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Dave Flannery Talks About Making It

*Michael Senoff Interviews Dave Flannery
Part Five*

Dear Student,

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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Dave Flannery Talks About Making It

Dave Flannery has so many clients, he's booked for the year – with one of them paying a retainer of \$30,000 euro. And in this update, you'll hear all about Dave's confidence and the real deals that have come from it.

Since he first started with the HMA system, Dave's been one of the busiest consultants around. Seven months later, he's busier than ever and says if he can do it, anyone can. And because he's been in such high demand this year, next year he's increasing his fees to \$12,000 with a 15% retainer.

And you'll get to hear all the details of his latest clients and his latest works (believe it or not, Dave has somehow found the time to write a book as well).

You'll also hear...

- What two things you should always have your clients agree to do if you want your consulting business to grow like Dave's
- More about Dave's cost-reduction step and how it's been working out for him
- Where Dave finds the easiest and most effective areas to reduce costs for his clients so they see immediate results
- Details of his 30,000-euro deal where he'll be taking a company international – he's also receiving 15% of the gross sales as part of that agreement
- Dave's advice for new consultants on how to deal with rejection and "fake it 'till you make it"

Even though Dave has always made it look easy, he says his consulting business has only gotten a lot easier for him recently. Now, he can walk into any situation, size it up and answer 99.9% of the questions.

So sit back and enjoy this quick, half-hour update on how Dave's been increasing his business and his confidence – and learn how you can do it too. Enjoy.

Hi, this is Michael Senoff with Michael Senoff's www.hardtfindseminars.com. I had many questions come in from existing HMA consultants from around the world asking for Dave to expand on what he talked about. So I took those questions, shot them over to Dave, and we handled them one at a time. So in this next section of the recording, you're going to hear even more detail on what's going on in Dave's consulting practice and some pretty valuable advice he has for anyone who's struggling with the HMA system. Get ready and let's get going.

Michael: So Dave, I've got a lot of response from our last Part Five update on what you've been doing and I've gotten some emails from some of the HMA consultants that want a little more nitty gritty. So why don't we take this email from HMA consultant Richard Emmans and he says, Michael thank you very much for the update; very inspiring and motivating. I actually checked out your site last night and listened to it twice before going to bed. And that's the Dave Flannery interview. When I woke up, I had the USP for a client done. Oh yeah! A little clarification from Dave would be appreciated. This turned out to be an interrogation email. Sorry for that. Number 1, new clients in 2008 will be \$12,000 plus 15% of revenue. Is this 1\$2K for each of the first four steps? He calls the \$12K a retainer; does he use this terminology rather than calling it a fee or to let the client know it is an up front fee? Is the 15% of revenue above the current baseline, annual revenues? How often will this be computed and paid and does revenue mean gross revenue or gross profit?

Dave: Yes, the \$12K is for all the steps; not just the first 4. The retainer is just, I slip into that terminology, and I use the 2 interchangeable to be honest. One client could use the word retainer and have the other client could use up front fee. It's just my way of speaking. The revenue is based on their 5 year sales growth pattern so I go back 5 years and work out what their annual average growth was. Let's say we take this year and I have a client who I did a differentiation analysis on today and they hired me so what I would do is I'd go back 5 years, which would be 2002. I would take their growth from 2002 to this year. Over the 5 years, I'd say the average was 5% growth. So what I would do is I would add on 5% to last month's sales. That would give me what their expected target would be for that year ending 2008.

Michael: You're doing annual growth, right? So you go back 5 years, figure the growth for each year and average it out?

Dave: Correct, and then add that on to the last year so that would give me the year's growth. So I would give them that year's growth because that's their historical growth. So anything above that baseline would be down to me, 15% of that.

Michael: Alright, now does that mean gross revenue?

Dave: Gross sales.

Michael: Gross sales, okay now, tell the consultants why you do gross sales rather than net.

Dave: Because even though I'd have a cost reduction strategy in there, you don't have any control over what they spend. You could get a CEO or you could get a business owner who let's say me, for instance. I go in and I reduce costs on my first step let's say 5%. That's great. Over the term of the contract you have no control over what they spend. You can make your recommendations but the CEO could go nuts and make a huge capital investment. If you base your retainer on a bottom line figure, you have no control over what a CEO or business owner buys or does with the money. He could make a huge capital investment which takes away from the company's bottom line which takes away from your contingency. So the only thing you can really control with any certainty when you're doing consulting is the amount of sales you bring in. So that's why you base your retainer on gross sales.

Michael: For the international expansion client you just got, your retainer will be \$30,000 plus 15% of the gross revenue or the gross sales. Is the \$30K above and beyond the existing per project fee?

Dave: Yes it is and I'll tell you why. \$30,000 is for my time based on the fact that I was spending a lot more time with them than I normally would with a client. So I won't be able to get any more new clients. Now that's not strictly true but the client doesn't know that. Like my calendar's full but like I said, the reason that I've asked for the \$30,000 or the rationale is that I'll be spending a lot more time with yourselves than I will be with any of my other clients plus the time that I spend with you means that I can't get any more new clients.

Michael: Did any of his first set of clients go beyond 4 steps? If so, what where they, who decided whether to go to step 5, Dave or the client, and if the growth goal has been met does he automatically stop?

Dave: No!

Michael: Okay, how come?

Dave: I didn't have time to work with them. They wanted to but the original contract was for 4 steps and if I'd taken anybody else on, that means I would have to shove the people who are already on my waiting list back.

Michael: So this was for efficiency reasons.

Dave: Yes, it's just not to let anybody else down. I hit growth targets with the 4 steps so they were happy. Now they wanted to keep me on but I said no, that I had clients waiting on a queuing system. Basically if they want to hire me again, they'll have to go to the back of the queue and wait their turn.

Michael: Okay, regarding step zero, or the cost reduction step you spoke of; do you charge a fee for this step or just to do it before doing the USP step? How long do you allow for this step? And if you want to increase profits by 20% in 20 days, then this step must happen pretty quickly. Is the goal to find at least enough savings to cover your cost of the USP step?

Dave: Charge for the first step? Yes I do. It's a step on its own. How long do you allow for the step, is that the second one?

Michael: How long do you allow for this step?

Dave: One month.

Michael: One month; if you want to increase profit by 20% in 20 days, then this step must happen pretty quickly. Is the goal to find at least enough savings to cover the cost of the USP step?

Dave: No, the goal is to get as much money as possible to the bottom line for the client.

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Dave: Get as much saving as possible. If that covers the cost of the USP step, then so much the better.

Michael: Any plans to outline this step in more detail for other consultants?

Dave: Not yet, not at the moment, no.

Michael: Okay, number 5; I really appreciate his comment about doing a USP in 8 hours. No need to mess around and talk to 50 people if 15 will do the job. Question: will he still wait 3 weeks or so to give it to the client so that the client doesn't question paying thousands of dollars for a USP that only took a day to create? This would certainly create an unrealistic expectation on how long the process takes.

Dave: I control the time line as regard to the process, not the client. So even though it only took me 8 hours, I would still wait the month to give it to them and the reason for that is, just because you do it fast doesn't mean that you cut yourself short. There's an old story that I used to be told was a car broke down on a street or a back road in the middle of the night and the guy couldn't fix it so he called in a 24 hour mechanic. And the mechanic looked under the bonnet and about 30 seconds under the bonnet, closes the bonnet, came back to the back of the car and give it a kick and the car started. And the guy went off. So the mechanic sent out his bill and the bill was for \$1,000. And the man says, \$1,000; you only spent 3 minutes at the car. And he said yes. And he said what's the \$1,000 for? He said, well the charge is \$50 for my time for 3 minutes and the rest for knowing where to kick the car. So just because you do it fast doesn't mean that you cut yourself short. You stick by the time line and that's it. You always have to make sure the party can expect from you, always, always, always. If you give the client a bad surprise, well then you're on the back foot.

Michael: Finally, I'm encouraged by his doubling of fees. I'm working with relatively small clients, \$300,000 and less annual revenue, and about 4 employees, and charge either \$1,500 to \$2,000 U.S. per step. I plan to get established with them and then increase my fees as I move on to bigger clients. Thanks, Richard Emmans, Marketing Consultant, "Grow your business 25% to 100% without spending more money on advertising, guaranteed". Any final words of encouragement?

Dave: I just have a couple of questions and I suppose I could direct it towards Richard and the more general in terms of the whole HMA family. Number 1, when they got their system training, their package, they looked at it. Did they buy the Obvious Expert, did they buy Execution, did they buy Differentiated Eye, those 3 books that were featured in the training? If they didn't, well then they didn't get the full training. Okay, they have to go the extra step. It's

not even really an extra step; it's just getting yourself as much information as possible. I mean, I'm using at the moment a lot of the stuff out of all those 3 books, especially the Obvious Expert. It's all setting in motion. Do they have a 5 year plan for where they want to be in 5 years? More specifically, their company, and with sales targets. You know, it doesn't have to be scientific, it's just some milestones and how many clients they want to have because having a long term goal and a long term plan and begin focused on that can help get by short term frustrations like lack of clients right now or whatever it might be. And also number 3, and I think this is the most important part, are they their own first client? Did they actually use the steps in the system on themselves and their own company? Now if they haven't done those 3 things, they're cutting themselves short; they're not giving themselves a fair shot at it. Like those new HMA consultants or even existing HMA consultants who listen to these recordings and think that everything came easy to me; that's quite the opposite. I work 60-65 hours a week; I have to meet deadlines for my paper column; I've just written a book. I spend weekends writing a book. I've had clients just lock doors on me. I've had clients just kind of laugh at me. But it takes perseverance and a constant look on your own value and the value you know you can give these people. I get disheartened as well. I am a very confident person but there's only so many kick in the balls you can get before it does wear on you. But the thing you have to look at is again focus on your long term goals. Be consoled in the fact you will not sell everybody; you will not sell every client or possible client or prospect that you go into. Because either, number 1 they just don't understand what you're trying to do, or they just don't want to pay for your services. It's all a learning experience. There were days there like in January and February where I sat down and I thought to myself this is not going to work; I can't make this work. I'd get up the next morning and I'd try again. It's not all flowers and chocolates and champagne bottles over on this side of the world either, you know? People are just as cynical here as they are in the states, I'm sure. Kind of trying to beat you down to the lowest common denominator and your lowest value. If they could hire you for a dollar, they'd hire you for a dollar. The only person that's going to fight for you is you. So it might be hard walking away from those but get every single bit of goodness out of a no that you can get. Ask them some questions; what do you think; why didn't you hire me; did you not think it's a good value, and things like that. And it can help. Let me put it this way. If somebody says no to you and you didn't ask why you might be making the same mistake over and over and over again and not know it and it could be a simple mistake like maybe you're not qualifying the party enough; maybe they don't have enough money

to hire you. Small things like that. Like I said, there's a lot of luck involved in where I am at the moment.

Michael: You make your own luck.

Dave: I agree. Processing luck is when preparation meets opportunity, that's luck. So the opportunity is out there. In Ireland the small to medium business enterprises are the fastest growing. They're the engine of the economy over here and I'm sure it's the same for the states. And any other country that I'm sure where the consultants might be listening to this. Everybody has moments of doubt but the thing about it is, you have to focus on where you want to be in 5 or 10 years. My company's plan is done out to 2017 and it's up on the wall. If I get disheartened or I get discouraged, I look at that and I think okay, let's just focus on this and get past the short term problem or short term whatever it might be and have focus on 2008 and 2009 and so on and so forth.

Michael: Can you let some of the HMA consultants in on what do you see for yourself; what kind of plan do you have that far out, 10 years ahead? Where would you like to be?

Dave: The ultimate probably is to sell the company in 10 years for whatever the market price is, and start again. I'll give you a couple of what I would term short term. Between now and 2012 I'm going to write one book every year. Number 2, I'm probably going to try and get a column in a national paper if not 2 national papers rather than just a regional paper. I'll probably stick with the regional paper because they had me at the start. I'm going to try and get on a national TV show as an expert at business advice. You know, one of those people that they interview for 5 or 10 minutes every week; just advice for business. And again this all comes from the Obvious Expert book. I mean I'm not doing anything that is mind startling brilliant. This is all just tough brass and negotiation. Let me put it this way; I went to 4 papers before I got my column. 4 papers just turned me down flat. One didn't even answer the phone to me. Now that was disheartening. I didn't even have a 5 year plan at that stage. I just said to hell with this, I'm doing this and no one's going to stop me. It was more of a grit thing at that stage.

Michael: It's the same thing when I'm looking to do interviews, you know. You've given me a lot of ideas to do interviews and I email these people and contact them and they ignore you. Probably 8 out of 10 they just ignore you and they're not interested. But you're only looking for that 1 or 2.

Dave: Let me put it this way. Out of the 10 interviews you do, the one you get could make your year because then what happens is he could refer you 5 or 6 people. That 5 or 6 people could refer you 5 or 6 then on again. You may never have to prospect again if you do it right. It's just getting that one person. The hardest job you'll ever do is get your first client. That's the hardest job you'll ever do because, number 1 you're fighting against two things. You're fighting against your own self doubt and you're fighting against the marketplace, which is a huge battle. Whereas once you get your first client and you do a good job for your first client, the self confidence that brings is unbelievable. It's like Superman. You feel like a Superman, there's no doubt about it. People hear these recordings of me and it's great but it's like a world class athlete at the Olympics; Ben Johnson or Carl Lewis or whoever is the world record holder. All we see is the 10 seconds running on the track and it's exciting and it's whatever else. What you don't see is the 365 days that the guy was up at 5:00 in the morning in the pissing rain running until he puked every morning. You don't see the back story. But the back story is where your confidence is built and it's where you build your company at the end of the day. I hope that helps now.

Michael: Yes, that's good. I've got an email from a consultant who had listened to the interview. Let me read through it and he's got some challenges going on and just wants some advice for you. Hi Mike, how are you and the family? I just listened to the Dave Flannery interview; great stuff. He's really doing well. Here is Dave, a relative newbie and here I am 2 years on almost and still struggling to get a couple of clients. The last 3 months I have been focusing on new HMA business but apart from one possible I haven't had so much as a bite. Yet Dave seems to be swamped under with offers. Dave is booked up until the end of the year and I am in a situation due to a very large unexpected bill where I have 6 weeks to land 4 HMA clients or I'm out of business after nearly 8 years. It's not the system. I fully believe that I can achieve the growth for others using the system. But now it seems I've run out of time and money to be able to go forward. For me at the moment as one door closes, it seems so does another. I've lost 4 of my largest clients for various reasons on the last 6 weeks as well as finding out today that I've lost another contact I was promised for \$1,500 which I was counting on for a very large bill I have to pay at the end of July. The bottom line; I have to have 2 HMA clients by the end of June in the next 2 weeks and then a further 2 before the end of July. Obviously more would be welcome. The trouble is that I can't seem to generate enough interest to even get in front of people let alone convert them to clients. I've never been closer to giving up than I

feel right now and I guess that hurts me more than anything else. And then listening to the recording of Dave say if I can do this anyone can. But I don't feel further from that than I did earlier today. But as I said, I'm not a quitter, but maybe this time I need some help. So what is the point of this email? My question/challenge to Dave is, knowing what he knows how, if he found himself in the situation that I find myself in, starting from scratch where he has to get at least 2 clients in 2 weeks and a further 2 clients in 4 weeks after that, what would he do? What would his approach be? I'd be interested in what Dave has to say to this and I do want to say I have a lot of respect for your opinion, too. I just feel that I'm at the edge of something great that seems to be everyone else who are on the other side with all the success. I've been an almost success for 7 years now and I really feel that it's time I was allowed a break. That's tough.

Dave: That touches me now, it really does. Okay, let me see. If I was in that situation here's what I'd do. I'm going to assume that he's married. I'm going to assume that he has brothers and sisters. I'm going to assume because he's married he has in-laws. And I'm going to assume he has best friends. Going with those assumptions here's what I would do. I would get his wife and himself to sit down together and I would get the both of them to write out separately every single person they know; everybody! And I would do that with their brothers, with their sisters on both sides, the in-laws and then best friends. I would get them to write out a list of everybody they know; I would get them to refer all of those people to that consultant. If he's under so much time pressure, that is the only way it can go; referrals. He has to break the barrier of trust. You don't have time to sell. And at this time he needs help from people who know you the best which is your family and your friends. If they can generate; that's himself, his wife, his brothers, his sisters, his in-laws and best friends. That's 6 columns. If each one of those columns can come up with 20 people who they think could use his service, even on an outside chance, that's 120 people that he's getting referred to. Out of those 120 people, he should be able to sell 10. That will get him out of the short term problem.

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Dave: That will get him out of the short term problem. Now the only thing I will say about that is when these people are referring these people to the consultant, don't use lines like "my brother in-law" or "my

husband” or “my best friend”. Make sure the deal is on a professional level. Say whatever it might be, a bakery or a hair dresser’s or whatever it might be, say I know a consultant who’s very good at growing business and getting more sales. Here’s his number, give him a call and tell him I told you. I don’t go down the line saying he’s my brother in law or he’s my husband or my brother or whatever it might be. Keep it on a professional level. And after that just go over it again. The problem is either getting in front of people or he has a problem selling people. And you just go over that again because I didn’t quite get it.

Michael: The trouble is that I can’t seem to generate enough interest to even get in front of people, let alone convert them to clients.

Dave: That’s a referral strategy that he can use and like I said because he’s under time pressure, this referral strategy is probably the best one to go with because he’s using his family and friends. The other strategy that I would use is the joint venture strategy. Go out and find out what other companies people would use before they would use his service, during his service, and after his service. Like printers, office supply stores, things like that, that he can have a joint venture with who again can refer him business. Or he can do cross promotions or access to a database. Just what he’s looking for now is access to a database. Just get out there and even if he has to make a cold call at this stage, do it. At this stage he’s going to have to just bite the base and just go for it. The first strategy I would use is this one where his family and friends make a list of at least 20 people who they think may be interested or not even interested but would find value in his service. That’s 120 potential people that would get referred to him. And then what he has to do is work on a referral strategy. The indirect methods such as advertising, public relations, direct mail; that’s all great when you’re up and running and you’ve got a bit of a database behind you and a bit of a name behind you. But the direct method, the joint ventures and strategic alliances, that’s the way to go right now. Like I said, use the people who are around you. And another thing, in fact I’m going back to this. He said he’d been doing this for 2 years?

Michael: Realistically, he’s been signed up for a couple years, but really just in the last 3 months has he really started focusing on it.

Dave: Let’s say go back to this referral strategy where I used his family and friends. Does he belong to any clubs, even sports clubs?

Michael: I don’t know.

Dave: Is there people he knows in these clubs that have business contacts that could refer him. You might even set up a joint venture or a referral strategy with them where you just work it out on a kind of a personal basis with friends. Again, he's in a situation now if he's up against the wall, this is what he has to do. Use people who know him on a personal level and know he's a good guy and knows what he can do and use those people to help him. You know, everybody needs help every now and again. So that's what I would do. Sit my wife and my friends down and say look guys, this is the situation; I need help. Can you do out a list of 20 people that you think might value my services and be willing to listen to me and can you go and refer them to me? And again that potentially would give him 120 people, potentially.

Michael: Yes, now I've got a couple ideas, maybe not on those lines for him that I was thinking. I don't know how his credit is but the bottom line is his back's up against the wall, he needs money. And it's very hard to do consulting or anything when you're doing it from a position of weakness. Because the clients can smell it on you.

Dave: Oh, they smell it like a shark smells blood in the water.

Michael: So you've got to try and alleviate that fear or that desperation because it will come across unless you're able to hide it very well. If he has credit cards and any kind of credit, there's a simple technique. Any of the consultants out there who have credit cards and may be living a little bit on their credit cards and using those as breathing room, you can call your Visa or Master Card and ask for an emergency line of credit. And in some cases, if you haven't asked for that in the last 6 months, you can get \$4 or \$5,000 just by asking for it. As a matter of fact, I just did it for one of my cards. Not that I needed it but it's a way to build credit. You just ask for it and every 6 months you do it, they can approve it over the phone and there you can have \$3 or \$4,000 of credit, now this is if you have good credit, and they'll offer it to you. And that credit can be used to take some of the pressure off you. Another idea is whatever line of work he's in, whatever service you provide currently, you may want to take that service and find a client and make them an offer that they can't refuse. So let's say you're doing a service on a time basis like you charge X amount per month. Now this is other than your consulting business because I know you have another business that you operate. You can offer a potential client an offer that they can't refuse and make them an offer and say I'll give you 12 months of service if you pay up front for only 6 months cost.

Dave: Exactly, there you go.

Michael: Okay, so you can maybe make some offers that they can't refuse to get you some up front quick cash so you're reducing your rate on your service only because you need the money. You could also save money for whatever you're currently spending by bartering your service with either a retail barter exchange or anyone who would need your service, if they have a service that you could use, you could barter your service for their service, therefore keeping that cash in the bank; money in your pocket.

Dave: Like I said, it has to be a direct method at this stage. Because what did you say, he's down to one week or something; he's down to 2 weeks? He's got bills to pay? So he listens to this recording and he's finished it. Himself and his wife sit down and make a list of 20 people each. They ring his brothers and sisters; he tells them to do the exact same thing. He rings all of his in-laws, tells them to do the exact same thing, and all of his friends, his best friends, whatever it might be; club members, whatever. Ask them to do a list of 20 people at least. Because everybody knows 20 people; 20 business people, everybody. So write them down and ask them to within the next 3-5 days, ask them can you refer everybody on that list to me? Just mention my name, say what I can do. That's a potential of 120 people in the next 5 days. Like I said, it has to be direct. And then it's down to him. I don't know what his selling skills are like or his sales training, so it's like once he gets in front of these people, it's up to him to do an Opportunity Analysis and sell himself and sell his value. Once he gets in front of these prospects it's up to him to sell his value and sell the company and sell what he can do for the company. I don't know this consultant, I don't know so that could be the problem right there, the way his presentation is going. Like I said, for every problem I come across, I look at myself first and say am I the problem rather than trying to blame the prospect and blame the market. I look at myself. So just in case it is a selling or presentation problem, he should listen to the Kevin Hogan interview. That's a very good interview. Kevin goes over a lot of the basic stuff about selling and also the Sandler training interviews that Mike has on the site in the University. You know, reference those 2 interviews and take it to heart. Sometimes you have to take a long, cruel look at yourself before you take a long cruel look at everybody else. I'm not saying that in a bad way, I'm just saying that in a helpful way. That's what I do. If I have a problem, I look at myself and see if I'm the person causing the problem. And then if I am confident or if I decide that no it's not me, well then what is it in the marketplace that's causing the problem and how can I fix it? But go to the Kevin Hogan interview and go to

both parts of the Sandler Sales interview that Mike has on the HMA University. The biggest skill that you're going to have to learn to do during a differentiation analysis or an Opportunity Analysis is listen more than speak; active listening. Nobody wants to buy from somebody who's talking all the time because if you're talking all the time, you're not listening, and if you're not listening you don't know what the client's problem is. And if you don't know what the client's problem is, then you can't sell yourself to be able to solve it because you don't know what it is because you're talking too much. Listen, listen, listen. I would say do 20% talking and 80% listening in a differentiation analysis or an Opportunity Analysis. That would be my percentage; active listening, nodding, making sure that the client sees that you're interested. Other than that, I don't know what other advice I can really give, Mike. I wish this guy all the best. And again if he wants to follow up on this, by all means let him shoot and email to you and you can shoot it back to me and I'll see what else I can do for him.

Michael: Dave, you've been very generous answering these questions from the consultants. I'm going to put this on the end of the Part Five interview, which I think would be a good place for it, and I really appreciate it. And I think these consultants appreciate it, too.

Dave: Any time I can help, all they have to do is shoot you an email and you can pass it on to me.

Michael: Alright, hey thanks for your help again. Have a great evening and have a great week. We'll talk to you soon.

Dave: No problem, Mike, good bye.

Michael: Alright, bye-bye.

I hope this part of the interview has been helpful and I encourage you, if you have any other questions for Dave, please forward any of them in an email towards me at Michael@michaelsenoff.com and I'll see if I can't get them answered by Dave personally. Thanks for listening.

How to use Richard's simple, risk-free, home-study system to...

How to use Richard's simple, risk-free, home-study system to...

Become A High-Paid Marketing Consultant In 45 Days Or Less...Without Any Prior Marketing, Business Or Consulting Experience

In this letter you will learn a simple, painless and inexpensive way to become a high-paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

It doesn't matter what your current skills are now. And it doesn't matter if you have any "connections" or business experience.

In fact, all you really need are a few, simple (and 100% proven) secrets my friend Richard has developed over the years to become a high-paid, in-demand marketing consultant.

And the best part is, you do NOT have to shell out tens of thousands of dollars for these secrets...and you can even use them yourself...

Almost Free, If You Choose.

I'll explain the details of this incredible offer in a second.

But first, let me tell you what's in Richard's HMA system, why it really is an absolute "no brainer" for almost anyone (regardless of your experience) to use, and why you can realistically be up and running and making money in just a few days after getting it.

To begin with:

If you do your homework, you'll find that there are several competing marketing consulting opportunities in the marketplace. And I'll be the first to advise you to look into all of them before you invest into any of them, including Richard's HMA system.

I've interviewed countless people who have paid enormous fees to attend these trainings. I have received firsthand feedback on Y2 Marketing, Action International, Quantum, Topline, Peter Sun Consulting, and other opportunities and many of them are actually pretty good.

But what separates Richard's system from the other ones I've seen is that, with Richard's system, you don't need any previous marketing experience, any business connections or even a lot of money.

In fact, Richard will be the first person to tell you if he can do it...you can do it.

How can he be so sure?

Because when Richard started he was broke himself, and had very poor selling, speaking, marketing and presentation skills. And even today...

He's Just As Shy And "Introverted" As The Next Guy.

In fact, the only difference between you and Richard -- the only reason he is making a fast and easy fortune as a marketing consultant and you aren't -- is because of a simple (very simple) system he invented after attending a Jay Abraham marketing consulting seminar over 15 years ago.

You see, Richard discovered that while Jay Abraham really is a marketing genius, his system (like most other marketing consultant programs today) was not geared toward "ordinary" people who don't have a lot of money or natural marketing talents.

Jay Abraham, in the early 1990s had credibility, contacts and millions of dollars. The training Jay taught consultants was taught from his own millionaire perspective.

But Richard was near broke. So broke he had to borrow money from his dad to attend Jay's training. Richard had no credibility and few contacts.

And when Richard went out in the field to test Jay's teachings, he failed.

Richard did not quit. After years of experimenting and organizing the marketing concepts into a workable system, Richard began to experience an almost instant success.

Richard had unlocked the code and discovered his own unique "system" to make money as a marketing consultant that is so easy to follow and simple to learn...almost anyone can use it to make money quickly, cheaply and even...

While Sleeping Like a Baby

Richard had created a system that will work whether you are a millionaire like Jay Abraham or broke like Richard, struggling to make the rent.

It's taken Richard 15 years to perfect and tens of thousands of dollars working out the "bugs", and getting his system so you can approach virtually any kind of business to offer your consulting services.

And since sharing his system to the public, Richard has created successful, highly paid

marketing consultants in the US, the UK, Australia, Greece and even Holland (some who were totally new to marketing when they started) who are now making it big doing consulting.

Here's why...

With Richard's system all you do is use the tools he's created for you the exact way he says to use them...and within just a few weeks (maybe even a few days)...you can have a strong, secure and stable marketing consultant business with paying customers and large fees dwarfing anything you could make at your regular job.

And best of all:

You can do it all without pressure...without strain...and without the unbearable personal rejection most marketing consultants endure when getting started.

For example, most people getting into the consulting business believe making cold calls to get clients is the worst and most difficult way to get clients.

This method is usually reserved for the consultant who has no contacts whatsoever.

While other consulting trainings tell you to make prospecting calls yourself, Richard's system trains you to pay others to do your prospecting for you.

Take for instance, the telephone prospecting scripts in the system.

All you do is take these proven phone scripts, hand them to a part-time telemarketer with a copy of the Yellow Pages, and tell him or her to call businesses and read the scripts word for word.

This simple method for getting new clients works time and time again. You do none of the calling and you still generate clients.

This way you can be sleeping in, playing golf, or even taking a vacation...and have an endless stream of fresh, quality appointments coming in each and every day...

Without You Lifting A Finger.

Plus...

In addition to these proven phone scripts, you'll get an audio training called "How To Get Appointments" which takes your people step-by-step through the whole process on how to use the scripts.

That means, if you don't want to pay a lot of money for a professional telemarketer, just hire a student or a stay-at-home mom and give her the "How To Get Appointments" training and she'll be just as good (if not better) than anyone else at getting you appointments.

Of course, the phone is only one way to get clients.

- ✓ Your HMA system also has already-tested direct mail letters for selling your consulting services such as:
- ✓ An approach letter and a follow-up letter.
- ✓ A proven collection of postcards designed to generate leads.
- ✓ And even a sample brochure and professional audio presentation

All you do is fill them out, drop them in the mail and you'll have as many appointments as you can handle -- without rejection, stress or having to deal with any "gatekeepers."

Is it really that easy?

With Richard's system it is.

And with the simple tools he's created you'll be hitting your prospects from every conceivable angle, giving yourself the maximum chance of capturing those high-quality paying clients within days of starting your consulting business.

And if you're really ambitious, and want to make a LOT of money quickly, then you can also use Richard's system to create what's called "the podium effect."

What's the podium effect?

The podium effect is this phenomenon where people automatically respect, trust and believe people who talk at seminars or small workshops.

And since Richard also includes prewritten seminar and workshop flyers, you can fill a room, give your presentation, and watch as dozens of people scramble to hire you the second you step out from behind the podium.

Not sure how good you'll be at putting on a presentation?

No problem.

Because Richard has already created a powerful, professional seminar outline for you -- complete with a PowerPoint presentation and all the training you need to be up and running fast.

This is the same presentation Richard currently uses to capture clients today.

More on this later.

You won't have to try to figure anything out or structure your presentation. Just plug in Richard's "pre-made" seminar presentation, follow the word-for-word transcripts and you'll be delivering a powerful, proven presentation that gets clients fast.

Easy As 1-2-3.

And here's something else to think about:

With Richard's system you won't have to worry about not having a reputation or a "track record" of helping business owners with their marketing.

If you've never done consulting before, I know what you may be thinking now. You're asking yourself -- why should these business owners believe anything I say?

You're afraid that they will ask you for proof that you can get results. You think they'll want referrals before they work with you.

You're thinking that you have no credibility. This is only an illusion in your imagination.

It's a FEAR not based on reality.

I am here to tell you this will not happen to you and here's why.

You must understand that your clients are not interested in you. They are only interested in the results you can bring to them.

Being a fully certified HMA marketing consultant means you'll be able to draw on the successful track record of the HMA system.

It's actually pretty simple:

Richard has discovered a proven way for you to use his testimonials, his stories, and his successes for your business. And by following Richard's simple instructions, you'll be able to "borrow" Richard's credibility for yourself.

Plus, you will also learn a secret way Richard has invented to "create" your own credibility within the first thirty seconds of meeting a potential client...

**Without Needing ANY Testimonials,
Success Stories Or Past Success.**

This is one of Richard's "trade secrets."

And it works like gangbusters for everyone who uses it.

But here's the thing...

Getting the appointment or filling a room with prospects is only step one.

You can get all the appointments in the world...but if you can't close the sale, then it's all for nothing.

Richard knows this more than anyone.

And after spending hundreds of hours and tens of thousands of dollars on "trial and error" - he has created a truly foolproof system that lets almost anyone turn at least 25% (usually even more) of their appointments into cash sales.

And what makes this possible is Richard's proprietary "opportunity analysis worksheet".

With this simple piece of paper Richard has created, you can walk into any business, command immediate respect and attention, and literally become a marketing "miracle man."

Reason why is because this opportunity analysis worksheet lets you literally "make over" a business owner's marketing and show them exactly how you will create real cash profits right before their eyes.

And if the business owner you are talking with has any desire to grow his business at all...then he will have no choice but to be impressed by you and want to work with you.

In fact, the opportunity analysis worksheet makes converting appointments into paying clients so simple, easy and painless...

**You'll Almost Think
You're Stealing Candy From A Baby**

But you're not.

And when you see how it works for yourself, you'll be shocked at how easy making money and getting clients can be.

Richard also shows you how to command large fees and even get paid on a portion of the sales you make for your clients for years into the future.

This is called a "contingency" fee agreement.

This should only be used with a client after they have hired you and paid you to do project work.

Other expensive consulting opportunities teach you that contingency is the only and best way to sell consulting services.

And it works like this:

If you help your client make an extra \$100,000 a year (not uncommon for Richard's students), and you make a 15% "contingency" agreement with that client, you will pocket an extra \$15,000 on top of your regular fees per year.

If you do this for just five of your clients, you will make an extra \$75,000 a year. If you do this for just ten of your clients you will make an extra \$150,000 year.

And so on.

Again, this is in addition to your regular fees. You can typically charge a client anywhere from \$500 to \$5000 per project. And most clients will need at least four projects.

Quite frankly...

**You Could Literally Get Rich
Off Just a Handful of Deals like This.**

And it's so easy once you understand Richard's system.

Because Richard really has done 90% of the "work" for you already.

For example, his system includes...

Endorsed letter samples.

All you do is find businesses that sell similar (but not competing) products and services as the business you are helping, and strike a simple deal with them where they send your offer to their customer list for a portion of the profits.

This way, you and your client make a bundle off the initial sales, and an even bigger windfall from additional sales later.

All from leads that didn't cost your client a penny to generate.

Client reactivating letter samples.

This is your easiest way to make fast cash for you and your client because almost NOBODY goes after his or her inactive clients and customers.

And all you do is take one of your prewritten letters and mail it to your client's inactive customers.

Watch your clients shake their heads in disbelief as inactive customers (they thought would never buy again) come back to life -- spending their money with your clients again and again and again.

And remember, if you set up simple contingency deals with these clients (as Richard explains in his system)...

**You Will Get Paid On All
This Action, Too.**

Letter templates.

For things like special promotions, unique sales and other events. Each letter is proven to work and it's almost guaranteed money in your bank account every time you use them.

Anyway, these are just a few of the reasons why Richard's students report such fast and easy profits. To hear real stories from six existing HMA marketing consultants in their own words go to the link below.

<http://www.hardtfindseminars.com/AudioclipsH.htm>

Learn how they are able to get clients that pay cash so quickly.

This is why I have no problem saying nothing could be simpler than using Richard's system to make money quickly and easily as a marketing consultant.

And realize this:

Every time you make one of your client's money using Richard's "paint by numbers" pre-created tools...

**You'll Become Your City's Marketing
And Business Guru.**

And you'll have the instant reputation as the guy who turns straw into gold.

You'll be the person your clients won't be able to help but rave about to their business

friends who will also want to hire you.

And your whole consulting practice "snowballs" from there until you have an endless stream of clients and profits coming in so steadily you couldn't stop your money from coming in even if you wanted to.

As I said before, I have seen all the other marketing consultant programs out there. And I have not yet seen anything that even comes close to Richard's system.

But you certainly don't have to take my word for it. Because as you will see, you can try everything almost for free if you want to see for yourself.

But first, here is a quick breakdown of all your exclusive marketing training you will be getting in your HMA system:

HMA Resource # 1:

This is the HMA "System".

You get all 10 HMA operation manuals showing you each step of the way how to capture clients and make them real profits. This collection represents the system. Each binder walks you through all steps of the system. You'll reference these materials as you take your client through the steps of the HMA system. Richard spent years creating and refining these modules. Each comes in their own three-ring binder. You'll use these manuals as you follow along in Resource #2 & #3.

HMA Resource # 2:

1995 HMA Live Seminar Training

You'll own 25 hours of cutting edge HMA marketing training in downloadable audio.

Richard's first live marketing consulting seminar was conducted in early 1995.

Your 1995 training features Richard at the top of his game teaching a room packed with students his system for becoming a successful marketing consultant. Each student paid \$5000 to attend.

You'll be able to download, hear and learn everything you need about capturing clients and creating marketing systems for them. It's like having Richard right there with you showing you exactly what to do each step of the way.

HMA Resource # 3:

2005 HMA Live Seminar Training.

You'll get Richard's most recent live training on DVD. This is the same training Richard did from 1995 but updated ten years later.

You'll see Richard in action in full color and live in front of a room full of students eager to learn Richard's secrets of his HMA consulting system.

Each DVD is professionally produced. The picture quality and sound is perfect. You can play your DVDs in your home, computer or portable DVD player.

I've also arranged to have your audio from each of your DVDs converted to downloadable mp3 audio files.

You'll not only be able to watch this newest training in video, but you'll have full access to download each audio as mp3 files. You can also burn CDs to play in your home or car CD player.

Anyway you choose, you'll sit from the comfort of your home, car or office and have Richard transform your mind into a human "Hidden Marketing Asset" detector."

After learning Richard's system, you'll be trained to sniff out and find money in virtually any business lucky enough to retain your services.

Richard's students paid thousands of dollars to learn what you will get in these DVD training videos alone.

HMA Resource # 4:

HMA GROUP Training Video DVDs.

This is Richard's most recent training, conducting live group training for 15 business owners wanting to learn how to grow their businesses. The Group-training concept is another way for you to make money.

Richard discovered that many of the businesses he talked to wanted his consulting services but could not afford his one-on-one fees.

As a result, Richard started working with manufacturing associations and started doing group trainings with 10 to 20 business owners at a time.

Each group training would last for two hours twice a month for three months. You can charge anywhere from \$500 to \$3000 per business.

If you were to do group training for 10 businesses -- and let's say you charge only \$1000 each -- you've just made \$10,000 for only 12 hour of work. That's \$830 per hour.

I have never seen an easier way to make money than this.

Imagine using one of your prewritten letters from your HMA system and sending it out as an e-mail to a list of your local Chamber members at no cost to you.

Then, imagine prospects attending your free seminar on how to grow a business without advertising.

Then imagine taking your guests through your pre-designed HMA PowerPoint presentation crafted to sell group trainings and one-on-one consulting services.

Remember the podium effect?

Then imagine having 10 people fighting their way to you with checkbooks in hand ready to pay you anywhere from \$500 to \$3000 each!

If you're the consultant who likes action in an exciting group atmosphere and who likes to make a lot of money fast, this presentation is for you.

Your set of Group training DVDs will show you exactly how to execute this training. You'll have access to pre-designed workbooks to provide each one of your paying clients.

HMA Resource # 5:

You get lifetime access to exclusive online training and support in your HMA University -- including online audio, email, telephone backup and more.

You'll hear intensive interviews with marketing consultants making anywhere from \$500,000 to \$2,000,000 (two million dollars) a year doing marketing consulting. You'll learn their secret ways of making money and how they run their consulting businesses for maximum profits and minimum work.

These interviews and trainings are updated regularly and published in your HMA University. Which means you'll have all the support and feedback you need to make your consulting business fly right from the start.

HMA Resource # 6:

You get my famous "Joint Venture Magic" course -- including audio training, joint venture sales letters and sample contracts and agreements. This course sells for \$597, but you get it as part of your system for free.

And trust me, if you do nothing else but harness the enormous power of joint ventures -- as explained in this course -- you'll never worry about money again.

Plus, this joint venture course also includes a collection of contracts and letter of agreements for use in your consulting business.

You'll have agreements for Contingency Marketing, Copywriting, Intellectual Property Rights, Marketing Consultant Retainer Fees, Non-Disclosure Forms, Creating New Profit Centers, Referral Fees, and many more.

Without a doubt, you would have to pay tens of thousands of dollars in legal fees for a collection of agreements like these. But this entire collection is yours when you become an HMA consultant.

HMA Resource # 7:

You get a gift certificate for \$1000 off my audio creation service.

This will pay for itself a hundred times over in your first year alone.

Here's why:

If your client can talk into a phone, I can create him an information product that can sell for anywhere between \$497-\$3900. I've done it myself. I've sold hundreds of thousands of dollars worth of information products using this very system.

And with your help, he can then sell that product, or use it to generate leads for his business. And, of course, if you set up a contingency agreement...

You Will Get Paid On These Sales Too.

You'll also get a certificate worth \$500 off my audio infomercial service.

There's nothing better than a hard-hitting audio recording that features the benefits of your product or service, and there's no better deliveryman than the Internet.

Plus, you can also use these services for your own business.

When you have your own, unique audio infomercial, you'll literally ooze with the kind of ironclad credibility money can't buy. And even the most skeptical clients and customers will many times want to hire you right on the spot.

And perhaps the best part about your certificate is that it can be sold or transferred to your clients. There is no expiration date as long as you remain an active HMA consultant.

HMA Resource # 8:

Free publicity and press training from the "Publicity Doctor".

This is HUGE.

Especially when you set up contingency and commission deals. Because every time you use free publicity, money will come back to you in buckets, without your client having to do anything but answer the phone and answer a few questions.

You'll learn the secret of getting millions of dollars in free publicity for your business and your clients' businesses in newspapers and magazines and on television and radio.

HMA Resource # 9:

You also get the reprints and resale rights to 23 professionally written business reports including:

- ✓ **Insider Business Strategies: Five Ways to Increase Your Bottom Line Profits Without Spending an Extra Dime on Advertising**
- ✓ Quick-Fix Marketing: One-shot turnaround strategies for 50 different companies. (This gives you 50 marketing plans for 50 different businesses. Chances are, your clients will fall under one of these categories, and you can use these reports to make your job ten times easier.)
- ✓ **The Headline Bank: 100 top moneymaking headlines.**
- ✓ How to Up Your Profit in a Down Economy: 114 Tips and Techniques and Tactics to Kick-Start Your Cash Flow.
- ✓ **Yellow Page Success Secrets.**
- ✓ How to Attract More New Businesses with a Riveting Ad that Captures Immediate Attention.
- ✓ **How to Use Brochures to Grow Your Business.**

And more. (23 in all)

The great thing about having all these reports is not only the business changing information...but that you can also resell them.

You're going to have all the rights you need to put your own company name on them, and resell them to your clients and make revenue.

This is a residual income opportunity built in to the HMA Marketing Consulting Training.

You'll own these reports in Microsoft Word and PDF files so that you can reproduce these for your clients and sell it to them directly.

HMA Resource # 10:

The use rights (not resale rights) to my collection of 117 hours of audio content and written transcripts from <http://www.hardtofindseminars.com>

You'll own the use rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Bob Bly, Mark Joyner, Gary Halbert, Jay Conrad Levinson, Brian Keith Voiles, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts.

You'll instantly have a mountain of new products you can:

- ✓ Use to get more customers, clients, subscribers and strategic business contacts.
- ✓ Use as free bonuses to sell consulting projects and services.
- ✓ Offer as special incentives to help your clients sell more of their existing products.
- ✓ Package and bundle together to make one-of-a-kind products to give away free to build good will.
- ✓ Educate and excite your clients.

Your options of what you can do with this content is endless.

This content has been a labor of love that has taken me years to build. I've invested tens of thousands of dollars and hundreds of hours to put this material together. And yet, I'm making this available to you as an HMA consultant at no cost whatsoever.

HMA Resource # 11:

Lifetime membership to www.hardtofindads.com.

You'll get over 700 typed word-for-word transcripts from the world's largest digital swipe file of editorial style ads by the highest paid and most successful copywriters in the world like: Eugene Schwartz, Claude Hopkins, Gary Halbert, Brian Keith Voiles and John Carlton.

This is like having a team of the world's top copywriters on your desk telling you exactly what to write to make a winning promotion. These ads have pulled in hundreds of millions of dollars in sales and are proven "templates" that will work for you and your clients.

In many cases, you can take what's already been done and "adapt" it to what you're selling.

Products with just half these profit-producing ads sell for **over \$5,000**. But they're all yours free as part of this super HMA consulting package.

HMA Resource # 12:

24-7 "Remote Control Consulting Services" selling tool.

Selling consulting to people who don't want consulting can zap your motivation stone dead and eat hours of valuable time.

You should only be selling your services to QUALIFIED prospects.

And so you get a valuable time saving tool to "pre-sell" the HMA System for you. It's a PowerPoint Presentation outlining all the steps in the HMA system.

This presentation will let you send a link to any prospect in the world that has Internet access and have them learn about what you can do for their business as an HMA consultant.

In other words...it takes you out of the selling position UNTIL they have gone through the presentation.

If your prospect does this, they are uniquely qualified as a legitimate prospect and are worthy of your valuable time and expertise.

You'll get this presentation customized with your photo, your company logo, your website and your e-mail address branded throughout.

This one tool has saved me hundreds of hours by letting me pre-sell and educate prospects about the HMA system without my direct involvement.

You'd pay thousands to produce a selling tool on your own like this. But it's yours to use and brand the second you become an HMA Consultant.

HMA Resource # 13:

You'll own 100% usage rights to all your marketing tools, sales letters, postcards, presentations, ads, press releases, client generation reports, client testimonials, manuals, my million dollar consultants list of service providers and more – everything you need.

What About Support?

As an HMA marketing consultant, you will be in business for yourself, but not by yourself.

By that I mean, when you have a question you get Michael Senoff. Not some "customer service" rep that doesn't speak English.

You get me working directly with you. You get me returning your calls minutes after you leave a message. You get me returning your e-mail in hours not days. You even get marketing assets I've accumulated over the years -- like my knowledge on direct mail marketing, advertising and copywriting.

In other words...

**I'm Always Here
For You.**

And I'm personally going to whatever I can to help you succeed.

If you need something, just ask and I will do whatever I have to do to get any answer you're looking for. Whether it's asking Richard or going to my network of millionaire marketing and business experts.

And if I don't have the answer...I will find someone who does.

And finally, as I said at the beginning of this letter, you get to try everything out -- use all the tools and learn all the secrets -- without having to risk a single penny of your own money.

Here's why:

If you follow this system step-by-step exactly the way Richard teaches, and you don't capture your first client in 45 days or less...I'll refund 100% of your purchase price.

With no questions asked, no hard feelings, and no trying to "talk you out of it."

All of which means you can...

**"Test Drive" This System Without
Risking A Penny.**

And I mean that.

I want you to hold my feet to the fire for 45 days. Use the system. Play with it. Compare it with other systems. And see for yourself exactly what you have in your hands.

And if you aren't making money with this system in your first 45 days, then return it.

How much does it cost?

Well, I've done the math, and the tools, resources and personal help is easily \$22,000 worth of material.

Probably even a lot more.

And other popular marketing systems I've seen, with only a tiny fraction of the features in the HMA system, cost \$30,000 plus ongoing fees and even royalties on the money you make. In fact, that is standard practice -- to take a cut of the money you make with their systems.

But with Richard's HMA system you won't be paying any royalties or fees.

Nor will you be paying \$30,000, \$20,000 or even \$10,000.

No, you can claim your complete HMA marketing system with the tools, manuals, videos, audio, lifetime access to ongoing HMA university training and all the high powered marketing resources I've listed and more for just six payments of \$995 plus shipping and handling or one payment of \$5970, plus shipping and handling.

Note: The six pay payment plan is NOT a layaway plan where you don't get the product until all payments are made. You get everything starting with your first payment of \$995 plus shipping. Nothing described in this letter is held back.

Shipping if you live in the USA is \$43. If you live outside of the USA, your shipping will be anywhere between \$97 and \$250 depending on location. Your Investment for your HMA system is small compared to what you're getting.

Especially when compared to other marketing consulting courses -- with a lot less value and with all their fees and royalties.

**However, There Are Two Small
"Catches" To This...**

First of all...

Do you remember earlier in this letter when I said I was giving you my audio creation and infomercial at a huge discount?

Well, if you become an HMA consultant you are going to be dealing with a LOT of people who will want and need that service. And I am hoping you will send some of those people my way to get these audio services done when the time is right.

If you become an HMA consultant in the next thirty days from the date of this letter, I'll happily pay you a fat 20% "finder's fee" for any audio work you refer to me. (Yet another way

you can make money with this system without so much as lifting a finger.)

But this is another of the main reasons why I'm giving you all this value away at this ridiculously low price. And I'd be lying if I said I wasn't offering this deal as much for me as I am for you.

And secondly...

Even though you're free to use your HMA system anywhere without restriction, I will limit the number of systems I sell within each geographical area.

Richard and I wants to make sure as an HMA consultant you have the maximum opportunity to profit without competition.

So being accepted as an HMA consultant is not guaranteed and I have the right to say no to you if I choose. The only way to be sure of claiming your system is to act now to see if you qualify.

All you have to do is call me personally at **858-274-7851** and together we'll determine if becoming an HMA consultant is right for you.

If we're both in agreement, I'll send you a payment agreement by e-mail in the form of a PDF document. You'll complete it and fax it back to me at **858-274-2579**.

I'll then process your payment and send you the membership details for the HMA online university and I'll rush your HMA system to you by courier.

You can start listening to your online audio immediately while you wait for the rest of your HMA system to arrive.

And that's it.

If you have any questions at all, call me at **858-274-7851**.

Yours sincerely,



Michael Senoff

P.S. Please keep in mind that while it really is easy and simple to make a lot of money with Richard's system, it is NOT for everyone.

I say this because if you and I talk, and it looks like you are not a fit for this and I decide not to let you be a member, please do not take it personally.

Trust me, there are some people who just shouldn't be marketing consultants, especially with Richard's system.

It's like me and playing golf. I love playing golf, but I know I'll never be good at it.

And if someone was selling a product on how to improve my golf game, and they were qualifying people just as I have to qualify people for Richard's system -- I would most definitely not be a good fit. Because I just will never be good at it and it would be a waste of my money to buy the product.

And the same goes for the HMA marketing consulting system.

There are some people who just shouldn't do it. And if it's not right for you, then it's nothing personal. And if you want, I can even help you find another opportunity that will be better for your situation.

But the only way to find out is to give me a call at **858-274-7851**.

If you get my voice mail, please leave your name, area code and phone number. Say that you are calling about the HMA system and I'll call you back at once. Please do not e-mail. I get so much SPAM that your e-mail may never make it to me.

PSS. Are you still not sure? Do you need to hear more information? You can hear hours of audio interviews with other HMA consultants at the link below. You may also download and read the printed transcripts. All you have to do it go to

<http://www.hardtofindseminars.com/HowToConsulting.htm>