

# Audio MARKETING SECRETS



Unique Mobile Billboard Business  
Needs Tailor-made Marketing Plan

Michael Senoff Consults  
Mobile Billboard Business Owner

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://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](http://www.hardtfindseminars.com)

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## Unique Mobile Bill-board Business Needs Tailor-made Marketing

In this audio, you'll meet Anthony. Anthony has been actively trying to drum up sales for his mobile billboard business but is barely breaking even every month. Even though he has an innovative new business and some great testimonial letters, he still finds that most people aren't interested in advertising on his truck. So he's come to me to take a look at his stagnant situation.

During the consultation, I take Anthony through an opportunity analysis where I recommend he stop pounding the pavement making ineffective cold calls and start making his sales targeted and automated. Together Anthony and I dissect his situation, analyze the weaknesses and strengths and uncover doable solutions that make sense for him.

As it turns out, Anthony's biggest asset also seems to be his biggest problem – the novelty of the mobile billboard. Because it's a new idea, Anthony finds that people are interested in it but are also afraid to take a chance on an advertising medium they know little about. So, I give Anthony some ideas on how to educate consumers about the benefits of his business, relieve their fears and effectively get his word out.

We also talk about...

- How to put together a consumer report that will inform and intrigue the public about a little-known product or service – what the report should look like and where to find good, cheap writers to make it happen
- Ways to use direct sales, an 800 number and a 24-hour recorded message to automate sales and end cold calls
- Great places to find data lists, 800 numbers and free publicity
- How to use joint venture deals to significantly grow his business without advertising – and who to make those deals with
- Ways to ease consumers' fears by eliminating risks – establish a can't-refuse guarantee or run an ad for free
- How to use bartering to turn "down time" into peak time
- And much more

When I do a consultation, I don't just bring my expertise to the table. I also bring a wealth of resources that I've compiled over the years. So during an audio consultation, you'll usually hear me refer to relevant websites and recordings that I know the client will benefit from. And I send the client links to those references after the interview. For this particular consultation, I sent Anthony a compilation of about 15 different resources that he'll be able to look

through at his convenience. So not only did he receive around an hour and a half of my time, he also received a copy of this recording and a tailor-made reference file.

Sometimes significant growth isn't achieved by improving one area by a lot, but by improving many areas by a little bit each. Anthony has already begun taking the necessary steps for growth, so I'm sure it won't be long before his mobile billboard business is moving just the way he wants it to be.

**MICHAEL SENOFF:** Hi I'm Michael Senoff Founder and CEO of Hard to Find Seminars.Com. For the last five years I have interviewed the world's best business and marketing minds. Along the way I have created a successful publishing business all from home in my two car garage. When my first child was born he was very sick and it was then that I knew that 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 and interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. Internet marketing and marketing in general can be a minefield. Thousands of people every day lose their shirts trying. I have learned a lot in the last five years and today I'm going to show you the skills you need to survive. It is my mission to help you who are very busy with your career's handle your lives more efficiently, to bring you the best information from the most knowledgeable sources and are you to select and generate that information free from outside advertising and to give you access to this information quickly and at downloadable format that you can take with you on the road. Now let's get going.

Hi this is Michael Senoff with Michael Senoff's Hard To Find Seminars.Com. In the next 75 minutes you're going to hear me do a consultant with a gentleman named Anthony at a New York who bought into a mobile billboard truck business. He's a one man truck operation and he is doing everything from doing the graphics to making the signs to making the cold calls. In this consult we discuss ways that he can grow his business without advertising using joint venture relationships in automatic selling systems. I hope you find this consult helpful now let's get going. Okay Anthony for me to learn more about you and this billboard business I'm going to take you through a series of questions. And I'm going to do it to fold. You know that I have these HMA marketing consultants that I train all over the world and I demonstrate how to interview a prospect. So I am going to role-play with you though we are doing it for real because I'm looking for hidden assets and your business and in your industry. I am looking for

something that I can grab onto and if I can find one or two good ideas that we can bump up your sales and do it in a way that automatic where it takes you out of the picture. I understand that you are always in the truck. You put the kids to bed then you go out doing your advertising. See I hear the same thing I put the kids to bed and I come back into my office and my wife is always screaming at me why don't you get an office. So I know how it is. But we love business right?

ANTHONY: Yep.

MICHAEL: And we're trying to make it work. So sometimes our lives don't understand what it takes. They just want the money right?

ANTHONY: Yep.

MICHAEL: Okay. I'm with you. So I'm going to take you through this process. We are going to record the whole thing. Like I said I'll provide you with the recording and I may want to use it as a training tool. So I am going to be on my best behavior to give you the best breakthroughs that I can. And I know that we have an hour but if it takes us an hour and a half will take an hour and a half because I really want to give you your money's worth. Now a lot of the ideas I'm giving you is stuff that has to be implemented. When someone hires one of our consultants they can invest \$20,000 for the actual implementation. But a lot of these are really easy to implement and I know that your time is probably squeeze out but none of these things are hard to implement its just a matter of you investing in someone to do the implementation whether you hire a girl off of Craig's list which we will talk about to do this stuff for you, you know to make phone calls. Let's get going. The first line that I teach the consultants to say and I want to include this just for the training. I don't know how much you know about me or how much I told you on the phone when we first talked or why we are getting together today said let me tell you quickly a little bit about what I do. Now what I do and what my company does is we work with small business owners people like yourself and we help them maximize their marketing success. Most of our clients are small and medium-sized companies with sales under \$5 million per year. We work with a unique marketing approach. We look at all of your marketing assets and we find ways to leverage and optimize your success from the assets that you already have in place. Now because we try and leverage existing assets you can often realize some pretty dramatic growth and profits without having to invest a lot of money or make a lot of significant changes in your business operations.

You're listening to an exclusive interview found on Michael Senoff's Hard To Find Seminars.Com.

So what I would like to do today is to take a look at your business and see where you are and where you are going and how you are getting their and see if there may be some ways we can help your business grow. Does that make sense?

ANTHONY: Yep.

MICHAEL: Okay. So let me ask you this. Most of the businesses that I talk to fall into one of three different situations; 1) they are okay but want to do better, 2) they are stagnant and there is no growth or 3) that they are declining. Where are you now?

ANTHONY: I wouldn't say declining and then this list. I am more or less stagnant I would say.

MICHAEL: When did you first invest in the truck?

ANTHONY: At the end of '05 probably the beginning of '06.

MICHAEL: Beginning of '06.

ANTHONY: Yeah but I only had it for three months ended the truck actually got totaled and I was down for four months until I got a new truck.

MICHAEL: So you are back up about a year?

ANTHONY: About a year, yep.

MICHAEL: Okay 1 year. Now from the first recording that we talked about youth that about \$125,000 invested in the truck, are you making payments on a truck or is it all paid off?

ANTHONY: No I make payments on it.

MICHAEL: The \$125,000 does that include just your upfront cost not including your payments?

ANTHONY: No that's the whole thing by payments and my interest everything combined.

MICHAEL: I want to figure out what do you need to stay above water. What do you need to break even with this business to keep it going? Have you figure that out?

ANTHONY: Yeah. Pretty much break even I'm looking at anywhere between \$4500 and \$5,000 a month. And that will just keep me making a paycheck and pay my bills.

- MICHAEL: Have you done some research to find out what other guys are doing with one truck, someone is really kicking ass? What is your potential with this truck with your advertising space in a capacity of advertising?
- ANTHONY: Well there are 12 sizes on the truck and I have talked to a couple of guys that actually has gotten about \$40,000 a month from advertisers. Realistically I'm looking at about \$20,000 that the truck could make a month.
- MICHAEL: How happy would you be if you could do \$20,000 a month?
- ANTHONY: \$20,000 a month would be awesome.
- MICHAEL: Now is this \$20,000 in gross? What are you netting after that \$5,000 a month? What are you putting in your pocket after the cost of your graphics and you're applying to graphics and all of that?
- ANTHONY: If I'm making \$5,000 that's pretty much my breakeven point.
- MICHAEL: Okay if you are making \$5,000 but what are you taking home after that after the expenses. \$5,000 gross what are you netting?
- ANTHONY: Pretty much my net is \$5,000.
- MICHAEL: Okay so your net is \$5,000.
- ANTHONY: Yeah that every month is different because some months I may have three people on the truck and some people at 10. It all varies by how many people I have all the truck.
- MICHAEL: Okay you have told me that the large panel on the side of the truck can go for \$2000 in a month correct?
- ANTHONY: Well yeah that's usually what I'm getting I just raised by rates not too long ago to \$600 a week and the rear panel on my rate card is about \$700. The rears a little bit smaller but it's more visible.
- MICHAEL: When someone advertises as a month a minimum?
- ANTHONY: A month at a minimum.
- MICHAEL: Have you been effective in selling multiple months at a time like with the beer companies and stuff?

- ANTHONY: Yeah actually I have with the beer companies. I have one distributor who actually loves the truck. And then with the two companies Miller and Heineken those are the two that keep me going.
- MICHAEL: Tell me about that guy to talked to his making \$40,000 a month. Is he a local guy in New York?
- ANTHONY: He's in New York City. But the funny thing is he is getting out of the business. Why I don't know. I haven't talked to him that much but he said that he has made up to \$40,000 a month with his truck.
- MICHAEL: When did you talk to him?
- ANTHONY: About a year ago. He had a truck for sale. Actually it was about seven months ago. He had a truck for sale. He had thought the first one and it did really good right away and they went down and picked up another truck and then that was it he said it did nothing after that.
- MICHAEL: So did he get lucky with the first one. Did he just have some great customers?
- ANTHONY: I don't know. It seems he got in with a few great vendors and there was \$40,000 and they booked the whole truck from them and I think that's when he went and ordered another truck and that was pretty much it.
- MICHAEL: Okay.
- ANTHONY: I started a message board.
- MICHAEL: Yeah I remember you told me that.
- ANTHONY: Because some of these guys it seems we are all in the same boat it's either you have one truck and you're struggling and that guys with fives trucks are struggling a little bit but they have a lot of trucks. And the only thing that I can think of that's different is some of the places for the guys with five trucks did away with billboards. When one comes down it doesn't go back up.
- MICHAEL: What do you mean they did away with billboards?
- ANTHONY: They did away with them, so a normal static billboard that's sitting on the side of the road.
- MICHAEL: Oh their area did away with the billboards.
- ANTHONY: Yeah. So those are the guys that have the five trucks.

- MICHAEL: I see. And there are cities and counties that are removing billboards as a way of advertising?
- ANTHONY: Yeah as they go down they won't let them go backup again.
- MICHAEL: Okay I understand. Okay I want to look for what's called under promoted USP or unique selling position. It includes your experience, with some competitive advantage you may have ever billboard advertising on price, some things that make you different, unique products or unique offers, guarantees or unique benefits. Why should someone advertise with you on your truck rather than traditional advertising, magazine or on a billboard? What is really unique about your billboard in the point of view for let's say that I am the advertiser why your truck what is the advantages for me?
- ANTHONY: Mobile. I can pretty much go where no other billboards can go. And one of the big advantages is in Albany, New York they actually have no billboards at all. And the route that I do between Point A and Point B only has five billboards total on the whole route and they are smaller billboards not big ones. And that is the busiest intersection in all of Albany.
- MICHAEL: So if you choose advertising on a billboard you are stuck with basically the same drivers going past your billboard every day at least on the major travels for their commute to and from work.
- ANTHONY: Yeah.
- MICHAEL: You know after a while they may see it but they become immune to it and they start ignoring it.
- ANTHONY: Yeah. Mine rotates so that's another plus. It actually grabs your attention.
- MICHAEL: Okay so this truck has a special ability to hold three advertisements on each side so not only is the truck mobile but the actual advertising messages change and are mobile. And because of that it captures more attention.
- ANTHONY: Yeah.
- MICHAEL: Are there any statistics out there on mobile rotating advertising that you could sink your teeth into compared to billboard advertising. Anything that helps you guys?

- ANTHONY: Yes. I have that on a sheet. Typically when I go on a sales call, I do pretty much everything. So when I go on a sales call I always take the truck with me. I'll go in with testimonial letters that I have.
- MICHAEL: I see clients and advertising on your website. But you have testimonial letters from how many different clients?
- ANTHONY: Probably 5 different clients that are different businesses also.
- MICHAEL: Okay.
- ANTHONY: I go in with that and I have a case study done from Outdoor Magazines, all the big advertising magazines that have done studies and I have those studies on one page. Those studies show the comparison of mobile billboards versus static billboards.
- MICHAEL: What are the findings?
- ANTHONY: There are a lot of different findings. One is that mobile billboards have 97% recall rate. I think it is 4.3 times greater than a static billboard. Its one big sheet and I give them that with my testimonials. And then I also put together some specials that I offer. I do a daily special for some of the restaurants which have helped me out quite a bit. The last testimonial letter that I have is from a Mexican Restaurant.
- MICHAEL: Can you read it to me?
- ANTHONY: Yep.
- MICHAEL: Let me hear it.
- ANTHONY: I am very pleased with the results of our ad on the truck. Garcia's has run our \$2.22 Tuesday Margarita Specials for 3 years. I felt we needed a bump in struggling how to promote this one day event. Within the first two weeks of Tuesday's on the truck we saw approximately a 30% increase in our Margarita Special day and the increase has sustained itself over the next 11 weeks. Although I don't know how the truck would work for an image campaign. I plan to use the truck for another of my recurring promotions. I believe I have received a great value, great results and honestly it was a lot of fun. For further discussion contact me. And he gives his name.
- MICHAEL: Did they do a big ad on the side?
- ANTHONY: He did a rear ad.

MICHAEL: A rear ad. He ran it for 2 months?

ANTHONY: He ran it 12 days on every single Tuesday.

MICHAEL: Oh every single Tuesday.

ANTHONY: See the interesting thing with the truck is I have actually upgraded the slots where I can change them out every day if I want.

MICHAEL: Oh I see so those slots; do you stick the piece of paper in the slot?

ANTHONY: It's plastic actually. It's what they call styrene.

MICHAEL: Oh it's on styrene. So you cut that styrene and it goes in that slot.

ANTHONY: Yeah I don't do any of that. They just send me a roll and by the time the printer gets done with it I get a roll sent to me, put my ladder up and slide them all in.

MICHAEL: So they are made to be, let's see, how many slots are on the back 20?

ANTHONY: 20 slots.

MICHAEL: So there are 20 slots and you just slide it in. So if the guys running it every Tuesday you just pull it out and put back in the next Tuesday.

ANTHONY: Yep.

MICHAEL: Okay. That is good. I thought you had to glue it on their and then you had to reprint it. So it is re-usable. So you are holding all the advertising from these advertisers.

ANTHONY: Yes. And the other nice thing that I have found to use that I might manage what that is that we have a bunch of big events appear to have a parade that that has over 50,000 or 60,000 people a watch it. We have a Mericade [sp] that comes here. So typically if I have somebody on the new system with the styrene billboards I'll send them an e-mail and say that I'll be up here and for \$200 a day I can put them on the truck.

MICHAEL: I see.

ANTHONY: So that's been good. We have a product of here called Sinus Buster. I got a testimonial letter from them.

- MICHAEL: Do you have that one in front you?
- ANTHONY: Yes.
- MICHAEL: What is Sinus Buster?
- ANTHONY: It's a nasal spray.
- MICHAEL: Okay. And who was selling it?
- ANTHONY: It's sold here at our local grocery stores and it's actually sold online and it's sold at Vitamin Mills right now and they are also working with CVS and Wal-Mart and those types of places.
- MICHAEL: Okay read one to me.
- ANTHONY: Dear Tony. As a former broadcast professional we knew we needed a unique form of advertising to market our national product on a local level and not break the bank in the process. When we were introduced to Go Media we knew and a half a second business the way we were going to get it done. There were so many forms of advertising and we have used every one of them to boost sales of the sinus buster product lines. Global Advertising has done more to drive customer is into the store and radio and print combined. Why would you pay for a billboard that sits in one location when you could go mobile and reached a variety of potential customers? Go media is a no-brainer. It is the hottest new form of advertising and it works. If you are not on this truck you just made the first advertising mistake. Thanks so much any keep on rolling with global billboard.
- MICHAEL: That's a nice testimony. How was he able to document that? Was he testing that ad? Was there a way you could track the customers who came in off the truck?
- ANTHONY: From our original conversation he said that our biggest record is priced shoppers and he said that it wasn't on the shelves and price shoppers. They had to refill the shelves.
- MICHAEL: Okay.
- ANTHONY: So I see this guy and it's in black and white he said. That's one of the first things he said to me.
- MICHAEL: What was in black and white?
- ANTHONY: All his numbers.

MICHAEL: All his numbers?

ANTHONY: He new it picked up 30%.

MICHAEL: Because that was the only other advertising that he was doing?

ANTHONY: Yep. Plus people came in and told him that they saw the truck.

MICHAEL: Do you have sales reps selling your advertising?

ANTHONY: No, just me. I can't say none at all. I have talked to a couple girls I've known before who kind of freelanced and I tried to get them to sell but it just didn't seem to do much.

MICHAEL: First of all how are you getting your existing clients right now? Are you using part of the advertising on the truck to advertise your services?

ANTHONY: There are a couple of different things that I swap. There is a local radio station that earns six radio stations and I have their ads on the truck. And there is one that I keep them on the truck and they keep me on the air with an ad and I send the bill they sent me a bill and it's pretty much a wash.

MICHAEL: Okay so you are bartering advertising.

ANTHONY: Yep.

MICHAEL: So the ad on your website is that their ad?

ANTHONY: The 104.9?

MICHAEL: Yeah.

ANTHONY: Yes.

MICHAEL: How often does that ad run for you?

ANTHONY: Actually I have to go talk with him again because they stopped running it because the general sales manager left.

MICHAEL: So when it was running was it working?

ANTHONY: No.

MICHAEL: It was not working?

- ANTHONY: No. And I don't know if it was because of the ad. We tried like I said between six stations and it just didn't do much at all. It got a couple of calls but that was it.
- MICHAEL: Other than that do you advertise on the truck? Do you use your space on the truck?
- ANTHONY: Yep.
- MICHAEL: How often do you run your own add on the truck?
- ANTHONY: It depends on if there is a spot available. A lot of time with some of the people that really take care of me I'll just keep them all the truck for the next month and sometimes. Like with the Garcias if I didn't have anything on a Wednesday or Thursday in that spot I just kept them up.
- MICHAEL: Because you don't want an empty spot on your truck because it looks like there is no demand.
- ANTHONY: Yeah and to make a scroll past better. But somebody once told me you have to treat this like a plane once it leaves and it's empty you are never getting paid for that seat again. I fear he is like with Garcia he's on every Tuesday but if I keep them on and just let it keep rolling it's going to look at it once and then they'll see it in the Garcias and it's a pretty good restaurant and plus it will get his name out there more and more people talking about it.
- MICHAEL: So you're giving him some free advertising. But you have something that's cheap truck.
- ANTHONY: Yeah. I have a couple out of to sell the one that has my son's face on it.
- MICHAEL: I'm at your side I'm looking at the one with your clients is that where it would be?
- ANTHONY: We just added the video. Did the video pop up for you?
- MICHAEL: Yeah. I saw the video.
- ANTHONY: We just added the video. And I get a lot of hits. But I don't get a lot of people staying on very long.
- MICHAEL: Do you pay someone to do your website or are you doing all of that to?
- ANTHONY: No it's actually my cousin.

- MICHAEL: Your cousin. Okay.
- ANTHONY: She does websites.
- MICHAEL: Okay. What else makes it unique? You are mobile. Is this the main thing? When you look at numbers, people when they are paying for advertising they are paying really cost per thousand. Do you provide cost per thousand and do a comparison compared to a billboard or other forms of advertising. Are there some ways to figure your CPM?
- ANTHONY: There are ways that other people have figured them. But whether or not that's from my area even when they did to case studies they found out that mobile is the lowest per thousand.
- MICHAEL: They did determine that.
- ANTHONY: Yep.
- MICHAEL: So mobile billboard advertising you get more for your money basically.
- ANTHONY: Yep. And this area a typical billboard a big one is anywhere from \$6,000 up to \$12,000.
- MICHAEL: A month?
- ANTHONY: A month.
- MICHAEL: Wow? Really.
- ANTHONY: Yes. Their company pays an average of \$6,000. The smaller ones that sit on the side of the new roads I have heard run around \$2000-\$2700 a month. I've heard some people say that they have gotten them for \$800 a month but that is probably if they are not moving them. I did an ad with Fox 10 O'clock news that I swapped out an ad with that cost \$500.
- MICHAEL: Was it a 10 o'clock video ad?
- ANTHONY: Yes. It was that same one they are that ran on the website.
- MICHAEL: Were you able to determine if that brought any calls them?
- ANTHONY: It didn't bring in any calls by people told me that they saw it all the time.
- MICHAEL: Okay I gotcha.
- ANTHONY: So obviously it's working. Not everybody needs mobile advertising.

- MICHAEL: Some of these benefits that we are talking about. I mean of course you've got some of these outlined on your website when you are meeting with potential clients to sit down and take them to a presentation.
- ANTHONY: Yes. Your biggest thing is I still go with getting appointments with people.
- MICHAEL: Where are your appointments coming from now?
- ANTHONY: I just keep stopping in places.
- MICHAEL: So you are cold calling.
- ANTHONY: Yep pretty much. I pretty much walk in with a truck.
- MICHAEL: What do you say when you walk in?
- ANTHONY: First I ask for the person that takes care the advertising which probably isn't the best person to ask for. That right there doesn't get you a lot of appointments. A lot of times if it's in the window, if it's a storefront and it's a window I'll make sure I drive by and said that if somebody's looking out the window they can actually see the truck coming or I will try to park the truck where they can see it. And then I pretty much go and explain what it is. By this time everybody in the store is prima talking outside at the truck. We have a local cable company Time Warner and I've been trying to get them for a while. When you go in there every single person stops doing what they're doing and they are all looking out the window and watching the truck. For some reason this guy doesn't think it's going to work for him.
- MICHAEL: The truck definitely gets attention.
- ANTHONY: Yes it like its attention there is no doubt about it. And the dumbest thing is it's not advertising attention -- and it's not bad advertising I have people blowing the horn with their thumbs up. I have 80-year-old people on the side of me giving the thumbs up so it definitely draws a lot of attention. And I have never had anything negative about the truck at all.
- MICHAEL: Alright so you go in there and you ask for the advertising guy? And he comes out and then what do you say.
- ANTHONY: I'm Tony from Global Media a lot to see what you guys are doing for advertising to increase your business?

- MICHAEL: For more exclusive interviews on business, marketing, advertising and copywriting go to Michael Senoff's Hard To Find Seminars.Com.
- ANTHONY: We do this or they don't do anything. Most of them I are in and they are doing some form of advertising or I saw a billboard. But a lot of times I will go to their competition and I will go to their competition with a picture of their competition's billboard and I will say what are you doing to compete with this? And sometimes they'll say nothing sometimes they'll do TV ads or sometimes to do a billboard somewhere and then I will give them testimonial letters. Sometimes they'll look outside and see the truck and think it's the neatest thing. And a lot of times I'll make an ad and put it in Photoshop and I'll put it on the truck so they can see what it looks like with their own ad on it and not bring that in also.
- MICHAEL: So that pretty time consuming.
- ANTHONY: Yeah I do that at night.
- MICHAEL: And that costs you about \$175?
- ANTHONY: No I don't put it in the truck I put it in Photoshop and a picture of the truck.
- MICHAEL: I see so you'll e-mail them.
- ANTHONY: So it looks like it's an ad and I can print a picture out and bring it with me.
- MICHAEL: Okay I've got you now.
- ANTHONY: This is what you're ad can look like. The only time I have done that was the Dunkin Donuts. I was supposed to have an appointment with 40 people and I did a side ad in the rear ad and they stiffed me five times.
- MICHAEL: They didn't show up for their appointments?
- ANTHONY: They changed appointments and they don't tell you and they just kept doing this over and over and over.
- MICHAEL: I see. So you are pounding the streets in going and cold.
- ANTHONY: Oh yeah.
- MICHAEL: There's nothing worse than that.

ANTHONY: No.

MICHAEL: Out of 10 people and you talk to the advertising guy how many are you able to close on?

ANTHONY: Not many.

MICHAEL: Not many maybe none, maybe one?

ANTHONY: Maybe none, maybe one.

MICHAEL: Do you have an idea of how many costs you able to talk to someone about their advertising that you were able to close?

ANTHONY: Well let's back up one I tried to get appointments first.

MICHAEL: Alright.

ANTHONY: And that's pretty much what I do in the truck. I'll have a list in the morning that I have.

MICHAEL: Where do you get the list from?

ANTHONY: There are a bunch of lists that I have been a guy that used to work in advertising gave me. All their lists of people that have advertising dollars and he used to work at three different TV stations so it has people that have ever \$50,000 budget. He gave me a pretty good list.

MICHAEL: Okay.

ANTHONY: It's a local list. Most of the names are pretty good. It's from 2004 so some of the names are not the best and Otis go through them and just keep calling or try to get a hold of somebody which is the most difficult. Then after that I'll just stop there if I can't get a hold of them.

MICHAEL: I got you.

ANTHONY: In other words talking to the owner. That's another thing that kind of tough. I used to be in the automotive industry and you walk into a repair shop the owner is always fair. With advertising people of the owner is not always fair or they have an agency somewhere. So that's where I think I pretty much struggle.

MICHAEL: So let's say that you have 10 or 20 appointments how many are you able to close in that? Realistically.

ANTHONY: Realistically it's not usually 10 or 20 appointments and maybe to a day at the most that I get.

MICHAEL: So at the most let's say 20 a month.

ANTHONY: 4.

MICHAEL: Maybe 4.

ANTHONY: Maybe and it seems like it all goes back to the beer companies, I have a Nissan dealership, Harley-Davidson that is actually been very good to me and is actually sign a year contract. The radio station I have had a testimonial letter from him which I think is pretty big because their businesses advertising. He was just saying how good the truck worked for them and they were 10 to 12 months ahead of schedule due to the truck.

MICHAEL: If we could bump up your closing ratio and do it in a way that leverages your time where you are using automatic selling methods do you see how that could definitely close more sales?

ANTHONY: Yes.

MICHAEL: There are a couple things that really popped into my mind and it's a real hard-hitting report. A consumer's report for a billboard advertising and there are some people on E-Lance, a lot of writers. You could go onto Craig's list.com and for \$25; a note eBay bought them out you can post an ad for someone to compile a report on mobile billboard advertising that has some writing skills. You can come up with a great consumers report on billboard advertising something of real value. Now I will e-mail you an example of something like this from a guy who did one in the cleaning industry. It's very effective so you want to educate. Your customers aren't buying because they don't know much about it. It's kind of like a new form of advertising. If they absolutely knew it could bring them more results and that it's a better investment on the advertising dollars and then you had something different to offer in the way of advertising not just that you're showing their ad but we'll talk about some ways that we can give them a more effective ad with a little bit of education. You need to give them some meat to hang on to. Some reasons why they want to choose you over any other form of advertising. But the first thing is a consumers report a written document or report that really goes into the details and comes up with multiple reasons why they want to take a look at this really seriously. That's going to leverage her time the two have as a download on their website. A lot of these guys won't go to your website to look you may have to drop it off or you can use direct mail to some ideal prospects which we will talk about a little bit. That is leverage right there. Having

this consumers report because you are educating and you're only going to sell after you do a good job and educating and giving them some real value. That's one thing. And you know my specialty is audio. And I could see doing with you a detailed audio interview not a little advertisement from your news. I'm talking at our recording. Let's say once that consumer report is done we could use that as an outline. You could put together a kick-ass hard hitting audio interview on billboard advertising and its effectiveness. And put that as a digital MP3 file or a pod cast it could be on a CD and that way you are dropping something off. Imagine if you went into this 20 prospects that she had appointments with every month and instead of leaving them with your sure in your studies and stuff because you know most of them are but a dump that stuff in the garbage but if you leave them with a CD and they are on the way home from work they can pop that in then you have the better chance of getting that message in ahead. And in that audio interview style which I have been doing for five years there is nothing more powerful than the interview style rather than you blabbing about how great Go Media is and they are like sure, sure of course he's telling me that he wants to sell advertising. But in an interview style where you are being interviewed and I'm positioning you as the expert or it doesn't even have to be mean it could be somebody else and are viewing you. Your contact at the new station could interview you. But to prepare at and do an interview style no BS, just the facts and for more information contact. These are tools that leverage so they can take you off the streets. They really can between data and direct mail and we'll talk more about that. Now I'm making notes of what I'm going to send you. I'm going to send to this consumers report on the cleaning business so you get an idea and you can use it as an outline. I'm also going to send you a recording with a guy named Tony Millet. He was the guy who was pounding the streets walking into businesses selling a service that reduced company's electrical utility bill. Pounding the streets driving all over the city just like what you're doing so he put together an audio interview just like what I'm talking about and you can hear the difference in what it did for him and his business and how it took him off the streets. I'm going to send you directly to that recording because I think you will be able to really relate to this. Now good marketing is not necessarily doing one thing right its growing your business geometrically. It's about doing maybe 10 or 15 things just a little bit better. If you could increase this 1% and this 2% and is 3% in this 1% in this 1% it all adds up and you're getting geometric growth and before you know it the numbers are really astounding. Your past and present perspective customers I want to look for the customer base that is not being worked such as inactive customers or an inactive database, cross-selling opportunities in the business, back end opportunities, re-activation. Your previous clients, I know you've only been going kind of hard for about a year but

some of these clients have dropped off right? Are all of your clients still advertising with you? Or do some come and go?

ANTHONY: The only ones that haven't really stayed with me is I had a person do a week with me and she pretty much wanted to pay for the print and set up fee and she only wanted to do a week so I went ahead and did it. And that was more or less for the parade last year. Some of the guys their advertising budget doesn't do local advertising and I now like the Sinus Buster they have their month set aside when they do local advertising and then nationwide advertising. A Harley lady has been on there and then a lot of it has just been sold with a radio stations. Now the special that I have been doing on the rear with the restaurants there are over a hundred restaurants within a mile that we have on the roll and that's what I've been hitting lately trying to get some of them, the bigger ones first. And I actually just signed one the other day because I kind of promoted it as a grand opening. We specialize in grand openings.

MICHAEL: When you go in are you asking for referrals? Are you getting any referrals from existing customers?

ANTHONY: Yeah people giving referrals.

MICHAEL: Do you ask for them or do you go after them or do they do it automatically?

ANTHONY: No most of the people say go see this guy goes to that guy. Most of the customers that I have all stopped by and I'll bring them lunch. And we'll sit down and will to start talking and I think the customers know that this isn't the easiest of this is to be in, that it's new and they like the idea and they are all willing to help me.

MICHAEL: Tell me when someone refers you to go see this guy what's the difference between say a guy from a referral compared to you walking in cold to a business.

ANTHONY: The guys from the referrals are preferred because the client is somebody that he looks up to. It doesn't seem to make a difference really to be honest with you. When it all comes down to it the referrals that I have contacted say that's a lot of money. Maybe those aren't the people for advertising. You know when you look at it on \$120 a day. I don't think you can get much for \$120 a day in advertising. The radio stations when we swap the ads its \$100 for 30 seconds. And you can't have a campaign in 30 seconds in a day even if it is every single day. You're not going to get much for 30 seconds everyday. The newspaper for New York City rates a full-page color ad is almost \$10,000.

MICHAEL: Now you've got this was from this radio guy of people who have advertising budgets. That's great. But you can hire someone like I gave you an example where its attempt service or Craig's list to go to a magazine stand where all the local publications are like your community paper's, you can look through your Yellow Pages and you can put together a list of people who are actually already spending money in advertising and you can put this all in a database you can code it with the name of the paper the headline or the ad, the size of the ad. And then you can either do telemarketing. But calling on these advertisers where you know they are actually advertising you could he have even someone do the research and maybe if there are 20 or 30 different papers in your area do the research on the advertising rates and then you can compare it and call these guys and say I know you're advertising here in the rear you have a half page ad would you be open to a way to get more bang for your buck on your advertising. Have you thought about calling on these type prospects of people who are already advertising?

ANTHONY: Yeah like the clipper magazines of those types of different magazines is a source that they have here. Those are pretty much monthly or every other month publications and are the size of a small magazine. They are anywhere from \$1000 for a small ad end up for half page ad. I have sent stuff out of them and I've called.

MICHAEL: What do you send out to them?

ANTHONY: I'll send out my packet with a testimonial letters. Actually what I send out first to the bigger customers is a 4 x 6 photo with nothing on the front of it at all and then on the back it says exposure is worth a thousand words.

MICHAEL: Do you send that out cold or do you call them first?

ANTHONY: I send that out cold. I have a list.

MICHAEL: Alright so the first thing you send out is a photograph.

ANTHONY: It's blank nothing on it at all. It's a 4 x 6 photograph paper with nothing on it and on the back there's a posted note and it says exposure is worth a thousand words.

MICHAEL: It's says exposure is worth a thousand words. So it's a 4 x 6 picture with nothing on it and it's got an actual post it note on it?

ANTHONY: Yep.

MICHAEL: You stuck it on there yourself?

ANTHONY: Yep.

MICHAEL: Okay and it's addressed to the owner?

ANTHONY: Yes if I know their name.

MICHAEL: Does it have your call back information?

ANTHONY: Not the first one. It doesn't have anything.

MICHAEL: Okay so it's just designed to create curiosity.

ANTHONY: Yep and then two days later I'll mail out the other one with all of my information and a card and then a packet and then a picture of the truck.

MICHAEL: Do they relate the two pieces? Do you know? It's hard to say.

ANTHONY: It's hard to say. The Nissan guys remembered seeing both of them.

MICHAEL: Did you just come up with that idea on your own?

ANTHONY: No a guy in Colorado who has a billboard truck said it worked really well for him.

MICHAEL: Okay nothing wrong with trying these. I know you're probably not sitting in front of these but I would rather see you send out a consumer's report on billboard advertising and a CD of an audio interview. If people don't have time to figure out what the hell is this, you know they don't have time to figure out what this means. They need to know exactly what it's about as quickly as possible in any the whole story. And I think a consumer's report or maybe a transcript of the audio recording in the actual recording on a CD. You've got your laptop you can burn these things for \$.25 and it's not like you're sending out a fortune of them. What do you think won the client is worth? Do you have some clients who are worth \$10,000 or \$15,000 a year? Like if they take that side panel at \$2000 a month because you just said you increased it to you have some clients that have taken that side panel for two months or three months at a time?

ANTHONY: Oh yeah.

MICHAEL: So what's one good client worth to you? A good average client?

ANTHONY: Over \$10,000.

- MICHAEL: \$10,000. Even if you spent \$1000 on just getting one good client like that it's worth it.
- ANTHONY: Definitely and that's the reason I put the billboard that I did and set up at the meeting.
- MICHAEL: Yeah that's totally worth an opportunity to get a big client. So it cost you your time and labor and \$175 to make the ad and get it on their yes that's worth it. You're going to win some and lose some.
- ANTHONY: Right. But my other thing is I'm probably going about it wrong and like you said I have to do something so they can see right away what is going to do for them. And I think that's where the testimonial letters come in play but maybe they don't.
- MICHAEL: There's nothing wrong with testimonial letters those are important and to need every bit of ammo. You know in developing the USP it's really kind of funny we always think of what makes our business different but there's a real process in developing a USP. There are four different steps and it takes research. It takes talking to you the owner of the company. What makes you unique; doing industry research, competitive research and customer research? And there is a process we train our consultants to go through to develop the USP for a client and we charge anywhere from \$2000-\$3000 just to come up with that USP but you can bet that's the one thing that makes billboard advertising different. And it can be both a very distinct message kind of like the Dominoes. Here probably heard hot fresh pizza delivered two-door in 30 minutes or it's free or the Federal Express example you may have heard when it absolutely positively has to be there overnight Federal Express. These are messages that telegraph exactly why you and not someone else. You know there is a bold move and if you have a potential client to earn \$10,000 off one client it may certainly be worth testing. It could be a guarantee on your advertising. I don't know if you would be able to guarantee it and sometimes it's hard to document it but I could see you clicking on one of your side signs and having something like we don't sell advertising we sell results. Guaranteed advertising no upfront costs call and then he could have them call. So someone who is willing to try mobile billboard advertising without any risks if you can take the risks away from them and demonstrate and have a chance to educate them. You can do this automatically so they could call a 24 hour recorded message and you could create a small script that explains we don't sell advertising we sell results and where different because we'll prove to you that our mobile billboard advertising is the best advertising dollars you'd ever spent and we are willing to take all of the risks and for more information please with your name, mailing address and phone number

and we will mail you a free consumers report. Now when I'm gone also do is these are methods that have been used in all kinds of industries. I'm going to send you an area code and phone number and how this is used in yellow page advertising for the carpet industry. It's all automated too. They call a 24 hour recorded message. If you're advertising and not picking up the phone all the time because the message, your report and your interview can do all the selling better than you can on the phone. It's a more complete sales pitch in that it frees you up for doing what's important and that's marketing your business. So we are going to use automated tools to do the selling for you. Just like on my website how many hours of recordings did you hear before you called me? Do you remember?

ANTHONY: Oh I've probably listened to that whole CD once or twice.

MICHAEL: Okay see now look what I did. You have listened to me probably 100 hours. And every one of those recordings sold you on me. Right?

ANTHONY: Yeah.

MICHAEL: Automatically. And then by the time you called me you are sold on me. And now you have called me and I have earned income on consulting fees but it was all done automatically while I was working on and building my business. I want you to copy and do what I do even though I use the Internet you've got online but I've brought you offline, I captured your name and your full mailing address and information about to. I traded you that for me to send you the CD. I sent to this CD and you listen to it that I sold you on me automatically on your time while you were in your truck. You can do the same thing. I was just telling you on consulting. But you are going to sell these advertising managers who are having a hard time getting results on a new way to get more business or on a way to look good for their boss. And you are going to do it in a more complete fashion than anyone has ever done it with them before. So you will stand out and it will take effort and a little investment and a little bit of money and getting that set up. But once that automated sales system is set up like I have implemented. I mean look how much time it has taken me to put 61 hours of audio interviews on that CD.

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MICHAEL: A lot of time, a lot of money, a lot of effort but now it's done. And now the investment keeps paying over and over again. And if you can get the system working for your billboard advertising and you can document and measure and that it works then you can build up. You can get the income, you can't have that things looked up and you can go to multiple trucks all automatically.

- ANTHONY: One thing you said guaranteed not that was one thing I have been throwing around for a little bit in talking to some people that I know the truck work for them and they don't want to take the initial step in doing things.
- MICHAEL: How confident are you that this advertising does get results for your customers?
- ANTHONY: It depends on what type of business it is.
- MICHAEL: Which ones would you feel are a sure thing. Which ones are you willing to go to give a guarantee to?
- ANTHONY: The restaurant industry.
- MICHAEL: You feel pretty good about them?
- ANTHONY: Yes in the area that I'm in. I don't think that if I'm in Albany 40 miles away that it's going to do a lot of good. A lot of people to travel to Albany to work in the tri-city area in other words to get to where I have to go I have to travel through all of those areas anyway.
- MICHAEL: You know that beer companies seem to have been pretty good. Yet the beer companies, energy drinks somebody like Rock Star Energy Drinks or Starbucks ready to drink energy drinks. There are a lot of young progressive companies getting into the soda pop industry. Like Jones Cola those our young progressive companies that I could see doing mobile billboard advertising. They are a small company and they want to break into an area and a brand and I could see going after them as well.
- ANTHONY: Right. In a couple of weeks I actually had a meeting with the general manager for their distributor and they don't just sell beer at a sell vitamin waters and other things. So I am going to probably give them a discount and see if I can get them on the truck for a year or with 1, 2 or even three panels for the whole year. I would still be profitable on. I think that is one. The biggest one up here that I still can't get anywhere with it is Dunkin' Donuts. They have over 130 stores in just the three cities.
- MICHAEL: But these stores are they corporate stores or franchises?
- ANTHONY: Franchises.
- MICHAEL: But the parent company is doing all their advertising.

ANTHONY: That's correct.

MICHAEL: So are you going after the parent company?

ANTHONY: Yes. I pretty much go to Dunkin Donuts about five times a day. I know the owners of the ones I go to, they all see me in their and I just can't seem to close a deal.

MICHAEL: You can't talk to these owners. They can't do shit. They are tied up with their franchise agreement. They don't do the advertising.

ANTHONY: Right but there are a couple of key people here that I own the majority of Dunkin' Donuts that are on the advertising end of it because I guess they haven't advertising media group and there are a couple of key people.

MICHAEL: Okay here's what you can do with this we don't just advertise we guarantee results. And when you explain this what you can do instead of keep running to that restaurant. You have an opportunity to use space to test some things with this right?

ANTHONY: Yes.

MICHAEL: So for instance you could approach to Dunkin Donuts and you can say I'll prove to you that my mobile billboard advertising will get to better results than anything that you are doing right now and here's how. You could run the ad and you can have some kind of call to action on the ad to where they call a phone number or something, I don't know what it is but you need something to be able to measure. It could be a free doughnut hole if you come in call this number. But the call to action has to be something that you can measure. So if it's a phone number that someone driving calls on their cell phones to get their certificate for a free doughnut or free refill on their coffee or some kind of offer that you can work out what the owner of the Dunkin' Donuts and measure it then the phone number that you put on their is the phone number that you control. It doesn't go directly to them because you can't rely on them to track it effectively. There is a website and I will send you only, I will write this on the list you may have heard me talk about it called Kall8.com. Now you can go onto this website and get yourself a phone number whether it's an 888 number and you may be able to find one with the New York area code. But you control the number and you can post that number up on your billboard on your truck. You can use this in different ways. So when this number is called you can have it forwarded directly to that Dunkin' Donuts or forwarded directly to whomever and then call is recorded and tracked all online through this Kall8 thing. So you can measure exactly how many calls came in daily. This way you have evidence and proof of at

advertising did. Now that's a way where you can make a special offer to a large client like that and say I'll post your ad, we are going to have a number, we are going to create a response mechanism that we can measure and I will provide you with the results. And then you show me the results that you are getting right now. Now first of all they are doing mostly image advertising and they have no numbers so they won't be able to show you anything.

ANTHONY: They do a magazine coupon.

MICHAEL: They do a magazine coupon?

ANTHONY: Yeah in the clipper.

MICHAEL: Okay. You may be able to do a coupon on the truck somehow.

ANTHONY: Now I just give them the ad for free correct?

MICHAEL: Yeah in hopes to get in. He ran up for month end to measure the results and you come back to them with the statistics and a report. Now they will already have the ad done and you let some statistics and her know how well it worked but it at least everything is already set up and to have the opportunity for them to say let's keep running it. And you try to sign them up on a contract.

ANTHONY: The thing that I was going to approach them with was every now and then they would do a free small coffee and then with winter coming up they will probably do a free hot chocolate day again. So I was thinking I'll pay for the ad and put it on the truck obviously they don't think it works or they would've given me a try already. So let's do a free small hot chocolate for iced tea for iced coffee and let the peaked people are coming. And obviously you don't think it will work already so there shouldn't be anything to worry about.

MICHAEL: Right. We have talked about automated selling systems. We have talked about you doing cold calling and you doing the selling yourself. And we talked a little bit about referrals and I asked you what the difference was that here is the most effective way for you to generate new clients and it is by doing alliance opportunities, joint ventures with other people to endorse your advertising. So in this way will look for relationships with other businesses particularly in their own database. We look for businesses that target the same type of customer or have them in their database now. Look for complementary businesses that are located nearby. So if I was to say who are your customers? Let's say for example restaurants. There is a specific area to where you are that you said there are about a thousand restaurants correct?

- ANTHONY: About 100.
- MICHAEL: Okay so 100 restaurants. So let me ask you this what vendors do you think these restaurants are you saying that would be about all the same?
- ANTHONY: Beer.
- MICHAEL: Okay the beer companies. Very good. I saw Heineken ad right?
- ANTHONY: Heineken, Miller light
- MICHAEL: Okay and some of these distributors they are small-business people right? They are distributors at the beer or at pretty large companies?
- ANTHONY: This Company is huge.
- MICHAEL: Well I don't know if this would be the ideal company but for illustration purposes let's say the beer companies are servicing is 100 restaurants. You would approach someone you know in the beer company, not because it's a larger company you may have a harder time but it still doable. There are going to be other vendors at these restaurants that you can use. There may be a cleaning service that handles the restaurants or a food distributor or the janitorial service. You want to find a vendor that all those restaurants have in common because they are in a certain area. But imagine the beer company has all 100 of these restaurants in their database and imagine if they wrote a letter. You would write the letter but it would come from that beer distributor and that would be mailed out to the restaurants where they would be endorsing your mobile billboard advertising.
- ANTHONY: Yes. And that was something that when I meet with the general manager, sales manager for the whole company is who I have the point that went. And I have already met with them and that's where everything goes through on the truck. Every beer on the truck goes through them. The one had a newsletter that was sent out to these people and see if there is a way that we can do something in the newsletter because if everybody picks up 30% like Garcias they are going to pick up the percentage of the alcohol to.
- MICHAEL: Let's say that she wanted to focus on these restaurants or let's say that she wanted to pick just beer distributors are let's just say that you wanted to focus on a new soft drink company in the area. You can find the names and addresses and numbers of any of these people. Do you realize whatever target you want you know you can go after these correct? I am going to give you and other wonderful resource for data. I will send you the link it's called Melissadata.com. They are a

company out of California and they are direct mail specialists. There is a lookup tool. Let's say that you are online and you are trying to find the owner of this business. You can type in the phone number and it would do a first look up its awesome. Melissadata.com do a search on Google in case I misspell it and you will find it. This is a great tool if you are out my truck and your wireless and you want to call in some of these people and try and find the owner's name can find it through the site. So you know with a data company like this you can get a list of any one you want. Then you call these companies and you talk to them. Ask them what industry trade journals do they belong to? What is the common denominator that that category is all related to? And you will find some common denominators. And you can either hire someone on Craig's list and I will send you, I just keep thinking of different things to send you. I have one of my marketing consultants a guy named Dave Flannery at Ireland. He was able to get 17 clients for marketing consulting using a joint venture strategy. I will send you the recording. This is not on my CD by the way.

ANTHONY: The other thing that I was thinking of doing was trying to hook up with either someone like St. Jude's or crime stoppers around here but some type of organization that needs help someone that has good pull as in press releases. And don't even add and will see if we get the truck on TV and talking about it on the news.

MICHAEL: Yeah absolutely great idea. And that reminds me I will send you a letter. There is a chiropractor in a very small town that has a thriving practice and he does it by using the series and soap opera letters. He used promotion like this he would call up the fire chief and say hey our chiropractor company would like to donate \$50 to your fire station yet to come over and pick it up and then you call the media and the media would take a photograph of him shaking hands with the fireman, the chief and then they would get media exposure. Now I have that letter and I'll send you a copy of that letter that he used which shows you how to do this.

ANTHONY: Okay.

MICHAEL: So that is a great idea. And that is media. Right now I have a writer who is writing 10 press releases for me because on my site I give a lot of way. I still need to constantly do marketing and I haven't done much press release based on what's offered on my site. I'm just now doing that. I have a copy writer who is very good in press releases and we have been brainstorming ideas for press releases and for Hard To FIND SEMINARS.COM. And there are some great sources which I will put together a couple of them where you can distribute free press releases. But you can send them out to your local media. There is a website that has all the media in your area with contact information.

So if you have 5, 7 or 10 different media outlets in your area you can hire someone to write a press release. You can find someone on Craig's list to do this for you very inexpensively. And the thing that is great about Craig's list you put the add up it and could be under a section called gigs in your local area which is free. And you will have people respond with their resumes within minutes. So it's all online. You can be in your truck and do have to meet these people face to face. You can look at their resumes so you know they have the skill. And you give them a good outline on how to do the press release. I'll send you a link for that where you can send that person. I want my press release down like this until send them to a guy named Paul Hartoonian [sp] and I will send you to his link. He is a PR expert. He sells information on how to get free PR. And he has great free tools on his website which will give your Craig list person the outline. You tell them this is how I want it done and I wanted to follow these rules. You hire someone to do the press releases and you can fax them out to your media. I'll give you the source we'll have all that information and your local media and you can get some great media. I had a tie-dye T-shirt store in college and I remember I is called up their local TV station hey do you have a slow day today come on out and do a story on my tie-dye t-shirt store. And sure enough now in Tuscaloosa I had the Birmingham news got out into the story on my tie-dye T-shirt shop because sometimes there isn't much action in the media. And these station directors are looking for a unique story. I think your mobile billboard truck is very newsworthy. It's interesting and if you put together a consumer report just you explaining how this thing works is pretty cool. When you told me how they are printed, how they are cut and how they are put in slots I think that it's really interesting. Just to even know how these mobile billboard trucks work I think that is what people are gawking at. They are like wow that is really cool. How does it switch? And how do you get three ads? What are the shapes of those things they are in triangles? A little history about how that thing was developed. I told you the guy harmonizer I think his name was Mark Harmon. I did some quick research on it and I couldn't find it though with some effort it was out of Australia. The harmonizer was the first try and billboards and then like I said patents were sold worldwide. But just finding how that was invented and the story behind it and then matching it to your one truck operation is pretty interesting and pretty newsworthy. I think you can get a lot of press doing that. There is no doubt. But the joint venture opportunity, I'm going to send you the letter with Dave Flannery but you can go to grow instance accountants call bookkeepers who are handling the books for businesses all over your area and you could approach them and say hey how would you like to make a deal and introduce yourself tell them who you are, you're a mobile billboard company you've got some of the most effective ways on advertising compared to billboard advertising, magazine amortizing, newspaper advertising and you're trying to get

more exposure. And your bookkeeping customers or accounting customers are local small to midsized businesses in the area that I think could benefit from my services. And if you would send a letter out to your customers introducing them to my mobile billboard advertising concept I would be willing to provide them with its consumers report and a free interview on why they should consider looking at it and for any customer who signs up with me I'll pay you pick them out on the first month of advertising. Then there is something in it for them. They will make a little more than \$10 an hour which is not a real high paying job and very laborious. So they have an income strain. And you are tapping into all their customers that they have been building up for years and accounting is just one little tiny business. So you should be getting your automated selling system down but focusing on that focusing on going after joint ventures gained people to endorse you to their list. And before I forget them point to send you to another link I want to show you. I want to show you how you can turn something so ordinary into something extraordinary. And they use this example which called the ultimate taxi. Have you heard me talk about that at all?

ANTHONY: No.

MICHAEL: Okay. The ultimate taxi is a guy named John Barnes. He is located in the belief Aspen Colorado and he is a taxi driver. What do you think of when you see a taxi driver? You just think of a yellow cab ride. They are all kind of boring and look the same right?

ANTHONY: Right.

MICHAEL: But when you go to disguise website you are going to be would at how he took something ordinary and turned it into extraordinary. So this guy charges 10 times the rates that ordinary taxi drivers charge. He specifically in a very high income level and Aspen Colorado and inside his taxi it is decked out with Christmas lights, with black lights, with kick-ass stereo system. He has electronic drums that he plays well he drives. He was hooked up mobile to the Internet five years ago. Now it's so it easy for us to do it but this guy was hooked up online. You will not believe the media this guy has captured. You will see images of his taxi, pictures of famous people. All the rich and famous who have been in his taxi is a trip. You are really going to get an idea and ask yourself how can I make this one truck that I have, this asset that I have \$125,000 invested in, how can I make it really special other than it just offering advertising. And I think it will be a good lesson. So I will send you the link I have it written down very the ultimatetaxi.com. I have two letters that I will send you 1) is an endorsement letter that a bookkeeper would send out to his customers on your behalf and 2) a letter that you would send out to the bookkeeper to see if he would be

interested in making some extra money endorsing you. These letters can be automated whether they are through fax or direct mail. So start using these automated processes. Imagine how powerful it is if you were sending out 1000 potential joint venture letters to prospective bookkeepers or businesses that would fit the criteria that have the customers that you would like to work with compared to you just calling on these individual customers. If you get one of these you can tap in what one would call with a warm endorsement to hundreds of potential advertisers and you could have that truck looks out like you would not believe. Now what would you do if you were filled up to capacity? Do you have other mobile billboard advertising trucks that you can refer business to and take a piece of the action?

ANTHONY: No. I'm the only one in the area. I would probably buy another truck.

MICHAEL: You would buy another truck.

ANTHONY: Yeah.

MICHAEL: Well these are systems that could do it. You just have to automate it, increase the zeros like I have been talking about use the automated system, use the leverage like the mail and tapping into assets of other people that have invested a lot of time and building and it is definitely doable. You are already getting sales. You are making income you just need a more serious with the effort. But you are squeezed out on the effort because you are doing everything. There is only so much time in a day and you don't want to piss your wife off anymore.

ANTHONY: The income isn't every single month either sometimes it was just enough to pay the bills or we were dipping into our own money.

MICHAEL: Right.

ANTHONY: So that's not good. I have done some newsletters too.

MICHAEL: And who are you mailing them out too?

ANTHONY: I pretty much mail them out to my customers and anyone who I stopped at before.

MICHAEL: Are they e-mail or physical mail?

ANTHONY: No e-mail.

MICHAEL: E-mail is better. How many people do you have on your e-mail list?

ANTHONY: 150 maybe.

- MICHAEL: Okay. And these are previous customers?
- ANTHONY: Previous customers or anybody that I have stopped into.
- MICHAEL: That you ran into.
- ANTHONY: I have a card already or somebody that I tried to get a hold of it I don't have their e-mail address but I know they are.
- MICHAEL: So what kind of content are you sending out a newsletter?
- ANTHONY: When you send a link I'll send one my newsletters back.
- MICHAEL: Okay. But generally what does it talk about?
- ANTHONY: Well actually I welcome new customers to the truck. So if there is somebody knew all the truck like I have done a whole thing on Miller light welcoming them and then I did a whole thing on the history of Miller light minutes and fun facts about Miller light. And then I did an advertising tip I think it was regarding what side of the paper to put your ad on.
- MICHAEL: Okay good that's the kind of stuff that you want to send in your newsletter. Miller light may want to see their ad if they are on your list because it's about them. But your other advertisers want to know what's in it for them. Now if you can send them e-mails marketing tips maybe something like mobile billboard's marketing minutes. There is so much content just look at my recordings and if you want the transcripts and pull some of the tips out of the transcripts you can come up with tons of really unique marketing tips like the advertising tip that is great.
- ANTHONY: I figured the advertising tip shouldn't be about my business it should be about advertising in general.
- MICHAEL: Yes in general that's going to help them. That's right.
- ANTHONY: The one I am working on now is pretty much don't advertise your competition and it's more for like when you walk into a car dealership you'll notice how they have the TV on and all these commercials where car dealerships are playing in the background. Why do that? If you are going to do something like that record a TV show that everybody likes and when the commercial comes on how somebody taken put in your and commercial or you're a commercial for your own product information and let that run all day in your car dealership.

- MICHAEL: I agree.
- ANTHONY: Different things like that. And then I do stuff on my son who's only 2 1/2 months old. I give an update on him.
- MICHAEL: Okay that's nice.
- ANTHONY: That's pretty much just to welcome new customers said these people see the skies on the truck this was on the truck and this was on the truck. Obviously they're doing something because all these people are on the truck so it must be working.
- MICHAEL: You know your asset is that truck and that advertising space. And if there is any time that you can't fill it out till you my idea is to take those large advertising on the side panels in any down time and create some great ads that you can slip in at any time you want to do some extra advertising and do a joint venture with something that sells for a lot of money. I give you an example let's say you approach some dentists in the area, a cosmetic dentist. Let's say he does porcelain veneers and it's very expensive or he does bridge work, or cosmetic surgery, faceless, Botox, breast augmentation any of that stuff. Imagine if you had all the ads for both sides and all of the back and the front to where you did a joint venture with a plastic surgeon they could be hair restoration, breast augmentation and you go deck your truck out with those ads and you get the Kall8 phone number that you control and you negotiate and say will advertise your cosmetic surgery practice for free in exchange for a commission on any sales that we bring in through our advertising. And it's a hair restoration surgery runs \$10,000 or \$15,000 you negotiate with them because these guys are entrepreneurs. They are not doing hair transplants or boob jobs they're looking for more business like you. So if you approach them with a joint venture you'll advertise it for free, you'll produce, pay and designed to ad with their approval, you're on your truck all over town promoting it, you'll control the phone number and you just come up with an agreement. Any phone call that comes through the number that I control that was generated off of our truck that results in a cosmetic surgery procedure you want a percentage of. You could do 50/50 sometimes. It may take you all setting these up but this is money well spent to have someone making phone calls setting up these deals were sending out letters to cosmetic surgeons in no new way to sell transplants. Just explain who you are and what you have going and sometime when you have some down time how would you like me to advertise your service for free in exchange for a percentage. You take that down time advertising and you could turn that into a possible \$1000 hits if you can find something that works. It has to be a high-end product.

ANTHONY: I actually looked at 12 weeks ago. It's called Smile Zone.

MICHAEL: And what do they sell?

ANTHONY: Teeth.

MICHAEL: Teeth, okay.

ANTHONY: I pretty much did an ad with a good look at what went on there and we create smiles. It was a Smile Zone.

MICHAEL: Okay. You probably need some more effective advertising. I'll talk about that in a minute but I don't want to forget another good potential high-end thing is paving solutions like synthetic grass. You know when people put the synthetic grass in their yards.

ANTHONY: Okay.

MICHAEL: Or awnings where people put large awnings on the back of their house. These are high and products. Paving solutions where they are doing the interlocking bricks. You know a lot of these companies or individual franchises and they pay a lot of money for these franchises and you can search them in your area. He can go to the Chamber of Commerce and see who is a member of the Chamber of Commerce. These are people who are raising their hands and saying I want more business. And you can do joint ventures. You have done some barter which is very effective and I would encourage you to keep doing barter. Have you ever heard of retail barter exchange like ITEX? Have you heard any of my recordings on barter?

ANTHONY: No I haven't but ITEX isn't here though.

MICHAEL: ITEX isn't there. Are you sure?

ANTHONY: Yeah because they are looking for someone to open an ITEX in Albany.

MICHAEL: Oh they are. Well you know I have a whole product and a whole training on how to buy these ITEX dollars for \$.10 to \$.20 on the dollar.

ANTHONY: Yeah.

MICHAEL: And I have been doing it for years. So let the ITEX was there and you have a group of a thousand businesses that you can buy products and services, advertising or whatever. I show you how to find people who are fed up with it and they want to sell all their trade dollars. So you can get trade products and services throughout the ITEX network, tens

of thousands of businesses nationally for \$.10 or \$.20 on the dollar. But your barter, trading advertising for advertising is great. Now maybe it hasn't worked out for you but I would encourage you to trade advertising if you've got the space for one month ago approach a restaurant and say how would you like to trade advertising for restaurant script? Do you know what restaurant script is?

ANTHONY: One thing that I do on the restaurant is all of the print and production is free?

MICHAEL: Yeah?

ANTHONY: I get that in gift certificates.

MICHAEL: Okay fine. Go one step further get certificates that are called script. They are gift certificates with no expiration date and when you buy them you have an agreement that gives you the ability to transfer or resell them so that whoever brings them in they have to honor them. You make sure the tax is included or alcohol. You make it as valuable as possible. Then you have something worth something. You can take that same scripts and use it yourself, you could trade it. That's money in your pocket even though it's not in the form of dollars.

ANTHONY: Right.

MICHAEL: I'll give you an example might kid goes to school and an area nearby and they have an association and they try and raise money for the school through the parents. When I got married I used a company called the French Gourmet which catered my wedding and did all of that. They're still in business and a member of the trade organization for all of these shares. Since I learned how to my trade dollars I was able to buy \$2000 worth of restaurant script. This included their restaurant, catering, wedding cakes anything I wanted. And I was able to get \$2000 worth of script for \$.15 on the dollar. And then I use them all the time when I hire people on Craig's list to do work for me around the house I'll pay them have been script. I have used script to pay bills. I've used it for all kinds of things because it saves me from spending cash. So what are you spending cash for on your business besides gasoline and your printing?

ANTHONY: My gas, insurance, car payment and garage rent.

MICHAEL: You can't park at home?

ANTHONY: Yeah I can but it's better at the garage because of the signs that I had to put on it and especially in the winter at 20 below zero.

- MICHAEL: Okay gotcha.
- ANTHONY: Plus maintenance on the truck. Gas is a big one.
- MICHAEL: Yeah anytime that down time on advertising using barter and trading with a restaurant script is money in the bank. Those scripts, does get certificates for food can be sold. Even if they are sold for \$.50, \$.60 or \$.70 on the dollar that's valuable as long as you have no expiration date in the restaurant has been around that's money in the bank.
- ANTHONY: And I look at it that way too and I have done that with the print and set up on the restaurants. Some people say it's no money and it may not be any money but the truck is still moving so I might as well put somebody on their whether it's no money or not we are getting something out of it.
- MICHAEL: Right.
- ANTHONY: Whether we go to dinner or I give them to a customer for dinner or I take somebody out to dinner.
- MICHAEL: Yeah that's right. I did make a note when I was brainstorming an ad for your truck would say three advertising on my truck call 1-800-ask- me-how 24 hour recording.
- ANTHONY: Okay. That was the other thing that I was going to do was I was going to do an ad in the back and you could run this ad one month for free with a telephone number or a website and then they would have been all of their information because that would have the names telephone numbers to website their e-mail address and I would have all of that information and I could build my list. Those are people that actually liked it and looked at the truck and thought it was neat.
- MICHAEL: I would probably just have a phone number. I think with mobile there are people that have their cell phones and would just dial it and just have a 24-hour recorded message. And you may want to say that I would put down three advertising on my truck call, you'll go to Kall8 and get a number, ask me how 24 hour recorded message. Real simple and you get their curiosity and you can use the 24-hour recorded message to be an introduction on you and your truck at how it all works. You can also ask if you would like to get my free Consumer Reports on billboard advertising leave your name, phone number mailing address and your mail it. So you want to capture those mailing addresses. But if you can get someone to create a consumer report for you or he could interview you can mail that out and start doing automated sailing.

ANTHONY: Okay.

MICHAEL: I know we have gone over a lot of ideas. You are going to have this recording to be able to play over and over again. Have I given you some stuff to think about?

ANTHONY: Yes definitely.

MICHAEL: You have to automate, automate, and automate. Take yourself off the cold calling stuff. And you are going to do that through joint ventures, automated selling tools like an interview or a consumer's report and I am going to send you all the resources that we talked about. I'm going to send you the link to the ultimate taxi. I'm going to send you to the PR resources, Paul Hartoonian's [sp] website so that you can direct someone on how to do them properly. I'm going to send you a consumer report on cleaning. The recordings on Tony who is the guy that sold the electrical auditing. I'll send you a number for the 24-hour recorded message for the carpet industry. The link for Kall8.com, the Melissa data, and a day planner you are recording on joint ventures and the joint venture letter to get someone to do a joint venture with you and the endorsement letter that she would modify for them to send out endorsing it.

ANTHONY: Okay.

MICHAEL: It sounds like a lot. And it will be a lot of work that you are doing it already. You are doing a lot of work. But now your work needs to be on marketing. And I think it will pay off in why don't I check back with you in about 60 days and we will see how you are progressing. I would love to hear some good successes on some of these ideas.

ANTHONY: Sounds good.

MICHAEL: So I'll e-mail you the link where you can download this recording at.

ANTHONY: Okay.

MICHAEL: Has this been helpful?

ANTHONY: Yes.

MICHAEL: Do you feel like you got your moneys worth?

ANTHONY: Yes, thank you.

MICHAEL: Okay I'll send you that if you have any other questions you can just give me a call back any time. Okay?

ANTHONY: Okay.

MICHAEL: And I'll shoot you this. Give me to later today and I'll have this recording for you and you can download it and re-listen.

ANTHONY: Sounds good.

MICHAEL: Alright, take care.

ANTHONY: I'll be talking with you in about 60 days.

MICHAEL: You got it.

That's the end of my consult with Anthony. I hope this has been helpful. If you have any questions please give me a call at 858-274-7851.

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