

H M A

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Use BUMPS In
Your Mail As A
Client-Generating
Machine**

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.hardtofindseminars.com

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Any perceived slights of specific people or organizations is unintentional.

How To Use Bumps In Your Mail As A Client-Generating Machine

Say Bye Bye To Cold Calling Forever

Ed became an HMA consultant only six months ago, but he's already generated more than \$50,000 in client fees – and he didn't do it cold calling. He did it by creating a "bumpy mail campaign" that targets qualified prospects in his area.

If you've never heard of bumpy mail before, it's when you add something fun to your letters (like a small doll or packet of aspirin) that ties into your sales message and makes your envelopes bumpy and almost impossible to stack flat letters on top of. This puts Ed's bumpy letters at the top of his prospects' mail stacks, drives the whole office nuts wondering what could possibly be in there, and almost always get opened.

His mailings cost him about \$100 for every \$10,000 he makes in client work. And in this audio, you'll hear how he's doing it and all about the 7-week series of lumpy letters he wrote specifically for the HMA System.

You'll Also Hear...

- A free and easy way to create a targeted local list of direct-mail prospects – and how to use your research (along with a bright red pen) in your first mailing
- A step-by-step look at creating your lumpy mail campaign – it's easier than you probably think
- The minor tweak Ed made to the HMA guarantee – that gets his clients to sign on for all four of the core steps right away
- An exclusive look at Ed's first clients – what kinds of businesses they were and exactly what he did to help them
- All about the prospect from hell that E decided not to work with – but why you might have a different take on the situation
- The four things Ed takes to an opportunity analysis – and nothing else
- The weird reason why your credibility actually goes up the more times you mail to the same prospect
- The many marketing opportunities you can sell to clients – beyond the core four
- The one trick to incorporate into your lumpy mailings that Ed says could bring your response rate up even higher than what he's getting
- Why Ed never sends letters addressed to "Dear Owner" – and the one website that'll find most owners' names and info for you

- The two contingency deals Ed is in the process of setting up – the amazing cut he’s getting and how he plans to stay in control of them
- The limousine marketing product Ed also sells – and how he used audio interviews to take his cost per lead from \$50 to \$1-\$6!

Ed says the goal of a lumpy mail campaign is to sell prospects on a free opportunity analysis, e-book, or CD. You can’t expect to sell a consulting package through direct mail, but you can expect to get noticed and get responded to. And in this audio, you’ll hear how it all works.

Hi, 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. Along the way, I’ve created a successful publishing business all from home from my two car garage. Now, my challenge is to build the world’s largest free resource for online, downloadable mp3 audio business interview. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier, and to get more out of life. I’ve learned a lot in the last five years, and today, I’m going to show you the skills you need to survive.

Michael: Ed, it’s good to talk to you and I’m excited about what you’ve been doing with your HMA consulting practice, and for the existing consultants and perspective consultants who are considering taking the HMA 21 day trial challenge, why don’t you tell the consultants when you decided to give HMA a try? How long ago was it, and just a little bit about your background, without giving too much away?

Ed: Well, firstly, let me preface it with I think I listened to every single piece of audio on your site prior to jumping on board with HMA.

Michael: How long have you known about my site? Do you remember?

Ed: Well over a year, and I’m really an auditory learner, and I just feel in love with the content you were producing. At the time, I was working on other projects, and I was kind of dabbling in whether or not to get into the HMA world and I finally pulled the plug probably about six months ago and I’ve been doing it for about six months now. I love it. If you’re on the fence, I think it’s a no-brainer to take the 21 day free trail or dollar trial. Risk wise really it’s a dollar, so jump on board and take the risk, if you’re at all serious about this.

Michael: Now, when you thought about doing your HMA consulting business, everyone has different modes of getting into the practice. I believe you mentioned that you wanted to try to do something where you didn’t have

to actually physically meet clients. Was there a specific reason why that was and what advantages you saw maybe in doing it in a different way?

Ed: Well, I came from a limousine business where we were very high touch, very, very client oriented, and we were dealing with very high end corporate America and celebrity world. It was very high pressured. It was very high maintenance type of clients and in the next business that I went into, I wanted something that I could really leverage my time. I saw direct mail and different forms of marketing as a really good way to leverage my time and my expertise in order to generate clients as opposed to doing networking groups or cold-calling or any of the other variations of client-getting techniques you talk about or any of your HMA members have talked about in previous interviews.

So, I just wanted something where I had a really high form of leverage. That's really what I was after.

Michael: Had you had some success using direct mail with any other business?

Ed: Yeah, I've been using direct mail for a while in the limousine business. I've got friends to use direct mail, all sorts of different businesses. I find direct mail to work the best in B2B situations where you have a significant lifetime value, and you can spend a little bit more to acquire customers. That's kind of the area I like to focus in on.

Michael: January 29th of this year, you had emailed me, and you said, "Right now, I have three clients paying me \$2500 a month for the core four, and I'm working on two other one-time projects as well, one for \$2500 and the other for \$7500. The largest one-time project I've gotten so far is the \$7500, and it's for creating lead generation material for a small law firm – three sets of free CD and a report, one for each of the three main practice areas, divorce, bankruptcy and immigration. Looking back on this deal, I think I should have charged significantly higher base on what they charge for in any of those practice areas, but hey, a good win regardless."

That is an incredible win especially just starting out. So, these three clients, the one's paying \$2500 a month, this was back in the end of January. Are they still with you?

Ed: One is, and then the rest are completed.

Michael: How did you acquire these three clients and this \$7500 client?

Ed: Everything I have so far is actually all through direct mail or from my referral from existing clients, and even that is typically from a referral letter

I send out as well. So, I have a system where I send out a series of direct mail letters which is actually given you to put into the HMA University.

I get nervous when I do cold-calling. I did it for years in corporate America and I got red and flustered and embarrassed. I'd pump myself up. I'd try to listen to some Zig Zigler or Bryan Tracey or something and get ready to go for a cold call, and I would bomb and I would be terrible at it. I knew there had to be a better way to do this and a better way to leverage my time and what I was offering the world. I found that through direct mail, and I found that through sequenced direct mail which is something I learned from marketing strategist and copywriter Dan Kennedy, one of the greats out there.

So, I put together a series of letters that I use to offer a free consultation or opportunity analysis, and that's how I enter the market.

Michael: So, why don't you take me back with this first batch of clients back in the end of January? How many sequence of letters did it take to generate the calls to do the opportunity analysis? Was the letter specifically to sell an opportunity analysis or did you have two different letters trying to sell two different things?

Ed: The first set I did was to sell specifically the opportunity analysis. You've got to sell in steps. You've got to sell specifically what you're looking to achieve. You can't try to sell them a consulting package through direct mail. It doesn't work like that. You either sell them an opportunity analysis, or you sell them a free CD and report or whatever else you would offer them on the front end to generate that lead.

Once you have that lead, you could then market to that lead a lot more and you can spend more to acquire that lead as opposed to just trying to sell everyone right into a consulting package from direct mail. So, the way I did it was I actually went through and found everyone in my local area that was advertising through direct mail in the Yellow Pages, Google Adwords, any regional or local magazines or newspapers, ValPak, anything like that where they were spending money to acquire clients. So, I knew that they knew that they had to spend money to acquire clients. It was a cold list, but it was people who were spending money in the market to market.

So, I would actually collect all these ads, and rip them out, and I would actually put a big red circle around them, and I'd actually fold that up and put that inside the first letter I sent out which had a packet of aspirin stapled to the front of it. That's how I started out the sequence. Then, from there, they got another letter every week for the next seven weeks.

Michael: All right, were you sending them out in a number ten envelope?

Ed: Yep, white number ten envelopes with a live stamp. Depending on what lumpy item was actually in the envelope itself, either one to two stamps. So, it didn't cost a tremendous amount, and at the end of the day how much we're getting from these clients really is to send a dollar or two dollar piece of mail out, really is a no-brainer.

Michael: So, explain to maybe the listeners who don't understand what lumpy mail is or three D mail or dimensional mail, many terms are used to describe it. What is it, and what's the advantage of it for the consultant who's mailing lumpy compared to flat mail?

Ed: Okay, so lumpy mail, dimensional mail whatever you want to call it, all it is is a little fun item that you add inside the envelope, and that item has actually got to tie into the messaging inside your letter. So, the first letter I send out which is in the HMA University is in the top right there's actually a small packet of aspirin taped or stapled to it, and basically the gist of the letter is running a small business and marketing your small business could give you a headache and all the copy ties into that, and at the end you make an offer which is the free consultation.

The second letter is a follow-up piece that basically says, "You know, I'm pretty puzzled that you haven't responded to me. I made a great offer last week. I introduced myself. I offered the free consultation which is worth X amount of dollars. I still haven't heard from you. I'm pretty puzzled."

The third letter is a worry doll, these little Guatemalan worry dollars, and the gist of that is like, "Listen, I sent you like three letters. Quite frankly, I'm worried that I haven't heard from you yet. I want to make sure everything is okay. So, last chance for the consultation." Actually, I don't say last chance, but then going to the fourth letter and through seventh, I have different items that are attached to each of those, and they're fun. They definitely make me stand out in the market because no one else is really sending stuff like this, and it serves a couple of purposes.

Number one, it gets the mail opened because that lumpy mail doesn't sit flat and it for nothing else but curiosity, that mail is going to get opened by that business owner because they want to know what the heck is in there that's making it stick out like that.

So, another thing is that mail often gets moved to the top of the stack because that's something that's lumpy or has a lump sticking out of it, you can stack other mail on top of it when you bring it into your office or into your home. All that other mail will fall out. So, you put that on top, and it gets opened. When a person opens it up and sees a doll stapled to it,

these penny one inch doll or packet of aspirin or a little toy lobster or any number of other things that I've mailed, it invokes curiosity. They tend to read the letter, and it's fun. It makes me stand out in the market, where everyone else is sending out bland brochures or postcards that are just getting tossed, any number of things. It helps me to stand out in the market a bit more.

Michael: So, have you calculated what was your acquisition costs for these first several clients that you reported to me at the end of January?

Ed: The first one I mailed out a hundred of these letters and I got a \$2500 client right out of the gate. So, a hundred dollars to make a \$10,000.

Michael: So, what occurred? The letters went out and you got a phone call. Correct?

Ed: Yep.

Michael: Did you answer the phone live or did you have a recorded message?

Ed: I think for these ones I actually had live, but I also do have a free recorded message where I send them to a message where they leave a voicemail and I contact them back, but I believe for the first one I answered the phone.

Michael: What was the first client, what kind of business?

Ed: They were a spa.

Michael: A spa called you.

Ed: Yes, they worked in Botox and injectionables and all sorts of stuff like that.

Michael: Who called you, the owner?

Ed: No, the front desk actually. I should say the front desk person who's really the manager there. They asked, and I set up a meeting for the owners and myself, and I went in and met with the owners two days later.

Michael: You took them through the standard opportunity analysis that's outlined in the HMA system.

Ed: Yep, I don't go in suits. I dress in khakis and a polo, and I go in with a small leather binder, and I literally print out the opportunity analysis, and that's it. I do them with a pen and that's it, and my phone which has a

calculator which helps split the opportunity analysis, but other than that, that's all I bring and took to the meeting.

Michael: What is your offer to them when you close that first client? What was the offer - \$2500 per step where you pay per step as you go along or did you try and sell multiple steps on that first meeting? Did you close on the first meeting?

Ed: I did a soft close on the first, and then I came back the next day with a proposal and picked up a check. It was for four steps over four months, \$2500 a step. So, it was month to month or step to step, but in order for the guarantee to live, I had to complete all four steps.

Michael: So, you got a check for \$2500 when you came back.

Ed: Yes, that's correct.

Michael: Is this one still with you?

Ed: No, they're finished. They're complete.

Michael: You took them through all four steps?

Ed: Yes.

Michael: How's it going? Have they reported some results back?

Ed: Yes, they're very happy. They've been growing at the first location. They opened a second location which they were in the process of when I jumped on board. I helped them with some launch press releases, with some ad copy for the market they were entering into. They're successful. They've got a nice little business. It's very high margin, and heading to the top end of the market. So, it's a nice little interesting business that they have.

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Michael: So, a hundred letters, your letter cost is probably a buck a piece maybe a \$1.50 at the most.

Ed: A little bit less, and the aspirin is under a dollar.

Michael: All right, so a hundred bucks got you \$10,000. That's just with client number one. What was the second client? What kind of client was that, and take us through the process of how that occurred?

- Ed: That was a small contractor. I met him out of his house.
- Michael: Did that come from the first hundred letters?
- Ed: No, that came from the second round.
- Michael: How many letters did you mail in the second round?
- Ed: I mailed to the exact same list.
- Michael: So, this was mailing number two.
- Ed: Yes.
- Michael: Step number two in your mailing.
- Ed: Yep, that's correct.
- Michael: Contractor called you, what did he say when he called you? Do they usually say, "Hey, I got some aspirin"? Do they mention the little grabber that's in there?
- Ed: Everyone does. I just got with a CPA yesterday who I got on a dinosaur mailing which is further back in the steps, and when I went in, the secretary met me with kind of a big grin on her face and she had everything I had mailed to them lined up on her desk as I walked in.
- Michael: That's cute. What was the lumpy mail in the second mailer?
- Ed: Puzzle pieces.
- Michael: The puzzle piece, so the contractor called you and said, "Hey, I got your puzzle piece," and what did he say?
- Ed: Like a lot of contractors, they start wanting to have a conversation. A lot of people call and they just want to know what the next step is or what to do next or what exactly to do, what's the next step in the process.
- Michael: All right, so you went in. You did the opportunity analysis, and what resulted from that one?
- Ed: The did the four again, and that was \$2500 a month, and walked away with a check for \$2500.
- Michael: Have you taken them through all four steps?

- Ed: Yes.
- Michael: Okay, another ten grand, so another hundred bucks equals another ten grand. What's your margin on that ten grand? Do you keep all of that?
- Ed: I have a couple of guys that work for me doing graphics and web stuff in the Philippines, and that's very, very minimal. They work on some of my other projects as well. I have three guys for under a thousand dollars a month.
- Michael: What would you tell the perspective consultants about the margins in this type business compared to say a retail store, a grocery store, another brick and mortar type business?
- Ed: It's funny you say that because every time I go into an opportunity analysis or a pre consultation, whatever you want to call it, I'm always like, "Oh man, this is such an opportunity to do this," and I have to pull back and smack myself in the head and say, "I work on 90-100 percent profit margin." These guys are working on five percent to thirty percent profit margin. I have to pull back and say, "Stop that. Do what you're doing because with a fraction of the work, you're earning two or three or four times as much as they are."
- Michael: I know. Another business on five percent has got to do twenty times the sales to keep the same amount – twenty times the headaches, twenty times the vendors, twenty times everything to keep the same thing you're getting.
- Ed: Absolutely, yeah, and that's one thing that's lead me to want to get out of the service industry. This is essentially the service industry as well, but the service industry where you have a lot of touch points and a lot of end users. I wanted something with a high dollar value, high margins, and fewer touch points for my users.
- Michael: Tell me about client number three. What kind of business was that?
- Ed: That's a lawn care company. That was different. That's a start-up friend of mine who actually I got through direct mail, actually sent his partner in his business not knowing he was starting a lawn care business. I basically had to recreate the wheel for them, and that was a bit of a different situation. Normally, I would suggest you really want to go after businesses that have existing databases and from this, it was a bit of a pain in the butt having to recreate everything and test. He needed a lot more work than I think it was worth it at the end of the day.

Michael: What did you charge him?

Ed: \$2500 a month.

Michael: How many months did you go with him?

Ed: I did the four months, and I was glad to be out of that.

Michael: Yeah, a lot more work when they're start up.

Ed: Yes, I would strongly urge to stay away from the start-up world and stick with established businesses that have been in business I'd say at least two years, but more like three or four or five years, generally odds of failing within the first year, and they have a database. That's really where the money is at, in the database, being able to market to that database, ask for referrals, upsell. That's where you're going to get a lot of bang for your buck.

Michael: Did that client come from the lawn care owner's partner, was that from the same first hundred mailing?

Ed: No, that was actually the worry doll.

Michael: It was the same hundred, but just a different mailing, correct?

Ed: Yeah, I continually mailed to the exact same list over and over and over until that list dries up, until I don't have a response from that list.

Michael: The worry doll was how many down on the list?

Ed: That's three, three weeks. Every week, they're getting a piece of mail from me with some odd item in it that is making me standing out in the market. There's this weird thing that if they didn't believe you the first letter, it's strange, but for some reason if you continue to mail to them over and over, your credibility increases.

Michael: It's because you're committed to the campaign. It's that commitment. What day do you do your mailings on?

Ed: I like to drop them at the post office Saturday or Monday so they get there Tuesday, Wednesday, Thursday.

Michael: All right, and you're doing them every week, every seven days?

Ed: Yes, every seven days. You could be two weeks, but I like to do rapid fire and get through the list.

Michael: Tell me about the \$7500 client. Who was that? How did that occur, details?

Ed: Okay, it was either the lobster letter or the dinosaur letter, but that was a law firm. So, that's pretty deep in the funnel. It was a really interesting guy. His wife ran the law practice, and the guy managing, the guy I met with who essentially an owner in the business as well, but he really managed her practice, and this guy by the looks of him, I wouldn't have thought he was much. He had a long ponytail. He had like a ragged T-shirt on. It was a strange first meeting.

Once we started talking and I started asking questions and digging into his background, you've got to believe that looks aren't everything because this guy blew me away. He took the company public in the eighties and sold a number of businesses and was doing this part time to help out his wife, help grow her business, and he was one of the coolest guys I've met in this process, and I'm sure glad [inaudible]. What I did was create lead gen material for them.

They were a really dense crowded market in my county, well as in most counties, law firms are pretty competitive and they wanted a way to stand out, and what we did was we recorded some CDs and some reports for them. What we did was we transcribed the audio, cleaned up that and then basically made the transcriptions into reports and we created CDs and reports based around each of the practice areas to help with lead generations. They used them on their website. They used the postcards in the front of their office once people walked in.

Michael: So, you created marketing collateral using audio and transcripts to help educate and sell their services.

Ed: That's correct.

Michael: That was a one time hit for \$7500.

Ed: That's correct.

Michael: He didn't want any integrating of HMA steps?

Ed: To be honest, he really didn't need it.

Michael: He didn't, okay. So, these are what you reported back to me January 29th. What has occurred since then? Any new additional clients from your direct mail campaign?

Ed: Sure, I picked up a chiropractor at \$2500 a month for four steps. I've got two prospects that I'm really excited about, and a roofer who I'm doing a contingency deal with which I'm really excited about.

Michael: So, the chiropractor came in on what mailing?

Ed: He was the dinosaur man.

Michael: So, that was step number six or seven?

Ed: Five or six, yeah.

Michael: Five or six, and you went in for the opportunity analysis, and you closed them just like the other ones.

Ed: Yep, closed them the same day, and went back the next day to pick up the check, and we started.

Michael: So, have you always on all of these just done it step by step. You go back and you get the check for \$2500, and you keep going. You haven't picked up a check for all of the steps?

Ed: No, I haven't yet. I would love to. I haven't had the client who can handle that right out of the gate.

Michael: I think that's reasonable what you're doing. It's going to be difficult getting a check for ten grand.

Ed: A lot of times, I feel like even selling the USP in the first step, I think it's sometimes tough because they don't have a tangible result at the end of that, that additional return on investment immediately. So, you've really got to sit down and explain why the USP is so important, why getting it right is vital to their business and the survival of their business. You really have to make sure they understand the value of [inaudible] and why it's effective and why it's important.

So, you tell them month two and three is really where they're going to start seeing a return. You've just got to continue to hammer home why the USP is important.

Michael: How long do you tell them each step is going to take to integrate?

Ed: I tell them everything is a month.

Michael: Do you go back before you pick up the check with an action plan showing them exactly what you're going to do, all four steps, here's what you're

going to get, so they understand exactly what they're getting for their money, or do you come back just with the USP action plan?

Ed: For those who have asked for a proposal for an action plan I have. Some wanted it. Some didn't, but I think it probably would be helpful so they can reference that moving forward, but I haven't used it every time.

Michael: Okay, so the chiropractor, how far into the HMA system are you with him?

Ed: We're going into the third month.

Michael: Okay, so all of these clients have kept on and gone through all four of the steps or it looks they're all going to go through all four of the steps. Do you feel like your guarantee is helping them stick with persisting with all four of the steps because if they don't, they lose the guarantee?

Ed: I think the guarantee is helpful with the selling, but I also think once you get up and going, you see that you're creating a system for them and a plan and a strategy as opposed to just hoping that things work and throwing something against the wall and hoping it sticks. I think they see that finally someone is in the business that knows what marketing is and knows how to do it, and they see the value in that. If they don't see that, I reiterate that, "What you're getting today is something you can leverage moving forward. It's not just something that you're using in month one, two, three and four. This is something you can use next year and then five years down the road as well." So, it's all about leveraging while I'm there teaching them and helping them implement.

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Michael: It can't be all cookies and roses. So, what are the biggest challenges you've had working with any of these five clients that we've talked about right now? What's the biggest pain in the butt so far, anything you can let a perspective consultant know may occur in working with a client that you can share?

Ed: I had one client that really had an issue with the first step, with the unique selling proposition. Basically, they wanted to know why they were spending \$2500 in the first month and weren't actually getting anything tangible out of it, and that's basically what I was getting at before having to really hammer home the importance of the unique selling proposition and the integration of that, and in hindsight I probably wouldn't have taken this client. I mean, there are a lot of other prospects that I've met that I've gotten through direct mail that I've either not closed or chosen not to work

with because it seemed like they were going to be more of a headache than it was worth. It really comes to mentality. You learn and grow.

Michael: I think this is a really good point. So, you're in the driver's seat. You have got a lead generating, client generating machine using this series of lumpy mail letters that are all written. You've proven them already at least with four clients that we've talked about, and you can turn up the volume or turn down the volume as much as you want. So, it gives you the opportunity to select who you want to work with. Why don't you tell me about a potential client experience that you choose not to work with, that you turned down the opportunity to work with because you control your own consulting practice?

Ed: There's a roofer that I got right out of the gate, not the roofer I'm dealing with now, a different guy. He runs a really successful business. He's probably doing I'd say probably between ten and fifteen million a year. I basically mailed him a couple of his ads in the first aspirin letter and continued to mail them. He called me, "Let's have a consultation." I went in and he proceeded to tear me a new ass for like the first fifteen minutes we were in there about how he knows this and he knows that, and how I do this marketing I mail a million postcards a year, this and that, and he just tore me a new one. I'm just sitting there. I had to stop him. I was like, "Are you done? Are we done? Because what the hell did you call me in for." I had to kind of push him back into his place and tell him, "I'm not here to sell you ad space. I'm not here to sell you an advertisement. I'm here to help you because there's something wrong in your business. You picked up the phone to call me."

We talked for a little bit longer, but then we decided to part ways. There was no way in hell I was going to work with that guy.

Michael: That's funny.

Ed: A free consultation, I mean I felt like I was about to get into a fist fight with the guy. He was like head slap, get out of there.

Michael: You probably would have been, in hindsight, probably would have been the easy sale. He was just venting.

Ed: Yeah, it was a nightmare.

Michael: Do you remember listening to the Stan Blue interview on selling?

Ed: I'm not sure.

Michael: We went through ten of his best case stories and learning lessons, and it's when he sold something like \$120,000 investment over the phone, and he had called these guys and they had been burned before, and he would just let them vent and vent and vent, and then it would be like a balloon that's just deflated, and then after they vented, he could get into their psyche and sell them. He would say, "These are the guys who are some of the easiest sales." He would tell all the other brokers, "If you've got a guy who's hung up on you, I want him. I'll buy that lead." It's a great story that reminded me of that.

Ed: I still have some good stuff. Here's a little tidbit. I learned this back in the corporate selling days. One objection handling technique we used to always use was guilt them down. Are you familiar with that?

Michael: Yes.

Ed: That was, "I understand how you feel. Some of my past clients have felt that way, but they found that if we do XY and Z, that they've got the desired results whatever that is." I pulled a lot of them. I pulled a lot of different stuff, and at the end of it, it was just like, "I've got to get the hell out of this room."

Michael: That's what's great. Another consultant who may be starving for clients who doesn't have an effective lead generating campaign to get potential prospects may just suck it up and work with a client like that, but when you've got a process to pull in leads that you know you can convert and turn into money, you get to choose who you want to work with. That's the mark of a great consulting practice where you choose who you allow the privilege to work with you. That's the attitude.

Ed: Completely true and I think if you threw on Richard's cold-calling technique on top of these letters, each letter gets followed up with a cold-call on top of it, confirm the sheet with a letter and says, "Ask about a complication," I would imagine your rates are going to go up even higher. So if you do do the cold-calling technique, this could be a great door opener for you.

Michael: So, a consultant or a perspective consultant may be thinking, "I've got to go find all these ads, and cut them out and mail them with the letter." Are you doing all that yourself or do you get some help to do some of that?

Ed: I do the selection of the ads myself, and then in terms of folding, stuffing, printing and all that stuff, I typically bribe my family members to help me out with some cash or take them to dinner, but honestly it's that much work, and to be honest, it's like farming. It's like planting a tree or planting a seed. You've done a little bit of upfront work, but then as you send them

out over the weeks, your phone calls are coming in or your emails are coming in, and it's just exciting. It's like a little kid on Christmas when someone responds to something you put out into the market.

Michael: When you circle the ad, you circle it in a red marker. Is that all you do is circle it or do you write anything on the ad?

Ed: Circling is like the least I would do, and then the other times where I'll put a question mark next to the headline. It really depends. It really depends on the ad how bad it is, if they're trying to brand it. That's the problem. Most small business are trying to market like [inaudible], and they're trying to do the branding because they think that's what was working because they see everyone else doing that in the market, and it's a race to the bottom.

So, I like to take the ads, circle them, make some highlights, maybe make a comment on their headline like I said. I'll ask where the social proof is, ask where the risk reversal is, ask where the call to action is, and fold that nice and tight and stick it in the envelope.

Michael: Who do you address it to? Are you using their address that is on the ad and who is it attention to?

Ed: I'll go on Manta which is a business site that you can look company information and I'll do some cross searching on Manta and Google and find the owner of the company's first and last name and use that. I won't send it if I can't get an owner's name. I never send anything like owner and then the address. I don't do that.

Michael: What is that site that you find the owner's name?

Ed: It's Manta.com.

Michael: What is Manta?

Ed: Manta is a site you just enter and it has company's information and will basically give you all the contact information for the company. It will say who the owner is, how many employees they have. On occasion, it'll tell you revenue, but just gives you some information to cross check.

Michael: That's a great resource. So, we talked about three clients. We talked about the pony-tailed lawyer who is helping out his wife worth \$7500. We talked about the new client roofer who's worth ten grand or almost ten grand for you. Any other client work that's resulted from your letter campaign?

- Ed: I'm taking on a straight contingency deal.
- Michael: Let's talk contingency. Give me your reasoning for that.
- Ed: Okay, I trust him. I talked to him quite a bit prior to this, and I see a lot of potential in his business. He was a million dollar a month business pre-economic meltdown, and he was doing some heavy volume, and he switched gears after the market collapsed and went from doing volume work to artisan work and doing high-end work. So, his average job right now is probably about a hundred thousand dollars, and I saw an opportunity to basically take over his advertising through his direct mail, through his postcards, help him create a line of reports he needs, a new website, a lot of different stuff. It's a lot of work. However, I worked a deal, so I'm getting five percent gross of whatever he does moving forward.
- Michael: He pays for all the mailing and everything?
- Ed: Yep, he pays for all the mailing and any technical work or anything like that. He pays for. I'm just helping him implement some of these systems.
- Michael: So, five percent of gross ongoing as long as it resulted from your intellectual property and campaign?
- Ed: Yes, that's correct. We set up a new website. Instead of a dot-com, we did a dot-net, and then we set up a new phone number and that's actually all that started to get cranking up and get moving this week.
- Michael: Do you control the website and the phone number?
- Ed: We jointly control it. I have access to everything. I can see all the Google Analytics. I can see the Awebber account. I can see the phone number. I have access to everything.
- Michael: That's wonderful.
- Ed: I could have like you said controlled it better. I could have bought the domain myself. I could have bought the phone number myself. I just didn't feel the need to do that.
- Michael: Okay, you got a good feeling from them.
- Ed: Yes, I mean, I've never met someone better at positioning themselves in the sale situation. The guy is a master with presenting blueprints and architectural drawings and the way he packages everything. The guy is really, really good and of all the stuff I'm working, this is the one I'm most excited about. I honestly believe this could be the ten or twenty or thirty

million dollar company especially the way he markets. So, I'm really excited about that.

Michael: That's excellent. Did you get a contract with him or at least a letter of agreement?

Ed: A handshake and a letter of agreement, no firm contract. I think at some point we'll put it in writing a bit more final, but for right now, I'm happy with the way things are.

You're listening to an interview on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Michael: Very good. Anything else exciting in the works?

Ed: I have two proposals out, one for a very large electrical contractor. He didn't need help with a USP. He didn't need help with really anything other than lead generation, and staying in contact. So, I basically proposed 5K a month ongoing and that would be for creating some lead magnets for him. We're going to do CDs and reports, and then creating postcards and a lumpy direct mail campaign and 5K I'm going as opposed to a one-time because I need to stay on board to monitor results and see – it's kind of a moving target because we've split up his ideal market of high end corporate builders and high end general contractors.

So, we've got to test all that stuff, but now what I'm really excited about, I'm excited to hear what he says, and then the second one is a CPA I just met with yesterday. I'm in the process of writing the proposal right now. I'm going to do 4K, and I'm proposing four seven months and he also asked if I could put together a potential contingency deal, and I'm going to offer \$2500 a month and then 15 percent of both, 15 percent of revenue both their current baseline.

Michael: So, I hear you now describing per month. Before we were talking about per step. Are you changing things up a little bit?

Ed: For these particular guys, yes. So, the CPA for example doesn't need a unique selling proposition. He just needs better integration of that USP. He wants to go more technical. He wants more help. So, I'm going to front load a lot of the web stuff because a lot of the content and the SEO takes a lot longer if you're doing it legally not using any black hat techniques. I want to front load that and I'm growing a little bit away from the four steps for that particular guy. The electrician is really a copywriting deal. I'm writing copy for him and helping him create a newsletter and lead gen. So, there's a little bit of difference between those two.

It really came down to performing the opportunity analysis, and just looking for the opportunity. Those were the opportunities I saw.

Michael: So, with the material in the HMA University and the steps of the HMA system, if you get in front of somebody who needs marketing help, you have plenty of products to sell them. Correct?

Ed: Yes, absolutely. You could literally sell dozens of different things. It doesn't have to be just the four. As other things work, just they need a direct response website, and just do a one-off website for somebody. They had a newsletter in place. They had a USP. They just needed help with a new website that would help them capture leads and market to them moving forward.

The core four is a great place to start for most businesses because most businesses need that help, but as you go along, you're going to go into situations where the core four maybe isn't applicable, and you don't want to get in there and just be like, "Oh shit what am I supposed to do with this guy now?" You've got to have your ears open during these consultations and you've got to just keep asking better questions, and you've got to find out what is the end result they're really looking for. Is it really just more money? Well, what is that more money mean to them in their life? Is it less stress? Is it more time with their family? Figure out what the real reason why is, and go after that.

Michael: I want to thank you for providing your letter sequence to all of our existing HMA marketing consultants. Even the consultants who are taking our 21 day trial will have access to the entire series of letters that you have used to generate just talking about the clients over \$50,000 in consulting fees. So, I'm sure the existing consultants are very thankful. So, thanks for that.

Ed: Absolutely. I would just say to the new consultants, and I made this mistake when I first started out, just take action and fight through the fear because the fear of taking action, the fear of putting yourself out there held me back for a little bit when I get started with HMA, and I was a little bit nervous out of the gate. You make mistakes, and you move on and you keep pushing forward, but it all starts with taking that first step and pushing through that fear and getting started.

Michael: Let's talk about some of the things you're doing with audio you had mentioned with your limousine business. How did this occur? What do you got going and what kind of results are you seeing and is this something that HMA consultants can integrate with their existing clients as well?

Ed: It's not actually a limousine business. It's a company I created to help limousine companies market their own businesses. So, think of it as HMA,

but niched down specifically to one industry. What I did was I created a product, done for them product with templates and sales letters and postcards and ads and everything in there to get them off the ground and running. To be honest, I had a really tough time selling it. My distribution was off until I took your advice and I started creating audio content, audio interviews. I did the podcast, and I went out and I started introducing myself and interviewing the top – my goal is the top one hundred operators in the country.

So, right now, I'm ten episodes in. I've got a few more recorded, and I put one out every week, and the feedback's been great. I got picked up by all three industry trade magazines. The traffic's been pretty decent. I've never had traffic like this to the site, period, so it's been going pretty well and my cost per lead went from fifty to a hundred dollars per lead down to one dollar to six dollars per lead.

I'm a huge proponent for audio content and I first learned a lot of the techniques and the interviewing techniques from you and your site and your audio training product. So, if this particular HMA system isn't for you, then honestly you have to get the audio training product because I love that as well, but I'm still a big proponent of the HMA system. I'm a big fan of it.

Michael: That's great. Do you want to share that podcast address?

Ed: Sure, it's LimoProfits.com.

Michael: LimoProfits.com. How long are your podcasts? How long do they run?

Ed: About thirty to sixty minutes.

Michael: Are you filling them up with commercials or anything like that?

Ed: No, to be honest, I should be. I'm not. Right out of the gate, I just want pure content out.

Michael: I think that's good, just give them pure content. A lot of the podcasts, they fill up with commercials and all that upfront music. It's just terrible, but I'm going to check that out. Have you sold your done for you project from this website?

Ed: Currently, I have not. Maybe by the time this goes live, the offer will be live. I'm selling it as a physical product first, but I'm making it a digital so that they can download everything and be in a member's area. So, that would be live hopefully within the next five to ten days, and by the time this interview goes live, you'll be able to check that out as well.

Michael: That's great. All right, Ed, we've covered a lot, and you shared a lot of success and I appreciate you sharing your story. I appreciate you sharing your letter sequence. If you're an HMA consultant or you're considering the consulting business and fear of cold-calling is keeping you from getting started, you now have a proven by Ed way to generate opportunity analysis meetings without cold calling using this sequence lumpy mail letter campaign, which seems to be very effective. So, you given the new consultants a great gift and you've added some real value to the HMA University and you're an inspiration, and I'm sure we'll be hearing more from you.

Ed: Thank you very much. I appreciate it.

Michael: Have a great weekend and great day. Thanks a lot!

Ed: Thanks Michael!

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