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How To Know For Sure If The Opposite Sex Is Interested In You

*Michael Senoff Interviews
Master Persuader Kevin Hogan*

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.

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Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Know For Sure If The Opposite Sex Is Interested In You.

Mind-blowing Interview With Master Persuader Kevin Hogan.

Kevin is going to blow your mind. There is so much cool information in this interview, that your going to be like a kid in a candy store. So who is this guy? Kevin is regarded to be the nation's leading body language expert. He is also a well-known international keynote speaker, consultant and corporate trainer. He has trained persuasion, and sales skills to leaders in the government of Poland, employees from Boeing, Microsoft, Starbucks, Pillsbury, the State of Minnesota, 3M, and the United States Postal Service.

Kevin is the author of twelve books, including, The Science of Influence, The Psychology of Persuasion and Irresistible Attraction. He is often called the USA' "go to" influence and persuasion consultant. He has shared his expertise about body language, persuasion and influence with the New York Times, CNN, the BBC, Fox Television, and dozens of popular magazines like Cosmopolitan, Playboy, Redbook, Maxim, Selling Power and others.

Kevin is the go-to resource for analyzing key White House figures. Hogan consulted on the body language of the Presidential and Vice-Presidential candidates during the 2004 elections. Kevin has trained some of the world's finest investment bankers in Bologna, Italy. There is more I can tell you about Kevin, but you don't need more. All you need to do is press the play button and listen how you can use these ideas and tactics in your consulting practice.

Michael: How can one read the body language of the opposite sex and know for absolute sure if they like you or are attracted to you?

Hi, this is Michael Senoff with Michael Senoff's www.hardtfindseminars.com. Here's a special recording exclusively for our HMA Marketing Consultants and

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it's an interview with a special guest named Kevin Hogan. Who is Kevin Hogan? Kevin is generally agreed to be the nation's leading body language expert. He's a dynamic, very well known international motivational and inspirational keynote speaker, consultant and corporate trainer. He has trained persuasion sales and marketing skills to leaders in the government of Poland, employees from Boeing, Microsoft, Starbuck's, Cargill, Pillsbury, Carlson Companies, Fortis Insurance, Great Clips, the State of Minnesota, 3M, The United States Postal Service, and numerous other Fortune 500 companies. Kevin is the author of 12 books, including "The Science of Influence", "The Psychology of Persuasion", and "Irresistible Attraction"; he's often called the USA go-to influence in persuasion consultant. He has shared his expertise about body language, persuasion and influence with the New York Times, CNN, the BBC, Fox Television and dozens of popular magazines like Cosmopolitan, First for Women, Women's World, Playboy, Woman's Own, Redbook, King, Maxim, Selling Power and others. He has become the go-to resource for analyzing key Whitehouse figures. Hogan was consulted on the body language of the Presidential and Vice Presidential candidates during the 2004 election. Hogan has taught persuasion and influence at University of St. Thomas Management Center and is a frequent media guest. We've got Kevin here for over an hour. I've got him revealing all his most sacred secrets on body persuasion and how you, International or U.S. HMA Marketing Consultants can use these persuasion techniques to get more clients, to close clients easier, to get your clients to like you and to increase the overall sales of your consulting business. Get ready; he's been very generous in giving us his time so let's get going. There's a lot to cover and certainly this is another one of those interviews that you've got to listen to five or six times. So enjoy!

Michael: How did you first become interested in persuasion?

Kevin: Back when I was a kid, I grew up in Chicago; we grew up pretty poor. Life was not great; my dad had left when I was 4 or 5 years old and so I didn't really have any money. So from a very young age, I learned to start little teeny businesses like I sold greeting cards, Christmas cards; I'd shovel people's driveways; I would cut people's lawns; I would pick people's weeds, all depending on how old I was and what skills I had or developed. But when I was selling things I found I was making more money and it was really strange, even as a kid, like 11, 12, 13 years old, I realized that, hmm, some of these people should have bought these greeting cards because everybody needs greeting cards. So why are only half the people buying from me? So I started to think about that and actually as an 11, 12 year old kid started to read like Napoleon Hill and "Success Through a Positive Mental Attitude" with Clement Stone and so I started reading all this stuff as a little kid. I even read a couple of books on hypnosis as a kid, and one by Ormond McGill and it became fascination. And then I stayed in sales

related stuff through college; college is where I picked up the real fascination in non-verbal communication, which turns out to be the most crucial piece of persuasion. It's not necessarily all the words on the web site; it's the nuances on the web sites that sell. It's not necessarily the words you say to your prospect, it's the nuances, the environment; the waitresses where you sit, all that stuff and so everything became fascinating when I started taking these non-verbal communication classes and I actually took part in research projects. That was a blast. I was like, oh my gosh, just like what you dress like and what you look like and how attractive you are or aren't; all that stuff influences. It changes everything; for attractive people, they live in one world; unattractive live in another. Wealthy people live in one world, poor people live in another one. But the perceptions that people have are formed so instantaneously whether it's your web site, or whether it's an ad on TV, or whatever; things influence people without them even being aware of it. And so it just became fascinating to me from being a little kid and it never stops. Every day I see stuff that's like, oh my gosh, does that really work? Back in the late 70's through the late 80's, there were some basic non-verbal communication and human interaction-type classes; there were social attitude classes, the formation of social attitude, persuasion in groups. At the time there had been a really powerful study done by Philip Zimbardo out in California with the famous prison experiment where half the kids were guards and half the kids were inmates. And this experiment was done right after Viet Nam and it was a very protest time. It was really a pretty interesting time and so people started to go, hmm, that stuff's really interesting. So it caught on and a lot of the stuff that people didn't want to talk about that was sort of like the hidden persuaders, the Vance Packard and the true believe of Hoffer and all that kind of stuff; they actually started studying and putting it into college curriculum. Now today you won't see a lot of the stuff that I read about in psychology but you'll see it in neuron-psychology or you'll see it in consumer behavior classes. A lot of the research that I do is in medical. For example, like what does a doctor do in a specific situation; how does he present options to a patient? And how the patient will decide or the doctor will decide what to do based upon how the information was presented. So the stuff is not quite as secret as you might think but I will say that it's not easy to get because it's extremely expensive to get this kind of information. You either have to be in that University learning from that professor or you have to be able to afford to subscribe to the academic journals, which are really spendy. So I do have a nice edge over the competition who might be talking about NLP or hypnosis or old fashioned selling techniques because I don't even think in those terms any more. And for me everything is about all of the new

information that's come out in the last 20 years and I have to actually think back to how to sell; the old models of selling. Because they're not that relevant to me anymore. And actually they shouldn't be for most people because there's so much better stuff out there.

Michael: Let's say you're at a party and someone comes up to you and says, nice to meet you, Kevin, so what do you do? What do you say?

Kevin: If you're at a party, then literally this is potential clientele here. I'm Kevin Hogan; I'm an author. I wrote the book "The Psychology of Persuasion". What's your name? John Smith. John, nice to meet you, Kevin Hogan. I wrote "The Psychology of Persuasion". You haven't seen it probably; have you? You know that's the great way you drill his name into your head and you've introduced the fact that you are author. And by the way, if this is going to be listened to by consultants, every single consultant out there should be a writer, too, because unless you're a TV star, which most of us aren't, or a radio star, which most of us aren't, people love to talk with authors, whether it's the author of magazine articles or whether it's the author of a book. And the perception of credibility for consulting goes way high when you can say, author of this book. One of the great things you have an opportunity to do when you say that is, have you read it yet? And they'll say no. You say, oh it just came out. What's your address? I'll send you a copy in the morning, autographed and everything. And then you just have built a relationship in a way that nobody ever thinks. Basically what you've just done is you've created a relationship; you're giving the person a gift, and the person is going to respond with thank you. And you're going to drop them a note back, follow up on it and literally you'll build relationships like that which nobody does this kind of stuff.

Michael: Have you done that quite a bit?

Kevin: No, because that's not my world. I have people who do it with my work that I license my work to that are consultants. For example, my book, "The Psychology of Persuasion" has done pretty well around the world, and so I have licensees around the world. And what they'll do is, for example, they will send a copy of my book, because they're licensed to teach my material and train it to companies or to individuals. So they'll take Federal Express, they'll put a copy of my book into it and they will send it to John Smith, CEO of Smith Corporation and then 2 days later, they'll say, hey did you get a copy of "The Psychology of Persuasion"? And the guy will say yes, and they get appointments for whatever business

they're in, whether they're going to be consulting or training or doing a seminar for the company. They get an appointment to go in and work with the person. I literally do almost no networking in real life. I'm sort of like Elvis where they bring you in behind the kitchen, you go out there, you do your thing, and you're gone in 2 hours and you're off on the plane to the next place.

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Michael: How do you have your consulting business set up?

Kevin: Well first of all you should sort of understand that I do a lot of things; I write, I create CD programs which are pretty cool, I do consulting with about 2 dozen people around the world on a regular basis (some are company owners and some are people who are sales people; other people they just want to have a better life) but I prefer to be in helping people how to build money because that's really my preference right now. But influence in selling techniques is certainly really relevant, too. But I'm not actively pursuing business right now and if I do, it's through Internet. 70% of income that I personally take in is probably through the e-zine, "Coffee with Kevin Hogan" and our web site combined.

Michael: You're saying through your Internet web sit and your e-zine would you consider this one of your most effective ways of getting new clients?

Kevin: There's nothing even close. The ability to develop that relationship when people get something as massive quality, I just dressed up on the e-zines. Most of them are really not very good because they miss the point of what an e-zine is. An e-zine should sort of be a personalized conversation with a singular person and in my e-zine every week, I tell them what I watched on TV that week or I'll tell them that I was in Vegas if I was in Vegas, or wherever I was. And just a couple lines, I saw this show, saw Love at the Mirage with the Beatles, Cirq K de Soleil, it was really cool and go there when you're in town. If I ate at a really cool restaurant, I'll say I ate over at Emeril's, man you've got to go there, that was just really good. If I took my son somewhere else, I'll say we went to Treasure Island and watched the sirens. You should bring your kids over there if you have the kids in town; stuff like that. And then people get to know you, they get to know your weaknesses, which is really important, and that you're a real person and that you're not

Superman and that you communicate like a person who has challenges in life; that stuff goes wrong. The IRS audited us, yuck, I hated that; or whatever. And then go in and talk to people, give people valuable information, articles, but some of the articles you'll see on the Internet which are re-sale articles, I mean really cool stuff that they couldn't get anywhere else if they tried. And then you set yourself apart. And you're always welcome to put a little commercial into your e-zine as well at some point, usually towards the bottom is good. Let people get through it; develop the relationship; don't try to get rich fast. Getting rich slow is the same.

Michael: So you said something really important. If the consultant is out there prospecting, it's important to let their target as you would say, or their prospect know that you've got weaknesses and that you're only human. Will this better the consultant's chance of gaining trust and getting the person to like him and potentially getting the client rather than acting other than you really are?

Kevin: The greatest concern that you and I have when somebody comes to our door or we buy something; and by the way, this is probably one of the most researched areas that are out there right now. Doctor Erik Knowles down at the University of Arkansas has done a lot of research into this specific area that you're talking about right now and it's called an Omega Strategy. It's a strategy that has nothing to do with creating more value with your product or your proposal. And what that means is, if I say Kevin Hogan, author of "The Psychology of Persuasion", a guy says I do something which is something I know nothing about, cars, okay so he says, I run a car dealership with special cars that nobody else buys anywhere. So I don't know anything about cars except for that they run. So this is good and I can say that. I say you know I'm car ignorant but I'm sales wise. Literally by telling people your weaknesses or letting people know that you don't have a perfect success record; that you have been successful in these areas but perhaps not that area. All the nuclear defense missiles go down, the person realizes they're talking to somebody who's honest, they're talking to somebody who isn't B.S.ing them, it's like hey, the guy just told me he's not perfect. So I don't have to go try to find his imperfection. It goes a long way towards not only building rapport but making sales. And yes, it's documented, 2 to 3 times more money probably per person if you use that kind of a concept.

Michael: How can one read the body language of the opposite sex and know for absolute sure if they like you or are attracted to you?

Kevin: Absolute sure is a tough qualification but let's just speak with general, more broad terms like how can you have the best idea possible. If you're a man and you're communicating with a woman, there are a few things that are typically misunderstood because there are such huge differences. So if you want to know if a woman likes you and if she's sort of leaning into your conversation with her hand under her chin, she probably is actually just bored to tears and this is the exact opposite of how men communicate with men. Men, if we're interested with each other, we might lean over the table and bend into the conversation and say, oh yes that's really interesting. But women are the opposite; when they become interested, they sit back and they say, huh! And then that's real. And women also tend to smile more than men but we tend to get the wrong impression as men. We think, oh she's in love with me. If she accidentally touches you, we tend to think she's in love. These are the things that are true. Women do a lot of things to be friendly on purpose or to be nice on purpose; they feel sorry for us, it's that maternal instinct. But when a woman moves into your space and she actually comes closer to you after you have been standing or sitting somewhere, or she gets up and goes to use the restroom and comes back to the table and then she positions herself in such a way that she's closer to you sittedly, now you know factually that this person likes you more. Women are very space-oriented, territorial creatures. So can you be absolutely positive? No, there are a few psycho's left in the world, but generally speaking, if a woman moves into your space, and she's significantly closer than she was before; especially if she comes up, looks at you eye-to-eye 18 inches away or less, you can virtually guarantee that person has a very strong interest and it's not in business.

Michael: Very good; how can one identify deception immediately? Let's say a consultant goes out and he's meeting with a client and he's asking probing questions and he's getting answers. Are there some techniques that we can sense that the client is telling the truth?

Kevin: There's a few things; if you're talking with somebody and they have something to gain by deceiving you, when they start to deceive you, their heart rate will increase, blood flow will go into their face and it will go up by the nose and above the nose between the eyebrows and it will also go into the ears and so you'll literally see visually their face redden. It's really pretty amazing. Another thing that happens when people deceive is their pupils tend to get smaller as you're looking and so that's a really pretty cool cue.

Michael: Why does that happen physiologically?

Kevin: Generally speaking when people are trying to take in the environment, their pupils will get larger and generally speaking when people like you, their pupils get larger; but when they're deceiving you there is a fear constriction. And when you're afraid, when you're trying to think in straight lies, for some the pupils get smaller and it does. And it's something that you can watch. And then if you notice that a person is taking their index finger or their middle finger and kind of touching their nose or their earlobe, those are the places that get the most itchy, if you will, when people have a lot of blood flow to the head. And what's really interesting, by the way, just hearing about deception and thinking about deception, actually causes these physiological changes in people. So anybody who's listening right now actually probably feels their nose itching and their ear itching and will probably scratch it and touch it with their middle or first finger. It's really an amazing phenomenon. And another is if you see that somebody is using too much eye contact, they're with you all the time, that is a pretty good sign that something is wrong. Usually people are concerned when they're being evaluated or they're judged and so they tend to look away and they look down. But people who are deceiving on purpose; somebody comes to your door, they look at you with perfect eye contact for more than 75-85% of the time, you can generally know that there's some real good quality deception going on there. You may not be able to figure out what it is, but you can usually figure out that it's there. There are other stuff but those are some easy ones.

Michael: Are telling stories to clients a powerful tool to use during a sales presentation?

Kevin: It can be. Most people tell crummy stories that they think are really interesting. Let me give you a quick example both ways. If you can remember that you told the story and the response was, you know I had something like that happen to me except for I had twice as much cars on the highway that were crashed, then your story meant nothing and so that kind of story, the story that you haven't tested in front of somebody, trying to communicate, how you communicate it. Usually people tell stories at a sale because they're not what is necessary for the sales presentation. On the other hand, if you tell a story that is uniquely relevant to the person and is often self-deprecating in humor, in other words it's picking on Kevin. I tell a story and if it picks on me; I've got to confess, this is how I made a lot of sales when I was in face-to-face sales for advertising. I did a lot of self-deprecating stories, very short, tight,

2-minute stories that were not possible to be bored in and had really cute, cool finishes, all very true and very real.

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Michael: Have you had any success using PowerPoint presentations?

Kevin: This is a great question. It's self-deprecating and this one's not on purpose. For years I have taught other speakers and presenters and managers/trainers to not use PowerPoint. Then a few years ago, my friend Jeffrey Giddemer, I watched him do a gig at Caesar's Palace where he used PowerPoint beautifully. And I thought, gosh, maybe I'm wrong. Well, this year I took PowerPoint and I did about 7 or 8 presentations with PowerPoint and I found that I really shouldn't have. For whatever reason, Jeffrey's approach is very special. But the best way for people to like you, the best way for them to buy you, because they're going to buy you before they even think about what you're selling; especially if you're a sales consultant; is probably not use PowerPoint. To look the person in the eye, to talk with them, to get to know them and to show your value as a person. Could you have PowerPoint with you? Sure, if they want to see something on PowerPoint can you then turn the computer on and show them? You bet. But to make it a presentation every single time, I think is a big mistake because it takes away the strength, if there's any strength in your presentation. It really is you as a person is the connection that's going to be made for the long term. I don't regret totally using the PowerPoint this year for experimental purposes but I probably won't for a long, long time. It's not an easy thing to do well and it takes away from almost everybody who uses it and it takes away from the persona and the presence that you have and makes you like everybody else; indiscernible from all the other people who are competing for similar business. Be you. Sit in front of the person; have weaknesses; show your strengths; show your certainty; show your uncertainty; show who you are; show your character and let the person pick you and not your PowerPoint presentation. Always be prepared for other stuff, but stay away from it. There's rarely a reason that PowerPoint is necessary.

Michael: What did you notice Jeffrey Giddemer was doing that was unique in his PowerPoint presentation?

Kevin: A lot of things. He's a friend of mine so I've watched him actually build his PowerPoint presentations and he built new ones all the time. And he does a few things that are really cool. He only uses 1 or 2 words each slide, if he uses words. He will use a lot of photos of baseball players or people who were first. Like he'll have a photo of Neil Armstrong, a photo of Marilyn Monroe, a photo of people who were first or best at what they did. And people who were winners at what they did; people that we all identify with like Abraham Lincoln and Roosevelt. But he stays away from current political figures and things like that. But his photo's all had a purpose. He never looked at his PowerPoint while he was presenting. He was in front of the audience and he would push the next frame button and then he knew the frame that was on the PowerPoint but he continued to look at me in the audience.

Michael: He was putting people in _____, he knew exactly, creating vision during his presentation.

Kevin: Exactly; the difference between what I did, because I basically modeled how he did it except for the fact that I walk around a lot when I talk verbally, mentally. I mean, I might go off on a tangent but Jeffery never goes off on a tangent because he has his PowerPoint and he can't go off on a tangent. He has it prepared; he knows what he's going to do next and he has this down like an actor. He knows exactly what is going to come next. Whereas for me, I actually had to peek over my shoulder and look up at the PowerPoint which means I'm subservient to what's on the wall. And that takes away from you. But if you want to do it right, if you want to take a chance on PowerPoint then do it so you don't ever have to look at it, but that it gives you like the backup band. You know, it's the guitar and drummer; it's back there for backup. But Elvis is on the front of the stage; Elton John is on the front of the stage; the orchestra is not visible or is barely visible. That's what you want to do. That's what Jeffery does real well with it and I don't think I've ever seen anybody, gosh I hope you're not listening guys, but I don't think I've ever seen anybody else use it very well at all.

Michael: I did an interview with Glen Turner and I'm almost positive, I just have to double check the transcripts, but I think he said Jeffery was really inspired by Glen Turner. There was this one video presentation that Glen Turner put out, this was many years ago, that Jeffery Giddemer supposedly watched 200 times and really helped him launch his whole career.

Kevin: You know, I think that's true for a lot of people. I know it's true for me. My goodness, we all have our heroes and our idols in our

profession and I know that I drilled a half a dozen different voices into my head for 10 years. I listened to the same CDs over and over and over and over and over; and they become part of you. I haven't asked Jeffery about that, but it wouldn't surprise me. I know he loved Earl Nightingale, and I know he listened to "The Strangest Secret" hundreds of times.

Michael: That's probably it. Have you ever listened to Glen Turner?

Kevin: No, I haven't.

Michael: Do you know who he is?

Kevin: I've heard the name but I can't identify him.

Michael: There was a book written about him called "Con Man or Saint". He started his own MLM company called Cost Dot. This was back in the 60's where they were selling mink oil. But he was just a real rags to riches guy. He was the son of a sharecropper, just a great story. And this guy was one amazing salesman. They used to call him a con man but the vision this guy talks and the emotion; it would be a lesson even for you. It's incredible.

Kevin: Where would you find it?

Michael: I've got some audio of his on my site. I've done interviews with him and I've got a product that we kind of put together from some of his old speeches. They're incredible; I'll send you a link. I'd love your feedback on this guy's speech. There's this one speech, and I forgot what it's called; the Red Suit Speech, he's in this red suit. And I've got the audio of it, but he said after he would do this speech and this is recruiting people into his multi-level marketing company. He'd fly all across the world and he'd do the same one over and over again. And he said people would be running up to him with fistful of cash; it was unbelievable.

Kevin: You know, I have not heard the name. I mean, I've heard the name but I haven't heard what he did and I can't wait.

Michael: You'll be into this. Okay, listening for the nuances and the way he creates vision and emotion; it's powerful stuff. Okay, I did an interview with a guy named Jim Camp, have you ever heard of him? He's a negotiating expert and he's got a firm where he does negotiating and works with governments and such. And he's got a real different view on negotiating and in the interview he kind of pooh-pooh's tactics and he says all his negotiations are principle-

based. He says tactics can get you into trouble. Any feedback on that?

Kevin: Yes, tactics; it's just an interesting question. When you're working with principles like Stephen Covey's Seven Principles, as long as you're working within those principles and ethics and then you utilize tactics, there's everything right about that. My best friends know that unconsciously I'm doing this all the time and they don't even ask anymore, are you trying to persuade me? I'm sure I am; I just don't know how or what I'm doing at the moment because it's just so drilled into who I am. I think when you think about it like this: my son, if he's on his bicycle and there's a car coming at him, I'm going to use very specific words and tactics that I know are effective in getting people to instantaneously do what I tell them to do. And so I will say, son, quickly come back here, instantly, now! That's a tactic. And there are hundreds of quality tactics to make business happen now. But it's very much like some of the seduction stuff that's how there. I like the seduction material because the seduction material basically does one thing; it gets you the first date. But seduction material doesn't work the second time. Everything that's a tactic gets the first appointment; gets the first date. But after that, it's your character, it's who you are, it's something about you that's special or unique that makes you different from everybody else, that gets you the second date, the second appointment, the business in the future. So, no, I guess I would have to disagree completely.

Michael: Okay, when you're selling your consulting services or maybe in the beginning of your career and you were selling consulting services, were you specifically trying to close deals in your consulting practice or are you actually persuading people to ask you to do business with them? And what's the difference?

Kevin: I never really thought that much about closing. You know, I listen to Zig Zigler "Secrets to Closing the Sale" and I loved that set; it was really cool, lots of cool stories and stuff to close sales. But I think if people think in terms of closing sales, from a tactical point, that's probably an error. I walk into every conversation with an assumption that is, if I'm talking to this person, why would they do business with anybody else? It's not arrogance; it's just that Kevin Hogan is going to work harder for that person and give them more value and more information than anybody. I mean, I really believe this is who I am. If Kendrick comes out with a product and I think it's awesome, I'll come out with a better one because I don't want Kendrick to have the best product out there. I'll have the best one. That's just how I am and I think if people believe the same thing, it's

not even believing in yourself. You are going to work harder for this person than anybody else so why the heck would somebody do business with anybody else? So it's not even persuading; it's almost like an attitude. And so I always think about things happening fast. In the sales presentation, I never talked for a long time, I just said this is what I have, this is what it does, let's do this right now. And then talk about baseball. It never dawned on me to try to force the close or anything like that. I would try to build rapport, intentionally on purpose at first, and things like that.

Michael: Let's talk about that. What would you recommend a consultant do on a first time, face-to-face meeting to make a great first impression and build rapport?

Kevin: Well, there are some things that we know from research that work real well and there are some strategies that I've used over the years that happen to have either been lucky, intuitive, or whatever. One thing is, whenever I would meet people, especially if I could meet them at a restaurant, I would always arrive early and sit at the back of the restaurant, facing every other human being in the restaurant so that the person who was coming to meet me or if it was the manager of the store or whatever, they would be obligated to sit directly across from me and the only thing that they could see was me; that was it. They might be able to hear their employees in the background or hear stuff happening in the background but they couldn't actually see anything; so I had 100% of the attention and I had essentially a perception that I was totally in control of the environment, which was real nice. So that's the first thing that I would recommend somebody would do. The second thing is that, if you have a choice of where to take people, there are some things that we factually know are more likely to sell. If you take people to a restaurant that has dimly lit lights, the probability of getting yes at the end of your proposal, presentation, whatever it is, is significantly greater than if you take a person to a restaurant that is well lit.

Michael: Why is that?

Kevin: Because when lighting is down, the pupils expand in size and when I look at you, I see pupils that are large and unconsciously, nobody necessarily tells us this in school, we just know this from looking at babies that babies always have these big eyes, they're happy. And we literally have all these powerful, wonderful associations to huge eyes. And when you look at a person in dim lights, their eyes are really quite large. And there is a feeling that people get inside, a sense that they're comfortable, that things are good, that this is okay, I like this person, they like me. Talk about tactics, that's one

of my all time favorite tactics, is that combination of dim lights and seating position in a restaurant. That's worth 50 dollars if people would just do that.

Michael: How about this? How about seating arrangements for man-to-man or man-to-woman and woman-to-woman?

Kevin: It matters a lot. This is so important. Let's just talk about probably the most important thing in seating first, which is that if you have a right handed person that you're working with as opposed to a lefty, if you're working with a right handed person, you want to be off to their right. And the reason is that it activates their left brain more when they're looking at you. Their left brain is a little more logical, it's a little more linear, it's able to be convinced by logic and rational thinking. The right brain is sort of the storehouse of emotional memory, autobiography, feelings, all that kind of stuff. And all that's great but you don't really want to be setting off all those emotional feelings and all that when you're meeting somebody in a sales presentation because if you do, you're probably going to set off bad feelings and bad memories. Most people's most powerful emotions are negative and that is a shame but that's the way it really is. So the first thing you do no matter who it is, is you try to be off to their right, if they're right handed. I'm not even talking about the left. You can go to my web site and there are all kinds of stuff about that there. And then if you're dealing with men, you're probably best to not be too close. Men want to have about 6 feet between each other. So if you have a choice between a little teeny table and a big booth, you should choose the big booth. If you have the choice between a booth and a table that's about 4, 5, 6 feet where people are further apart from each other, you want to do that. If you're at a small table, men are going to be very uncomfortable. Men are very adversarial and so if you can make your presentation on a right angle, so in other words, the man is in position A and you're off to his right at 3:00, that's ideal. So you're on like a 90 degree angle and your justification is so you can show him your portfolio or your PowerPoint presentation or whatever it is you want to show him. You don't want to be too close to him but you don't want to be directly across the chessboard from him either, because men are very confrontational. Women, on the other hand, women are like relationship creatures. They want to be directly across from each other and talking and looking at each other. They have huge long eye contact; they like to be much closer than men. A woman can be 4 feet across from another woman or 3 ½ feet across from another woman if she likes her and there is no problem with that at all. Face-to-face works the best. Interestingly for women they can also be side to side, very close, and successfully you can have a

sale made from a presentation side to side. You can't do that with a guy though; it's not going to work. By the way, this is partially contact dependence. If you're at a sports arena, if you're at a baseball game and you're seated next to a guy, you guys can talk business and close the deal, no problem. But if where you have a chance to be in a different location, like I could be further away from this guy, I can't do that at the baseball stadium. If I go to the Cubs game, I'm sitting in the seat right next to him and we can do business right there because we're guys and we know that's cool and we didn't purposely sit ourselves right next to each other. We're not too close to each other. But women can intentionally sit next to each other and actually transact business like that, almost as easily as they can face to face.

Michael: That's great stuff. What does it mean to send appropriate body language with your message?

Kevin: There are a lot of mistakes that people make with their body language. Men are body language idiots. I'm actually going to do this while I'm talking with you. If you think back to how men act around other people, they'll sit on a chair and the chair will have the back of the chair but they'll sit with their stomach facing the back of the chair. Their legs will then be spread as far as they possible can from each other. So I have a knee and a knee, and there's like 3 ½ feet between my knees.

Michael: You don't want to do that in a meeting, huh?

Kevin: It's not a good thing, but I'm telling you I've seen this and I've seen other things. I've walked into offices where people will do that, but I've seen where a man will put his feet up, his shoes up on his desk or on a desk or meeting table, and then he'll lean back and everybody else will be sitting at the table. Now this person is obviously the power person but it's a major faux pas because, there's nothing wrong with that; I love to sit back and lay down, too. People come to my house, I've got a couch, I'm laying on my couch, that's not unusual here. And it's probably a faux pas but I'm not trying to close a sale or to make a sale or to build a business here in my house. You do that in business and people might say yes to you if they have to, but they're not going to like you because you are intentionally putting them down.

Michael: Your job should be to more mirror them and be like them rather than be different?

Kevin: That's it. If you have a chance, the most respectful and honorable thing that you can do for another person is to model their body positioning and to make them feel comfortable, to let them know that you're not a threat; that you don't look down on them, you respect them, you care about them. And so you literally want to be like them. And the great thing is, if somebody ever says, hey are you doing that modeling, mirroring, synchronization, matching, pacing, leading, whatever you want to call it, on me? I'd always say yes, absolutely, I want you to feel good. Is it working? And then they can either say yes or no and I'll say what do you want me to do?

Michael: Do you have people really pick up on your modeling and mirroring them?

Kevin: No.

Michael: Okay, that would be funny. Do people really make snap judgments about people within the first 4 seconds?

Kevin: Yes, I mean you know who you're going to marry in the first 4 seconds essentially. Yes, but before a person opens their mouth, you've already decided whether you're going to buy them for the most part. When you walked in to the office or into the store or the restaurant or wherever you're at, and the person sees you, the way that you walk, the presence that you have, the aura that surrounds you, how you walk, how you carry your body; are you carrying it really comfortably, are you carrying it like a military colonel, are you carrying it like a guy from the hood? If that fits with what the other person likes, then they are really likely to do business with you. And if it doesn't fit, your chances of overcoming it are very, very, very difficult. PowerPoint's not going to cut it. So yes, and you know, it's interesting; in 1999 I ran a speed dating course, I did a couple of these, and I did them here at the Learning Annex in Minneapolis and I called Pierce and I said I want do a speed dating course. And she's like, what? And I'm like, I want to test to see how fast people know if they like somebody or not. And she's like, cool, because that will make them money. And sure enough, we drew a ton of people. Speed dating works like this. The woman actually sits down at her table and then she's going to have 15 dates in the next 60 minutes; 15 dates with 15 different guys in the next 60 minutes. And so what happens is the guy goes and he sits down and he starts talking to the girl and they decide whether or not they're going to like each other. They don't tell each other that but at the end of the date, they have a comment card, like a customer comment card from McDonalds and on the back of it, it

just says do you want this person's phone number, yes or no. And then at the top it says the person's name. And what happens is that men want about 70% of the women's phone numbers. Women want about 10% of the men's phone numbers. And women almost as quickly as men decide whether they would ever want to go out with this person again or not. And most women, when I interviewed them after the class, told me that they didn't need 4 minutes.

Michael: They didn't need 4 minutes; they could tell instantly.

Kevin: Within 30 seconds most of them were telling me whether they wanted to go on a date again. And dating is a lot more personal than making a sale.

Michael: Now had you heard of this speed dating?

Kevin: Yes, because there was a Jewish web site that I was reading.

Michael: J-date?

Kevin: I don't remember, this was 7 years ago and it's old but it could have been J-date. But anyway I was reading it and I thought this is a cool idea. I've always been interested in Judaism, I was doing some research on the Bible and I came across this page because I was looking about women and Jewish and there it was. And it was like, oh it's cool. That was where I got the idea. It's not like I invented this or anything.

Michael: It's a great technique because it could sure save the people out in the dating marketing a lot of time.

Kevin: And you know, Doctor Knowles down in Arizona, I had mentioned him earlier; he's really one of my idols and sort of an influence in the persuasion world, and he's done some research on a concept called oscillation that we sort of go back and forth in the course of a minute several times as to whether or not we want to say yes or no to a proposal. And really nothing changes after the first minute that's going to be different in the 7th minute or the 12th minute or the 16th minute except the probability of making the sale. It can have more variables come into the situation. So what I'm saying is that, all things being equal, you should get the name on the piece of paper like in 3 minutes, 2 minutes, 1 minute, 4 minutes whatever, fast because variables will start to enter in to the equation. Somebody will walk in the door, the telephone will ring, the door bell will go off, the person will have to go to the bathroom. And generally speaking, as a rule of thumb, interruptions rarely are, hey

John, you just won the lottery. You're seldom happier after an interruption happens so generally speaking the first 4 seconds determine whether the person likes you or not. In the first 30 seconds they decide whether they're going to buy from you or not. And then once they've decided to buy, that's fine, buy. And then talk about the Cubs afterwards.

Michael: I've got a question for you. You know we've got consultants all over the world. I don't know what they look like but how can physical looks be hurting their chance in their consulting practice? And you can be hard on them and give them some tips on how they can increase their chances by changing any kind of physical look or clothes they wear or anything like that.

Kevin: There are a lot of unfortunate things that happen to us poor guys out there. One is we start to lose our hair. Balding men make fewer sales than men with hair. That's number one. Number two is tall men make more money, about \$3,000 annually per year for every inch that they are taller than someone else. So a person who's 6'4" on average is going to make \$12,000 a year more than somebody who's 6' tall. The same thing is true with women. Shorter women, if you're 5' even, you're going to make about \$10,000 less than a woman who's 5'4". So the first thing you have to do is recognize height and it's always a really smart idea if you're going to wear shoes, wear a lift that's going to buy you an extra ½" or an 1" in your shoes if you're trying to make a sale. And if you can actually walk on it. That's number one. Number two is the way that you're dressed. Generally speaking, people want to see you dressed as well as they are plus one. In other words, I used to sell advertising to a lot of different places like gas stations, so I'd walk into a gas station and I would not wear my tie, I would not wear a coat into a gas station. I'd take my coat and tie off, stick it in the car and I'd walk in with an open shirt. I would look nice but I would not look too many notches higher than the owner of the gas station would. Does that make sense? Because what happens when you walk in with a coat and a tie, you look like the church people from down the road trying to get you into their church and people take offense that you would be dressed that much nicer than them. Also the fewer people involved in a meeting, the more you want to be dressed like the people. The more people, if you've got 100 people, if you've got to make a presentation, you do have to dress to the highest person's dress. So in other words, if there's going to be one guy that always wears a suit and tie and everybody else is going to come business casual, you're still going to wear a suit and tie. Boy, there are so many things people can do for their looks. Pounds per square inch matters on the human body in sales. The

more that we weigh, the less sales we make. Even if I'm sitting at dinner across from a man and he is 350 pounds. The poor guy is just way overweight, no control over his eating or whatever. Let's say that the sales person's 300 pounds, so it's a 300 pound sales person sitting across from a 350 business owner. Well, the fact of the matter is that the 350 pound business owner looks at the 300 pound salesman and goes, gosh he's fat. Wait a second, you're 350 pounds. That's the thought process. That's not how people think; they think YOU are out of control. Do I really want this person who is out of control, who has no control telling me how to run my business? And so the best thing to do is to cut down your weight because it's the most controllable variable that we have about our appearance. That and little things like glasses reduce sales. Another great idea is teeth whitening. And this is one of the things that I do. I use Rembrandt and I like the system and it works well and when you think about it just from a psychological point of view, if you're looking at somebody that has really white teeth, you think that they are on television, they're a celebrity, that they are people that are meeting a lot of people often so it just gives you a psychological advantage. Interestingly, I don't think that there's been a controlled study done. It would be a pretty tough study to do, but it just makes sense to have white teeth.

Michael: How about colognes and perfumes?

Kevin: Boy, men and women are all terrible at this. I've competed with a lot of men over the years for sales and it's really interesting where a guy would go into the office and 10 minutes later, I'll walk in and I can still smell his after shave, which means that he is not going to get the sale and I will. So that's why he left and I still had the appointment. And women do the same thing. If you walk into Dayton's or Macy's, it's terrible. Maybe the sense has just died but there are a lot of people that first of all find that unhealthy and literally you're shutting down sales and doing business with people simply because there are a lot of people that believe all that stuff is toxic, as odd as that may sound. There's about 10% of the population there that don't wear any cologne. They just use a nice deodorant and that's it.

Michael: What are some ways a consultant can use their hands in communication that will work for them?

Kevin: Good question. There are a few things that you can do with your hands. There's something I call the Clinton Box. The Clinton Box is sort of a cute little way to remember what to do with your hands. Bill Clinton, back in the 90's was known to get in a little bit of trouble

with people because of his hands. So you want to always keep your hands above your waist and then there's above your shoulder line. Above your neck, you don't ever want to touch anything above your neck while you're communicating with another person. There's nothing good that you can touch above your shoulder line that is going to help you get this piece of business; get this person to date you; whatever. They're not going to do it. You don't touch your face, you don't touch your hair, you don't touch your nose, you don't touch your ear, you touch nothing. And then from side to side. The furthest part of your shoulder straight down to the floor is where you don't want to put your hands outside of. So in other words, if you were to extend your hands all the way as far as you possibly could, they would be 6 feet from end to end and you would probably not make the sale. But if you keep your hands in the Clinton Box and you don't put them outside, you look like you're in control. You actually know what you're doing. You appear more competent. And then if you want to create good feelings with your hands, you don't point your finger at somebody with anything other than a cute, nice smile. Otherwise, it's like, oh my gosh, that guy's like my mom was. It's not a good thing. And then if your palms can be face up towards your audience or towards the person you're talking to, as opposed to face down, you win. Palms face up is almost like what we were talking about in the restaurant with the dimming lights and all that. There's sort of an unconscious response with people when they see a person's hands and they're gently up and comfortable, not like extended and tight and straight out. But just hands that are face up, palms face up; generally it causes a good feeling in other people. It's a very vulnerable position. People with hands closed, hands in a fist, hands that are touching each other, all that stuff just doesn't work very well. There's more. Your hands should be clean. If you're working with women, women notice hands and hands for whatever reason are very, very, very important to women. Probably because they put a lot of time in on their own. And they look at your hands and they judge you based upon what your hands look like, in addition to your face, too of course. I wrote one book, Michael, "Irresistible Attraction", and I'll never forget one of the interviews I did with women. They say, we spend almost two hours in front of the mirror getting ready for you. Would you guys please spend two minutes in front of the mirror getting ready for us? And I thought, gosh, that's a really good point. And so literally just making sure that you're presentable. And men tend to overlook this and of course, they just don't think about it. We're very task oriented. We're not sitting there thinking, oh is my hair in place or do I have anything in my teeth, which is an instant no-sale if you do. All those kinds of things, but anyway, hands are really important.

Michael: What is a gesture that signals deception?

Kevin: We mentioned a few earlier. If I scratch my ear or I touch my ear when we're talking about a topic that has truth as relevance. So if you say, so Kev, where were you on the night of February 14, 1927? And I say, well, I was at the Cubs game and I touch my ear. You probably know that either, A-I'm lying, or B-I'm really nervous about that question. So touching your nose, scratching your nose, touching your earlobe, particularly any part of your earlobe is a pretty deception gesture. Also two other things are worth watching. If you're really good and you can notice a person's hands and if you can actually see perspiration on a person's hand. You get used to it if you do body language but if you can't, don't try to figure this out. But if you get used to it, and you all of a sudden see perspiration. You can't control the perspiration on your hands no matter how good you are. I can control just about everything about my body language but I can't control my perspiration. And so if I was with somebody else and I see that their hands are starting to perspire and they glisten essentially when they're under this kind of duress. It's either super high anxiety or it is deception. It's often hard to tell the two apart and you can't always tell them apart. And the other thing is their feet. People's feet will move away from you toward the exit or where they plan to exit to, even though their body is positioned towards you. So in other words, we could be sitting opposite of each other at a table, 180%, you're sitting there and I'm sitting here, and then you say, so Kev, how are sales at the company the last couple of years? They were really terrible and for whatever reason, I decide to cover this up. I'm going to say, oh things have been good. Well, there's an unconscious clue; we have a flight/fight response inside us from two million years ago we have this desire to flee right now and our feet will do it. We won't do it with our bodies if we're controlling everything from our trunk up, but your feet literally will shift toward the door.

Michael: So we may shift our seating position towards the door? Or cross our legs towards the door?

Kevin: The point of your toes; where are your toes pointed? That's what I'm looking at. Not so much my lower body or my legs, but where do my toes point? I know it's weird. But one of the things that I look at when I evaluate politicians or celebrity photos as to whether they like each other or they don't like each other, there's three things. One of them I do is I look at their feet; where are their feet positioned in respect to the other person? Are they angled toward

the person or away from the person? And it's a remarkable predictor of longevity in their relationships.

Michael: Now is this how you can tell if a person's covering hidden feelings or is that another topic?

Kevin: No, that's a pretty solid predictor. There are a few things that people will do. People who are with another person for example, will maybe put their arm around somebody if it's a man and a woman. But they won't be close to each other. There will be like 3 or 4 inches between their bodies. That's usually a good thing so people will attempt to see there.

Michael: How can you tell if another person is covering hidden feelings?

Kevin: If you're just looking from the non-verbal aspect, there are a few things. People don't like to look at another person when they're covering hidden feelings because unconsciously we know that the longer that we look at that person, the easier we are to read. And we don't sit there and think that; it's just unconscious. Another thing is that vocal intonation is a lot different. So if you were to ask me, Kev is everything okay? And I say, yes everything's fine. Well then you know everything's fine. But if I say yes everything's fine, or yes everything's fine (*note: both these sentences are spoken with different intonations*), all those little pacing and intonation differences mean something. There's a really cool book out there called "Deep Listening" by Robert Hassel and he talks a lot about the very specific words that we select when we're trying to deceive or to not hurt feelings of other people. But anyway, for covering up, listen to the intonations; listen to the differences, how long people have between words they say in contrast to what they would normally do. Also again, their body language, their feet would be facing an exit as opposed to you if they're uncomfortable and they're trying to cover something up.

Michael: Is there a preferred presentation order that can increase my chances of getting a client?

Kevin: This is where stories can pay off. The answer to your question is, you want to look at a problem but this may not necessarily be a start. But you want to look at the problem and then look at multiple ideas. Michael, you might have thought about this idea, or you might have also thought about that idea, and you might have thought about this idea and you really don't know which one to do and it's not your fault because how could you. You're so close to the situation. Everybody knows that when you're too close to a

situation you can't solve it which is why you bring in a consultant. So that's how you really want to solve it. Now at the very, very beginning we walked in to the restaurant, we sat down, you don't immediately go, so what's your problem today? The only place you do that is the doctor's office. But you do want to do a little bit of a diagnostic without getting too deep into the person's challenge. Nobody wants to be telling you that their business has been failing disastrously. This is one of the hardest things I had to learn. I mean, I'm telling you, it was so hard for me to do this because I never think in terms of, oh you're stupid; just let's fix it. And so I would get right to the point always. It's like, okay so what's going on here? This, this and this and I realized I was just a little too fast. So you come back and you work your way into it. Always give people the factual piece of information that this is not their fault.

Michael: What is a more powerful motivator? The desire for gain or the fear of loss and how can my consultants harness that power in their persuasive message?

Kevin: Great question; just about cross business, cross culture, cross everything, fear of loss, fear of pain is about 2 to 3 times more powerful than the desire for gain. So if you were to say, Kev I've got a really cool idea that can help you make an extra \$100,000 this year. You didn't even get my meter to go up to a one. It doesn't do anything; zero. I mean, it's nothing. So what? But if you say, hey Kev, I'm concerned. I saw something on your web site and I've got a hunch that it's going to cost you \$100,000 a year. Now you have my attention.

Michael: That's great. How can a HMA Marketing Consultant make their client's decision to hire them as a consultant permanent?

Kevin: If you want to be hired permanently as a consultant, I think that you simply create an awesome, (I know this sounds so easy), you create the awesome relationship. You create an enormous amount of value. One guy I worked with this year, for example, Michael, he was unemployed when I started working with him on a mentoring basis. His name is Paul Thomas over in England; he loves to have me tell the story so I'll tell the story. This is a year and 2 months ago. He was literally broke, literally unemployed. Today he's making 450 pounds a year on two contracts from now forward and it's just because of little things that we did that changed how he thinks. So one thing I would tell people to think in terms of this client as becoming your friend in this context. Literally, I mean like your real friend, like your best friend; somebody that you would never let anything bad happen to. That's truly it. And when you

start to look at people and go, this is one of my best friends; obviously you're going to do everything you can to figure out stuff for them. It's not a tactic; it's just the best way to run business and it shows through and it's you and it's real and it works.

Michael: How can a consultant frame their pricing so the prospects believe it to be the right price when they're quoting prices?

Kevin: Great question again. Generally speaking people have lots of choices that they can do in price offerings. A lot of people will mention a price, which is usually a big mistake. They could mention all the competitor's prices and then compare themselves to that; a big mistake. The best thing that you can probably do is to either compare prices with yourself or compare with 1 or 2 major competitors. And here's how you would do it. To compare with yourself, you would say, okay Michael, I want your business because I want you to pay me actually a lot of money. And I want your business to be useful to me and to you. So I will mentor you this year as part of my coaching program for a price, but I want to first tell you what's in it. There thing and that sells for \$5,000 and there's Q which sells for \$7,000 to the public, and there's this which is worth \$6,000 and there's this which is worth \$8,000. I know these numbers sound remarkably high but I'm not the kid down the street. You're looking at about \$44,000 for the information and you're going to have access to me by email every day, \$10,000. And that's it. Your alternative, by the way, and you should know this, is that you can offer 3 different levels of service. I would encourage people not to offer 2 levels of service; have 3 levels of service where you can offer 3 different kinds of things and to have 1 outrageous, ridiculously super-high priced one and then 2 that are closer together with the 2nd one being just a little more expensive than the 3rd and then position the middle price last and you'll sell it about 80% of the time.

Michael: Great stuff. What is the number one question that someone must say yes to every time?

Kevin: If you ask the question first, I'll say for example, Michael if I could guarantee that I could show you how to earn \$100,000 more next year. Guaranteed, 100% positive, for \$9,000 in return, \$700 a month each month over the next year. And this is a guarantee; I promise you will make \$100,000 a year. Would you be willing to work with me this year?

Michael: Yes.

Kevin: That's it.

Michael: Oh, that's great. So it's the way you frame your question. Good job. What's the most common mistake people make in building credibility? And this is by far the number one question I get from new consultants. They want to know how to go in with credibility because they don't have consulting experience previously.

Kevin: You know that sounds like a question I probably answered in an article some time and I'm not sure what I said that day, but what comes to my mind is people, when they're trying to build credibility, they try to put too many bricks on top of each other when they're communicating with somebody. So they'll say, oh you know I wrote 16 books and then also I do international work and then I taught at the University of St. Thomas and I was interviewed by all these magazines. People don't need quite that much information. Instead you always start like this; I'm not the best choice for everybody, there's no question. I don't belong in the aerospace industry, I can't do that. I'm so not good there. But what I do focus on is ding, ding and ding. This is my area, this is sort of like my niche, this is what I get paid to do. And frankly, I'm being just honest; I really think there's nobody out there that does as much work for their client as I do. And that's why I think that you might want to look at hiring me instead of somebody else. And I'm going to ask you today because that's what I'm going to teach you to do is get your business today.

For more interviews like this, go to www.hardtofindseminars.com.

Michael: Is there any other business you'd rather be involved in than your consulting business? Can you think of anything better that you'd rather be doing for making a living?

Kevin: No, not to make a living.

Michael: As your profession, I mean, do you just love what you do?

Kevin: Yes, there's nothing I do except for taxes that I'd trade. I think I wouldn't mind doing some more consulting to our government; to high level politicians it would be very nice to show how to maybe accomplish some goals for the United States that might be helpful to our country. I guess that's sort of like a dream that I've had. I've had a chance to help another government with that, but that was Poland.

Michael: How did that occur?

Kevin: I had done 2 events in Poland and my book, "The Psychology of Persuasion", became really well known there for a couple reasons. One of them was because Yatsik Senschworsky, the publisher of the book, also was the state psychologist. Just like we have like a surgeon general. Well, they don't have a surgeon general in Poland but they do have a state psychologist. And this happens to be Yatsik who published my book; he's also a book publisher. He's a pretty wealthy guy for Poland. And he put in some good words for me at the same time that Kasha, the woman who was doing my translation at events, she also happened to work part-time for the Health Ministry. So they were talking about who do we bring in to do Aids prevention work that's going to be persuasive, that's going to actually work because this is a Catholic country and Pope John Paul doesn't want us wearing condoms but that's the only way you can get Aids stopped. And so they called me one night and they said would you know how to get us to have a reduced Aids rate in Poland? And I confess, I simply said, yes. That was so stupid because I didn't know what the hell I was talking about. I didn't realize how much work I was getting myself into. But I did all the research. I went there, helped a lot of people; I learned more than I taught. And it was a great experience and that experience made me know that working at levels that you can influence a lot of people and a lot of people's lives is a really wonderful feeling inside. So that's that story.

Michael: On your web site, why don't you give the listeners the URL? What's the best way for someone to get to know you more, read some of your articles, find all your products? Do you have more than one web site?

Kevin: Lots of web sites, but the one where you probably want to go to is www.kevinhogan.com and I think the neatest thing on the web site is the fact that you can get Coffee with Kevin Hogan, which is a weekly e-zine, it comes to you every Monday morning. It's neat, I mean you just read it twice and if you don't like it tell us. But try to see if you become addicted. And it's just called Coffee with Kevin Hogan; it's awesome. Just leave your name and email address and I'd be thrilled if you did that. That would be very cool. And send me your responses to the things that we talk about every week.

Michael: Out of all your courses, what do you find has the biggest market demand?

Kevin: Oh, the biggest market demand is body language; the Body Language Home Study course is really neat; it's got video. It has this secret web site where all the photos that I've done for the magazines over the years in analyzing political figures and celebrities and all that, it's all there, and we've got this interactive program where I have you analyze the photo and then I analyze the photo when I tell you what I saw. Not necessarily saying that what you're doing is incorrect, but just to show you what I saw perhaps in addition to what you saw. It's a really neat program. It's very modestly priced; it's almost like a lost leader kind of an item. And it's almost a perfect program for learning body language.

Michael: Well, I saw the prices of your products and my first impression is you're selling this stuff way too little. Do you have some kind of pricing strategy for your products?

Kevin: Yes, just like any good marketer, we literally have tested numbers. We know what is not going to sell the most product and that's not the goal. The goal is to build the longest term customer possible so when you subscribe to Coffee with Kevin Hogan, you will get either a day, a month, a year, 5 years of material that is free that you won't find at any other web site anywhere, period! And you'll go, oh my gosh, I just saved \$100,000. And then literally people then go into the store one day, after a day, a week, a month, a year, and they buy something. And then they get this 12 CD program say, and it's 12 hours as opposed to like 65 minutes or whatever and it's good and it's cool. It's not being read to you; it's not stuff you've heard before. I hate rehash, there's no duplication between programs. And so we know that once you buy this that you're going to buy another one because this is going to be roughly the same price. It's hard to explain. It's almost like once you buy it, you're sort of stuck with me for life.

Michael: How often are you doing speaking engagements?

Kevin: Right now I'm doing about 10 a year. I'm down by about 10 times from what I used to do. That's because I get to hang out with my son right now. And for the next couple years until he becomes a teenager, that's what I'm going to do. Then I'll go back on the road again.

Michael: How has www.amazon.com helped you? Your books are all over Amazon; has that been a great resource, having your books on Amazon in generating business to your site and your consulting practice?

Kevin: Yes, Amazon is hugely helpful and the way that Amazon has built itself as a marketing tool for themselves, they know how generous they are to authors and to people who sell products. They're very, very smart how they run their business model. They almost demand loyalty and they get it because they do such a great job. People who write books should be involved in Amazon and if you don't write books right now, you certainly should be on there reviewing other people's books. One of the greatest things you can do to build your business is to review somebody's book who you might need help from some day in securing a consulting gig.

Michael: That's great. Who's your publisher for all your books?

Kevin: I have 3 but Wiley is the biggest. Wiley is the number one business publisher in the world. They do other books; they do books for pregnant women, they do the Dummies series; they've got lots of other avenues, but as far as business, nobody competes with Wiley.

Michael: How helpful are they in getting you distribution other than just publishing and selling you the books?

Kevin: I would say that they're no better than smaller publishers. I'm not all that impressed from the PR standpoint. I like my editor and I like the company and if I didn't, I would leave. But every company has a way that they could do more. They could definitely do more from the publicity end.

Michael: So, Kevin, if anyone wanted to contact you personally for consulting services or for speaking engagements or have questions about any of your products that you haven't covered on your web site, what would be the best phone number for them to contact you on?

Kevin: If you choose not to go to www.kevinhogan.com and you want to say hello, call 773-410-5121 and we'll be happy to help.

Michael: Kevin, this has been awesome. I really appreciate you giving such great value and spending time with me; I really do. And thanks for doing it.

Kevin: Yes, it was a lot of fun working with you, Mike. Take care.

Michael: Bye, bye.