means that what?

Jonathan: There’s no development. You can go hunting here if you want to.

Michael: Do you need a license to come fish on that lake?

Jonathan: Yes, a Georgia fishing license, for resident it’s nine dollars, and for a non-resident, I think it’s a couple more.

Michael: Is it easy to get to?

Jonathan: It’s eight miles off of 75, a big highway right here. Take one turn, go eight miles and you’re at the lake.

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Michael: Are there lots of places for fishermen to go fish around Macon?

Jonathan: There’s another lake called Lake Tillohocke, on the other side of town, but it’s got thousands of houses on it. It’s half the size of Juliet.

Michael: Where would you say within the vicinity there, within fifty miles, there’s a more pristine beautiful place to catch huge fish?

Jonathan: Juliet is probably the best looking lake in the middle of Georgia down south.

Michael: Do a lot of people not know about it?

Jonathan: Yeah, that’s what my site says about fishing on Lake Juliet.

Michael: So, a lot of people don’t know about it.

Jonathan: Yeah, only people in Macon.

Michael: It’s almost like a secret oasis for fishermen.

Jonathan: Fishermen that grew up there are very tight-lipped. They don’t talk about it.

Michael: Is that why you don’t mention the lake on your site?

Jonathan: I do on my site.

Michael: The local fishermen, they don’t want everyone to know about it. So, it turns into one of those huge fishing lakes with boats and people and all that.

Jonathan: There’s a 25 boat limit so nobody is there skiing or riding around.

Michael: How many people operate your little business?

Jonathan: Me and a friend, Larry.

Michael: Tell me, who is Larry?

Jonathan: He’s a small town friend. He works with my dad. He’s probably one of the best fishermen around. He almost went pro. He fished pro for a while. He fished it with a guy who lives about an hour from him, big lake probably as big as Juliet. They had bought a house.

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Michael: Does he come on the trips with you?

Jonathan: No.

Michael: So, he's a real expert at this. He's been doing this for years?

Jonathan: Right.

Michael: The other lake – how many guide trips is he doing?

Jonathan: Probably ten to twenty a year.

Michael: Does he do it more as a passion or more as a way to make money, or both?

Jonathan: He's retired. He's trying to make money, but part of the trips boats full of guys.

Michael: Are there any other guides on your lake?

Jonathan: Not commercial, like three or four trips a year.

Michael: How about you? Tell me about your experience with fishing. How old were you when your dad took you fishing?

Jonathan: I was five.

Michael: What do you love about it?

Jonathan: The challenge for it. I throw a lot of my fish back. My dad is not really a big fisherman. I grew up around Lake Sinclair, and we had gone there. We went to Sinclair a lot. I learned to fish. I was 16 before I really learned.

Michael: You've been fishing since you were five, and then at 16 what happened?

Jonathan: I went with Larry. Larry took me fishing.

Michael: Did you pay for it?

Jonathan: No, he's my dad's co-worker.

Michael: So, he took you on his guide trip?

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Jonathan: He just took me fishing before he started guiding. We went a couple of times over the next couple of years. I learned a lot from him. I learned what I was doing wrong.

Michael: What was the most important thing he taught you – something that really sticks out in your mind that a lot of people don’t know about?

Jonathan: He just explained some of the equipment things I was doing wrong – line size and drive and stuff. He’s the best fisherman around here around as far as finding new stuff, new places to catch fish. Most fishermen – even the good ones – will go around copying him.

Michael: So, is it a real art and skill to finding where the fish are biting?

Jonathan: It can be. Larry is probably one of the best there is in Georgia.

Michael: How did he get so good at it?

Jonathan: He spent a lot of time doing it.

Michael: Is it learning the lake? Is it through experience?

Jonathan: Mostly, you learn how to read a topography map. Most fishermen don’t really pay much attention to it. You find the little differences down at the bottom, and learn how to put the boat up on it, and you have to have a lot of concentration to keep your boat there and not lose your spot on the lake.

Michael: Why is it important to even know where the fish are, especially if you have a guide business?

Jonathan: If you don’t know where the fish are, you ain’t catch any.

Michael: If you don’t catch anything, what’s going to happen?

Jonathan: You’re not going to get any repeat business.

Michael: So, the whole key to having a good business is giving someone a good experience. A good experience is catching damn fish, right, and big ones too, eight pounds?

You go take a kid out fishing and they catch an eight pound fish because you knew where the fish were because you knew that lake like the back of your hand because you knew how to find the fish because you’ve got the equipment, the computer that reads the depth

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and you could see the topography of the lake, you know where the fish are, right?

Jonathan: Yep, I can find them.

Michael: You can find them, and you can give your people on your guide a great fishing experience. If they have a great fishing experience, they’re going to come back with you. Isn’t that the whole key to the business?

Jonathan: Most of it.

Michael: That’s giving someone a good product. That’s the product you sell. Do you explain this to potential prospects who may inquire about your guide? Is this also all these things that we’ve talked about on your website in detail?

Jonathan: I tell people to call me. If people call, they want to learn how to do it. People who have been fishing for four or five years at Juliet and can’t catch them, and they want to get help for them. They want me to teach them about catching them, which I can teach a lot for four or five hours. They’re never going to book another trip. If I don’t teach them, they’re going to be, “Oh, stupid I know it now.”

The second is just going to be someone who wants to catch a fish. They never caught a fish over ten pounds or whatnot. They want to catch a fish. That’s a few people I’ve talked to.

Michael: Has that happened – the people who want to learn how to do it, they pay you for your service, and you’ve taught them how to do it, and they never come back.

Jonathan: I’ve only taken one guy who has not come back.

Michael: There’s an opportunity for you. You’ve got expertise. You know how to catch fish on that lake, and you could take that expertise and turn it into an information product, that or a series of interviews with someone interviewing you about the lake. That’s something you can sell.

You can position yourself as an expert. Some of the stuff we talked about – how you’ve been fishing since you were five, how you know that lake, how you’ve learned from the best – that information is valuable. You could sell that to people.

I’m just looking at a way for you to make money with your expertise. That’s a hidden asset, your expertise and your experience. You could

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create two or three audio recordings or audio DVDs or audio CDs and divulge all your secrets.

Then, let’s say you get your guide business going. That could be something you sell to either the people who come fish with you. You say, “You come fish with me one time, and we’ll give you a good experience.” Then, you’ve laid out all your expertise – everything you know about this lake and fishing and finding the big ones, everything you know in this package that you’ve put together. That’s something you can sell.

Now, you’ve got a nice little product. You could also sell it to instead of taking people out. Let’s say you start getting busy, and you don’t have time because it takes time to take people out and teach them. You’ve duplicated yourself, and you have a course, a complete course, for someone who wants to learn how to do it.

You can use your expertise. You can interview Larry, and do interviews with him, which are real simple to do. This isn’t hard. Put that expertise into a product that you can sell.

Not only that, you could sell it to people from all over the country or all over Georgia. Do you like that idea?

Jonathan: I don’t know if it would work with Juliet. There’s already up near Atlanta, that’s the biggest lake.

Michael: Yeah, I know Linear.

Jonathan: There’s already guy who has a video how to do that. He’s really well-known.

Michael: They don’t have it for Lake Juliet.

Jonathan: People are going to actually come back and fish the lake over and over again.

Michael: So, what you can teach them is how to fish that lake specifically, right?

Jonathan: Right, well, I can help them with other things.

Michael: I’m sure you know stuff that the big guys don’t know, right?

Jonathan: I don’t know.



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Michael: Just because there’s other people out there doing it doesn’t mean you don’t have expertise to offer. It doesn’t mean they won’t pay for it. It’s all in your marketing.

Jonathan: I just bought a hard drive camcorder. I’m trying to document some of the ways you can catch the fish up here on video. I have them already burned so they can show their friends how they caught fish.

Michael: Well, that’s great. Look, we talked about a couple of things. The things we explained, the reasons why that’s called the USP. We’ve got to give people a reason why they want to come fishing with you. You’ve got your experience. You’ve got your education from Larry. You’ve got the benefits of a small pristine lake without power boats, without noise.

You’ve got your expertise knowing how to find the fish. You’ve got a guarantee eight pound fish or it’s free. These are all things that can be used as reasons why, a USP, something unique. That’s why you’re unique. That’s why someone should come fish your lake and come use you as a guide. Does that make sense?

These important things need to be telegraphed. They need to be instantly apparent on your website, in a brochure, in a sales letter, when you answer the phone and someone’s inquiring about your trip. You need to list these things, “Here’s why you want to fish with me” – this, this, this, this. Just the things I just mentioned.

That’s got to be integrated all through your business. If you invoice someone and they pay you for guiding, and you send them an invoice, it needs on your invoice. It should be on your letterhead. It should be all through your business so that it’s telegraphed over and over again. That’s really important.

It should be on your emails in the signature of your emails – everywhere, and that’s the first part of working with a client is developing this USP. The consultants will do this multiple ways, not just by an interview like you and I talking. They’ll talk to you. They’ll talk to a few of your customers who have gone on your trip. They’ll look at the competition, and based on all that information, they will come up with the right USPs which match what your customers are looking for, but just based on talking to you, these are some of the things I’ve come up with.

Developing it is the first step of what a consultant will do with you by doing those interviews and coming up with it. The second part is integrating it in your business like I said getting it on your letterhead,

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getting it on when someone calls you and inquires in how you answer the phone, what you tell them, on your website.

All these things, once you have the USP on your system of marketing, this can increase your sales because you’ve telegraphed what’s important, the real reasons why someone should come fish with you. We call that leveraging current marketing process.

We tell the consultant to look for closing ratio, sub par salespeople, no follow-up, upselling opportunities, packaging opportunities, current sales aids, staff allocation of time, reallocation of marketing dollars or redirection of marketing efforts to more profitable areas.

So, tell me about your current – even though it’s very, very small – if you can identify this, since there’s not much going on, what would you say to people who call you? If Larry gives someone a lead, out of five people who call, how many end up coming on a trip with you?

Jonathan: Probably three.

Michael: Okay, so, three. When someone calls and Larry has referred them over to you, what happens to the two that don’t buy?

Jonathan: They don’t do it.

Michael: Do you have any kind of method to follow up with these prospects? Do you ever call them back?

Jonathan: No.

Michael: Do you ever follow up?

Jonathan: No, they are looking at someone else.

Michael: Well, sometimes people won’t book for different reasons. What do you think? If someone called you, what do you think some of the reasons that might never book the trip might be?

Jonathan: I charge too high, \$25, which is dirt cheap as far as a guide goes especially with a guarantee, but the average guy around town, I guess, feels that’s really high.

Michael: It may just be money. Well, maybe at the time they called, maybe they still want to do it. They just don’t have the money right then. Maybe they get paid on Friday and they would do it.

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Do you think if we had a consistent way to follow up with inquiries, if Larry referred them to you and they called you, they were interested, right?

Jonathan: Right.

Michael: Or, they wouldn’t be calling. You know how life is. Things come up. Maybe someone got sick. Maybe they lost your number. Who knows? Maybe something just came up, and they forgot to get back with you.

If you implement a consistent gentle reminder to them, you may be able to get some of those prospects to book. What if you got their email address when you were on the phone?

Here’s a new part of the system that I’m implementing in this HMA system, and it’s setting you up. Let’s say you got your business going and calls were coming in from all over the place. It’s hard to keep up with who’s calling. You don’t have a secretary there. Do you?

Jonathan: No.

Michael: You’re a one man operation. Right?

Jonathan: Yep.

Michael: When calls come in, I’m telling the consultants how to capture the caller ID of the call. This is a system that will capture any call that comes in. If you had an ad in a local paper or you have a phone number on the website, it’s a service, a technology service, where the calls come in and the calls are recorded.

When someone calls and they leave a message with you, it’s all recorded, and you get the caller ID even if they have caller ID blocking. I call this plugging up the hole in the bucket.

A lot of calls will come into businesses, and the calls are neglected. Let’s say you have an assistant. She wasn’t handling them right. The customers weren’t handled properly. They weren’t taking down the name and number. This is a way to capture every potential lead that comes in.

This is going to be important as your business grows if you’re doing advertising. Calls are going to come in. That call is only as good as how you handle it when the call comes in.

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If you’re working during the day, and you don’t have an assistant, you better have a way to capture that caller ID so when you get back home from work, you have a way to call that person back if they forget to leave a message.

I have had people call me and hang up, and because I have their caller ID number, and because I call them back, it meant sales of thousands of dollars just because of this service. If I never had a way to call them back by identifying the caller ID without this service, I would’ve lost that money.

This is an extremely valuable thing once you get your business going. You’re not there, but I do this for businesses who already have tons of calls coming in. It’s a real effective way in plugging up any lost money because if you’re paying for advertising, or your people are referring you, the worst thing you can do is let any of these calls go by. That’s money down the drain. Would you agree?

Jonathan: Yes.

Michael: Do you agree that a consistent follow-up message with the customers who don’t buy from you would potentially reactivate those customers and maybe get them down the road when the time is right?

Jonathan: Yes.

Michael: This is something that’s very simple to do whether it’s done through an email, an autoresponder service that will automatically email them every 30 days to notify them when your next trips are. It could be by a simple phone call, “Hey, we’re doing a trip this Saturday. Would you like to come?”

It gives you a chance to sell them. You can come down on the price if you need to if you don’t have that many people booked. You can make a deal with them. You can make payment plans. You can offer \$50 down and \$30 a month on their credit card, if you had the technology to do that, which I can show you how to do.

People do like to finance. A lot of people have credit cards. There are solutions. I’ve had people who say, “Well, my credit cards are maxed out.” I go, “Well, did you know you can call Visa, MasterCard or American Express, and if you’ve got some pretty decent credit and you’ve been with them for a while, you can call them ask for an emergency line of credit? They’ll give you up to a thousand dollars

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right on the spot.” I’ve had people do that, and they go, “Oh, I didn’t know that. Let me call them.” They call. They call me back, “Yep, I got it.” Then, they buy the product for me.

You’ve got to offer solutions for your customers. They want to come fishing, but you’ve got to show them how they can afford it.

Look at your pricing. Maybe you can offer a more flexible pricing plan. If you’ve got a boat going out, and it’s not full, what’s the big deal to take out another – how many people can fit on your boat?

Jonathan: Three.

Michael: Three?

Jonathan: It’s really kind of a friend and a buddy deal. You don’t want strangers going with you. If I had my way, I’d plan all my trips to be two.

Michael: So, you book them just a couple.

Jonathan: Yes.

Michael: I see.

Jonathan: I was catching a lot of 14 pounders, but last two months, they’ve been three to-

Michael: What do you want for this business ideally? What would you like to see this business do? How many trips?

Jonathan: I’d like to do at least one every weekend, and one side trip during the middle of the week.

Michael: So, one every weekend. That’s just four trips a month, and maybe one at night on a weekday?

Jonathan: Yes.

Michael: That’s just five a month.

Jonathan: I’d like to do more than that, but that’s what I figured I was going for.

Michael: What do you think your capacity is? What would max you out?

Jonathan: During the week?

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Michael: Ideally.

Jonathan: A night trip during the middle of the week, and a Friday afternoon, Saturday morning, and a Sunday trip.

Michael: You’d be happy with that?

Jonathan: Yeah, last week I gave like six out of seven.

Michael: What happens if it rains? Do you still go?

Jonathan: I will. I don’t go for sleet.

Michael: We’re looking at the capacity of your business. I don’t think it’s going to take much marketing to get it up there. That’s just five trips a week, twenty trips a month. You need twenty customers a month, and you charge what, \$225?

Jonathan: Right.

Michael: That’s \$4500 a month, and then you’ve got your expenses. You’ve got some expenses. Tell me how much you’ve invested in this business.

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Jonathan: Six thousand for the boat, \$800 for the depth finder, \$500 for the troll motor, and I’ve got to keep the batteries up, and bait. People will fish Juliet for stripers. They drive up here and buy the bait for \$100 per trip.

Michael: Do they have to buy their own bait?

Jonathan: Yes, they buy it.

Michael: So, you’re not paying for the bait.

Jonathan: I’ve got the bait here. I catch it myself. I learned how to.

Michael: So, you make money off selling the bait.

Jonathan: Not enough people doing it. The guys here really don’t make money doing it. It costs so much doing it. It costs them every week just trying to keep the bait alive.

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Michael: You do have some expenses. Now, you said your pricing \$225 is cheap.

Jonathan: Yeah, really cheap. There’s a guy around here who I talk to. He said he was going to help me because he had so much business. He’s got four boats going out. He pays guys to take them out. He said he’s going to help me down here in Juliet because nobody else was doing it down here. He hasn’t called me back. I called him once, he said he called me back next week.

Michael: How much does he charge on a trip?

Jonathan: Four to five hundred dollars.

Michael: So, what do you think the difference between him and you is?

Jonathan: He’s got a bigger boat, and he can carry more people out.

Michael: I don’t think people will pay four or five hundred just because he’s got a bigger boat. You’ve got a more intimate experience in a nicer lake. So, why can’t you charge four or five hundred? It may not have anything to do with your price. It has to do with the selling the dream, selling the experience, and that’s what we’re talking about. That’s what good marketing is. That’s what you have to let your customers know about.

So, you have expenses here. Anything could be sold if you know how to do it and you do it right, and you’ve got the confidence behind you. You can sell your experience. He’s got to be doing it somehow. Does he have a website?

Jonathan: He doesn’t have a website. He has a deal with a few hotels. He’s got a huge probably 10x40 painted sign on the side of building that’s got his guide business on there.

Michael: He’s got some advertising, right? You don’t have any advertising do you?

Jonathan: Nothing really.

Michael: No one’s going to pay you because they don’t know about you. They don’t know all the great things that you can offer. If people aren’t paying \$225, you’re talking to the wrong people. What kind of people do you think go on this guy’s boat, willing to pay four or five hundred bucks on a trip?



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Jonathan: Business guys.

Michael: So, maybe that’s who we need to talk to or approach. This guy is selling it because he’s advertising it. Now, he’s got on the side of his building. You’ve got businessmen out there, whatever they’re selling, fertilizer or they’re in Macon. They maybe had no consideration of going fishing. That can be a great new experience for someone who has never fished. You’ve got businessmen probably all over the state in Macon, right?

Jonathan: Yes.

Michael: So, they’ve got to know about you, and that’s going to come up with your marketing effort. Let’s keep talking. You’ve got limited capacity. If you started getting all this business, and you were booked up, what do you think you’re going to do?

Let’s say you were booked up to the max, and you’re booked up twenty trips a month, which is your max, unless you invest in another boat and another guide. What do you think you’re going to do? Your price is going to go up, right? The higher the demand, the higher the price.

If you had people – your phone ringing off the hook – saying they wanted to book trips, you’re at your max. You’re fishing. You can barely handle the calls, but the phone keeps ringing. What do you think you’re going to do? You’ve got to jack your prices up to the level of the demand?

Can you imagine your phone ringing off the hook with people from all over Macon wanting to take your trip and no one else’s because of all the benefits we outlined – the pristine lake, your experience, the secret of the captain? You weave a story around this experience, and you build a dream. You position it as the greatest fishing experience in Georgia. You can do that with good marketing.

So, your phone’s ringing off the hook. Your prices are going up three, four, five, six, seven hundred, as high as the market will take. How high should a price be? Is there a rule?

Jonathan: For this kind of fishing, four hundred would be kind of high. Some guys get a little bit more.

Michael: You can increase the experience for that person and offer more value for your trip. You can charge more, right? People will only pay for what

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they get. If everyone else just loads them in a boat and takes them out on ordinary fishing experience, then, yeah, you pay \$450, but what if you could double the value. What if you could offer your DVDs as a bonus? What if you could offer specially cooked meals? Just little things that make the experience totally different.

That’s an example. It could be little things even on your smaller boat that really make it a special experience, things that no one else is doing, or things that other fishermen are doing from all over the country making their experience really unique, and you can borrow those ideas.

That’s going to take you researching and talking to other guides, finding out what they do, going to their website. Look for things that are successful. There are guides all over the country on waterways and lakes doing great things that you’ve got to do the digging and find out what these special things are and modify them and use them for your business.

So, past, present and perspective customers – this is something that really won’t apply to you. If you had a thriving business and once you get your business going, you’re going to fall into this category, and the consultant will have to deal with your past customers, your present customers and your perspective customers.

The consultant is to look for a customer base that’s not being worked, look for inactive customers. We’re going to look at a lack of a database, cross selling opportunities in the business, back end opportunities, reactivation opportunities.

So, we talked about a customer spends right now \$225 on the initial transaction. So, if we could increase, like we talked about, just raising the price of your experience by doing great marketing, better marketing than anyone else out there, that can make you some more money, if you could double the price.

You could also – we talk about a way of increasing your income by offering your expertise, your DVDs of something you’ve put together to all the people who come onto your boat, or there’s something else that you see other successful guides sell the customers who come on their trips.

Jonathan: Most of them just take them to fish. That’s it.

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Michael: If they have a great experience, you could offer a silk screen t-shirt that says, “I caught the eight pound big one.” You could do cool things, and maybe a father and a son will pick up a t-shirt and a hat from you so you could make an extra \$50. There’s other things you can sell while you have your customer on the boat.

You could offer consulting on the phone, a six week consulting, thirty minutes a week. Let’s say you had a special website that offered all your secrets that you created to all your customers that wanted to become better and better fisherman. There’s all kinds of things you could bump up the sale by offering additional things.

Another way to increase your income for the year with your business, is to get your customers to come back with you more often. Have you ever had someone fish with you more than once, and pay you more than once?

Jonathan: No.

Michael: So, so far they’ve been one hit transactions, but I bet you’ve never gotten back in touch with those customers, have you?

Jonathan: Some of them I have.

Michael: What do you say?

Jonathan: Tell them I’m going out to fish.

Michael: Do you invite them?

Jonathan: Yes.

Michael: What do they say?

Jonathan: They’ll say their busy or whatever.

Michael: Well, like I said, if you consistently invite them on a regular basis, and let them know – let’s say you have an email list – everytime you’ve got a trip, you shoot out an email and say, “Hey, the fish are biting. We’ve got one space on the boat. We’d love to have you come. Give us a call.” You consistently notify them, be more proactive rather than them relying on going to your website.

They’re busy. They’re not going to remember to go to your website. They’ve got kids. They’ve got work. You’ve got to get back with them

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and remind them. That is your job as a business owner and a businessman is to remind them.

If you do that, and set it up automatically, you will increase the reorders and increase your business. If you make someone fall in love with fishing, look what happened to you. Larry took you out, you live and breathe this stuff. You’ll go fishing six days a week if you can.

What if you can find some loyal customers that you turn on to fishing and they love it just like you? It’s addictive. On the boat, they learn to like you. You guys have a good time. They’ll come fishing with you, right?

Jonathan: We’ll find out about that.

Michael: That’ll eventually happen to, and then you’ve got a good friend. Getting back with your current customers is ten times easier to sell an existing customer than it is to get a new one. So, as you build your business, and as you get customers, you’ve got to treat them like gold.

You’ve got to get on the phone with them. You can use the mail to do things automatically, a post card, or the website – automatic ways to keep in touch with your customers that will increase your overall business. Would you agree?

Jonathan: Yes, sir. Do you think a podcast would do – an expert like Larry almost every week? Do you think that’s a good thing?

Michael: I think it’s a good thing. If you have any feedback from people, have they been listening to it?

Jonathan: People email us if we go a couple of weeks without having one.

Michael: How long are the podcasts? I listened to it just for a second.

Jonathan: Ten minutes for most of them, but one of them was like 35.

Michael: It depends how hungry the person is. It’s just one way of marketing. I think it’s a fun thing to do. I think if you created a very quick and concise report on what’s happening on the lake, I think that kind of like a surfboard out here in California. You call a phone number and you check to see how the surf is. The same thing – how are the fish biting today? If you do that on a daily thing, and get people to sign their email address and their name on your website, and automatically everytime you do an update, if you have time, say, “Hey, the lakes beautiful. It’s

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real smooth. Temperatures this. The fish are biting here. These are biting there. We’ve got an opening for this Saturday, Friday, Sunday. If you’re interested in coming, we’re going to do something real special on the boat later in the day. Give us a call.”

If you keep it concise, I think ten to fifteen minutes is going to be a little bit too long. You’ve got to keep it short and sweet so they can get the details real quick, but your podcasts, keep doing them.

If you can interview Larry on different subjects about fishing, you can continually build a product that you can sell. If you can have Larry divulge all his inner secrets about fishing lakes, everything he’s learned over the years, keep doing them.

You be the interviewer. Let him be the expert. You’ve got the expertise to know what to ask him, and these recordings can be valuable. They can be turned into a product that you can sell. They can be put up on your website to educate new clients and people who get involved in the sport.

They can also be used to sell your information product, maybe a fuller course or consulting. They can be used to sell your trips.

So, I would keep doing them, but turn them more into real interviews where you’re digging out all his secrets. The stuff that’s taking him years, have him talk about the tournaments he fished in. Just go crazy. He loves fishing. He’ll talk about that stuff for hours, right?

Keep in mind for the new fishermen or the expert fishermen for him to review his secrets. Then, you can edit those things, and those can be very valuable. They can be part of an information product. They can be, “15 Mistakes Most Fishermen are Making in Macon Georgia,” and you can put that on an audio CD and sell that on your boat to your customers.

You can go sell it somewhere else. You’re creating intellectual property, things that you own and you control that are only yours that you can sell for money, information. We’re in the database. As your business grows, you’re going to have customers. You’re going to have a database, and you’re going to have to keep up with these people.

You’re going to have to reactive them, the inactive ones. You’re going to have to invite back. The service that I was telling you about, how to plug up all the wholes in your bucket – when someone calls into your phone line, listen to this, it picks up the caller ID, and about sixty

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percent of the time, it will match the phone number to their mailing address where the phone call came from.

So, this service will automatically capture the mailing address of your callers who are inquiring about this fishing trip. Let’s say the calls come in. The computer will take that phone number. It will match it up to a database, and it will pull out the mailing address.

You can build a mailing address from all your incoming calls at least sixty percent of them automatically by using this service. Then, you can invite them. Someone who called, you can keep them on your newsletter or when the calls come in, you can capture their email address, but keeping in touch with your existing customers is going to be critical. It’s going to make you more money as long as you keep in touch with them and get back with them.

Do you think these things are important as you build your business and grow a database?

Jonathan: Yeah.

Michael: Do you see how this can help your business make more money?

Jonathan: I have to get started. I’ll put more money into advertising.

Michael: That brings me up to this. I want to show you ways to grow the business without spending money on advertising, and that comes through alliance opportunities. Our consultants will work with you. They’ll look for relationships with other businesses, particularly other businesses that have a database.

We’re going to look for businesses who could target the same type of customer who has a database already. So, your customers can be businessmen from all over the state maybe who are traveling or who live in the surrounding areas from Atlanta to Macon, or would you say your customer base are all very local from where you are?

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Jonathan: I’ve seen a guy from Atlanta, and I’ve seen a guy from New York. That’s the only trip I got off my website.

Michael: What were they doing out there?

Jonathan: He said he wanted to go fishing.

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Michael: What kind of people fish? Are they all kinds of people?

Jonathan: Yes.

Michael: All ages?

Jonathan: All ages.

Michael: From all over the place?

Jonathan: Basically.

Michael: Six to sixty? How about families? Do the wives ever come along?

Jonathan: They bring their girlfriend or wife a lot of times. They like it.

Michael: So, your guy who’s selling trips for \$500 a pop, he’s got deals with the hotels, right?

Jonathan: Right.

Michael: What do you think his deal is?

Jonathan: I have no idea.

Michael: What he’s got is a joint venture, and what our consultants will do is they will set up a joint venture for you. So, you’ve got to ask yourself, “Who has customers that you would like to have?” Are there any bait and tackle shops around you?

Jonathan: Yes.

Michael: Are there any hotels or motels around you?

Jonathan: Yes, lots.

Michael: These visitors that stay in the hotels, are there restaurants around there? You could set up a relationship with any of these people. You could create a front and back ad on a postcard, and make stacks of these and leave these in areas where people are looking for stuff to do.

Many of the hotels have those little holders that hold those postcards that show all the things to do around Macon, right? Now, a lot of those are paid, but you could do your own thing.



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Doing joint ventures is going to be one of the fastest ways to grow your business. All you’ve got to do is find someone who likes what you’re doing, whose customers could enjoy the process of what you offer, and they could let their customers know about you.

What if we got the Marriott Hotel to place on the pillow of each on of their customers like a little charm in the shape of a fish with a letter in a nice envelope that talks about you and your fishing trips there on Lake Juliet.

Could you imagine every customer who comes in has a little pewter charm of a beautiful bass fish, which you could probably pick up for ten cents a piece, and it’s on a little bracelet, and it’s a gift from the Marriott to our customers, and they wanted to let our customers know about a secret spot here called Lake Juliet, and there’s a gentleman there that we have a relationship with who can take you out on private fishing trips?

You can go into the whole magic of what it’s like fishing on Lake Juliet, and you could appeal to customers who are there on business who don’t know what to do on Saturday or Sunday. They’re looking for stuff to do especially business people.

So, you could use these relationships of other businesses to get you customers without advertising. You could offer them a commission. If you can up your price, you can offer them fifty bucks for every one they send. You’ve got to work it out, but you’ve got to work relationships out with other businesses.

If you work something out with the tackle shop where they have customers coming in, you made a relationship with the owner there or the manager, then you just explain what you did. You offer a great service that some of their customers don’t know about and would like to know about.

You can ask them to mail a letter and that you would pay for the mailing to their customers about your fishing trips, or you could put something up on the board there, or you could put a stack of your postcards or business cards right there at the counter where people check out.

You could do this with businesses all over the place. You only need twenty trips a month. Do you see how that could get you more business, leveraging the customers of other businesses who have

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spent years and hundreds of thousands of dollars building their businesses? They’ve got customers, but they don’t offer them anything else.

They’re doing a service letting their customers know about you because you’ve got a great thing you offer that no one else offers.

How about Bed and Breakfasts all through the area where couples come to relax or get away with their family? The owner of these Bed and Breakfasts, little motels and hotels and venues could offer fishing trips for their people. They could offer it as something to do around here.

Everyone’s looking for something to do on a Saturday or Sunday. If they knew about you, and you were able to articulate what’s so special about the experience, you’re going to have them.

These alliance opportunities, these joint ventures with other businesses can be the quickest way to getting your twenty customers a month, easy, and as long as there’s something in it for them. It may just be enough to be able to know about you, and to be able to offer their customers a great fishing experience for your little tour guide. That may be enough for them just to offer it because if they can offer their customers and make those customers experience at their Bed and Breakfast or their hotel better, that’s good enough for them, and you may not have to give them anything.

If you have five or six places like that offering your service and letting their customers know about your service, do you see how that can fill your capacity pretty quickly without advertising?

Jonathan: I guess so.

Michael: What if you bust your ass and you had ten people letting all their customers at their hotel know about what you have? It isn’t going to take long to fill up your fishing trips.

Jonathan: That would be nice.

Michael: That’s without advertising. That’s what our consultants are trained to do is to help you grow without you spending more money on advertising. Do you think that hotel does advertising?

Jonathan: No.

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Michael: Do you think the restaurant does advertising? They have staff. They have \$100,000 facility that they pay for. They’ve got management, and they pay for all that. They endorse you to their customers. You’re getting a free ride. You don’t have to build the business. You don’t have to run the business. You’re leveraging all their assets, all their time, all their labor, all their money, all their capital, to get customers from them because they’re not offering their customers anything else.

So, that is a great way to get customers without advertising, but advertising is just another way, just like your buddy Larry. He’s got a big building with a big sign that let’s the people driving by about his tour. It costs him money to paint the sign. If he owns the building, he’s probably not paying for it.

Also, you could advertise in appropriate media in your area. As long as you can make an ad pay, if you can pay for an ad, but it brings you in more money in fishing trips especially if you raise your price, then it’s profitable. It can be ongoing.

Once you make an ad work once in a newspaper, there’s a good chance it will work over and over and over and over and over again without making any changes to it. So, advertising is also a way.

The consultants, we want to help you grow without you spending money on advertising using that as a last resort. Then, there’s direct marketing. Did you know – if you want to hear something ironic – a couple of years ago, I bought a database, it was current at the time. I bought it off of eBay for \$600, of over a million names all over the US of people who had their fishing and hunting licenses. I sold that database on the list rental market, but it’s now out of date.

You could get a database of every person who has a fishing license within five miles from your lake. Did you know that?

Jonathan: No.

Michael: Everyone who has a fishing license has to fill out all their information. This data is available. I can get you every single name of every male, every man, who has a fishing license within five miles from where you live. I can get it within two miles from your lake, from fifty miles within your lake. I can pinpoint every fishing license owner, every man who has a fishing license right around your lake.

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You can mail them. You could also get the phone numbers. You could call them, “Hey, I know you’ve got a fishing license. Have you ever fished up here at Juliet?” “No, I ain’t fished it. Where’s Lake Juliet?”

You could hire a telemarketer to call these people. You could send a postcard, a well written postcard that articulates all the benefits, the USP. Remember, we talked about what makes you unique? We could send them a personal letter coming from you that outlines your story and about the lake and the experience, a direct mail letter, a sales letter.

You could offer a free report, “Ten Reasons why Lake Juliet Blows Every Other Lake Away,” and you could mail it directly to these people. That’s called direct mail. That’s another way to grow your business.

Growing your business isn’t just about doing one thing. It’s about doing multiple things like direct mail, like joint ventures, like reactivating existing customers, like your USP and leveraging current marketing assets, increasing your sales ratio, not letting leads go down the drain. There’s also another one called community marketing.

You could work within your community. Do you have a news station, Macon news?

Jonathan: Yes.

Michael: You could contact the news station manager there, and I’m just going to give you an example. They could do a story about how you take handicapped kids out fishing on Lake Juliet. You taught them the peacefulness and serenity of what it’s like fishing Lake Juliet. They can do a story on you.

You look like a hero. You gave some handicapped kids a wonderful experience, and you get a news story about you and your business all over the TV.

How are the firemen up there? Are the fire stations hurting for money?

Jonathan: Maybe a little bit.

Michael: What’s wrong with the police department?

Jonathan: They don’t make salary. They don’t pay them enough.

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Michael: You can do a story that for every pound of fish that your customers catch on Lake Juliet, you’ll donate a dollar to the police station, to the chief of police. What if you did a nice story like that?

Local fisherman, Jonathan Harrison, contacted chief of police here of Macon County, and he’s made a pledge to the chief for every pound of fish his customers catch on Lake Juliet, he’s going to donate directly to the police station. They can go into the problems of the police station and how they need money. You can look like a hero, and you get free press and free advertising about your fishing charters.

Cameras will come out and they’ll interview you. Once they’re interviewing you, you have a chance to articulate your USP, what makes your lake great – the serenity. There’s no power boats. It’s smooth. We catch some of the biggest fish out there. You’ll make a challenge to the people out there watching this that if they don’t catch an eight pound fish, then the trip is absolutely free. How’s that for free advertising?

I used to have a tie dyed t-shirt business when I was in college in Tuscaloosa, Alabama, and one day I just thought, “I’m going to call the TV station.” I called them up. I said, “Hi, if you’ve ever got a slow day, why don’t you come out and do a story on my store?” They said, “Fine.” They kept my number. A few weeks later, sure enough, they came out and did a whole story on my Tiki Tie Dye business, on my retail store.

It went all over Tuscaloosa. It went all the way into Birmingham, and that’s free press. All you have to do is pick up the phone and call. They’re looking for ideas. They’re looking for great stories.

Jonathan: I should call the local TV news station and get them to go fishing with me?

Michael: Sure, you can. You could do a segment on fishing. Have the camera come out there with you. There’s all kinds of things you could do that can have your phone ringing off the hook.

I’m serious, but you’ve got to get a sales letter, your website, a USP, your story – your story that has got to be articulated and written down. It’s got to be consistent all through your business.

Jonathan: So, walk into hotels and I have to talk to somebody.

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Michael: You don’t even have to walk in. Just pick up the phone and call them. You call. The stations are looking for stories. Haven’t you seen tons of stupid stories on the news? The local news is dying for a good story. They love stories on pets.

You could create stories for them. You could take a pregnant cat out on a fishing trip. The cat could have kittens, and you can call the TV station and say, “Hey, my name is Jonathan. I’ve got a fishing tour business down here on Lake Juliet. I took my cat out on the boat, and she had kittens. Bring the news station.”

Local fisherman Jonathan took his cat fishing with him, and the cat had kittens. They love running stories like that. Don’t you see all the pet stories on the news?

You’ve got to come up with the stories and do it for them. You’ve got to give the ideas to the station managers. They’re employees just like you’re an employee. They’re looking for ideas. Make their job easier. Give them an idea that makes them look like a hero. That’s doable, and it’s doable with a good marketing consultant to help you do this stuff.

So, this is what our HMA consultants do, and when you combine all the different things we’ve talked about, and you get increase in sales using all of them. You grow your business geometrically, not linear, geometrically. You can grow it two, three, four, five, six, seven hundred percent as long as you’re implementing all these steps consistently.

Which step is going to make you the most money? It’s hard to say. Any one of the steps could make you enough money consistently as long as you have your business. It could be the relationships with the hotels or bed and breakfasts that consistently let their customers know about your wonderful fishing trips. That could be all the business you could handle.

If you got media and they keep doing stories on you, or they kept running the same story over and over again. Those things could give you a flood of business. The whole idea is you’re going to have more business than you can handle. The more business you have, the more valuable your business becomes, the more confidence you have. You can invest into equipment. You can offer a better experience. You can get some help. You’ve got to decide.

Do you want to grow it? Do you want to make it a full time business? It’s doable. If you really love this stuff and enjoy it, you could grow it to



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the point where you could quit your drafting job and do what you love full-time, kind of like these guys out on Linier. You know those guys love that.

What do you want to do? If you don’t have the expertise to do it, you need to hire someone to do these things that we talked about for you. Does all this make sense?

Jonathan: Yes.

Michael: Do you believe in your heart that if you had someone to implement this or if you implemented this ideas yourself that you could grow it to your capacity and charge more money?

Jonathan: Within a year, probably.

Michael: Absolutely. That’s what our HMA consultants do. That’s what I do for consultants, and that’s what a lot of parts on my site offer to show you how to do yourself.

What it comes down to is to get started I would train my consultants to offer to do the first step for you, which is the most important step. That’s getting your message, your USP, what makes you special, what makes your fishing trips special. What differentiates your trips from all the other trips on Linier and all the other lakes? What makes your lake special? Why is your experience different and special compared to everyone else? What’s unique about you?

You’ve outlined a lot of unique things that we talked about earlier. That project for you, I would charge you, since I know you don’t have a lot of money, I would do that project for you for about \$600. That would be the first project.

You shouldn’t do anything else until you have that down. If we don’t have what makes you unique, we can’t put it up on a website. We can’t articulate it when someone calls in. We can’t put it on your invoices. We can’t put it in your advertising. We can’t approach a joint venture prospect and let them know why they should do a joint venture with you.

This has got to be done first, and that is why most businesses everywhere are selling on price because they’ve never taken the time to articulate what makes them different, what makes them special. That’s why the only thing they can come up and think of which makes



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them special, which gives them a competitive advantage is a lower price. You don’t want to fall into that lower price category.

You want low prices, go to Wal-Mart. You want high-end, quality products, go to Nieman Marcus. Do you think shoppers at Nieman Marcus shop at Wal-Mart?

Jonathan: I never heard of that, but probably no.

Michael: Nieman Marcus is a very high-end retail store. There’s all kinds of buyers out there. There’s people who want the best and pay for the best and won’t settle. They don’t want to pay the lowest price. They want to pay the highest price.

Did you know I really believe you could charge a thousand bucks for a trip if you worked at increasing the value – maybe a bigger boat, maybe something just out of this world?

There’s a website. If you do a search on Google, you’ve got to check this out because this will hit home to you. Are you online right now?

Jonathan: Yes, sir.

Michael: Go to Google. Type in ultimate taxi, you’ll see [UltimateTaxi.com](http://UltimateTaxi.com). This is a taxi driver in Aspen, Colorado. This is how he’s differentiated himself from every other taxi driver in the world. I want you to surf and learn what this guy did and look how he took an ordinary taxi, and made it ultimate, and look what he charges.

He’s all over the media. There’s newspaper stories out the butt on this guy, and this is what I’m talking about. This is how you’ve got to be different. This is how he has differentiated himself from a normal, boring taxi drive. This will hit home to you.

Has this been helpful? Does it open your eyes? You’ve got to believe you can do it. It’s doable. You either do it yourself or you hire someone to do it. The money for the USP, is that something that’s inline? Is that something you may want to consider?

Jonathan: Maybe.

Michael: You let me know. You get back with me, and I can do that for me.

Jonathan: I’ll mention your name on my next podcast.

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Michael: Yeah, I’ll appreciate it. Okay, talk to you later. Bye.

*That’s the end of this consult with Jonathan. I hope you found this helpful, and I hope you’ll be able to use some of the ideas we talk about for his business to implement in your business. All the ideas are transferable from industry to industry, and please let me know about your success.*

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