

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**Is The Marketing Consulting
Business Right For You?**

Michael Senoff Interviews Jordan Swansen

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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“Incredible! Your Chance To SPY On An Consulting Madman (The Secret Lab)

Here is a four series of calls that I had with Jordan about becoming an HMA Consultant. Jordan and I had spoken previously about the HMA system but as he got more and more serious about making the decision to join the team, he wanted to make absolutely sure that all of his questions were answered.

If you've listened to other audios of me answering questions for prospective HMA Consultants, you won't be disappointed with this! You'll see how everyone has different reasons for exploring HMA Consulting and how everyone has different questions about it.

In this audio, you will hear my personal reasons for being involved in the HMA System as well as what drove me to create my web site, www.hardtfindseminars.com . You will again hear my commitment to the success of all HMA Consultants – which is the most gratifying part of my involvement with the program.

In many ways, this series of calls with Jordan is its own testimonial to how I enjoy going the extra mile for the unique needs of all HMA Consultants. Enjoy! Michael: Hi. This is Michael Senoff with www.hardtfindseminars.com. Here's about a 40-minute recording with a new HMA consults. His name is Jordan Swanson. Jordan originally called me, interested in becoming a marketing consultant. The purpose of this recording is to give you and idea of the customer service. It'll actually take you through the process from questions about the HMA consulting opportunity to follow up support by myself and it'll kind of give you an idea of what you could expect in the service and support that will occur after you become an HMA consultant. I hope this answers any hidden questions in your mind about the HMA system and if you have any other questions, please contact me. Enjoy.

Michael: Here's my answer. Screw everyone else. Who cares what anyone's doing? What are you going to do? And if you do something, there's no doubt you should take care of that's my back and be able to make a good living if you work at it.

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[MUSIC]

It's not pie-in-the-sky, get rich; you're going to have to work. It's a consulting business, but if you make the calls and accept the appointments and go on the appointments, you know, you've got sales experience. You could be the worst salesman in the world. You're going to get someone because they're hungry enough to grow that's going to want your business. You've just got to do the numbers. You've got to do it.

Jordan: That's what I miss. I mean I want to sell something like this because there's a real need for it. I've talked to some of these small businesses that have no clue how to grow their business.

Michael: There's a need and when you have someone who's in pain, the profit margins are incredible. You're selling your expertise. It's all profit. There's no actual property. You've just got to know how to do it. The margins are just astronomical.

Jordan: I was looking at that. It's true. You really have very little overhead. That looks great.

Michael: What do you want to make a month to be comfortable doing this? And don't say \$500,000 a year because that may take you a few years to get that.

Jordan: Michael, it's to be doing \$20,000 a month.

Michael: So, \$20,000 a month. So, if you close two deals, you know, it depends who you're calling on. You've got to be calling on companies with money, but if you do four clients a month, a client a week. So, what's it going to take to get a client a week? Let's just say you close 25% out of every one you see. Let's say you make five appointments in a week. You have five presentations, five opportunity analyses a week. If you're willing to make five opportunity analyses where you can get in front of someone belly to belly and then they're qualified, you can do it.

Jordan: Most of them are generally charging around \$2,000/\$3,000.

Michael: There's no rules. He talks about when he first started consulting when he was hungry and he was just getting started. He was doing it for so little money. When your confidence goes up, your rates go up. If you had your telemarketer producing more appointments than you could call on, you're going to naturally raise your prices. As demand goes up, price goes up. If you focus on generating the leads and having people calling you,

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raising their hands saying I'm in pain, I need help with my marketing and let's say you set for yourself one appointment a day and you've got people on a waiting list, what are you going to do. You're going to say, look, I've got all the people I need to go see and I'm going to start charging more. So, as your confidence goes up and as your demand goes up, your price goes up. So, it's all relevant. I don't want to say you charge this much or this much. It all depends on the business. What kind of assets are in the business? Let's say you find a business and they're sitting on a gold mine. Let's say they're mailing out a terrible direct mail piece and they're making money in spite of themselves, but they only mail it once a month and they use a label on the envelope and they had no headline and the phone number is wrong and you go see that and you spot that piece of gold. And you know that they're mailing 20,000 a month and you know by making a headline, personalizing the letter, and doing automatic follow-up with the letter, you can double that guy's business. So, you may want to go in on a low-ball just to see how he likes working with you. If you can trust him, do a USP for \$500 and then integrate his USP for \$500. See if he'll implement what you teach so you can get a feel for him and then make him a contingency offer and say look, I won't charge you for project three, four, and five or project three and four. Why don't we just do a contingency agreement and you pay me a piece on the increase? It's like finding gold. Each business is like an attic filled with all kinds of stuff in boxes. It's like looking for treasure. When a guy opens up his books to you and tells you what he's doing and his processes, you're like the prospector. You're looking for the gold. That's the way I look at it.

Jordan: As you were working out the system, what was the biggest reason why people wouldn't purchase? I mean you go in and meet with the person. He goes through the opportunity analysis. Why wouldn't they close?

Michael: The biggest reason they won't purchase is because you're talking to the wrong person. You have not qualified your prospect good enough. If you've qualified them and they're in pain and you go in and do an opportunity analysis, what a lot of people do is they go in and start talking about themselves trying to boost themselves. They're worried that they have no credibility. Don't focus on yourself. Just focus on the client and ask those questions like you do in an opportunity analysis. They're not going to worry about your credibility. If you take them through that analysis and they look like a qualified prospect and they have assets in that business and you're showing them all the way through. And if you follow that thing, there's no reason why they shouldn't close. If they don't have the money--and that means you haven't qualified them properly--or they don't believe you. If you get hints like that and there's advice from some of the consultants you'll hear in the recordings. Sam Bowman said if you're calling someone or tele-prospecting someone or you go meet

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someone and they start asking for credentials and who are you and they're skeptical from the very beginning, you walk out. That's not a qualified person. You want the person who really is open to growing. You're the expert. You're the doctor. They're there to listen to you. That's all positioning and their confidence. That comes in time. You may already have it, but as you do some of this, it's a confidence game.

Jordan: That's the thing. Why would someone not want to do this? You throw in a guarantee. You show them how it works and you get up to the analysis. It just makes sense and that's the thing I'm wondering why they're not doing this.

Michael: People don't do things for those reasons. They don't believe you or you haven't shown them the benefits. The benefits you showed them through the opportunity analysis has not outweighed the money it'll cost them.

Jordan: Yes.

Michael: That's sales. You know that. Everything is selling.

Jordan: Yes.

Michael: If you give a halfway opportunity analysis, being conservative, you should close one out of four appointments if it's a qualified appointment.

Jordan: That's good.

Michael: So, it's a decision. If that doesn't turn you on, meeting face to face, I'm an Internet guy. I do consulting all over the world. I don't have to meet anyone face to face and because I've got two young kids, I'm here. I just picked up my kid from camp and I've got to put him down for a nap in ten minutes. So, I'm forced to find solutions that will allow me to run my business and all the things I do right from my home, right from my house. Driving around town, making appointments, meeting people face to face is the last thing I want to do. And that's why I've built some of these tools here that allow me to present my case for marketing consulting through the use of audio recordings and the Internet. Did you watch that Power Point presentation at all?

Jordan: That was great.

Michael: Did I send you that page that has copy written on it and then you download it? So, you'll have a page like that. You'll have that presentation. I'll customize one for you with your picture, your email, your bio.

Jordan: Really?

Michael: Yes, you get that as part of the training.

Jordan: Yes, that was great. Like I said, I've been in sales for about ten years and I've sold a lot of different things. And I'm thinking with the USP that you guys have and all the free bonuses you can give, I'm wondering it doesn't seem hard to do direct mail that generates some interest in small businesses you get from the _____ here. I'm looking at that and thinking, well shoot, you're giving them \$600 worth of free stuff for an appointment or whatever from all those different marketing things, I guess I have all the resell rights.

Michael: Yes, that's right.

Jordan: I've cold called so much in my life, but I'm a really big believer in leveraging myself. When I cold call on a prospect, if I do it, then I just lost all credibility.

Michael: I'll show you a way and I just haven't had the time to do it, but a can sell strategy, that presentation I showed you, that page where you have the entire Power Point, I've got a whole recording on this. You can do this all through the Internet, even hire someone to invite business owners to help grow their business. So, you know what PayPal is?

Jordan: Yes.

Michael: And you can see the feedback rating, how many transactions each PayPal shop has done whether it's 20 or 50 or 1,000 or 10,000 or 20,000. And those represent transactions whether they paid someone or someone's paid for a product. Now, you can go into PayPal shops and look at those shops. Let's say you find a guy who's on Ebay and selling tons of CD cases and video cases or printing or boxes or whatever and you know that they're business to business. They're selling to businesses. Well, you can approach that PayPal owner and say how would you like a chance to grow your business and it won't cost you anything. And he goes well how do you do that. And you say well I'm going to send you a link. Take a look at this presentation. It's a \$600 marketing presentation that'll teach your customers how to do more business, and if your customers do more business, they're going to buy more boxes from you, more CD cases, more whatever. And you'll teach it to them for free. So, he says well what do I need to do. Well, every PayPal owner has their entire database in a database through PayPal that they can go into their PayPal, download the entire database; emails, names, everything, addresses, all that. You say all

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you do is you send this letter out to your list. You tell them how to get their list and you tell them to email this email to their entire list thanking them for being a customer of theirs and inviting them to something unique that they've never offered in a seminar that will help them grow their business. No obligation. It's just my way of saying thank you for doing business and buying our boxes or videotapes or whatever. And then he sends out to his entire list your presentation. You see? That page. He sends that page. And then you've got all these people, let's say 10%, they watch the presentation. So, you're able to do 1,000 presentations all at once--all online. And then at the end you just filter out the ones who contact you for an additional consultation.

Jordan: See, that's awesome. That's the think I'm talking about.

Michael: I'm doing these. I've got that presentation on my website. I have people contacting me, emailing me saying I want additional consulting.

Jordan: I'm going to do this. I'm going to go ahead and buy this HMA thing. When I get home tonight I'm going to do that. Like I said, I talked to my wife, we talked about it a lot last night because that's the thing, I've been very successful in sales and I'm thinking I've always wanted to have my own business. That's where I've always wanted to go. I was a director of sales in training for a company, so I love training. I love working within the companies whether it's in training their sales force or whatever. That really appeals to me. Showing something like that that can make someone money, that always appeals to me. And so, I was talking to her and she's like Jordan if you think it's the right opportunity, she's going to support me.

Michael: Is she supportive of it?

Jordan: She is, absolutely. She knows I'm not happy.

Michael: You're in a job.

Jordan: Exactly.

Michael: Well, you'd keep your existing job and just kind of moonlight and start slow.

Jordan: Yes, that's what I would do. For example, when I meet with a floral shop, just start like you were saying, with the whole PayPal.

Michael: If you just did that one thing, that one thing and I'm going to tell you don't do it. You get someone else to do it. I'll put together a custom audio

training that'll show these people what to do. If you just did that one, that's it. I've got a girl here. She's my nanny. She watches my kid when I bring him home from camp and I've got another business, a pen manufacturing business. And I just want to kick myself because there's so many things I need to do for my business and I've got a large order for these pens. So, she's out there getting the pens ready to be made for this order. But I know she needs to be in here on my computer promoting what I'm doing because it's so much more powerful doing that stuff and so many people are guilty of it, even me. Everyone does the things they don't need to be doing. They should be doing more important things that bring them more results and leverage. You know what I'm saying?

Jordan: Absolutely. Cold calling needs to be done by an assistant supposedly.

Michael: Oh yes. By you, forget it. You'll burn out. It's brutal, brutal grunt work.

Jordan: And just like we're seeing. I mean you lose leverage. You look like your desperate. You go in. Immediately, the person is in control of the situation. And my wife even said, she said, I'll help you set up some appointments for you. She's definitely supportive. She's a stay at home Mom and she'd be happy to do it. Of course, she wants me to make a lot of money.

Michael: Right. Of course.

Jordan: So, I guess my thing is, so all that training stuff, its all there, and so you'll work with me on some of these ideas.

Michael: Yes I will.

Jordan: Okay.

Michael: You pick up the phone. I return the call. I don't disappear. You'll either get my assistant Sarah. She's going to be going on vacation in August, but the phone calls will come to me. If you don't get me, you get my voice mail. I'm here. I don't go anywhere. I pick up my kids or once in a while I'll go out to dinner. After five o'clock though pretty much I'm done. I'm not taking calls. But during regular business hours, I'm here. Richard is available. Many times the consultants have a question for Richard, so I get Richard on the phone. I go Rich; I've got a question from one of the consultants. I record the call. He answers the question. I email you an audio recording of him answering your question.

Jordan: That's great. And like the thing is I'm not going to need that much help. It's just a matter of direction and understanding the different ways of

prospecting with the systems. And also like you said, I really want to take you up on learning that whole bartering.

Michael: Yes, we talked a little bit about it. Now, on that recording, you heard just a consult with Rob, right.

Jordan: That's right.

Michael: So, you didn't hear case studies of me actually buying trade dollars yet, did you?

Jordan: No.

Michael: I'll include that as part of your system. Remember, I was telling you I was going to be creating a product called Barter Secrets.

Jordan: Yes.

Michael: So, this is going to be part of it. So, I have about a 20-minute recording. You'll hear me negotiating buying trade dollars. I bought about--I think it was 16,000 or 20,000 dollars in trade dollars. You'll hear exactly how it did it. You'll hear me negotiating. It's not hard. It's usually you've got to know what to do.

Jordan: That would be great to learn.

Michael: I tell you. Let's say you had access to \$50,000 in trade and let's say you have clients. Here's a whole other thing. Let's say you've got a client who's doing direct mail. Let's say they're using a letter shop. You can get letter shops on trade all over the place.

Jordan: That's exactly what I'm thinking because I'm going to be doing direct mail. I'm growing this business and I'm also helping my wife grow this multi-level thing she's doing.

Michael: Which company is she with?

Jordan: It's called Arbon.

Michael: What do they sell?

Jordan: Skin care.

Michael: All right.

Jordan: So, the part I want to focus on, they have this really good cream. It's like a progesterone cream. This stuff is really good.

Michael: That progesterone cream is good. I know what you're talking about. My wife was actually selling that for a little bit. Absolutely.

Jordan: Was she? I did some copy for her, but I'm thinking that's an area _____.

Michael: Well, here's another--and don't quote me--I think I have a sales letter selling progesterone cream. That's one of the things. You tell me what you're doing and I've seen it. I talk to so many people and I know about these projects. I see sales letters, so when you say progesterone cream, I'm just thinking, all this stuff like the seminars and the letters and stuff, I know I've got a progesterone cream, a sales letter. So, when you say you're trying to design copy, I'll give you a proven letter or one that's written by a great copywriter that you can modify.

Jordan: That would be great. I'm going to be successful at this and I'd be happy if you want to do a recording. You can use me for a testimonial.

Michael: That would be great. If you're willing to do it, I'm not going to turn that down.

Jordan: Absolutely. That's no problem. I mean that's what's great and that's what I think one of the points for this course is the fact that you've offered great information and you've offered a lot of quality.

Michael: Yes, I think it's because I'm standing behind it. That's what really helps.

Jordan: Well, it does and the fact that I'm realizing if I have some questions or whatever, that you know so much. I mean your website, I'm sure gets tons of hit, your hardtofindseminars.

Michael: Yes, it does.

Jordan: And you've developed that. You've talked to all these phenomenal marketers out there and copywriters. Do you know Yanik?

Michael: I do know Yanik and we had set up a time to do an interview. We did the first part. We did about an hour. He's got such a busy schedule and we had to reschedule the second time. He cancelled on me and then we rescheduled. He was able to. I was burned out. I said, Yanik, I'm burned out. Let's just reschedule and I haven't finished. But, yes, we were doing an intensive interview for this site. I do know Yanik.

- Jordan: Oh do you, okay. I just bought his copywriting.
- Michael: You should have asked me. I have that. I've got it right here.
- Jordan: I remember I ordered your CD a while ago. The fact that you give so much quality and so much value out there, that really impressed me and I'm sure that most people will say that. I think with you there and the stuff that you have and the info, definitely I've to do this. Tonight when I go home I'm going to purchase it.
- Michael: When you become an HMA guy, I'm here to help you. You're a prime customer of my, really, an important customer of mine because you've invested some good money in it. If you just get out there and do it, you're there. I mean you've got the sales training already behind you. It's very difficult for someone with no experience and they don't have the confidence. They've never met with someone. You've got all the things inside you that you need to make it successful. You've just got to do it now.
- Jordan: I can close deals, no problem. I mean this system looks like it is. So, definitely what I'll take you up on is the barter stuff.
- Michael: I'll send that to you too. Let me tell you my situation here. I've got two complete systems right here. I order the systems from Richard. I get them in VHS version. I get them in PAL version and I'm totally out of my VHS versions, so I have two PAL versions right here. So, what I'm saying is now I can send you this one complete set here with PAL. You don't have a PAL VCR?
- Jordan: No, I don't.
- Michael: What I'd be willing to do is and I had to research this because it's going to probably take me two to three weeks to get the VHS version of the videos. So, I can send this to you and I can send you Universal VCR that will play PAL. It works just like a VCR. I'll send you a brand new one only because it's my screw up. I don't have a VHS version right here, so I'll send you a brand new VCR. It's pretty nice. It plays PAL and VHS and you're just going to have to hook up your new VCR. Would that be all right?
- Jordan: That's would be awesome.
- Michael: Now, also, you'll have all 25 hours of the video up online. Once you pay, I'll send you a link and you'll have instant access to the entire audio of the older one, the 25 hours of video. And by the end of the week, he claims I'll have all the MP3 files for the new one that he just did. And he also

said there's not much different. The material is the same. They're following the same manuals and everything.

Jordan: Okay and then once I've paid for it, how long will it take to get the package?

Michael: Once you pay for it, I can box it up and send it out today, tomorrow. It's all right here and I just have to order the Universal VCR and I can get them off of Ebay. I already checked and I can just have that drop shipped separately.

Jordan: That would be great.

Michael: Let me do this. I will email you later and I'll set up a custom payment page. You can pay several ways. You can wire me the funds or you could put it on your Visa or MasterCard or...

Jordan: On my Visa.

Michael: So, I'll send you a payment page that you'll fill out, sign it, and fax it to me. Once I get the approval on that, I'll instantly send you a link into the site where you have all the audio and all the different aspects of the system. I'll also put in there that you're going to get the barter secrets recording and I'll help you with that. So, I'll outline everything.

Jordan: Oh, that'll be great. So, if I pay for it with a credit card, am I going to pay through your PayPal channel?

Michael: No, I take regular credit cards. You give me your credit card and I'll run it through.

Jordan: I can actually give you my card now if you want.

Michael: No. You know what. Just fill out all the paperwork. I'll tell you what. When are you going to be in front of your computer?

Jordan: Probably about an hour.

Michael: Within an hour, I'll customize you a payment form. You can have room for all that and you get that back to me.

Jordan: I'll print it out and fax it back to you tomorrow.

Michael: That's fine.

Jordan: Then you'll send it out.

Michael: I'll send you the big box, so you'll have all your manuals. I'll instantly order the VCR and I'll have that shipped directly to you.

Jordan: All right. Sounds good.

Michael: Well, almost welcome aboard and really I'll do anything I can to help you. That's what I tell all the HMA consultants.

Jordan: Well, I appreciate that.

Michael: And I'll tell you, the phone is just like--it's not ringing off the hook, but the last couple of days I've done some new changes to my site. I've doubled and tripled the amount of sign ups on my website by repositioning my home page and doing it differently and I'm getting people calling me for these consultations and I'm only one person. I mean I want a team of consultants who are really doing it who I can refer business over to you. I want to be super business. Do you know what I'm saying?

Jordan: Well, almost welcome aboard and really I'll do anything I can to help you. That's what I tell all the HMA consultants.

Jordan: Well, I appreciate that.

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Jordan: Yes.

Michael: I want automated messages. I would have no hesitation. If you do this and you understand the system and I know you could help a business and you've done your homework and you're doing it, I've no problem referring people over to you.

Jordan: That would be great.

Michael: I want competent people. I'd say, Jordan, I've got a guy who called me. Here's the deal. Here's his email. Call him. Take care of him. Treat him right.

- Jordan: You know I'll tell you, I'm really excited about this PayPal thing you're talking about.
- Michael: Oh yes. What you get also with the system is my entire joint venture system. So, I have entire audio recording on this PayPal joint venture thing, which you'll see. So, when I send you the link, there is an outward tour that takes you through all the different links that I've set up for the HMA people.
- Jordan: Okay.
- Michael: But if it gets confusing or whatever, you can't navigate your way through it, I'll take you on a little personal tour and I'll show you where everything is and I'll show you a big joint venture product that you get, Joint Venture Magic.
- Jordan: Off of PayPal?
- Michael: Yes. I've got one of the recordings in there. There's like six or seven recording all on joint venture, but I have one exclusively on PayPal and how to do this. It's me training someone to do this for me. I did make an attempt to have someone do this for me. I was going to do it with my CD-Rom to generate more business to my site and she flaked out of me, but I am explicitly explaining the whole concept to her. So, when you want to hire someone, you can give this person the MP3 and train them that way. Let them listen to it because it is a lady who I hired off of Elance to do this for. I was going to pay her to do this for me.
- Jordan: You were going to pay her to do what part of it?
- Michael: To sit there and contact PayPal shop owners and make this offer, but it was designed really for my CD-Rom, the free CD-Rom that I send out as a way to generate more traffic to my site. But the whole concept of how to do it is all explained in this recording.
- Jordan: Wow, that's great. Like I said, I want to get this going fast enough so that I can eventually quit my job and focus on this.
- Michael: I had a guy call me last week. He emailed me. He said Mike, I listened to the PayPal recording and he used it and I've got a whole recording of him telling me how he had some success doing that same exact thing.
- Jordan: That's awesome.

Michael: Yes. So, it'll work.

Jordan: Well, that's great. I look for that tonight and I'll get that payment for you.

Michael: Okay, you've got it. In an hour or two, I'll have you all the details.

Jordan: All right. Sounds great.

Michael: All right. Bye-bye.

[End]

Jordan: Hello.

Michael: Hey, good morning Jordan.

Jordan: Good morning, well good afternoon for me. How are you doing?

Michael: Doing pretty good. How about yourself?

Jordan: Doing good.

Michael: I emailed you back. I did get the fax this morning. It's sitting right here on my desk. I'm just finishing up a couple of things. I'm going to go ahead and run the card through and once that goes through, I'll send you a link and I'll get your stuff packed up. I'm going to order the VCR and we'll get it going.

Jordan: I look forward to it.

Michael: Are you out and about or are you at home?

Jordan: I'm actually out in the Valley. I'm at work right now. Now, I wanted to ask you, in the course that you're sending out, how much training do you guys do in copywriting?

Michael: I've got some free resources on it, but I've really organized in on the HMA thing. I'm going to give you an education on copywriting like you wouldn't believe from a couple real masters.

Jordan: That's great.

Michael: In the form of some recordings. One is a guy names Eugene Shorts. Have you heard of him?

Jordan: I have.

Michael: I did a recreation. I hired an actor in San Diego and we recreated a speech that he had done for a large publishing company. And this thing, you can listen to it a hundred times and it really teaches you. It's about copywriting, but it's also more about marketing and understanding desire of the marketplace and you can't change desire. You've just got to channel desire. It's really going to save you a lot of time because there's a lot of crap out there. And then for the technical stuff, if you really want to be good at copywriting, you want to get into it, I've got an interview with Brian Keith Voles.

Jordan: I listened to that.

Michael: Yes, I've got all those interviews with the copywriters.

Jordan: Do they have anything that breaks it down?

Michael: Yes. I have another product, and I don't even mention this to HMA people. It's an excellent copywriting course that breaks everything down from a guy name Alexi Noecleous out of Australia, an expert copywriter, and I've got his entire course, too, and I'll send that to you, as well.

Jordan: You'd be okay including that?

Michael: Yes, absolutely.

Jordan: That would be great because that's what I would love to really learn. Have it broken down.

Michael: And Brian Keith Voles, his course called Ad Magic, that's not something I have. I mean I sell it, but I can get you one. I can look and see if I can find you one really cheap. That's excellent, too. Yanik's thing, I'm sure is very good. It's a big course. There's a lot of material to go through and a lot of it's very good related to Internet just based on his experience, which absolutely you can learn from. There's always something to learn.

Jordan: I'm really going to focus on everything you're sending out because that's what I need to learn, primarily, and then if you could send that other thing out on copywriting that would be awesome.

Michael: I'll do that, as well. It's a download, so I'll get that uploaded and get that to you. The best way to do copywriting is you research your market, you interview them on the phone, you record the call, and you transcribe it.

And your best copywriting is--you'll hear Eugene Shorts talk about it in his speech he wrote for Boardroom Reports--he worked with the guy who wrote the letter for Marty Edelston. He's the one who started Boardroom Reports and Eugene Shorts was the guy who wrote the letter and you'll hear in this recording how did that. And Marty Edelston had \$3,000, he came to Eugene Shorts, he said I've got this idea for this newsletter. He said just tell me about it and it's just sitting back and listening. Listening to what your prospect wants to do. And all he's doing is taking notes. It's like when I interview people, once they get into it and they're not governed by their emotions, they're going to write your copy for you because they know their product better than anybody. Better than a copywriter. You know your product, whatever you're selling. You're a good salesperson, whatever you're selling. You know it better than anybody. What do you actually sell?

Jordan: I'm a recruiter.

Michael: You're a recruiter, so you're selling staffing.

Jordan: Staffing services, either temps or hires.

Michael: So, if I'm going to write a letter for you and I'm going to copywriter's position, I'm going to call you and interview the hell out of you and ask you everything about what you do, how you do it. And I'm going to record it and I'm going to have all that transcribed. These are easy ways to do it and you shouldn't have to dream anything up.

Jordan: Yes, and it's just the important thing, obviously, the headline.

Michael: Yes, that's real important. And I have in the reports a thousand headlines. All the headlines you need.

Jordan: Perfect. I can't wait to get that stuff. So, after you process it, do you think I'll probably get the package...

Michael: What state are you in again?

Jordan: St. Louis, Missouri.

Michael: You're in Missouri. I'm in San Diego. It's going to be four or five days UPS ground.

Jordan: Okay. So, I'll get it next week sometime.

Michael: But you'll have plenty to do online. I'll email you the link right into the site and you'll be ready to go.

Jordan: That's really great. Well, I'm really excited about this.

Michael: All right.

Jordan: All right. Well, we'll talk later.

Michael: All right. Talk to you later Jordan.

Jordan: All right. See you, Mike.

Michael: Bye.

Jordan: Bye-bye.

[End]

Jordan: Everything okay?

Michael: Yes, everything is good and yourself.

Jordan: Oh, I'm doing great. I got your message and I was just talking to my wife about everything; telling her how everything will be coming soon. And I told you this before; I am really impressed with the way that you have done business.

Michael: Well, I appreciate that.

Jordan: I mean I wanted to let you know that because just the way that you've done it, I mean it's just...

Michael: It's nice to hear that from you, but you're right. It's like you can't pay someone to do business with you these days.

Jordan: I was just thinking I was just impressed. I've been in sales for ten years, I've been doing it for a while and just the way you followed up and the additional things you're giving to me for what I paid. That's great. And so, just to let you know again I appreciate it.

Michael: You're very welcome. No problem. That's how you keep a good customer. You should know this in sales. It's so simple. When someone

inquires about something, if you just get that to him right away, it blows them away.

Jordan: I know. I think it's because I've been in sales and can't get clients or prospects to call me back right away. It's really refreshing when you're dealing with someone that does. I think the fact that the way you've got the system set up, at least for how you're selling all your stuff, I don't feel you're a salesman at all. I see you as a consultant.

Michael: Thank you. Do you have time to do any of the tour yet?

Jordan: No. I went on the website except I was at work and I just kind of went through it and looked at all the different recordings and everything else.

Michael: Okay.

Jordan: Saw the PayPal thing and I'm excited to go through that. I guess what I was wondering, a couple things, is I talked to my brother-in-law and he's going to talk to the owner of this big insurance company in Salt Lake and see if I can get something going where I can offer the free seminar online or whatever.

Michael: This is your brother-in-law and he works for an insurance company?

Jordan: Yes. He's one of their managers and they're a Salt Lake City insurance company and they've got a lot of commercial lines, so they've got a lot of businesses that they work with. So, what I was talking to him about, you know how competitive insurance is and I said this would be a great way for you guys to distinguish yourself from others on commercial lines because you could throw in a free 60-minute seminar to help you grow your business. Once again, with my website done, the one thing you've got, then I'm going to send it over and he can work in that. What do I need to give to get that website going--the presentation and everything?

Michael: Well, if you go and look at that presentation, you need everything that you would need to personalize it. I need your email address. I need your picture, an image. You've got to go through the whole tour, but you have the resale and duplication rights of these special records. All right. So, you have those in Microsoft Word, so you're going to have to pick out a couple of the Word ones that you want to put in that presentation, but you'll have to change the header and the footer so it comes back to you. Do you see what I'm saying?

Jordan: Yes.

Michael: And then there's another box that pops open that says you are watching a special presentation. You just click around that articulate presentation and look at all the things that I have customized, copy and paste it and just modify it to make it work for you. You also see at the very last slide it has please contact Michael Senoff for more information, but you'll want to replace that where it has please contact Jordan Swanson for more information with your number. So, take what I have on mine and just duplicate it, but make it customized for you. So, when someone watches that presentation, then it leads back to you. Or if you want to use a generic one for right now, you can use the generic one as is and there's no way anyone can get back to me unless they looked at the URL where it's coming from. But if you could get a website up really quick, you can go to GoDaddy.com. Have you heard of them?

Jordan: Yes, I have.

Michael: Just get a URL. Get a website up real quick for \$25 and once it's active, we can get that presentation up onto your website and then it's hosted from your website. I don't know how soon you were planning on meeting with this insurance company of your brother-in-laws. You've got to go through the system. Honest, I don't think you're ready to meet with someone.

Jordan: Okay.

Michael: Do you feel like you could give a confident presentation? Take someone through the opportunity analysis? You have read a lot of stuff.

Jordan: I'm not ready to send it over to him yet. I definitely need to go through the whole thing and really try to learn it. I just want to have things ready because I'm talking to a flower company next week.

Michael: Okay. So, just look at these people as practice.

Jordan: Yes.

Michael: These are the people you're going to screw up on; that's all.

Jordan: I've been listening to the whole cheese thing again today, the string cheese. How hard is it to uncover those hidden...?

Michael: That was a difficult one. That was not an ideal client. That's not someone I would even pick to work with. It was difficult. He didn't have too many assets did he?

Jordan: No.

Michael: Well, that's what I said. I said in the description that this is not an idea prospect I would even work with. It happened to have been the guy called me and it was really just a practice.

Jordan: Let's just do this. I'll go through everything tonight. We can talk tomorrow.

Michael: Let's do that and then you saw I had the VCR is ordered and it's on its way to you from New York. You got that receipt and everything?

Jordan: Oh, I haven't checked my email.

Michael: Check your email. That's done. That's on its way and UPS picked up your box. Both things are on their way to you. You don't need to pay for anything on the VCR. It's done. So, you've got the Universal VCR coming and everything else.

Jordan: Fantastic. Thanks so much.

Michael: Call me tomorrow.

Jordan: All right. Take care.

Michael: All right. Bye.

Jordan: Bye-bye

[End]

Jordan: So, last night I went through the hour-long training that kind of goes through the whole system that shows you about it and great stuff you've got in there.

Michael: Good.

Jordan: Really interesting. I had a quick question on a couple of things. In your Rolodex thing where you give those 800 numbers, it said it's \$2.00 a month and then you do the other things. You get 2-1/2 cents...

Michael: Was this the service OneSuite.com or Call8.com?

Jordan: Call8. How does that work?

Michael: Have you called me on my 800-number before?

Jordan: No.

Michael: I have an 800-number. So, let's say you had an 800-number. You get the number from Call8 and then you have an 800 number. That's your 800-number. And they have a control panel up online that you can do all kinds of things with. First of all, when your clients call you or when customers call you or whatever, the calls can be recorded. So, you've heard when you called me before and before it goes to Sarah my assistant says this call maybe recorded, right?

Jordan: Yes.

Michael: So, they'll record the call. So, let's say you have a secretary like Sarah answering your calls. You hear the message. So, when you leave a message with Sarah, the minute you hang up, your caller ID is forwarded to my email box and the audio message, the message and your conversation with Sarah is sent to me in a WAV file.

Jordan: Oh really?

Michael: Yes. So, that allows me to get my messages, even before Sarah has time to type them and send them to me by email because I have her do that too.

Jordan: That is awesome.

Michael: Then it allows me to monitor her and to make sure she's treating my customers right. So, Sarah is a girl I hired off of Elance for \$100 a month. She answers all my calls. Now, you don't know she's not in my office.

Jordan: Well, I have no clue. I totally thought she was in your office.

Michael: I never met her before. She's just been answering my calls. I met her on Elance. She's pregnant. She stays at home. She has a little business and she takes my calls.

Jordan: That's great.

Michael: So, what Call8 allows you to do is it allows you to disperse your calls. Let's say in your company you've got five or six sales rep and let's say your company does a lead generation campaign and the phone starts ringing all into that same 800 number. And let's say there's five sales reps handling the calls on their cell phones. You can program it to

automatically call Jordan for sales calls, Susie next. It's a whole calling system. It's really powerful.

Jordan: And it's only \$2.00 a month. I could do that 866 or whatever.

Michael: Yes, you can do an 800-number. I don't even remember the price is. It's very inexpensive.

Jordan: But I take it you've got to pay for the minutes, though.

Michael: Yes, but its peanuts. I mean it's nothing.

Jordan: And that's how you used the 2-1/2 cents one?

Michael: Well, the Call8 is your 800-number. That's different. The other one, OneSuite is a service that allows you--let's say you hire a telemarketer to do telephone calls from her house, to make calls for you. So, you go to Elance. You say I need someone to make outbound phone calls for me for between 8 and 10 Central Time. I'll provide you a script and the numbers and I'll pay for your phone calls. And so, you have people bidding on the job. Well, then let's say you hire someone. They're willing to do it. You have a script for them to call on your business leads to generate you possible clients. Even in your geographical area they're calling long distance, right. It doesn't matter where they are. So, you give them the script. With this OneSuite option, you'll program into the control panel on their website the phone number they're calling from and you'll have a four or five digit number that you'll give to them. And you tell them to dial this five digit number, then the area code number they're calling and then all the calls are billed to you on the OneSuite account. So, you pay for their long distance calls and you can go into OneSuite and monitor their calls. You see every call they're making. So, if you're paying them by the hour, you tell them that their calls are monitored in real time, online, and they can't cheat you. They can't just be sitting there twiddling their thumbs.

Jordan: That's great. I remember you saying that. It's amazing. I thought Elance was all writing projects. I looked through it. They could be telemarketers from there.

Michael: Go look at all the categories of service providers they have available.

Jordan: That's amazing.

Michael: Accountants, website design, editors; you name it, anything. Press releases. Any service you need for your consulting business can be farmed out on Elance. You get people working for you internationally. Very

inexpensive. They have a good command of the English language, especially from India. There's a lot of people working it from India. Programmers work for \$400 a month full time.

Jordan: Really.

Michael: Yes. Anything you want can be available on Elance and that's just one of them. There's other ones. I've just stuck with Elance because I've always found everything I needed on them. I'll tell you, my webmaster has been with me almost three years. I met him on Elance. My transcriptionist, I met her on Elance. I have Sarah, who answers my phone. I met her on Elance. I've got a great assistant who does other things for me up in L.A. I met her on Elance. You can build a team around you, a virtual team. That's what I have. I mean I don't do everything on my site myself. I have a team of people I've never met personally. These are my contract employees in a way.

Jordan: That's great. And so, on the 800-number, these sound like some great tools. Now, do they charge you per minute, as well? When someone calls an 800-number...

Michael: Jordan, you're going to have to go into their site. It's all right there, really.

Jordan: Okay.

Michael: Getting the 800-number from them. If someone is calling your 800-number, you are paying per minute just like any 800 number whether you got it from Sprint or MCI, it's the same thing.

Jordan: Well, here's the thing. I went into the site and I could find no info about rates or anything.

Michael: On Call8.com?

Jordan: Yes.

Michael: Just into the site. I know they have live customer service. Just call. It should all be right there.

Jordan: Okay. The other thing I was going to ask. I'm going to be going through the stuff and what would you suggest and the best way to get started in this. Now, obviously, take it a step at a time. Learn the material and then the market approach. I'm thinking about the PayPal thing. I'm going to be studying that and learning that. Anything that you would recommend?

Michael: Yes. I would recommend definitely taking two or three weeks, going through all the material; just getting ideas, letting it soak in, letting it absorb; number one. Number two, I would tell yourself that you, as part of your training--and you tell yourself this isn't for real, this is all practice--you'd like to do ten opportunity analyses, meaning you want to take the opportunity analysis worksheet. Then when you get the video, go through the opportunity analysis training or listen to it up online. You can do that tonight and take people through this hidden assets questionnaire.

Jordan: Okay.

Michael: Even as practice. Do it on your wife. Do it on a friend who has a business. Do it on hairdresser. Say look, I'm thinking about a second career. I'm moonlighting as a marketing consultant. I've got this great questionnaire that I sometimes would charge people money for and because I'm trying to practice on it, I'm looking for a few businesses that will allow me to practice on and here's what's in it for you. It's a fantastic way to look for things in your business that you're not optimizing and I'll show you and pull those things out for you for free if you let me practice on you. So, all the pressure is taken off of you. You're just doing it for practice and you're going to see, even though you're practicing, the first one you'll screw up on. The second one you'll do probably worse on. The third one you'll get a little more comfortable. By the tenth one you'll have it down.

Jordan: Yes.

Michael: You'll see by the time you do ten of them, I guarantee one or two of those people you practice on, as long as they're in business, will probably want you to do some work for them.

Jordan: Really?

Michael: Yes. That's where you're selling. You're selling face-to-face doing that opportunity analysis. So, there's two things; generating leads and potential clients, and then doing the opportunity analysis. Now, that's if you're doing it belly-to-belly. That's what I would do first. Then you've got other options. For instance, did you get the email where I sent you to your special downloads? Remember, I told you I had that advertising course?

Jordan: Yes.

Michael: I sent you a link to that today.

Jordan: Oh, I haven't been able to check my email. That's great.

- Michael: When you check your email, I sent you some special links to some stuff we talked about. One was to an advertising course and I even have the reprint rights to it. It's very, very good. It's done by an Australian. Just review that because I mentioned I'd get that to you. It's a big download. It's a zip file. I sent you to the link that goes into the HMA University where, remember the recording on the barter we talked about that?
- Jordan: Yes.
- Michael: Well, that third one, showing me, how I'm doing it, how I'm buying trade dollars. That case study is in there.
- Jordan: Great.
- Michael: And then also I sent you right to the link, which you saw was the PayPal recording that's in the joint venture section. And then I sent you to that generic presentation, that Power Point presentation.
- Jordan: That was my next question.
- Michael: If you want to send that to your brother-in-law, just say hey tell me what you think on this and just send him the link. It's a generic one with Richard's picture.
- Jordan: Got you. In conjunction with that, am I just going to send you then my info so you can create that website for me?
- Michael: Yes. If you go to that generic link, I can make you a web page just like that, but what you want is the Power Point presentation customized. So, you want your picture, you want your email. If you play around with that presentation and look at all the features, you'll see that there's a place for attachments where you could put three of your resale rights reports up there. But you want your header in there instead of mine. So, I need your email. I need your bio. I need what you wanted to say at the bottom. When you're ready for that, send it over to me. The last slide of the presentation will direct your viewer to call you or contact you.
- Jordan: Okay. I don't think I've got any more questions. I think that was what I was looking for. Great stuff. I'm excited about it.
- Michael: Good. Just get comfortable taking someone through the opportunity analysis. That's your sales presentation.
- Jordan: That's the most important thing--really to get that down.

Michael: Yes because that's your selling. And once you get it down, you can do it over the phone. There's some great Internet tools where we could put that opportunity analysis all up on a website. So, let's say there's six pages to it. Actually you can kind of make it like that Power Point thing, but you could have your opportunity analysis up on a website. So, let's say you have in Power Point, or let's say you have it in a PDF file and you're looking at it and you're looking at all the questions. Let's say you make it into a Power Point, even though I have it as a Power Point. There's tools where you could do this opportunity analysis with anyone over the phone where there's a tool called Glance Networks and Glance allows two people to share the same computer screens. So, I would send you an email where you log into this thing and then whatever is on my screen, you're going to see on your screen. You see?

Jordan: Yes.

Michael: That's like you're glancing over my shoulder, but you could be anywhere in the world.

Jordan: So, you can take and see the Power Point right there.

Michael: Or you can do it over the phone or you can let them do it on their own time by using the one like in the link I'm sending you. Or you can meet them face-to-face. All of them are putting the presentation in front of them whether you do it manually or automatically. But that's where the selling gets done is looking for the hidden assets in their business. Find the hidden assets in their business. Uncover them. Show them where they are. Say do you see where the money is, Mr. Prospect. Do you see how you're losing money on this? Do you see if we did this how you could make money? Yes. And you just show it to them. Uncover the gold and show it to them and then say would you like to go ahead with this. Would you like me to do this for you? Would you like me to bring out these assets and turn them into real dollars for your business? Just keep it simplified. Don't get overwhelmed with all the material. There is a lot of material. But for support and training, the recordings in the HMA University are fantastic especially with the other consultants because you're going to hear from other consultants how they do it. And they're not necessarily trained the same way, but they're all successful consultants.

Jordan: That's great. I'll take a look at that. I'll let you know later on.

Michael: Just get comfortable with the opportunity analysis and just start learning and go through the material. And then when you have got that opportunity analysis done, do some practice ones on some people. Even though you tell them that it's for practice, it takes all the pressure off. It would be a

great strategy to do full time, anyway because all you want is a chance to state your case. Now, you want to know well how do I get clients. Where am I going to get clients? And then the smartest way is using referrals.

Jordan: The opportunity analysis worksheet, I've been through that. It really seems pretty simple. It seems pretty straightforward and I've been in sales, which will be great. So, I can at least communicate and know how to do all that. And I think once I learn that and get that down, it should be a piece of cake. I'm looking forward to do it.

Michael: All right. Great. You've got what it takes. You know what sales is about and you've got to do the numbers and just do it.

Jordan: I just can't wait. I'm just...

Michael: You're thinking of your job. You can't wait to get out of it.

Jordan: I can't.

Michael: Well, just moonlight to consulting. Don't go quit your job tomorrow.

Jordan: Yes. Well, great. How's everything else going for you?

Michael: Everything is good. I've been busy, a busy day. I can't complain.

Jordan: Great.

Michael: You know it's great to see, when you have a client, you'll see in the HMA University. I don't know if you've been in there. Did you see some of the recordings with Nick, my website host provider?

Jordan: I don't think so.

Michael: I have a dedicated server and I have a lot of my sites and it's expensive to host all my sites; about \$300 a month. So, I made him an offer. I go I'll trade you some consulting services for nine months worth of website hosting. That was almost \$3,000. So, you'll hear. I'm taking him through this process, even though I didn't do an opportunity analysis with him, I short cut it, but you'll hear the case studies of all these recordings. I developed a USP for him and I told him how to answer the phone. And he's got three or four employees. When you call him now, you hear him say; hi this is Nick with Advanced Hosting Network where getting a website is painless, simple, and easy. This is Nick. Can I get the spelling of your first name and your area code and phone number please? It's hilarious.

Jordan: That's great.

Michael: I wrote the script out, I wrote the USP out, and I told him this is how you all your employees need to answer the phone. You need to start capturing the names and numbers of your call ins. And so, you'll see the whole case study as I work with this guy. It's all up there on the HMA University. The first recording is me talking to him, really kind of analyzing his business trying to determine what's unique about his web hosting services where there's millions of them out there. And then the second one I go give me ten of your clients. It's me calling ten of his clients that just signed up. So, getting the information, what's important about website hosting from them.

Jordan: Oh, you actually recorded you calling his clients?

Michael: Yes.

Jordan: Great.

Michael: And then I asked him if it was okay if I recorded it and reported it back. I acted like I was an employee of the hosting company.

Jordan: Oh, okay.

Michael: Then you'll see the plan that I set up, the action plan for him and his employees how to answer the phone. We scripted out his USPs, the things to say, unique reasons why someone should do hosting. And there's a URL that you can go to and you'll see that. That's going to be up in the next couple of days.

Jordan: Great. What will it be titled?

Michael: It's within the top three at the HMA University.

Jordan: Okay, great. Well, hey, great stuff, a lot of great information. I'll get in touch with you later on when I get this stuff ready and I know I can get you that stuff to get my 60-minute free presentation.

Michael: No problem.

Jordan: All right then.

Michael: Go to it.

Jordan: All right. Take care.

Michael: All right. Talk to you later, Jordan.

Jordan: Bye.

[End]