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Kyle: It’ll mean financial independence because if you think about it when he says he can sell anything, he can just because he knows all this and as long as you apply it and you just keep learning from it each time, you will. I have no doubt of that.

[Music]

Michael: Hi, this is Michael Senoff with [www.hardtofindseminars.com](http://www.hardtofindseminars.com). Here’s a short recording with Kyle from San Diego. Kyle ordered Brian Keith Voiles Advertising Magic course about four months ago and here’s an update of how that course has changed his life.

Number one, you said about three weeks ago you finally left your day job from the past three years working at extended student services at an elementary school. You had to work from 6 to 10 a.m. and when you would get home you would fall asleep or go to lunch and not get any work done on your business. So, sad to leave, but you needed to do it. So, tell me about that.

Kyle: I don’t know, I just...like you just said, I would get home at ten in the morning and then I’d just be totally tired because I stay up late away. And so I just fall asleep and then not wake up until three and then I wouldn’t start to do any work and when I did it wasn’t like quality work trying to get work. It was more just studying.

Michael: It was just a part time job? How many days were you working there?

Kyle: Monday through Friday.

Michael: So, it was some money, but you’re replacing some of that income with your illustrating business, right.

Kyle: Yeah, it would only bring in about \$700 a month. It was good for me just because I’m 21 and just like to get money. And its easy, easy work, but it’s definitely not worth it for the time that I’ve invested.

Michael: That’s right. Now, you’re realizing you can make more with your time.

Kyle: Yeah.

Michael: I think that’s a smart move. Good job. And you talked to Brian Keith Voiles again a few times on the phone and you wrote a sales letter for your school assembly using his Ad Magic and his letter in your left hand. Then you had Brian check it out and he did. And then you sent it to 26 schools about a week ago and booked eight shows.

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Kyle: Yeah.

Michael: That's awesome.

Kyle: It was. I was pretty excited when it happened.

Michael: So, tell me about the process. You got Ad Magic. Did you rifle through that whole thing and study it?

Kyle: Not the whole thing. I kind of got side tracked on Gary Halpert stuff. But, I'm about half way through Ad Magic. I copied all of Brian's ads in the back and later I started doing that with Gary, but we're going to talk about that later, I think. So, then I found all his assembly letters and so I kind of called him first and said, hey, can I tweak this to my stuff. And he's like, yeah, sure and then send it to me when you're done. I was like okay. So, I copied down his letter first and then I had that in one hand and then I just went sentence by sentence through it adapting it to mine.

Michael: So, you just modeled it. He had a letter booking his assemblies for, what was it the clown?

Kyle: Magic.

Michael: Magic, sorry, that's right. Uncle Brian Magic. And you just modeled it and made it fit your illustrating.

Kyle: Yes.

Michael: All right. And was this a one-pager? How many pages was this?

Kyle: It's three pages front and back.

Michael: Three pages front and back. So, it's six pages.

Kyle: Yes.

Michael: And you had already another letter that you were sending out didn't you before you did this one?

Kyle: Yes.

Michael: How many pages was that one?

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Kyle: The first one I ever did was about one page. And that didn't do very well at all.

Michael: How many would you send and what kind of response did you get on that?

Kyle: That one I got like two responses out of a thousand.

Michael: Two out of a thousand. And you were sending it to the very same people, right?

Kyle: Here and there, yes.

Michael: This six-page letter you sent out 26 and tell me what happened. You send it out...do you remember what day you sent it out?

Kyle: I sent it out I think the Saturday before I hurt my knee, two weeks ago.

Michael: And what were your expectations?

Kyle: I was just trying to see what I could do with it. So, I sent it out to 26 local schools.

Michael: Did you hand address them?

Kyle: Yes, I hand addressed them all.

Michael: Live stamp?

Kyle: Yes.

Michael: What did you have on the corner, the return address?

Kyle: I just used a little standard one that I would use on any old letter.

Michael: Did it have your name?

Kyle: My name.

Michael: Personal name or your company name?

Kyle: My personal name.

Michael: Personal name and it went right to...who was it going to?

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Kyle: It was going to...since it was for the same school district that I used to work for before, so I had everybody's name who booked the assemblies. And so I just directed it straight to them.

Michael: And that was like on a Saturday and when did the letter hit, like Monday or Tuesday?

Kyle: It hit Tuesday. I was out of town, but I called everybody back that same day.

Michael: Tell me when you checked your answering machine? When did the messages start coming in? Tuesday you checked your voice mail or your answering machine.

Kyle: Yes, on Tuesday and I had about three and then the next day I got three more.

Michael: What kind of messages were they leaving?

Kyle: They were just saying, hey Kyle, we liked your letter, we want to book. I actually had one lady because I sent it out again the following Saturday.

Michael: Same letter, same people who did not respond.

Kyle: Yes.

Michael: Okay.

Kyle: Actually attached a post-it note that said second chance deadline approaching.

Michael: Awesome.

Kyle: Because that was one thing that Brian told me to do, so I was like okay.

Michael: All right. So, you sent it out again to everyone who did not respond.

Kyle: And then I got a couple more out of that and one lady was like that was such a good thing following up with the follow up flyer, she called it, the letter. So, that was pretty awesome that she noticed that. So, I was like okay.

Michael: So, the first time you mailed it, you brought in...how many did you book?

Kyle: I think it brought in six and I got an extra two after the second one.

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Michael: Eight and I guarantee you if you mail it again, you can bring in another two.

Kyle: Actually, I have them stamped and ready to go.

Michael: That's going to be exciting to know. That is awesome. Now, what was the offer in the letter?

Kyle: What do you mean offer?

Michael: The letter went out to these people and it said book you and how much was it? What was the offer? What did they have to do to book you?

Kyle: They just have to call me before February 23<sup>rd</sup> and then they'd save \$100 off the regular price, which I had set at \$600, so they'd be paying me \$500 if they called before hand.

Michael: So, you booked \$500 assembly. They paid you \$500 and you got eight of them so far, so that's going to bring \$4,000 in sales from a letter that went out to 26 people and probably cost you to mail out 26 letters under \$20.

Kyle: Yes.

Michael: Not a bad investment.

Kyle: No, it's an awesome investment.

Michael: Now, when do they pay? How do you set that up?

Kyle: A lot of them will call me and they'll say do we need to make a deposit or anything and I just say no, just \_\_ the assembly and you can pay me the day of or you can mail me the check up to 30 days later.

Michael: How far off do you book with these eight people? How far away are the assemblies?

Kyle: Some of them are right towards the end of the year in June, but some of them are up closer in April, May, June; right in there.

Michael: Now, how many more schools could you mail this same letter to? These were all right in your district?

Kyle: Yes.

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- Michael: How many schools are there in the other districts? There’s got to be thousands?
- Kyle: I have a national mailing list. I think I’m only missing a few states. I put it together by going to all the department of education websites. And then they all have on there the school list.
- Michael: Do you have names?
- Kyle: No, I address them to assembly coordinator.
- Michael: Good job.
- Kyle: So, I have 25,000 schools.
- Michael: Is this how you did this one, assembly coordinator?
- Kyle: No, this one I had the exact name because I worked for the district before. So, I had those. But just in San Diego alone there’s approximately 400 schools or San Diego County there’s about 400 schools. So, I’m actually going to mail those out pretty soon.
- Michael: Now, you just said you sent out 286 more copies of it last week. Where did these go?
- Kyle: Those went to kind of between here and Los Angeles, like Orange County area.
- Michael: Now, were they addressed to assembly coordinator or the person?
- Kyle: Assembly coordinator.
- Michael: All right, now, have you started getting response on that?
- Kyle: On Tuesday when it should have hit, I got about two calls I think; one or two calls.
- Michael: Out of 286.
- Kyle: Yes.
- Michael: Same letter and everything, the only difference was it said assembly coordinator.
- Kyle: Yes.

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Michael: Well, it would be interesting to see what kind of difference you get there; having the person's name and if it is a big difference, certainly it maybe worth your while paying someone to call these schools and getting the name of the assembly coordinator.

Kyle: Definitely, I thinking of doing it myself.

Michael: Don't do that. Look, you've got to spend your time more wisely. You can go onto Elance. Go post a job. You need someone to do some light telemarketing, calling and verifying a name at a location. Do you have the phone numbers with that national list you had?

Kyle: Yes.

Michael: So, all you do you is pay someone...you pay them a dime or 15-cents to make the call. You can get a very inexpensive phone card and give them a phone card. They can call from their house and you pay them to do it.

Kyle: All right.

Michael: Don't spend your time on the phone doing that. Hire someone to do it. Hire a kid for...go on Elance and you can post a job. Once you get set up with them and you can have people bidding on your project within 30 minutes.

Kyle: Okay.

Michael: That would probably be a better way to use your time. Do you know what I'm saying?

Kyle: That's what I'm doing now with the envelopes. I've got a bunch of my friends to do them.

Michael: That's a good plan there. All right, so that will be interesting to see. You hand address the envelopes and prove results because you were using a white label before.

Kyle: Yes.

Michael: Good idea. And you've got some of your friends to address, stuff and stamp 500 letters a week for you for 10-cents a letter. That's fine. Give them another 10-cents if they want to get on the phone. You pay for the phone call. If each phone call is only going to cost you...they shouldn't be

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on the phone more than a minute or two...it should only cost you about 12-cents for the phone call.

Kyle: All right.

Michael: And if you pay them a quarter for every one they verify and get the name for, it'll totally be worth it.

Kyle: That's a good idea.

Michael: You found out one of your competitors. I went to his site. Completely stole what he teaches from someone else. So, his presentation, which you've seen...how did you figure that out?

Kyle: It wasn't his presentation. I knew for a long time that his sort of art teacher mentor guy was a guy by the name of Bruce McIntyre. And so I started looking on the Internet for him and I found a couple of his books and I looked at them and I'm like that's the exact same thing that Mark draws; exactly.

Michael: Really.

Kyle: So, I'm sure that Bruce McIntyre wasn't mad or anything that Mark did it because they were good friends, but it was just weird to me that, wow, he totally took somebody's style.

Michael: So, I saw those books he had on his website. How does he use those books with his business? Does he sell them or what?

Kyle: Yes, he sells them. They're in bookstores all over the place.

Michael: So, this guy is local in San Diego?

Kyle: He used to be in Carlsbad. Then he moved to Santa Barbara and now he's in Wisconsin.

Michael: I see.

Kyle: He's a nice guy, but we fell out of taste with each other.

Michael: I remember you were talking him and he wanted all this money from you. Is that the guy?

Kyle: No, he wanted me to call him Mr. Kistler.

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Michael: Mr. Kistler.

Kyle: Yes, and I was calling him Mark. And so if it was going to go that way, I didn’t want to be involved with him and stuff.

Michael: If he was going to be a control freak like that?

Kyle: Yes. I didn’t think that was that professional on his part, but he said it wasn’t on mine. So, we just kind of said all right, we’ll go our separate ways.

Michael: What were you doing with him originally?

Kyle: I had wrote him a letter and said, hey, I want to do what you do. I remember when I was a kid, you’d come to my school and do these assemblies and you’ve always been someone that I kind of looked up to. So, then he’s like okay. And I don’t think he took me seriously at first and then he’s like do these assignments. So, he says go do a bunch of free assemblies and get letters of recommendations from everybody. So, I did about 100 of those and then I had all the letters of recommendation and then he’s like okay now video tape a few and send them to me. I video taped some and sent them to him and he’s like these look great. I’m on tour right now, but I’ll give you a call in June when I’m out of tours.

Michael: He never called you.

Kyle: Oh no, he didn’t call me because that was when we kind of got into his little argument over what I should call him. So, that was that.

Michael: He probably felt like you may have been a threat, as well.

Kyle: May be.

Michael: But he’s been doing it a long time.

Kyle: Yes, he’s definitely set in what he’s doing. He’s a good guy. It was just that one little thing that we wouldn’t \_\_\_ to each other like that.

Michael: That’s interesting. So, you have video taped it. Since we talked have you done a kick butt videotape of one of your assemblies?

Kyle: Not yet. I haven’t had too many of them.

Michael: You haven’t had too many of them. Well, now you have an opportunity to do that.

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Kyle: Yes.

Michael: We talked about you being able to duplicate yourself and be able to sell that. Do you know what I'm saying?

Kyle: Yes. I have a friend who is going to videotape them, the problem is just my knee right now because I can't get out there and do them.

Michael: That's true. So, you've booked these things, are you going to be able to get out there and do it with your knee? You're going to be in a cast for how long?

Kyle: I just rescheduled a bunch of them.

Michael: If you've got a walking cast, you should be able to do it. What do you think?

Kyle: It's just a matter of when I'll be able to walk.

Michael: Could you do it on crutches? How much walking around are you doing up there?

Kyle: I do quite a bit because I'm a pretty energetic guy. So, I have it cleared until March 1<sup>st</sup>. I rescheduled them all.

Michael: So, the assembly is \$500 for the school. The kids don't pay anything. It's just an assembly, right.

Kyle: Yes.

Michael: Now, you've implemented...you plan on when you go to the assembly, how are you going to capture these kids names and numbers and addresses?

Kyle: I'm going to do what Brian did and do a little fan club thing by giving them a coloring sheet or it might actually turn out to be sort of a drawing test thing.

Michael: Test your skill, win something. Let them win with a contest.

Kyle: Yes.

Michael: What about...

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Kyle: Right now, actually, I have tee shirts made and a bunch of little sketch books. So, I'm giving those out and I'm either thinking of reselling those or giving them away because they only cost me a dollar to make.

Michael: Have you tested this yet, the coloring sheet or the drawing sheet?

Kyle: No.

Michael: So, on these next ones once you're able to do them, you'll test that.

Kyle: Yes, I haven't had a show in quite a while.

Michael: Look, the most important thing is you've got a letter that works. It's just like turning on the little money machine. When you want to go work, you mail out the letters and you go do them.

Kyle: Yes, definitely.

Michael: Good. So, you listen to all of the stuff with Richard and then you took the analysis worksheet, the opportunity analysis for the HMA program and you did a call interview with a hairdresser up in Vista.

Kyle: Yes.

Michael: Did you listen to all the recordings I did when I did it with the four guys?

Kyle: Oh definitely. Everything, the string cheese guy, the movers.

Michael: Those were the first times I did them, too. You know that. I need to do some more. I want to get some more up there and do some closing. So, was it helpful in really learning how to analyze someone's business?

Kyle: Oh yes because normally you just go into an interview and if you don't have where to go basically like a little outline of something, you don't know what to ask and then you're bouncing all over the place.

Michael: Exactly.

Kyle: So, you lose track, but with that it's just ask this question, okay, and then they say the answer and it gets them thinking. And then they're like, oh, I hadn't thought about that.

Michael: So, tell me how did it go with this hairdresser up in Vista?

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Kyle: It was just a total lot of fun. She was one of my friend’s friends. That was good. And I just got on the phone and started talking to her.

Michael: You did it over the phone?

Kyle: Yes, and I just started asking all the questions and then taking notes as she was talking and then we went through it all and then towards the end we said bye and then I got...right after I hung up the phone I went on my computer and I just started typing out all these things she could do and stuff and fixing her problems that she had. So, it was a lot of fun doing it.

Michael: All right. And so, how did she respond by the time you got to the end?

Kyle: She was like, wow, I should do that. I didn’t think of that. Just going off.

Michael: All right. You said when you got off the phone with her; you had solved her number one problem and came up with over three pages of tactics and strategies. What was her number one problem?

Kyle: Well, her number one problem was she said a lot of her business comes in off of referrals. But people don’t want to give her referrals anymore because she’s booked up...they have to book too far in advance. So, if I said, hey Michael, go up to Bobbi and get your hair cut, you would call her, but she’d be booked. And so what I said was why don’t we just go send these people a new letter because she was sending one that was hitting results.

Michael: She was mailing a letter out to her customers?

Kyle: Yes, trying to get referrals.

Michael: Got it.

Kyle: And so, I just said why don’t we do it this way like Jay Abraham says to do it and just say we don’t do any advertising, we can only do it by getting people like you to give us referrals. So, she’s going to do that. But the problem was she didn’t have time for these people. So, I just said what you can do is take like the second Friday of every month and just hold it for new clients, anyone who comes in off of referrals. Do it like that. So, she said she was going to try to do that.

Michael: That’s a great idea. So, she’s really at capacity, too. Sounds like she’s doing well if she can’t handle any more people or they’re booked that far in advance.

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Kyle: I'm not sure if she is because she said that a little while ago a bunch of her clients moved, like half of them. I think she did about 150 clients now and she can handle 300.

Michael: Great.

Kyle: Yes, so it's pretty weird.

Michael: All right. That's good. And she was receptive to these new business ideas?

Kyle: Oh, totally.

Michael: Good. All right. Excellent. You've been going to the [www.hardtfindad.com](http://www.hardtfindad.com) site and you've been copying one of Gary Halpert's ads daily or you've been copying several of them.

Kyle: Yes.

Michael: How's that going? Do you feel like that helps you ingrain it neurologically as he says?

Kyle: Yes, completely because what I learned from going to art school is that we have to copy all the Rockwells and stuff.

Michael: Oh really.

Kyle: Like there's a drawing from the masters.

Michael: Do you trace them or just copy them from eye?

Kyle: I usually just copy them from eye. It takes like between 40 to 80 hours to do one.

Michael: Wow.

Kyle: And so, I was like, hey I'll just do that with these ads. So, I started copying Brian's and then just switched over and now copying Gary's.

Michael: And you write them out in longhand?

Kyle: I type them on a computer just so I can get them all formatted and stuff. But a few of them I have copied out longhand. I did that with a few of Brian's.

Michael: So, you're copying them by typing them?

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Kyle: Yes.

Michael: That's great. That's kind of what I do only I do it through the ear. When I'm editing audio, like when I edit this audio, I'm going through listening to every word and I'm editing, taking stuff out, putting stuff in. It's very similar and I'll tell you, it's a great...even though it's work...it's a great way to really ingrain the stuff into you.

Kyle: And you pick up a lot of the little nuances, like Gary when he writes, he's just like...uses like listen...

Michael: Oh yes.

Kyle: And he uses look, he uses this is going to be one of the best ads or one of the most exciting things you ever read.

Michael: Have you read his Boron letters?

Kyle: No, I want to get a copy.

Michael: I've got a digital copy. I'll send it to you.

Kyle: All right. Cool.

Michael: It's great. It is great. These are letters to his son and you'll understand where all that came from. And it's really fantastic.

Kyle: Yes, I was reading that because I try to read at least two of his newsletters a day; just trying to get caught up on them all. But they're fascinating.

Michael: They're great. I'll send you the Boron letters. This is great. It's like a whole other copywriting course.

Kyle: Okay.

Michael: Brian Keith Voiles is probably more detailed in this, but this is very good. You'll like it.

Kyle: All right.

Michael: Do this. I want you to remind me in case I forget, just send me an email and put Boron letters and I'll email it to you.

Kyle: All right.

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Michael: That's great. You know you're doing really everything it takes. You are a doer. I remember the first time I talked to you and I told Brian, you're a doer. You've got the desire and doing all these things, what has it done for your confidence?

Kyle: It just boosts it every time...every time you do something, everything that you've learned just comes into your...hey, I just learned that, now I'm doing it. I don't know, it boosts your confidence.

Michael: Now, could you get that confidence without doing anything?

Kyle: No.

Michael: Yes, you don't grow. And have you screwed up a few times?

Kyle: Definitely.

Michael: That's exactly the point. I mean it's really so easy if you just move forward and are willing to fail.

Kyle: When I was going to quit my job I would sit there and my old boss, she was like my best friend, but we'd just talk every morning and I'd be like if I quit there's really no way that I can fail because I've got these guys that I can fall back on. If I need an answer, I just turn around and give Brian a call or I read something out of his book. It's like all the answers are already there. You just have to apply them.

Michael: That's right. Now, you also say you set up another after school class at another school rather than the one you've always done it at. So, tell me about that.

Kyle: Well, one of the schools...the school that I was working for in the morning that I quit the job there, I had always done an after school drawing class and it's the five week class and the kids stay.

Michael: This is a free class or the kids pay?

Kyle: The kid's parents pay.

Michael: How much is that?

Kyle: It's about \$50 to \$60 a kid.

Michael: And how were you getting these customers?

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Kyle: I would just send out a flyer to the whole school and within two days the class would be filled to capacity.

Michael: And how many people is capacity?

Kyle: Fifty.

Michael: Fifty. So, \$2,500.

Kyle: Yes, and it cost me, I don’t know, \$30 to make all the flyers. That’s a good little...

Michael: Have you tried re-writing that flyer to pull in a better response or that flyer is already working if you’re filling it up to capacity.

Kyle: Yes, it’s already working. It’s a little bit different each time just because the parents want to see, oh new drawings this time and stuff like that.

Michael: What’s the youngest the kids are who come to the class? How old are they, the youngest ones?

Kyle: For this class I only allow in first grade and up.

Michael: First grade and up.

Kyle: Yes, but in the assemblies it’s kindergarten through whatever their highest grade is.

Michael: You’ve got to let me know because I’ve got a five year old. I’d love to bring him to watch one of these things.

Kyle: All right, definitely.

Michael: Let me know when you have one of your next classes once your leg gets better.

Kyle: Okay.

Michael: So, you send out the flyer, you fill up. So, now you have a different location because the place you were doing it at, that’s where you were working right.

Kyle: Yes, but I’m actually going to do one at that school I quit working at for them, but now I’m working for me. Does that make sense?

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Michael: Yes. Do you have to rent out the room or anything or they just give it to you?

Kyle: No, they give it to me if I'm done by four o'clock.

Michael: That's great.

Kyle: So, I have that and I had one that was all set up and I actually made a huge mistake on the flyer and I had to cancel it.

Michael: What happened?

Kyle: I tried to do Monday through Friday. One straight week of classes instead of doing Mondays for five weeks.

Michael: Right, I remember talking about that.

Kyle: That was a huge mistake because I only filled up one class or I had 25 kids. And then anyway I had to cancel because of my knee.

Michael: So, you had 25 kids, but you were going to take them Monday through Friday.

Kyle: Yes.

Michael: The class is \$50 for five Mondays, but you were going to try all one week; knock it out.

Kyle: Straight, one week.

Michael: I see.

Kyle: And what you run into, I guess is all the soccer practices.

Michael: Yes, if you cover all week, that's exactly right. That's exactly right. Every kid has one day that there's nothing going on; one or two days. But they've got other things planned on other days. You're absolutely right.

Kyle: That was a total mistake on my part.

Michael: You learned.

Kyle: And so, what I did was as soon as I was going to quit my job, I was going to try to get into the school that I done an assembly for. And so, I called them up and then they're like, yeah, you can come up and do that. I was

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like okay. So, on Mondays and Tuesdays starting in March, I’m doing a full...the same thing that I did down here up there.

Michael: Every five Mondays?

Kyle: For five Mondays and five Tuesdays in a row I’m doing the drawing.

Michael: So, you’re doing two sets of classes.

Kyle: Yes.

Michael: And you’re going to do the flyer out to the whole school?

Kyle: Yes, it’s already out. It’s supposed to come in on February 9<sup>th</sup>.

Michael: How do you get the flyer distributed to all the students in the school?

Kyle: For the school that I worked at, I had a class list. And so, I would just count out 25 flyers for each classroom or for how many kids were in there and just put them in the teacher’s boxes.

Michael: Would the teachers pass them out to everyone?

Kyle: Yes.

Michael: They would?

Kyle: Yes. And so, for this school that I just did, I FedExed all the flyers up to the lady I was coordinating it with and she just did the same thing.

Michael: These schools are elementary schools?

Kyle: Yes.

Michael: All elementary.

Kyle: Yes.

Michael: What does this flyer say? Did you add any copywriting to it? Anything you’ve learned since you’ve read Voiles’ stuff?

Kyle: Yes, actually it’s an adaptation of one of Brian’s birthday letters.

Michael: So, you redid it already.

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Kyle: Yes.

Michael: Since you got Ad Magic.

Kyle: Yes, definitely, right away. It just says to parents with kids who love to draw, a one of a kind educational fun and friendly after school drawing workshop at \_\_\_ Elementary.

Michael: There you go. What do you think in terms of dollars having this Ad Magic course and being exposed to Brian Keith Voiles interview that you listened to on [www.hardtofindseminars.com](http://www.hardtofindseminars.com) and all this is going to mean to you for your business?

Kyle: It'll mean I get to move out.

Michael: You get to get your own place.

Kyle: Yes, it'll mean financial independence because if you think about it when he says he can sell anything, he can just because he knows all this.

Michael: Absolutely.

Kyle: And as long as you apply it and you just keep learning from it each time, you will. I have no doubt of that.

Michael: All right. That's great. Kyle, it's been great. You're doing great. I want you to keep me posted, okay.

Kyle: All right, I'll do that.

Michael: I hope you have enjoyed this recording with Kyle. Why don't you give me a call at (858) 274-7851? Let me spend five or ten minutes on the phone with you, identify what your needs are, what your wants are, and let me make my best recommendation. Let me put a big box of materials together for you that would specifically meet your needs. Please give me a call and give me a chance to earn your business -- (858) 274-7851.