

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**Q&A From Chicago Man
With The Dream Of Becoming A
High Paid Marketing Consultant**

Michael Senoff Interviews Matthew P.

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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More Nonstop Q&A From Chicago Man With The Dream Of Becoming A High Paid Marketing Consultant

Do you have a passion for Marketing, dabble in it, but feel that you need a systemized approach in order to be successful? If so, you will really enjoy this consultation that I did with a gentleman named Matthew.

I describe Matthew as a life-long learner. An accountant by trade, Matthew knows that Marketing is his ultimate goal. He has even has realized what his niche market will be. He has studied all of the Marketing gurus and is very well-read in many areas. He already has three clients that he advises but feels that he needs a "system" that will help him to help his clients more and will give him the confidence to dive into his niche market.

When he found www.hardtfindseminars.com and listened to several of the audio recordings available about the HMA System, Matthew had to know more. In this audio, you will hear Matthew's personal and vocational history and I discover some of the opportunities that are sitting right under Matthew's nose!

Subsequently, I answer Matthew's questions about the resources and the support that he would receive from me if he chooses to become an HMA Consultant. Matthew takes the time to view what would become his personal selling machine – an Internet-based PowerPoint presentation that would be customized specifically for him. When Matthew sees all of the HMA resources, his reactions are priceless

You will be a fly on the wall when you hear Matthew realize that the HMA System is the missing link that he has been searching for to fulfill his dream of becoming a Marketing consultant. Needless to say, we end the conversation with me welcoming Matthew to the team as our newest HMA Marketing Consultant

If you have looked into the HMA System and feel that you have some unanswered questions, I encourage you to listen to this

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consultation with Matthew. He's a down to earth guy who probably had many of the same questions that you may have about becoming a Marketing consultant. In any case, it's an enjoyable conversation that I know will enlighten you.

For more information about how to make money as a marketing consultant click [here](#). Or call 858-274-7851 or e-mail Michael@MichaelSenoff.com

Matthew: Because probably a lot of this I've read or come across and studied somewhere, but not knowing how to systemize it was the real shortcoming of it all.

[MUSIC]

Michael: Hi. This is Michael Senoff with www.hardtfindseminars.com and consulting secrets. In this next short 30-minute recording, you're going to hear an conversation with Matthew, who is now a new HMA consultant. It was the first time I talked to Matthew and it's me addressing and answering all his questions and concerns about the HMA system. Matthew had already listened to and read many of the transcripts on the consulting secrets page; all the recordings related to the HMA consulting opportunity. So, this was a final call before Matthew made his final decision. Many of you will have similar questions and concerns that he had and it's just an opportunity for you sit in and listen and hopefully have some of your hidden questions answered in the same way I've answered them for Matthew. Please make sure you listen to the next recording, part two, with Matthew, which will give you an idea of his success of his first paying client. I hope this is helpful. Enjoy.

Matthew: For the last five years I've been pretty interested in marketing and I've been studying. I've got the new Jay Abraham, Dan Kennedy. I've got the Badell books. I've got all this stuff and I'm very intrigued by the marketing thing. I even somewhat freelance a little bit now with a couple of clients. I'm trying to piece it all together.

Michael: You don't have a system of what to do.

Matthew: Exactly. I've got three clients right now. I've got my uncle, who has a general contractor firm here in Chicago. He does about a little over a million dollars, but it's just him, one person and he has his subcontractors. I'm trying to help him with his marketing, but again, it's the same with a system.

Michael: I understand exactly what you're saying. That's the whole benefit of this HMA system. It's systematized. You heard the 30-minute recording?

Matthew: Right.

Michael: I don't have to retell you everything. I'm just looking at your hidden assets.

Matthew: I was a full time controller at a non-profit organization and I kind of wanted to leave maybe three years ago and I was telling them they should just convert my position to part time because I was trying to free up some of my time to really pursue the marketing. And they kept saying no, no, no. And finally they got to a budget crunch and they were like do you still want to do that and I was like yes I do. The thing about it is it came at a time financially that I really didn't want to do it, but I felt like I had to do or I would just keep working and using that as a crutch. And really in the back of my mind I'm saying I really want to do this marketing consulting. Quit talking about this to my wife for a year. Haven't done anything.

Michael: Let me ask you this. You say your uncle's got a business. What are the other two businesses you were mentioning?

Matthew: The other business is a guy I went to college with who's a real estate trainer, so he's done really well in real estate and he had a website called newtrainer.com. The guy's name is Mark. What he's doing is selling information and training about real estate.

Michael: How well is he doing?

Matthew: From my sense, what I guess; he's probably doing a couple hundred thousand dollars a year. He paid off his house. He has some real estate holdings.

Michael: Does he put on seminars and stuff?

Matthew: He does seminars.

Michael: This is his company?

Matthew: His company. He has three different packages: the silver, the gold, and the platinum packages. His target market is females between 15 and 45 making between \$15,000 or \$50,000/\$60,000 a year, single.

Michael: I'm at his website right now.

- Matthew: I'm friends with him from college.
- Michael: And he's right in your area?
- Matthew: He's in the suburb here in Chicago. I met with him the other day.
- Michael: Is he a single guy?
- Matthew: He's married, two kids. He's not living a lavish lifestyle. He's a real simple guy, but he said his house is paid off, his cars are paid off.
- Michael: And how much did he say he's making doing this?
- Matthew: I haven't asked him how he is making yet. Just based on what I know, I would assume maybe \$150,000/\$200,000.
- Michael: Do you know if he has videotapes of his...?
- Matthew: When you to his little seminar, you can enroll in one of those packages. The silver package, you basically get a DVD. He's actually developed a software program that you can input all of the real estate data into and the software actually will tell you whether or not the investment is a good investment or not. So, he has this little package that you get. You get the silver, the gold, the platinum. He was explaining the differences. In one you just get the software and DVD. The gold you get some training with him and his wife on the phone. In the platinum, you basically get all of that plus he takes this group, whoever enrolls in the platinum level, on a field trip where they actually go out and they actually looked at houses together and he shows you what to look for, how to price it.
- Michael: You could definitely implement a lot of help for him. There's no USP, there's no prices, there's no details on his packages. He could put some of that video, some of the audio and this website could be a little selling machine.
- Matthew: And he's actually getting some notoriety here in Chicago. My buddy's been on the radio the last two Sundays with Les Brown; a little show that they're doing. He essentially said look Matt, I know marketing and I know a little bit about it, probably not as much as you, but I just don't have the time. I'm trying to develop these products. He's got his video testimonials and all this other stuff. So, he has good material and it's a good base. He may not be making a half a million dollars.

Michael: That's fine. Who cares? But he's got a lot of potential. This thing has legs. He's already doing well, at least from his website. He's really not optimizing.

Matthew: They just got that thrown up and they don't even have the staff on it. It's a lot of stuff. He's the type that's just ready, shoot, and _____. That's kind of how he's doing it. But a really compelling story that he told me about how he got into real estate. I said how come that's not even in the website? He was working at GE and he basically got laid off. He had just bought his house. So, he didn't have any money. He had a couple of pieces of property, but they weren't really paying that much. So, he's looking at his wife, they've got two kids, one little boy. He said, Matt, I had no money. I didn't know what to do. The winter was coming. He said, Matt, I used to blow out the pilot light in my house and me and my son was wrapped up in a room upstairs and I'm trying to look at real estate stuff on the Internet. It's a story that I was almost crying listening to it. It was freezing in his house. He had to blow his pilot light out to save gas and this was probably before the gas crunch. This is three years ago. And this is kind of like what he came out of, from his experience.

Michael: That's just core story. That's what sells right there.

Matthew: I guess he says it when he does his presentations, but it's not integrated into any of his marketing materials. Then I've got another guy--again, these three people I've got them already in the pocket as clients. I'm really not doing anything with them but basically charging them \$35/\$40 an hour.

Michael: I understand because you don't know what to do. I didn't either. In my recordings, the earlier ones, I could give a lot of advice, but I didn't know how to turn it into money and now I know. What you do is you say, look, I don't know if I can help. I've got what I call an opportunity analysis. Let me take you through this opportunity analysis. Let's see if we can find some money in your business and you take them through that opportunity analysis; that interview process. That's it right there. That's your selling machine. So, you know what to do. You hear me doing it, just reading the script. You do four of those to qualified people, you're going to get a client, there's no doubt.

Matthew: These three I kind of got just on sheer relationships. My uncle, another guy that I knew from another consultant firm worked at it, and this guy I went to college with. But really ultimately once I can get those three a service that really delivers something to them of value, I have a passion for marketing and a whole healthy lifestyle; organic foods, spiritual stuff. So, I want to be able to marry those two and this is what I really, really

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have been wanting to do for such a long time because those are the two things that I'm most passionate about is healthy living and the marketing. I was always trying to figure out how can I do both of those. How can I be someone intertwine in both? And I realized a while ago I wanted to do marketing for companies in that industry. I even paid money and went to the national natural foods association trade show that was in Las Vegas back in July just to go so I could interact and mingle with the people that are in this industry. They've got small Mom and Pop stores that develop bath salts that you and your brother manufactured in the garage and you've got big companies like Now and Carlison's vitamins. These people have been around 40/50 years that are probably pretty significant as far as revenues are concerned. So, I got a chance to mingle in that. But again, I still came away with I learned a lot about the industry and I made some contacts, but again, nothing really to say what do I do next. Those are the two things that I want. I ultimately want to be the premier marketing consultant in that particular industry.

Michael: And you can do that. That's a smart move. Instead of being a consultant to anyone and everyone, the people you know you can get to practice and get comfortable with and then you can start going after people in that industry because you're passionate about it and you can niche yourself as the specialist for this alternative life health industry. Absolutely.

Matthew: What I boiled it down to--I listen to a lot of Earl Nightingale. I'm pretty sure you've familiar with his work. And via Bob Procter, which you know his success puzzle program, and he kept going back to Earl Nightingale's definition of success. He kept going back over and over and over. He liked success based on Earl Nightingale's 19 or 20 years of investigation. He came up with this simple sentence that basically says...

Michael: Do the things you love.

Matthew: ...successful realization of a worthy idea. I've been struggling with my worthy idea for the last three years; like why am I here. What am I supposed to be doing? I know for sure it's not accounting.

Michael: Yes. That's kind of boring probably.

Matthew: It's boring. I can't really excel at it. I worked in it for a long time--seven-eight years. I'm not really plateauing out money-wise because I'm not really that interested in it. The most I'm going to make is \$60,000/\$70,000.

Michael: So, that's your bread and butter and you need your bread and butter to pay your bills and keep food on the table. That's fine.

Matthew: Right. But now I'm in the position where I fazed myself out to a part time position. And now I really need to create income fast. So, that's the position I'm in now. I mean I can hourly these people and pay my bills, but...

Michael: Well, look; if you've listened to Nightingale and you sound like a learner, you know anything is doable. I'm sure it's scary. You're the one that asked me about the questions on credibility?

Matthew: Yes.

Michael: Get that out of your head. Don't worry about that. That is just false evidence appearing real. You're going to use the credibility of the system. You can do it; just get off your ass and you can do it. That's what I keep telling people. Just step up to the plate, make the commitment. You just do it. Either you want it--I can help sweeten the pie for you. What I'd be willing to do, if you get this guy, the guy with the real estate, if you get him as a client, tell him that you can have a world famous interviewer interview him about his core story; about his whole thing and I'll do the interview with it and the editing and the transcript for it and I'll provide that to you free. If you want to charge him for it, you can. But I'll use that as an incentive. If you get him as a client, you can use that as a carrot where you send him to my site and say how would you like to have your interview on one of the most popular websites in the world.

Matthew: Okay.

Michael: Because I think that'd be a great story and I'm interested in real estate. I was just watching the Carlton Sheets video last night believe it or not.

Matthew: Yes, I mean that's what I was talking to him about. I said Mark what distinguishes you because there's Carlton Sheets, Ron Legrand--all these guys. He said, you know what, the thing about it, he said, I still have a Carlton Sheets packages in my house and he's like most of the people who come to my seminar, they have too. He said the one thing about the Carlton Sheets stuff is it's so overwhelming. You buy this stuff and it comes with this huge, huge box and it's all these terms that you've never heard of before. You're trying to read through this stuff and you get totally intimidated by it. He said that's what happened with him. So, his system is less paper intensive and that's what he says is more distinctive from what he does as opposed to a Carlton Sheets.

Michael: I was pretty impressed with this Carlton Sheets Fast Start video. It had him on the phone, in the newspaper, calling ads, doing real live calls. And he

did a couple no down deals. It took him about four days of calls, but he bought two properties, nothing down. You hear him negotiating and everything. It's doable. It's a lot of work like anything.

Matthew: It is a lot of work and a lot of people get intimidated. I think well maybe his niche or his market is the market that may have tried that and just this is too much. I need something more simplified for me to actually execute it. He may have the views of a Carlton Sheets or a Ron Legrand, but someone who just may not even be familiar with those at all, or who couldn't afford it. I don't know what a Carlton Sheets program goes for.

Michael: They're like \$60.

Matthew: Oh really, cheap?

Michael: Well, maybe they're \$100. I'm not positive, but I figured on the Internet they're pretty inexpensive. Maybe they are \$100.

Matthew: Because his beginning package, his silver package or whatever is \$400.

Michael: Well, that's fine. It should be. See, Carlton Sheets is running ads on TV. He's doing infomercials and you get them in on a win-win offer. Believe me right at the end at this Fast Start video, he's pitching his higher end stuff and he's pitching hard, too.

Matthew: To the up-sell, right. I don't think my buddy has a real intro package, something cheap enough to get people into the funnel. Essentially he's getting his clients--he holds a seminar, he charges \$8.00 and then he's selling his packages, gold, platinum or silver in the back. That's how he's getting people in.

Michael: Do you remember the case studies with Richard; one of the recordings? It's when we go through the case studies, he was talking about examples of how he's used his marketing to help businesses and there was one with an attorney doing seminars. Do you remember that?

Matthew: I don't remember that. I listened to them, but I don't remember.

Michael: Well, it's a perfect scenario. It's exactly what this guy is doing. So, he took him through the opportunity analysis and he says, well, how many people do you have coming to your seminars. He goes, well, I do pretty good Richard. I get a bunch of people there and he goes, well, how many do you close. He goes, well, I'm pretty good at this and I close about 20%. He goes, well, what do you do with the other 80%? He goes, nothing. So, Richard set up a contingency deal with him because he had already

worked with him on a couple of projects and Richard started reselling to the customers who never bought on the first seminar. And then the guy was later doing a million a year at these seminars. I mean he grew his business a million a year just by accessing the customers who he never followed up with.

Matthew: Wow.

Michael: Your buddy is probably leaving a lot of money on the table.

Matthew: I'm pretty sure he is.

Michael: That's without doing anything. Doing nothing to his website, no USB, nothing. You take him through that analysis and you show him the money. You say, look, what are you doing with all these other people that don't buy? Are you following up? Probably not because he already says he doesn't have time. He could double the business just by following up. That's it.

Matthew: He's having a seminar I think either today or some time in another suburb of Chicago. He says 1,500 people come.

Michael: Is he capturing all those names?

Matthew: Don't know.

Michael: Does he pass out a registration form at the door? Is there someone at the door taking names?

Matthew: I don't know.

Michael: How does he get 1,500 people there? Where is he advertising?

Matthew: I have no clue how he's getting people there. I don't know if these are referrals from people that are already in his group. Well, he has a radio show. I take that back. He has a radio show. He maybe interviewing people. Something similar to your website, but he's on a radio show. It's not a big, huge radio in Chicago, but it covers enough. So, he has a radio show that he's paying a couple grand a month for.

Michael: Great.

Matthew: That's where I guess he gets his leads. I'm not sure exactly. I just sat down with him for like an hour to listen to his story and essentially said, look man, there's a lot of opportunity here. I would try to do all this marketing

myself, but I just can't. There's just too much. He's trying to do infomercials already. So, he's going all over the place, but he really doesn't have a USP at all.

- Michael: Well, he may be a great potential prospect--maybe, maybe not, you know.
- Matthew: Right. But that was pretty much the question I had. I really ultimately want to do the healthy lifestyle niche. That's what I really want to go for.
- Michael: Well, all you've got to do, you find the trade associations for these people.
- Matthew: I've got it. The one local called Conscious Choice, and I'm flipping through it last night.
- Michael: These people are real granola types. They're clueless when it comes to marketing. But that's great. I think that would be a great market to go after. Let me tell you, there's a lot of potential; one little product. I just read a story in a magazine about a lady who was a manicurist and she designed this all natural manicure solution for women to do manicures at home rather than going to the manicurist. She calls it the one minute miracle.
- Matthew: I saw that at the trade show in Las Vegas.
- Michael: Did you see that?
- Matthew: Yes.
- Michael: I read her whole story.
- Matthew: I didn't know anything about the background of it, but she actually grabbed me as I walking past. It was like the one-minute something or other. They grabbed my hand.
- Michael: One-minute miracle. They demonstrated it.
- Matthew: Yes. They did it right on my hand.
- Michael: Yes, that's it. This lady is doing \$20 million a year. She's going international. One little product. She controls all the manufacturing. She started buy all the natural ingredients right from the grocery store and then she made up her formula. It was a goop and they put it in a bottle and they controlled everything. It's just amazing.
- Matthew: It comes with a buffer and all this other stuff.

- Michael: Yes. I didn't see the kit, but a bottle sells for \$30.
- Matthew: Yes. They were at the trade show. Essentially she told me she started out actually with doctors because doctors and nurses have to have their hands super clean. So, they have a technique that they actually seal your nail.
- Michael: Oh really.
- Matthew: They water seal it. So, nothing penetrates it the way they buff it with this little block and then they put this sealing on it. They said their initial market was doctors. That's how they go after doctors and nurses. And it maybe a different product.
- Michael: Well, if it's called one-minute manicure, that's it because they trademarked it. There's a lot of potential everywhere. It's like a candy store out there. It really is.
- Matthew: Michael, from your website, you actually accumulated a lot of this and I read your whole story. Do you do marketing consulting like Richard or are you an info seller?
- Michael: I'm pretty much an info seller, but I do, do marketing consulting because on the HMA University, I keep adding stuff for the consultants like you heard me demonstrate that opportunity analysis. Well, I keep doing it.
- Matthew: That was the mover guy?
- Michael: Yes. Well, we had the mover, the computer guy, the string cheese guy, and the accountant in Australia. But I've done more. I just finished a USP project for a guy in the dental lab industry. He's a dental lab out of New Jersey, so I'm doing consultant. I did it for trade, but it was a nice little project. I got paid for that and then he allowed me to record the whole thing. So, you're hearing me for real do these USPs and develop them. I also did another trade with my website developer for about \$3,000 worth of website hosting because I have a server. I've got a lot of content on my site and it's expensive. It's about \$3,000 a year and I trade consulting services for him. So, I developed his USP and took him through this second project, implementing the USP integrated into his business. I have the recordings of that. So, you're going to learn by listening to me, at least how I do it.
- Matthew: If I decide to get the package, how soon can I actually have it as far as requirements if I do exactly what you guys say as far as listening to this first? How much time would it actually take for me to have enough

information to actually start hopping on the phone like Richard says to actually start calling?

Michael: You have enough information right now without buying anything to go get a client because you've got four hours of me doing the opportunity analysis. You've got a blueprint on how to do that opportunity analysis. You could approach your friend and say let me try something. I'm trying something new. My passion is marketing. I've been studying all the great masters. I've been looking at your business, at least talk for an hour--this is like your real estate guy--I see some things you're doing fantastic, but I think you're leaving some money on the table. Let me take you through a proven systemized questionnaire. Let's see if we can find some money for you. No commitment. I don't know if I can help you. I might be able to, but it'll just take an hour of your time. Let's do this. What do you think? And see if he'll meet with you. And then as you take him through, that's your selling machine right there. So, as you take him through the USP and you say, well, why should people buy your real estate course? Like I've done on those recordings. And then you should always be closing as you go in there. You say, look, do you see how not having a USP, not having a direct mission statement could be costing you money because no one knows what you really stand for? And he says, yes, yes, I see that. And then you take him through some up-selling opportunities. What do you do with all those people who come into your seminars and you never follow up? And you say, you see how if you just follow it up with these how you could bring in--and you do the numbers--you bring in another \$50,000 a month? He says yes. But he says I'm too busy to do this. And then you've got him. So, you close all the way through. But you can do this starting today. Now, once he says okay, yes, I'm game and you sell him on your consulting services and you sell him on four or five projects or three or four projects at a time, anywhere from \$1,500 to \$5,000; it depends. Maybe you're going to need a system to learn how to do it, but from the time you order, you can start listening to the training. You'll have yourself 30 days because generally it takes 30 to do a USP. That's what you tell your client. It doesn't take you 30 days to come up with it. You can knock it out in a week, but you'll have the audio right in the online section. You can start listening to the audio the minute you pay.

Matthew: It helps you kind of help formulate...

Michael: Yes, it's a system. It's all broken down. So, Richard's teaching you. Here's what you do in step number one, developing the USP. And each step in the system there's four things you have to do. And you have all the questions to ask, all the forms. It's systemized. Do this next, do this next, do this next. Then you develop your USP. And then you've done your project number one.

Matthew: And the price range on that kind of goes all over the place.

Michael: Yes.

Matthew: The typically price you charge for the USP because I remember some of the students on the interviews asking should we do contingency, so forth, and Richard kept emphasizing you can do contingencies, but you want to have them pay...

Michael: You want them to pay. You want them to put some skin in the game. If he puts money in it, it means he's serious, he's qualified himself, and you guys are partners. You're a team. If you say let me do this for you for free, forget it. You're not in charity work. And this all comes with confidence. As your confidence goes up, your price goes up. If this guy was willing to work with you and you saw some stuff in his business and you knew just by following up with his customers, you're going to put \$50,000 a month in this guy's pocket, don't you want something for that. You're going to demand it.

Matthew: Absolutely. And that's probably where my biggest thing is. I've been sort of consulting with friends with businesses all this time. Every time I would learn something new, I just wouldn't charge them.

Michael: That's because you didn't know if you could perform or you didn't know if you could have the confidence to do it. But you're going to guarantee them that they're going to make all their investment back by the time you take them through your steps of the system. But the key is, it takes two to tango. If this guy is not willing to work with you and he's the boss of the business, you need to tell him that here's how you're going to answer the phone from now on and here's what you're going to put on your invoices, and he's got to be on your team. We address all this stuff with people who I've interviewed who are actually working the system. So, you'll hear people who have been there before exactly how they handle all this. Real case studies of Richard's consultants. No, you'll have the education, for sure. The only thing I can't give you is the confidence. You'll have the roadmap. You'll have the education. You'll know what to do. But you're going to have to take it from there.

Matthew: Yes. I definitely understand that. How long would it take to actually get the package?

Michael: I can send everything out today. You've got two boxes. You've got all the videos from the 1990 training. It's all in VHS. And then he just did another training just two and a half months ago from 2005. So, you'll have

an updated training. That's all on DVD. So, that's going to come in one box. And then the other box are the 11 manuals of the actual system.

Matthew: Does that come with the formalities of setting up agreements and paperwork and all of that stuff?

Michael: Yes, there are forms. There's printed opportunity analysis worksheet. But I also had all that stuff digitized. You're also going to get access to two parts of the HMA University. One is all the audio online and then also all the forms have been digitized, so they're in PDF. You can print them out instead of relying on the hard copy. I've taken all the postcards and the promotions and the letters and the brochures; those have all been digitized. They're there for you. You saw that big list of all that stuff?

Matthew: Right.

Michael: That's all there. When you get into the site, you'll see that same list, but you'll have links to this stuff. You'll have the intellectual property rights and the resell rights of all those reports that I have. You'll have them in PDF form and in Word so you can change the headers. So, you put your company name on there so no one comes back to me, they come back to you. Do you know what I mean?

Matthew: Right. I haven't really formally done my business name. Is it a common practice to actually have a name or with like Jay Abraham goes Jay Abraham?

Michael: One of the best pieces of advice, I'd just use your name. Start as a sole proprietor. Don't wait until you get incorporated. Just start as a sole proprietor. When you start making some money and then you have some income coming in that you could stand to lose, then you want to protect yourself. You can just call yourself Matthew Consulting or whatever you want. Now, you could get a different name. If you want to have a different name, it's no big deal. You just go down to your County Clerk's office and get a fictitious business name.

Matthew: Right. I was just wondering from Richard or your standpoint...

Michael: Do you think if you're going to come to me and show me how to make \$50,000 more a month, do you think I give a shit about your name?

Matthew: Right.

Michael: And that's the whole point. Forget the image stuff. They don't give a rat's ass about you. They really could care less. They just want the damn

money. Give them the money. And if you keep that in your mind, that's really what they want. You're there to show them the money. You're the moneyman. Unfortunately, it would be nice if they really care about you and they're going to act like they care about you because you're the moneyman. Do you know what I'm saying?

Matthew: I play the moneyman in my job.

Michael: That's right. You're the moneyman.

Matthew: Everybody's nice to me.

Michael: When you're saving them money on their taxes, do they care about your company name?

Matthew: Absolutely not.

Michael: No. See, that's what you've got to get in your head.

Matthew: I just realized another thing.

Michael: What?

Matthew: I've got an old relationship with an accounting firm I used to work at. I mean I could probably get that whole business. The whole firm was 25 accountants, CPA firm.

Michael: One joint venture relationship could keep you set for a long time, especially if they've endorsed your services. Did you ever watch the Power Point presentation?

Matthew: No, I haven't seen it.

Michael: Well, that's on that page where all the recordings are, the Power Point presentation of Richard and I role-playing. I'm acting as if I'm a CD packager manufacturing company. And it's him taking me through the entire system. Are you online right now?

Matthew: Yes, I am.

Michael: This thing is kick-ass. This is an automatic lead generating tool that you can put anyone through anywhere in the world. Let's say you're a potential client. I'd say, Matthew, look, I'm really, absolutely swamped right now. I know you're interested in growing your business. Here's how I work. If you're really serious about growing your business and you want

to know a little bit more about what I do, I've put together a Power Point presentation and it'll give you a 60-minute outline--it's an advertising and marketing workshop--will show you the system that I'm trained in and what I can help you do. So, then I'm just going to send you a link. Are you willing to take some time and watch this and then we can talk later in the week?

Matthew: Sure.

Michael: So, I just email you the link. Now, keep in mind. I'm going to customize this presentation with your picture, your company name, your email address. We could put it up on your site where no one can get back in touch with me. It'll be totally customized for you.

Matthew: Right. I just got it now.

Michael: So, click on that. You can change this however you want. This is just a template that I'm using. This is a generic one here. This will have your email address in here. If you click on the bio, it can have your bio. It's an hour-long presentation. That's the entire system that you're going to do for a client.

Matthew: This is pretty nice.

Michael: We go through all the pillars, all your steps of the system. Do you see? And you get the printed transcripts of word for word. You could turn the audio off and take someone through this presentation right here from anywhere in the world. This is the entire presentation.

Matthew: This is exactly what I need.

Michael: You get this customized for you. You could go to one of your accounting partners and say, hey, I'd like to buy all your customers a presentation to show them how to grow their business without spending more money on advertising. And you send this letter out to all your clients. I've got a sample of a letter that you can send out to all the clients and you just send them to the link and get them on their time going through your whole presentation. And then the ones that come out on the end are the ones interested. So, if you go to the very last slide, slide number 28, you're going to direct them to contact you.

Matthew: I need to do it like the bank. I'm going to have one of the credit card companies finance this.

Michael: That's fine. If you want to do it in the next couple of hours before my UPS guy comes--if I can get everything boxed up, I'll have it out to you today. I'll give you instant access into the site. And, look, I'm reachable. I talk on the phone to my people. I'm not going anywhere. I'm never too busy to talk, if you've got questions for me. I'm going to grant you that interview with that buddy of yours or anyone. I'll do it with anyone you want.

Matthew: Okay. Thank you.

Michael: I'm here to support you, to help you out anyway I can. I really do want you to do good.

Matthew: This has really been the missing link because I've been swimming in a lot of this information for such a long time. I needed some vehicle to implement it and turn it into actual cash. I see so many businesses that need it so bad and I feel bad that I don't know really what to do or really where to start with them.

Michael: I understand. I don't know if you remember hearing it. It's a great quote. He says, remember this, all the musical notes were there before Mozart came along.

Matthew: Exactly.

Michael: Wasn't that great? It is so true.

Matthew: It is so true because probably a lot of this stuff I read or came across or studied somewhere, but not knowing how to systemize it was the real shortcoming of it all.

Michael: Right.

Matthew: So, the consultants themselves, do they call you when they have questions or they email you?

Michael: You're going to call me and email me. I'm your go to guy. Anything you need, it's me. You're always going to be dealing with me. And then if you have anything for Richard, I arrange it. I'll get him on the phone. I'll ask your question on your behalf. I'll get him to call you if you really want to talk to him about something pressing.

Matthew: Okay. I think I got the _____. I'll get it as soon as I get it out to you.

Michael: You've got it.

- Matthew: How long will this typically take if you ship it today?
- Michael: I'm in California, you're in Chicago, it's five working days. If I get it out today, you'll have it this time next week. But you'll have plenty of stuff on the HMA University to keep you busy.
- Matthew: Okay. So, then I can just start at least getting the opportunity analysis...
- Michael: When I send you into the HMA University, there's going to be an hour tour that's going to tell you what's there waiting for you; what's in the site there for you. And you'll take that tour. It's me describing it to one of the consultants.
- Matthew: In the package itself, does it tell you exactly step by step what I should be doing like you should watch this first or is it just...
- Michael: It doesn't really. What I would recommend is you start with the DVDs because that's the most recent training from 2005. But while you're waiting for this stuff, I've got all the audios online from the 1995 training. What I would tell you to do is don't get overwhelmed. It is a lot of content and you don't need it all to be successful. What I would do, as you're going through this, I would maybe relisten to a couple of me doing the opportunity analysis and I would go set up an opportunity analysis with someone as soon as possible.
- Matthew: Okay.
- Michael: That's your key. You've got to put them through that presentation. You've got to practice at that.
- Matthew: It's funny, Mike, I've actually done this. I would just grab a Jay Abraham questionnaire and sit down with a client. I have no problem sitting down with people. It's just that I didn't understand what the next step would be.
- Michael: Right. Well, in the Jay Abraham thing, there are a lot of questions in those forms and you can get a lot of information about the business, but it's not designed--on this opportunity analysis, it's showing you why you're doing it and there's a reason because you're selling them on each step of your system and you're getting them to sell themselves and you're closing all the way through it. You're there to find the money in their business and you're going to show them where the money is. You're going to show them so much money in their business that it's going to be crazy for them not to pay you a little bit of money for the lot of money you're going to find them.

Matthew: I got it.

Michael: All right. Welcome to the club.

Matthew: That's a lot and I look forward to working with you soon.

Michael: Take care.

Matthew: Thank you so much.

Michael: No problem.

Matthew: Bye.

Michael: Bye.

That's the end of this recording with Matthew. I hope this has been helpful and I hope I've answered some of your questions about the HMA system and the opportunity. If you have any questions, please feel free to call me directly at (858) 274-7851 or you may email me at Michael@MichaelSenoff.com.

[End]

Michael: Hi, this is Michael Senoff. Here's part two of the interview with Matt. He is discussing how he's getting ready to go pick up a \$1,500 check for his first USP project. We also discuss about all his opportunity analysis and some of the hidden marketing assets he has found in the clients that he has taken through the opportunity analysis. This is exactly as it happens. How Matt went out there, took some potential clients through the opportunity analysis and landed himself a client with a \$1,500 USP. I hope you find this insightful. Enjoy.

Michael: How's everything going?

Matthew: Everything is good. I'm actually on my way--you know that email I sent you about that guy.

Michael: Yes, bean products.

Matthew: I'm on my way now to his office to pick up his check for \$1,500 he is supposed to give me today and then I'm going to set a timeframe to do that USP.

- Michael: That's great.
- Matthew: Because I actually got another workshop with the first guy I told you about, the American Wellness Institute.
- Michael: Yes, your buddy.
- Matthew: I'm supposed to go meet with him tomorrow and do a little focus group with him. The money part is the issue with him. He's going to have to pay--I'm still charging him \$1,500, but he's going to have to pay it to me in incremental payments before the end of this month. So, I expect a check for \$300 tomorrow and do the focus group and then he's going to pay me over the month. He's only just starting that thing out. He's a real estate investor, but essentially he's selling info. He's an info product marketer is what he is doing.
- Michael: Well, did you take him through an opportunity analysis already?
- Matthew: Yes, I've taken my uncle through it. I've taken four people through it. My uncle, I already kind of had him as a client, so I'm kind of back stepping with this stuff because I was already doing stuff for my uncle. But I went through that thing with him already, so I'm going to kind of back step and propose these projects because I was just working with him on an hourly rate. But I want to come back with his stuff and kind of just say I'll do it for \$1,000 a project. But those clients I already had, I want to grandfather them in or whatever at \$1,000 as opposed to \$1,500 for that first one.
- Michael: Well, that's fine. You're the boss. You do whatever you think works. As you get more proficient, it's not going to take you long to do these things.
- Matthew: Yes. I went through--I went and I just immediately did about four or five, kind of like practices. This one lady is kind of like a iridologist. I don't know if you know what that is, but she can actually take a videotape of your iris and actually give you fairly accurate diagnosis of your health; everything from like the stress in your digestive system on down to diabetes in the family. I mean it's some really...
- Michael: As you take these people through the opportunity analysis, are you finding any hidden assets?
- Matthew: I am, tons of them.
- Michael: Like what? Give me an example with the bean product guy.
- Matthew: Well, the bean product guy he makes--if you go to his website...

- Michael: I'm at his website right now looking around.
- Matthew: He makes--if you go to the furniture section, he's the only manufacturer of 100% eco-friendly sofa. It says like \$5,200 sofa there.
- Michael: Under the hemp products, yes, I see it right there.
- Matthew: It's a \$5,200 sofa.
- Michael: And it's all made out of hemp.
- Matthew: It's all hemp and natural _____. It's a whole story behind--I've got it all written down. There's a whole story behind this guy who--like they hand make these things.
- Michael: That's a nice sofa. It's a pullout bed?
- Matthew: Yes. And that's the thing. It's the only eco-friendly sleeper sofa in the industry right now.
- Michael: How much does he make on one of these?
- Matthew: I don't know because what he's doing, he's not going--he's not really doing a lot of the direct sales. He's actually--most of his income is--he's the manufacturer, so he's selling to like a retailer or wholesaler. So, he's not making a lot of money if he sells in that channel, in that pathway. If he was to sell it direct, his profit would be huge. So, what he wants to do is beef up his direct sales a little more because he's not doing much in that area at all.
- Michael: So, this hemp sofa, is that the most expensive thing he has?
- Matthew: I think so. That's probably the most expensive thing. The rest of his stuff is--he has a couple of hemp beds. He manufacturers--he does a lot of those yoga mats. That's a big thing, those organic cotton yoga mats. He has those meditation benches. He actually knows--listen to this--as I was doing the opportunity analysis, you know this guy Weil, the big health guy? Nathan Weil?
- Michael: No, I haven't heard of him, but go ahead.
- Matthew: I mean he's really big in this health. He's an older guy with a gray beard. He wrote this book called Optimal Health. It's been on the best seller for a couple of months. He knows this guy. I mean he hasn't seen him in many,

many years, but he installed the solar panels on this guy's house 15/20 years ago. And they actually wrestled in the desert wherever the hell this guy lives. So, he knows him. If we can somehow get some type of a strategic alliance with this guy, reacquaint him with this bean products guy, if we can get him to endorse to his list, it would be ridiculous.

Michael: What kind of volume is this guy doing?

Matthew: About \$1.3 million is his revenue for last year.

Michael: For everything?

Matthew: Yes, for the whole company, but he's small. What his layout is he's essentially selling to some of the big catalogs in that industry. Guyem being one of them. I'm not familiar--I don't know if you're familiar with Guyem. And he's selling a lot. He's reselling--manufacturing and selling a large volume to him. He said they do maybe--they probably buy \$400,000/\$500,000 worth of product from him a year. That's almost half of his revenue.

Michael: Right.

Matthew: He has a couple other ones that may do \$200,000/\$150,000/\$100,000 and then the rest is just little small retailers that you wanted to open up a organic meditation type online store and you wanted the meditation benches. So, his other customer base is kind of made up of that.

Michael: That's sounds good. This sounds like an exciting company to work with here.

Matthew: So, this guy is probably the only one in the Mid-West doing anything like this because that's a unique selling proposition, as far as regional is concerned.

Michael: Yes, absolutely, it is.

Matthew: That's pretty much the deal with him, but he has tons--I'm talking about tons of stuff. Doing the opportunity analysis, it took so long it was crazy. I started to meet with him at 3:00 Mike. We talked so long it was eight o'clock by the time I got out. He was just unveiling all this stuff...

Michael: That's great, though.

Matthew: ...about his company. He's really interested in beefing up his margins and going more direct as opposed to selling it at slim margins to these

wholesalers or these retailers and just making a little. He's more interested in possibly creating an entirely new company and then just going direct.

Michael: That's probably smart. Why don't you find out what it costs him to make all his furniture and find out what the margins are if he could sell direct.

Matthew: Yes, okay.

Michael: Then you know what it's going to--you know how much money--if he can make \$3,000 on a sofa, how many pieces of direct mail does it take to sell two of them. Then it's just mathematics from there.

Matthew: Right, exactly.

Michael: And who is his specific market ordering and considering who could really benefit from one of these hemp sofas; people with extreme allergies and stuff. I'm sure there's a great market for this stuff.

Matthew: Yes, it's a huge--I mean this industry is growing so rapidly. In the case with the sofa, of course you have to have somebody that can afford it.

Michael: That's true. But he could always finance it if he's manufacturing.

Matthew: Right. He can finance it if he wants to get into that. I mean I think there's a dichotomy in this industry. He's real hard-core. It may not be financially--may not be feasible for him to do it, but then you've also got a lot of really affluent people who just buy this shit because _____. Like if Tom Cruise bought a damn hemp sofa for \$10,000, a lot of other wealthy people might say hey this might be the in thing.

Michael: That's right. Well, there's a list for anything. You've got to find out what the margins are on this stuff and that maybe a great way to take. But for now, I would just stick the per project. You get paid per project. And then if other opportunities arise and you feel good about working with him and he doesn't kill your USP and he's on the same team as you, then you can consider doing some other ventures with him. All kinds of stuff could happen.

Matthew: Yes. And he's really totally pumped up on this USP, so he's sold on the idea of having one because he just doesn't have one.

Michael: And he may need a couple USPs because he's got a lot of different stuff. You may want to break the furniture manufacturing apart and create the USP just for his hemp furniture products and then something different for all the other stuff.

- Matthew: Yes. That stood out immediately. He has about four or five different lines of things that he's doing.
- Michael: That's right. And there may be an opportunity even to charge him a little more for the project. You've also got to find out, out of his whole business, where is most of the money coming from. You said about half of his revenue is from his resellers, but if you look at all the products on his site or that are available, where is 80% of his sales coming from, 80% of the profits coming from because a good strategy also is to get rid of the losers and just focus on the winners.
- Matthew: Exactly.
- Michael: And then take that money saved and put it into the marketing of the best selling stuff.
- Matthew: Okay. That's definitely something I can do. I've been diving into this USP manual because I'm doing a little focus group tomorrow at 8:30 in the morning.
- Michael: Very good.
- Matthew: So, essentially it's all in the manual. I'll figure it out. Have you done one with someone?
- Michael: Oh yes. You can go listen to me--not a live one, but on the University, the HMA University, there's a whole section on USPs and it's me doing a USP--I've done four, three or four of them, developing USPs. One is for a dental lab. One is for my website hosting company.
- Matthew: Yes. I listened to that guy, which I may want to use him for my uncle's website. He's in Chicago.
- Michael: I'll hook you up with him. I think there's a link to it from the recording there. Well, look, you're doing it. You're out there doing it and that's all it takes. And look, you've got yourself a USP.
- Matthew: Yes. So, now I've got to get on to those phones again because I've got a ton of people I just didn't call because I've got kind of _____ relationships that I want to test it on, to figure it out and stumble on it with people I already knew.

- Michael: Now, this guy, if you get in with him, he's got a lot of suppliers and a lot of vendors that you maybe able to access. Do you know what I'm saying? So, if you worked it right, you really shouldn't be calling cold.
- Matthew: Right, exactly.
- Michael: How about the guy selling the information products? Did you find a lot of hidden assets on his stuff?
- Matthew: I did. The uniqueness about him--I took him through the opportunity analysis. One is a huge hidden market asset is his close ration is really low. I mean he's only closing three out of ten. His processes--his sales and leads and sales processes, he has a spot that comes on two days a week.
- Michael: A radio spot?
- Matthew: Yes. He's running on a radio. He's already had this stuff in place before I met him, a radio spot, and he's driving the listeners to call in to his secretary at his office to register for a workshop. And the workshop, I don't know, is \$5 or \$10 or something. They come to the workshop. He gives them a presentation on the benefits of real estate and then after the seminar, they offer these three or four levels that you can get involved in as far as real estate. And one unique thing about him is that he has software that you can basically plug numbers in from your real estate deal and the software kind of in the background gives you a green or red light telling you that it's good or is not good. So, that's kind of unique, but I think that they're not qualifying their leads in the prospects good enough. That's why their ratio is low. Plus he just doesn't have a USP.
- Michael: Yes. There you go. His secretary answering the phone maybe dropping the ball on a lot of those calls.
- Matthew: She just answers the phone and says American _____.
- Michael: She's dropping the ball. She's not capturing names. She's not qualifying. There's probably the weakest link right there.
- Matthew: Right. So, what he's doing is the radio show that he pre-records and it's kind of like a direct mail thing, for the next so and so minutes you can call. I've got eight left. He's kind of using some of the direct mail response mechanisms to get a response immediately. But there's no USP in place. If they're closing only three out of ten in the seminar, I'm thinking that they're doing a bad job of qualify on their first call.

- Michael: That's probably true. How much is he selling? So, he's selling three different packages? How much volume is he doing on the information products?
- Matthew: Three levels, so you can get the silver, gold, and the platinum. For the platinum they're only maybe like \$700/\$800; the other ones a couple hundred less and a couple hundred less. So, they're kind of like stepped like that. So, he's closing most people into the platinum...
- Michael: He doesn't have his presentation on video or audio?
- Matthew: He does.
- Michael: He does. Can he put...
- Matthew: He has it on DVD. It's a taping of one of his seminars.
- Michael: He maybe able to put that all up on line on a web page and have the radio commercial drive them to that website.
- Matthew: I think they're actually working with his web guy to do that right now. That was even before I came. He was already thinking about that. I think he's already in the process of doing that. I don't know where it is. There's not that much quality. The videos are not high quality. He may have to invest more in the production of them, but for his market, you know, one unique thing about him he also has a payment plan, which Ron Legrand and all these guys, they're not taking payment plans. If it's \$500, you better put it on your credit card and that's it.
- Michael: That's true.
- Matthew: With his market, he's essentially dealing with single black females from 20 to 50 years old making anywhere from \$25,000-\$50,000 a year.
- Michael: That's his market, single black females?
- Matthew: Pretty much. He says a lot of his customers are _____. Almost all of-- 100% of his customers are black. I was going through the analysis, we narrowed it down a little further and it's essentially females that are going to his stuff.
- Michael: Very good. All right. Well, that sounds good. You're kicking butt.
- Matthew: I'll keep you abreast. Maybe we can record some of this other stuff. Once I cash a check, I'll be a little more excited.

Michael: No problem. You cash that check. Let me know. I'm back in action, so I'm here. I'm not going out of town and keep me posted.

Matthew: Thanks a lot for the call, Mike.

Michael: All right. Take care. Bye-bye.

Matthew: Bye-bye.

[End]