

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Gain A Client By
Just Talking To People**

Michael Senoff Interviews Robert Spiller

Dear Student,

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

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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If You Want It.. Go Get It.

If you want to get into the consulting business helping businesses make more money with less effort, then do it. Don't let the cost of my HMA system stop you. You have everything you need to go and find a paying client right now on this page of audio recordings and downloads. Yes, it's easier with the system. But some people like Robert Spiller don't have the money right now. But that is not going to stop Robert for grabbing his dream. In this recording you'll hear his story and what he has done to get his first five clients. And Robert is not even an HMA Consultant. He's an inspiration to us all. Just listen to his passion. His story is one that will inspire you to GO FOR IT! Whatever you decide to do. If you want something bad enough, you know you'll find a way to get it. We as people always do. Enjoy. For more information about how to make money as a marketing consultant [click here](#). Or call 858-274-7851 or e-mail [Contact Us](#)

Robert: Without question, Michael, I tell people anywhere I go this is what I do and I love what I'm doing. I'm excited. I haven't been this excited in 30 years. I mean to help people to improve their financial situation, to make a profit, and get paid substantial fees and doing it, I mean the potential to make \$10,000, \$20,000, \$30,000 a month and more is there. And if I learn joint ventures, oh my God, it's a completely different ballgame. So, I'm set. I have just to go ahead and keep on track, keep on learning, and keep on applying what I'm learning.

Michael: Hi, this is Michael Senoff with Michael Senoff's www.hardtofindseminars.com. Here's a short 30-minute interview I did with a gentleman named Robert Spiller. Robert wanted to become an HMA marketing consultant, but he simply did not have the money. He's from Detroit and he said he's used the audio recording from my site to learn the information on how to go out and get clients. Robert currently has five clients right now. Now, some of them aren't paying, but he is doing some creative financing by bartering and negotiating other deals with this current clients all at the same time getting practice and increasing his confidence. Soon, when he has a paying client, he'll be able to order the HMA System. This is just another way for you to get involved as a marketing consultant by going out and getting clients by using the free content on my site at

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www.hardtofindseminars.com. I hope this gives you some ideas on how you can do the same thing Robert has done. Enjoy.

I want to do a recording just of your story because I think what you’re doing is a great example and an inspiration for others maybe who don’t have the money to get going in the consulting business because you really do have all the tools and I’m going to offer you some advice and support maybe that I can help with that can also help others if they want to get into a business like this. The tools are all there on my site.

Robert: It really is.

Michael: You’ve got everything you need. I think the only thing you need is a little bit of a boost of confidence and we’ll talk about that, but can we just do a little recording and get your story on how it all started.

Robert: Of course.

Michael: I know you have some hard times going on right now, like everyone does in their life, at certain times. What’s your story? What’s going on with you right now?

Robert: Well, I live in Detroit. My background is in customer service and sales. I read all the books and that kind of good stuff. I came across Mark Joyner’s site. Remember Mark Joyner?

Michael: Yes.

Robert: He mentioned you about marketing. I just went over to your website and I read the history and I was intrigued with all the content. You have so much stuff there. It had to be the best value on the Net because you could start your own business, paying money right off the bat. I mean everything and I haven’t even did half of the interviews you’ve got there.

Michael: Very good. I like to know how people find out about me. That’s great. So, you feel like you want to get into the consulting business?

Robert: I’m already in it. Yes, without question. I mean since January, since the beginning of the year things have taken off so fast my head is spinning because...I’ll give you an example. This one prospect I’m super excited about. He leases office space in one of our large office buildings in downtown Detroit and he has a database of over a thousand attorneys and over two thousand businesses cards of people who own a business or affiliated with a business.

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Michael: How did you make contact with him? Let’s put it into context. Anyone listening and they’re considering getting into this business, tell them what you did to start getting the confidence and to start prospecting and get a potential client. How did you get to meet this guy? What was your plan?

Robert: Well, let me answer the first question, how did I get this guy? I had been networking or going to networking events for about a year or so and I had no problem meeting people. I went up to the guy and asked for his phone number and his card and I kept it. You asked, how I got started?

Michael: Yes.

Robert: Just started. I mean I don’t know what I’m doing. I not a member of the HMA University, but I got enough information to go get started. I called him and gave him a half-baked spiel and went from there. And what I’m doing with him is I’m going to do a barter where I’m going to have a nice office and a phone and a receptionist downtown in exchange for access to that database.

Michael: Very good.

Robert: I just talked.

Michael: Are you using the Opportunity Analysis sheet?

Robert: Yes.

Michael: Okay.

Robert: You know, Michael, what makes it so crazy is I don’t use it as effective as I should. I just started. I mean the first time I winged it. For example, some people who I know are my friends, they just started their own business, they don’t have a database of like say a thousand clients or anything, not even a hundred, but to get my feet wet I said let me help you with some things I’m learning. And so, I’ve used the Opportunity Analysis. As I listened to you and how you used the Analysis, I simply do the same thing you do.

Michael: That’s right. That’s what you want to do. That Opportunity Analysis is your selling presentation and you just read it word for word. And on the site, on Page H of all the audio recordings there are probably three or four hours of me doing it and demonstrating it and you can download that Opportunity Analysis right from the site. That is your key presentation. Now, I would advise...my recommendation is don’t deviate. It works. It’s been tested for many years through Richard and many other people and the thing works. It’s

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in a specific order. It’s there for you to find the assets. Does this company or does this person have hidden marketing assets? But it’s designed in a way to take them through each one of the steps of the system that you’re going to charge them for.

Robert: Exactly right and what I’m doing now is I’m rehearsing. Richard mentions how you want to close on every level. In other words, you ask a question and you say do you see how this can help you double your sales or do you see how this bringing in more money.

Michael: That’s right.

Robert: That’s my next step to begin to ask the closing questions so I could feel confident...well, it’s going to be \$1,000 a project or whatever the price I’m going to charge them, that I can feel more confident in doing that. And my confidence...as I listen to you over and over and over again, is skyrocketing.

Michael: Good.

Robert: I mean it’s going through the roof.

Michael: Well, having the knowledge and having that knowing inside that you have the ability to really bring a lot of value to a business and affect their bottom line you can only feel confident. You’re doing them the favor. You hear me say all the time, you’re doing these people the favor and it’s an attitude thing. And this is knowledge that you didn’t have maybe six or seven months ago.

Robert: You’re exactly right because when you can show a client how they can double or triple their sales or even more, yes they need you more, much more than themselves because there are like anywhere in the country, there are probably thousands of businesses.

Michael: I just put two new interviews on my site. They’re mainly for the private HMA University, but I’m putting them up for a limited time on Page H of the Audio Recording. One is a two-hour conference call that we had with some of the new marketing consultants.

Robert: I tell people I have died and gone to heaven because you give, again, like I said over and over again, you give more value than anything I ever have come across in my life. And in fact, with the person downtown who I’m working with, a lot of the reports, a lot of the _____ that you have, I want to be able to offer the potential clients that he’s going to bring downtown. What I’m saying is he’s going to bring these businesses to have an office

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downtown. Part of the package is going to be me doing the marketing consulting for them.

Michael: That’s beautiful. That’s great. What a unique selling proposition for a guy who leases office space. Not only are we going to lease you the office space, we’re going to also provide you a marketing and business consulting service with your lease or something like that.

Robert: Exactly right. I sent you the press lease, the example. I think it’s going to work beautifully. But to get back to your suggestion, yes, I’m on Page H. I see new...he wants to be the world’s number one HMA consultant.

Michael: This is David Flannery. You can read the description, but you’re going to hear how in ten days he got 17 clients all willing to pay about, in U.S. dollar terms, around \$5,000 for four projects each.

Robert: Oh my God.

Michael: I’m not kidding. You’re going to hear and you’re going to ask yourself what’s the difference between this guy and me? And you’re going to see. Action and confidence, and that’s it. So, you can listen to this one. I just put that up. Now, go to the very bottom of the page. At the very bottom, you’ll see new January 8th, 2007 HMA consultant conference call.

Robert: Yes, I see it. Yes, I do.

Michael: This is about an hour and forty-minutes. So, it’s a conference call I did two Monday’s ago with some of the new HMA consultants and you’re going to hear Dave Flannery’s plan. He wrote out everything. You’re going to hear us dissecting what his plan. So, this call was before he got all the clients. And you’ll hear other consultants with more questions and answers. This is what you could expect once you become an official HMA consultant, but I’m providing that for a limited time up on this page H. I want you to download each one of these files and listen to those a little later today. I think they’re really going to help you.

Robert: Without question, yes.

Michael: So, you’ve got some friends you’re working with and you’re just practicing doing some free stuff just getting comfortable with the system, right.

Robert: Yes, but I also have a physical therapist, now. Michael, I used the Yellow Pages. I just went in there and I just picked doctors and physical therapists and I called a guy up and went through the Opportunity Analysis and they loved me for it.

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Michael: What did you say when you first called them? How did you introduce yourself?

Robert: Oh my phone script changes because it’s gotten so much better. I tried to do...remember the guy Sam Bowman in Tennessee. I did something like hello my name is Robert Stiller. I’m a marketing consultant. I’ve got some ideas to help you grow your business and blah, blah, blah. It changes. I don’t have a really steady script because I remember you emailed me and said talk from your heart. So, I don’t really have a word-by-word script. I just try to talk it out.

Michael: Good.

Robert: Maybe I should probably write it out and just maybe stick to one thing that’s going to work, do you think.

You’re listening to an exclusive interview found on Michael Senoff’s www.hardtofindseminars.com.

Michael: What makes you unique when you’re calling on these businesses, especially from the Yellow Pages...see the calls they get are people, like magazines who want to sell them advertising, the TV who wants to sell them a commercial, newspaper who wants to sell them ad space. Now, when you approach them, you say hey this is Robert Spiller and I’m a marketing consultant and I wanted to know if you would be open to some ideas and the possibility of growing your business without you having to spend more money on advertising. Now, that captures their attention because you’re a guy calling and offering them a way to grow their business, but totally the opposite of what everyone else wants them. They just want their money for advertising, but you’re saying I’m going to show you how to grow your business without you spending money on advertising.

Robert: Exactly. Okay. Short and simple, too.

Michael: Short and simple and then see what they say. Then go into it from your heart. But there is another recording on my site and it’s the cold calling guy. Have you listened to that one with the guy named Arrie, the cold calling? Well, if you go back to the Audio Clips page, page A and when you get there it’s called Cold Calling Selling Secrets. It’s in the middle at the top of all those links. Tell me when it opens up. You be persistent. You’re going to do it.

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Robert: Well, you know, six figures...and you have some people making seven figures a year as a marketing consultant. The potential is there. All you have to do is work it. I mean just listen to the recordings.

Michael: It’s going to be the middle row at the top and it’s called Cold Calling Selling Secrets. This guy is one of the leading experts on how to do outgoing cold calls. And when I interviewed him, I interviewed him on behalf of the HMA consultants, so you’re going to hear specific word scripts of exactly what to say when you call. So, when you get to that link, go to the transcripts, the HTML transcripts or download the PDF and you can copy and paste the exact words of how to handle it as if you’re a marketing consultant. You’ll hear us role-playing.

Robert: I’m there now. I see it right here, right next to Michael Senoff on marketing.

Michael: Right.

Robert: And I see Cold Calling Secrets.

Michael: Click on that. So, that’s the recording that will give you details on how to handle those outgoing calls.

Robert: So, right off the bat, you’ve given me three and a half hours of materials to listen to.

Michael: I’ve given you three and a half hours, which is going to be specifically related to exactly what you’re doing and it’s going to give you answers for sure.

Robert: Okay.

Michael: And you’re even going to be more confident after you listen to these.

Robert: I don’t know what to say, Michael. I don’t know what to say. I can’t see what more that you can do or anybody can do. A person has to just get out here and don’t _____ rejection, just do it. Get your feet wet because as you know, they’re going to say no. Everybody is not going to say yes. But as you listen to these interviews and practice by going out there and just doing it, you gain the confidence because that happened to me. The first day I got on the phone, I didn’t know, I was lacking confidence. I didn’t know how to do a USP. I didn’t know how to even ask the questions, but the Opportunity Analysis I learned and I just kept on getting better and then these people...I’ve got five clients within two weeks.

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Michael: I’m looking at the email you sent. *I now have five clients. I’ve got a physical therapist who’s developed a treatment for back pain, an office suite management firm that has 2,000 business cards that need to be put into a database and marketed to. This one I’m very excited about because he’s well connected, has another list of thousands of attorneys, so the potential list that could be marketed to and service is well over 5,000 contacts.*

Robert: Exactly.

Michael: You’ve got an attorney that specializes in corporate law, estate planning and non-profits. Tell me about that guy.

Robert: A young lady. In fact, that’s a tough one. When I did the Opportunity Analysis with her, she didn’t have any idea about what makes her unique. I asked her why if I’m looking for an attorney, why should I choose you. And we didn’t come up with anything. I have to see if I can maybe create one.

Michael: See, you don’t even have the system yet, the HMA System. The HMA System will show you step by step of exactly how you’ll identify and create that USP for her.

Robert: Okay. What she said was she specializes in small business, but I’m thinking there must be other attorneys out there specializing in small business. I can’t use that one right there.

Michael: Once you go through the actual system, you’re going to know how to create a USP but doing four steps within the USP process and that’s interviewing her, looking at her competition, talking to any office staff or people she works with and then there’s another secret method that’s described in the actual system. So, that’s how you’ll come up with the USP. But this is real important. Did she have any other hidden marketing assets?

Robert: Well, here’s the kicker. Well, first of all, she does a few hundred past clients, but what the letter didn’t tell you is that she is married to the guy who is the office manager. So, those thousands of businesses, she’s going to be on the inside track to market herself to those businesses. That’s the only thing I know that she has an advantage on and that’s it.

Michael: So, her asset is being married to the guy with all the other businesses?

Robert: That’s the only thing I could think of.

Michael: So, when you come across someone and they don’t have assets and they’re like a startup business, you don’t have time to mess with them. I know you want to practice and stuff, but you’re looking for clients that really have

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assets in the business. I know you’re practicing, but I want to tell you right now that if they don’t have assets then move on because there’s plenty that do.

Robert: Exactly. I agree.

Michael: You’ve got an audio/video production company. How did this come about?

Robert: Networking again. You know, Michael, I have myself, I have over probably about 300 or 400 cards and I called this guy up and again this is a guy who I’ve met once and I gave my little spiel and again I’m doing it on a barter system. Maybe one day we can do a commercial together. But, no, _____ business card I’ve had for about a few months. I just simply called him up.

Michael: What was your barter deal with him?

Robert: He has, again, audio/video. I’m working on it and, again, I have to finalize this, but trying to think what he could give me, maybe we can do a commercial one day on TV. I don’t know. I really don’t know what he can do for me.

Michael: All right and I understand its just practice. Have you listened to some of my recording on barter? I’ve got a lot of recordings on barter. I actually have a course that I sell on barter, on trade and this is going to blow you away. It teaches you how to buy trade dollars at 10 to 20-cents on the dollar. So, there are over 20,000...there’s hundreds of thousands of businesses who are members of retail trade exchanges. They join this trade exchange. They pay money and they trade with each other. They do business with each other. And I’ve been involved with barter for about 12-13 years and this is a method that I learned how to do where you can purchase trade money. It’s like purchasing a dollar for 20-cents and you can spend it with anyone who is part of the organization. Now, there’s nothing wrong with doing trades, but now that you know this information, I’d rather see you invest in getting the trade course and learning how to buy trade dollars at 10 to 20-cents on the dollar than you trading your time with someone for a product.

Robert: Well, those days are over. The first three or five, I don’t mind doing a barter or a freebie, what have you.

Michael: Yes, these were practice.

Robert: If a person doesn’t have the money and the assets, I’m walking away because things aren’t happening. I mean, Michael, with the guy downtown with these potential 2,000 to 5,000 businesses and we’re going to send out press release, we’re going to send out emails to them. He has all their

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information and I’m going to be on his tail, riding his tail. Barter, no, not anymore.

Michael: Good.

Robert: No more freebies, no more bartering. You either pay the fee or you find somebody else.

Michael: That’s right and that’s the confidence you need. And it’s a simple supply and demand. When demand goes up, price goes up, right.

Robert: Right. But can I ask you a question, Michael?

Michael: Yes.

Robert: He has this information, but he has no one to put into the system. I thought to myself...

Michael: Who are we talking about?

Robert: The gentleman who has the office suites downtown he wants to rent out. I’m thinking well I could probably take some time out to do them myself, even though it’s a job where it doesn’t pay. It doesn’t pay anything, but I’ll at least have it into the database.

Michael: Where did the names come from?

Robert: These names came from, again, he’s well connected, so he’s been networking for a number of years. He been to networking events and he’s gotten these cards just like me. He’s been networking longer than me. He’s got mostly networking referrals. He has a list of attorneys, every attorney in the State of Michigan and parts of Ohio; he has it. And these are, again, a cold call list. It’s nobody he knows, just a list. His wife is a member of the Wolverine Bar Association and so it’s just a list of attorneys.

Michael: He has some nice office space. Is it a nice suite?

Robert: Oh yes.

Michael: He needs to rent them out.

Robert: Exactly.

Michael: But does he have relationships with these people somewhat or is it just a collection of names and numbers and contacts and how old are they?

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Robert: There are some people he does and then some people he doesn’t. The attorneys, the answer is no because it’s just a book that any attorney can buy if you’re a licensed attorney. But the other business cares, some of them he does and some he doesn’t.

Michael: Well, what you may want to do is just a handful of them and maybe you could just telemarketer call 20 or 30 of them, just a random sample and just introduce yourself and see if there’s any interest for office space. Just because there are names...and it’s really just a collection of names. He may know them, but I guess people who need office space, you’ve got to get them at the right time. They either do or they don’t. Do you know what I’m saying?

Robert: Exactly.

Michael: So, it may not be worth your time and effort entering them into a database unless there are some good relationships with them because we can get names anywhere. You may be better off leveraging...if you’re going to do a barter with him for office space and you’re going to help him fill up that office space, you’re probably better off finding someone who has a customer list or a relationship that’s pretty strong with a list in that area where they endorse his office space to their list. You see, having a list is okay, but what kind of relationship or connection is there between the name on the list and the person who has it. That’s the value there.

Robert: Okay.

Michael: Just because he’s got all these business cards doesn’t mean that it’s that valuable and do they really need office space, do they want it, are they a potential prospect for it. I’d rather you buy a list from a list broker of a collection of names that are looking for office space. Maybe you could go to your county there and I know you can. There are people who sell public record information. Every time someone files a fictitious business name, that’s a potential prospect of someone who is just starting business in the Detroit area that you could send a postcard or a letter to introducing your guy and his office space. That’s someone who maybe more potentially open to having an office space because they’ve just started a business. Maybe you can get a list of new movers. There are mailing lists available like Welcome Wagon. There are lists available of people moving into the area, people moving in from the outskirts. They may need an office downtown. So, I’d rather see you prospect more qualified people rather than just a list of business cards that you’ve got to type in.

Robert: That sounds like a plan to me. I agree.

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- Michael: Everything is about leveraging time. I don’t want to see you typing. I know funds are tight right now, but maybe you’d be better off utilizing your time going after a client who is will to pay \$5,000 a month for four projects.
- Robert: Listening to the gentleman from England was it or...
- Michael: Ireland.
- Robert: You can believe that I’m going to listen to him over and over again and simply do what he does or at least adopt what he does to what I’m doing here because I don’t know if I can follow his pattern exactly, but I’ll try.
- Michael: Well, good. I’m sure you’ll get a lot of value of that recording.
- Robert: I think so too.
- Michael: Well, look, you’re doing everything right. I mean there’s no doubt. You’re going to be there. It’s all belief in yourself and you’re doing it. There’s a saying, even a broken clock is right twice a day.
- Robert: That’s true.
- Michael: You’re bound to do it.
- Robert: Without question, Michael, I tell people anywhere I go this is what I do and I love what I’m doing. I’m excited.
- Michael: Good.
- Robert: I haven’t been this excited in 30 years. I mean to help people to improve their financial situation, to make a profit, and get paid substantial fees and doing it, I mean the potential to make \$10,000, \$20,000, \$30,000 a month and more is there. And if I learn joint ventures, oh my God, it’s a completely different ballgame. So, I’m set. I have just to go ahead and keep on track, keep on learning, and keep on applying what I’m learning.
- Michael: That’s right. And you’re going to hit some bumps. You’re going to get frustrated. You’re going to get discouraged, but that’s part of it. It’s simple, but it’s not easy. You’re going to have challenges, but you’ll grow from them and you’ll learn from. It will always be different. It will always be exciting. And I would always tell you since you have the power and you can choose and do business with whoever you want, get involved with a business that’s really interesting to you because at the same time, you’re

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getting inside information on a business and that may lead to something else.

Robert: You mentioned in one of your interviews, you mentioned about finding your niche. Don’t be a scatterbrain. Don’t do a physical therapist, a doctor, or a mortgage broker, real estate. Stick to maybe one or two niches and I agree. That’s what I’m going to start doing.

Michael: Let’s say you’re working with just people who need to lease office space and you’ve done a lot of work for your first client, that same work can be used with the next guy you talk to. There are a lot of people out there who own office space that need to lease it out. You could take your services that you provided for one, whether it’s a direct mail piece or a telephone campaign or a system that got your first guy here renting out more office space than he ever has before and now you have a valuable system that will work for anyone anywhere in Detroit or anyone anywhere in the state or the United States. And then you only do the work one time and you could stay within that industry and just keep working that if you wanted to.

Robert: You know that articulate presenter, I’m not a part of HMA, but is there any other materials I can get my hands on outside of HMA where I can maybe pre-sell these people.

Michael: There’s a link that I can send you. Let me see if I have an email from you here. I’ll email it right back now and it’s a link to that presentation, the articulate presentation and you’re welcome to send anyone to this link to have them watch the whole presentation. If anyone contacts me from it, I’ll let you know. Just tell them that your borrowing this or say go watch this presentation and then you follow up with a call.

Robert: Okay.

Michael: So, you can use this. I don’t have a generic one for you to send someone to until you’re a consultant.

Robert: Okay. Now, that link, is that like a web page on that or...?

Michael: Yes, it’s a web page. It’s laid out. It’s real nice. It’s a picture of Richard, America’s number one strategic advertising and marketing consultant. There’s some testimonials about the presentation. It says free 60 minute advertising and marketing strategy workshop from America’s number one strategic advertising and marketing consultant. How to uncover \$10,000 to \$1 million or more in new found sales, which are business within the next 60 to 90 days without having to spend more money on advertising. And they can click on the presentation and watch it. So, you could just send someone

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to this site, say do this. I’m going to show you what I’m trained in doing and I’m going to let you watch a free presentation, which we usually charge for and you can send them to that link. Let them watch it on their own time and then set an appointment to talk about it.

Robert: Yes. Again, this is so exciting. I cannot wait until I can become a part of the HMA University, whether it’s \$6,000 or \$10,000, I think is well worth it if you use this stuff here and start making the money. Y2K cost what \$35,000 or \$40,000 _____ charge an arm and a leg, I mean you’re the best bargain out there.

Michael: You’re welcome to use that link right there.

Robert: Well, I will let you know as time goes on how things are going, but right now I guess it’s a matter of me continuing to learn, continue to practice by going out there in the street and just doing it. There’s nothing more to do. I mean what can we talk about. I mean you’re sending me everything that I need. I’ve got everything I need to go out there and start working like I’ve been doing. And when I hang up talking to you, I’m going to talk to my five clients and call them about the press release that I designed for them. Make some phone calls and start, again, just start charging people a fee, but also listen to those interviews where you show how to ask the questions, to show the money on Step 1, 2, 3, 4, what have you so the person would have no problem forking over \$1,000, \$2,000 per project.

Michael: That’s right. When you hang up with me, I would listen to the Dave Flannery recording.

Robert: Count on it. I will do that.

Michael: The clients that you’re working with that you’re just doing a barter or you’re not getting paid for, I would fire them and spend that time...instead of you spending that time on them not getting anything in return, just refocus and go after a client that has money to pay you.

Robert: I’ll narrow that down and do that because I’ll be so busy.

Michael: Your time is the most valuable thing you have. You’re too valuable already to work for free. That’s the attitude I want you to have.

Robert: Thank you and that’s true, too.

Michael: Yes.

Robert: Very true, yes. Well, I’ll do that starting today.