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Michael Senoff

Enjoy this wonderful report in the following pages.

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Before you start, I want you to know that I believe getting a full education in marketing does not have to be expensive. I also believe that in most cases you should never have to pay retail for any educational product, seminar, book or tape. You should pocket that saved money and invest it back into the **MARKETING of your business. Michael Senoff**

Michael: You’re sitting on a gold mine right there. Are you a good accountant?

Bernard: I like to think so.

Michael: And many of your clients have been with you for a while?

Bernard: Yes, well I’ve been in practice for 15 years.

Michael: You have intimate knowledge of your client base. You know what kind of money they’re making; you know which ones have large client bases. Those are the clients you should—once you understand the marketing stuff, or have some ideas and learn some of this Jay Abraham stuff pretty good—you can introduce some marketing ideas. You’ve already have their trust, you already know what kind of business they’re doing, you can simply become a marketing consultant to your existing clients. It’s already set up for you; all you’ve got to do is ask.

[MUSIC]

Michael: Well, good morning. What part of Australia are you from?

Bernard: Western Australia in Perth.

Michael: Well, nice to meet you.

Bernard: I jumped on your website a couple of weeks ago. I was looking for some Jay Abraham bits and pieces. At the same time there was a set of Jay Abraham materials came up on eBay that I put in for and I missed, I think it was December 2002 Mastermind Seminar. And I think you sent me a

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little email saying he got a set, would I have interest. And I said I would be interested. We must have got our wires crossed somehow, I think

Michael: Yes, that was for the CD-Roms. Unfortunately, the CD-Roms I sold already because I emailed a couple other people, but I do have it on audiocassette tape, if you’re interested in that.

Bernard: The CDs are a lot clearer than the actually audio. I’m not sure on that.

Michael: The recording will sound about the same whether it’s on CD because they’re recording it from a microphone to CD at the seminar, and then from a microphone to cassette. So, I don’t think you’re going to lose a generation and I don’t think you’ll have any problem at all listening to it. It’s very clear. It’s a good recording.

Bernard: It obviously came with various manuals and stock letters.

Michael: I don’t have any of that stuff. I only have the audiotapes. When I buy and resell this stuff—had a set of the CDs and a set of the audiotapes—the CDs sold and I have the audiotapes left. So, I don’t have any of the written material with it.

Bernard: I see, fair enough. What did your written material consist of?

Michael: When Jay does these seminars he usually uses maybe 70% of the same stuff from previous seminars. I’ll send you the written material that went with the Master Mind Marketing Seminar that he did in 1995. It’s like a workbook, it’s for goal setting, it’s for you to identify where you want to go. It’s kind of like a personal strategy journal. There’s some good information in there. Honestly, his workbooks are very similar on all his seminars. He doesn’t sit there and put together 500 page workbooks for each seminar. He uses the same stuff from the other seminars.

Bernard: A couple of years ago someone I know went to one of Jay’s earlier courses back in the late 90’s or one of the later ones and it probably wasn’t much different. He did say what he picked up from the course and was quite handy was very detailed questionnaires for doing evaluation of businesses.

Michael: I could provide you with that. I could send that as a bonus to you. I have some information from some of his other materials that will give you 50 different questions to ask a business if you want to identify whether they would be a good business to do marketing consulting. Is that what you want to do?

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Bernard: Well, one of the things. He just said this is basically used in the market for buying, I guess insolvent businesses or run down businesses. He's from the UK originally. He came over here. He picked up a couple businesses. I looked after them for a couple of years on my own account. Then he disappeared because he picked up a quite large business in the UK, so headed off home again. He obviously used a combination of the fine businesses, which he was fairly certain he could ramp up through sales and marketing and obviously through just better management.

Michael: I can help you on another front of that. I have a specific course on how to buy businesses. It was done by a guy named Art Hamel. This guy here in the United States was the number one educator for America on how to buy businesses. He is very sharp. I can send you a link to an interview that I did with him where you can hear about the course. It's a recording that I did interviewing him. He's an old guy now, but I have his old course, which is still applicable for today. Just as the marketing material is still applicable, no matter when Jay did a seminar. Maybe a combination of learning how to buy a business, how to evaluate a business, and then with the marketing you'd be home free. Have you studied any Jay Abraham material?

Bernard: I have one of his basic courses. He did a couple back in the mid-90's. He came out a couple of times, did a couple of his day, day and a half seminars. He did a series of reports at the same time. I picked up 16 or 20 just very basic reports. They are all very good material. He put up a course he sold—an audio type—I think it was called Pillars for Success, or something like that. Obviously, he's got a different angle, nothing from an accounting point of view. It's just if you've got businesses that are kind of more marketing oriented. So, really it's a case of just looking for ideas to help with clients more than anything else. Maybe trying to get a little leverage off of it as time goes on. So as time goes on, I can maybe take more involvement in opportunities as they come up.

Michael: Yes, absolutely. What do you do? Are you an accountant?

Bernard: I'm a tax accountant.

Michael: You are an accountant. Well, you know what? The business buying course by Art Hamel will be right up your alley because he trained the IRS here in the US—the Internal Revenue Service—how to evaluate; formulas on how to evaluate what a business is worth. They adopted his formulas. He would train these people and it's very accounting related. It's almost like an accounting course when you're trying to determine what the real of a business is. So, you would probably be able to really pick up on that

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stuff. If you're interested, it sounds like it's right up your alley. I'll send you a link. You can listen to the recording I did with him.

Bernard: That would be great. One of the little problems I've got is my computer is a bit slow. I've tried to pick up one or two of the links before and the rights to download.

Michael: You'll be able to play this recording. There are some green buttons and you can play it in Flash. You won't have to download anything. You'll be able to press the button and you'll start hearing audio as long as your speakers are turned on right away. I'm going to email you a link right now to the recording for the business buying. In the link I'm going to send you, you'll have temporary access to all 87 hours of my recordings with all kinds of pretty sharp people. Have you listened to any of those?

Bernard: I was interested in one the other night actually. I can't remember who it was now. You were just discussing with him marketing options in relation to an eBay type business. I just picked one out of random. It was only last week that I picked up your site. I thought it would be nice if I could get some decent Jay Abraham type material. Maybe this Hamel character might be worthwhile looking at too. Really just to kind of give myself a bit of a nudge, a shot in the arm to kind of get things moving.

Michael: Well, I can certainly help you with that. You bid \$460 on that Master Mind Marketing.

Bernard: Yes.

Michael: The Master Mind Marketing is a good seminar. If you listen to the recording of the Art Hamel and that sounds like something you're interested in, I can create a package for you. We can do the Master Mind Marketing tapes; I'll do them at \$400. That's \$60 less than what you were willing to pay. And then my Business Buying course I sell for \$299. If you like that, I'll do that for \$150. I'll include that entire questionnaire. I'll put a package of material, some of the best stuff—not all Jay Abraham—together for you and some written material. I could do a couple of videos. I'll give you a good selection of Jay Abraham material that will give you that shot in the arm. It will give you lots of ideas. And I'll give you access to all my audio recordings. Right now they're up on the site temporarily, but I'm going to be taking them down. I have a membership site, so I'll give you one-year access to my membership site with all my audio recordings and other bonuses. You'll have everything you need really to keep yourself motivated as long as you can stay motivated.

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Bernard: Well like you said, just from time to time, you're just a bit like a lapsed tea-toter. Every now and again you get this urge just to get back into to kind of silly ideas, silly stuff that doesn't have an application to what I do. A lot of my clients are in process of buying businesses themselves.

Michael: Look, how many clients do you have?

Bernard: About 400 clients. Most are really from a tax perspective. My training really is taxation and finance.

Michael: Are you doing their personal income tax, or what majority of your clients have businesses?

Bernard: Most of them have got businesses. A lot of them actually are professional people, you know dentists, and pharmacists.

Michael: You're sitting on a gold mine right there. Are you a good accountant?

Bernard: I'd like to think so.

Michael: Many of your clients have been with you for a while?

Bernard: Yes, well I've been in practice for 15 years. We're trying to just move the practice—basically focus it towards health professionals, as time goes on. Probably the kind of clients who want to kind of move on and upwards themselves.

Michael: You have intimate knowledge of your client base. You know what kind of money they're making; you know which ones have large client bases. Those are the clients you should—once you understand the marketing stuff or have some ideas and learn some of this Jay Abraham stuff pretty good—you can approach them and say, look, I've been your accountant over the years, but I've just recently started studying marketing and some of the things I've found pertain specifically to your business and can give you a dramatic increase in your business. I'd like to go over a couple of ideas I have with you as not only your accountant, but now as a marketing expert. You can introduce some marketing ideas once you really have a list of things that most people are doing wrong in their business. You've already got their trust. You already know what kind of business they're doing. You can simply become a marketing consultant to your existing clients. It's already set up for you. All you've got to do is ask. Do you see what I'm saying? If you just study some Jay Abraham material and really kind of internalize it and be a student of his marketing for a month or two, you'll be better at marketing than 99% of anyone in your country. The ideas are so simple, no matter whether they're a retail business or a

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reseller, they’re taking orders somehow. I would bet that 90% of them, when they get an order, never try to make an up-sell offer. Never offer them anything else. If you could just show them that all they had to do is when someone places an order— whether it’s over the counter at the pharmacy or whether it’s through the phone or through paid advertising— if the vendor would just ask them and say, by the way, I have a special going on right now. Would you like to know what it is? You just make some kind of offer while that prospect is in the buying mode, which 40% of them will take him up on that offer. And if you do the numbers on that, multiply the sales every day, you could figure out it could be a dramatic increase. And you could implement just that one idea with businesses and ask for 25% of the increase in sales by having them implement that strategy. That’s just one simple strategy. Another strategy is, do you have any customers who are doing sales through the mail, any direct mail companies?

Bernard: Not really because my clients have been more professional people. There’s very little mail order there. A lot of it is just personal consulting type work; dentistry, or general medical practitioners, and people like that.

Michael: Dentistry, I have a whole course. There was an attendee at a Jay Abraham seminar that did an entire dental seminar. I have a dental marketing seminar. And ironically, the dentist who taught it, Dr. Howard Pfeffer, is right here in San Diego where I am. He is still in practice. When they put on this seminar, it was almost 12 years ago, but Howard Pfeffer, the guy who put on the seminar is still in practice here. I talked to him about two months ago. He could teach any dentist how to dramatically improve their business. And there are all kinds of strategies, especially for dentists. I could hook you up with some companies who market specific marketing techniques specifically for dentists. That’s something you could adapt and introduce to a dentist also. All I’m saying is, no matter who you’re dealing with, whether it’s a professional practice or retail or wholesale or manufacturer, Jay’s marketing techniques can be used universally. You already have the customers, so your customer list is a goldmine for enhancing their business, once you have the confidence to approach them with these strategies. I can provide you with the information where you don’t have to be thinking of it off the top of your head. I can provide you with a list of the specific strategies—almost like a menu—that you can choose and match up to your specific client. All you’ve got to do is a simple agreement with them. Say, look, I’ve been looking over your business. I’ve been studying a bit of this marketing. I can’t guarantee you anything, but I think I have a way that can increase your business. If I can increase your business, would you be willing just to sign a gentleman’s agreement that you’ll pay me 25% or 15% or whatever you choose for every new dollar I bring you above what you’re making now for the life of

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the business? Why would someone say no? They already trust you. You’re already working for them as a tax consultant. You’re trying to save them money. Instead of being on a defensive mode trying to save them money, trying to make them money. There are no ceilings. You could use an upside leverage and go to the moon. You are limited on what you can save them. But the bottom line is, you’re putting money in their pocket by saving them money. Most people don’t know how to make money because they just don’t know how to do it. But they know how to save money. You can save money through taxes, you can spend less, it’s all defensive in nature. It’s not offensive. But now you can offer them some offensive strategies that can make what you’re saving them look like peanuts. You can take a piece of that just by offering it to them and just setting up a simple agreement. It doesn’t have to be a big contract and I can provide you with some good agreements, good contracts that you can model and use there, all structured out.

Bernard: That would be fantastic, Michael. Look, what we need to do. The first time I jumped on your site a couple weeks ago, I think the CD you priced out with all your clips would be handy. But I’m keen to see if we can come up with some joint ideas, or you can give me a bit of an education in the art of marketing.

Michael: Well, what you have there, you’ve got the link to that recording about the business buying course. So, you can press the green button, or you can print the transcripts, the word for word transcripts, and read about that. See if that looks good to you. Then email me back and let me know if you like that or you don’t like that and let me put a package of materials together for you of Jay Abraham, including the questionnaire, including some simple agreements. I’ll give you access to all my audio recordings, 87 hours worth, and there are some fantastic recordings in there. Just on those recordings alone, you’ll learn a ton of information if you implement them. And specifically I’d ask you to listen to one on joint venture marketing. That’s exactly what I’m trying to get you to do with your existing customers. Your customers are a goldmine because they trust you and you’re already saving them money. But I’m suggesting instead of saving them money on a defensive mode like a goalie, let’s do some offense and show them how to make money through simple, simple things. Simple techniques. The Jay Abraham material will show you those simple things. And you only want to do the ones that are simple. I’m not saying go into a business, one of your businesses that is losing money, you don’t want to touch that. You want the ones who have a lot of customers, who are making money in spite of themselves, but you’re just going to show them how to change a couple things that will make a nice difference, and you’re going to take a piece of that action.

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Bernard: Sounds good to me.

Michael: It’s doable if you want to take the time and study it, and do it. . Also Bernard, go to my section on the site called Internet Tool. These are all the same tools I use to run my Internet business. The link is <http://www.hardtofindseminars.com/InternetTools.html>

Bernard: Let’s gets the ball rolling. I’m very keen to just check it all out and just see where we can take it from here.

Michael: You’ll have a link to all the recordings up on my site if you go to the audio clips. They’re all there. Take a look around; take some time. I’ll wait to hear from you, whether by email or phone until we proceed. Also I’ll make you this offer. You’ve got about 400 clients. If you want, how would you like to give them a gift? Gift them a CD. You know my CD-Rom that I have with all the recordings? You can buy those from me at my cost at about \$1US. Maybe I could probably do it for 75-cents each, US. And you could send one of those out to each one of your businesses as a gift. You can write a letter. Maybe do it for Christmas or something. What do you send them for Christmas? Do you send out cards or anything?

Bernard: To our good clients, we send out cards. New accounts, we don’t send anything. We’re a bit slacking right now.

Michael: Well you could send them each my CD-Rom with over 65 hours of marketing advice. What a gift you could give them. And you could pick it up from me for peanuts—for 75-cents apiece—already imprinted, in a jewel case. You would just have to pay to get the shipping over to you.

Bernard: Well, what I’ll do, as soon as I get your CD, first thing I should do is listen to it. But I really keen to get this other gentleman, his name is Bob, to listen to it. From my point of view—Bob’s a nice bloke—even to say it helped his coaching with our business. But he’s the kind of guy who really—he’s seeing hundreds of people that are relevant. It would be good for Bob to have a listen to this stuff, as well. I know he’s the type of guy if he wants to use this stuff as a marketing thing because he talking to people who need marketing all the time.

Michael: Put him in touch with me or send him an email to the link of all my audio recordings. You’ll see it in your email.

Bernard: Send me your audio CD. I could give him that. In fact, what I might do when you send me a package of stuff, I could just push them out to people who I think will be good people.

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Michael: I could do that. I'll put 10 or 15 or 20 of them in the package. It was nice talking to you.

Bernard: It was great talking to you, Michael.

Michael: I want to thank you for listening to www.hardtofindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtofindseminars.com by email. You can email Michael@hardtofindseminars.com or you can call (858) 274-7851.

I get a LOT of calls and emails from people who want to do what I do. By that I mean they want to become a marketing consultant.

Just today I got an email from a fellow who offered to be my apprentice for free in order to learn how to be a marketing consultant. Unfortunately, I had to turn him down.

Many marketing coaches and consultants marketing seminars and boot-camps teach you how to get clients, but they don't teach you how to be a marketing consultant.

When I get these calls and emails about becoming a consultant, I send them to one person. His name is Martin Howey. Some of you might have heard me mention his name. He has my highest respect.

Martin is one of the most skilled marketing consultants I personally know. Even I call him for suggestions and his advice and I've been doing this stuff for a LONG TIME.

Martin has created a program for those people who specifically want to become small business consultants. His program is one of the best and most comprehensive I've ever seen.

If you'd like more information on his program, fill this short form out and you'll be taken to four private interview recordings I did with Martin recently.

The first is a three part interview detailing the inside secrets on how to get a client. Martin reveals parts of a proprietary system never before shared with other marketer until now.

The second interview is about his consulting training, including specifics on what a cub consultant goes through before he is sent out

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to get clients. Also revealed is one idea on how to get clients that is so simple but overlooked by 99% of all consultants.

The third interview is on how to get referrals. Understanding this one system can put a stop to you chancing customers and prospects. Wait till you hear this.

The fourth interview is called Don't Envy This Consultant - Be One. Hear this \$150,000 case study. It's a real case study on how one of Martin's TopLine business consultants closed a huge consulting deal before he paid one dime for the training. His name is Andre Larabie. Before he ever came to the training, he closed a deal for \$150,000, and another for \$35,000 plus 8% of the increased revenues. Hear in his own words how he did it (it's so simple).

With some study of these four interviews, you can take this information and start lining up businesses in the next few weeks to pay you money for your expertise.

You will feel and hear Martin's passion, skill and knowledge. You'll experience his love for teaching you specifically how the business consultancy game works.

If you are serious about this as a part-time or full time career, then you must at least hear my review of Martin's March 21, 2004 consultants training and the other four recordings. Go to

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A listing of my other web site and resources.

Who Is Michael Senoff? Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called www.ExecutiveAudioInstitute.com. Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at Michael@hardtofindseminars.com or at (858) 274-7851 For Michael's full biography and story go [here](#)

Site : <http://www.hardtofindseminars.com>

Title : How to buy pre-owned Jay Abraham & Gary Halbert marketing books, seminars, audio tapes, videos for pennies on the dollar?

Description: If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles,

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Deremiah Phillips *CPE, Bill Myers, 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. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtofindseminars.com/AudioclipRights.htm>

Site: <http://www.ExecutiveAudioInstitute.com>

Title: <http://www.ExecutiveAudioInstitute.com> offers you free rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, 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

Description: Street-smart marketing advice from marketing pros and business people who clawed their way to the top. Warning, not for the wishy-washy person who is looking for ways to make a few hundred dollars extra a week. This is an institute of learning and a shrine for serious marketing and business students only to learn how to dominate their marketplace using direct marketing and result getting advertising. It's a site accessible to any business who wants to train their salesmen, wife, employees or customers how to get more from their business. Web and marketing rights to this huge collection (117 hours of audio content, mp3 downloads, and transcripts) is available for the asking. This includes the rights to give away for free over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, 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. This content is from some of the greatest marketing advice in the world. Details go to <http://www.hardtofindseminars.com/AudioclipRights.htm>

Site: <http://www.hardtofindads.com>

Title: Hard to Find Ads

Description: <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world's largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It's not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What's here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-

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style ad can out pull an image-type ad 5-1, just because it’s editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I’ve deemed it editorial-type advertising because it’s so powerful. It’s an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It’s the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It’s another great free resource from Michael Senoff.

Site: <http://www.ClaudeHopkinsAdvertising.com>

Title: Claude Hopkins Rare Ad Collection See & study 57 actual print ads

Description: Claude Hopkins Rare Ad Collection See & study 57 actual print ads. Claude Hopkins is known as the greatest copywriter of all times. He had a career back from the early 1900s all the way to the 1950s. There are several books out on the market by Hopkins. One is called “My Life in Advertising” and the other is called “Scientific Advertising.” These are two of the greatest books on the subject of advertising and marketing ever written. I would recommend them to anyone who wants to get a great fundamental education on marketing and copywriting. Claude Hopkin’s books talk about all his life experiences that he went through and his most successful advertising campaigns. Up until now his ads have never been found. I went out and researched with the help of a research historian and located 60 of his lost original print ads from the early 1900s. These are the same ads he talks about in his two books. These ads were extremely hard to find. It’s the world’s largest collection of Claude Hopkins’ print actual ads. I decided to share this collection with the world, so we built an entire course around this rare Claude Hopkins Ad collection. These ads are for serious copywriting students only. <http://www.ClaudeHopkinsAdvertising.com>

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Richard, Marketing Consultant

"There's plenty of theory out there about how to be a marketing consultant. My HMA consulting system is the only one that takes you step-by-step through the process of making the first phone call, then to closing the client, and finally to servicing the client. Plenty of content out there in marketing on what a business should do, but they're not interested in the content. They want you to be able to execute."

The biggest problem business owners have is not being able to get the job done, and so they have plenty of consultants who tell them what to do. Now, you've got a system that is going to be able to take you through and show you how to do it. And that's the biggest difference in my HMA Marketing System. For more information on the HMA System go to:

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

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