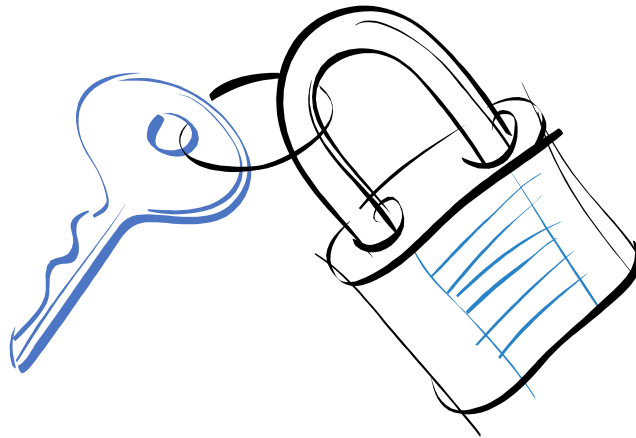

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The Kevin Fort Project Part Four

Michael Senoff Interviews Kevin Fort



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Kevin Fort Project Part Four

Here is an update with HMA Consultant Kevin Fort on his progress growing his marketing consulting business. When we last talked with Kevin, he was planning to meet with a prospect – a local chiropractor who was looking to grow his business – with hopes of closing the deal.

Needless to say, the chiropractor became Kevin’s first client! In this recording, you will hear how Kevin negotiated the deal, how his first meeting with the client went, and what he planned as his next steps. You’ll also hear how much Kevin has learned about the chiropractic practice and how he has started to come up with ideas for obtaining new clients as well as finding his client’s hidden marketing assets through the reactivation of past customers.

If you’ve listened to my previous conversations with Kevin, you will be familiar with another potential “contingency” client – a photographer who really cannot afford Kevin’s consulting services. This would be a great project for Kevin to pursue in his spare time to gain valuable experience.

Kevin goes on to describe a new prospect who is currently working with a different marketing consulting group. However, after talking to Kevin, she confides to him that she is not very satisfied with her current consultant and will probably use Kevin’s consulting services as well!

I was pleasantly surprised to hear that Kevin had also entered into business relationship with a bookkeeping and accounting firm. The company’s owner did an endorsed mailing of Kevin’s marketing consulting services to her 75 active clients. Included with the letter was an invitation to a free marketing workshop that will be hosted by Kevin. I’m anxious to hear how the workshop goes. The bonus of this new business relationship is that the bookkeeping and accounting company wants Kevin to conduct this type of workshop to its clients on a regular basis. This is a great way of getting in front of prospects time and time again.

Kevin is scheduled to conduct a sales training workshop at the local Chamber of Commerce. He expects to be presenting to approximately

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people.

Wow!

I’ll be bringing you future updates of Kevin’s progress. We all wish him success as an HMA Marketing Consultant.

Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com) and Consulting Secrets. Here is the fourth update with Kevin Fort. Kevin called me today to bring me up to date on all the great things that were happening. I have to tell you that some people would call Kevin lucky, but we all know that if you’re out there doing the things you need to do, you’re going to get lucky, but certainly luck had nothing to do with Kevin’s potential success. I’d like you to listen in. You can get a realistic idea of what it’s like out there trying to build your consulting practice, and Kevin has done some very smart things to leverage his practice. You’re going to hear about workshops that he has set up and a powerful joint venture endorsed mailing that’s going out today. So, keep listening, and if you have any other questions please give us a call.

Michael: When you called me a couple of weeks ago and you said, “I got my first client”, and that was that chiropractor.

Kevin: Correct.

Michael: You were going to get back to him. Take me back to that. You had left him. You thought it was going to go good, and what happened after that. How’d you end up getting him?

Kevin: It was a Friday morning. I was on a job for one of my other companies, and he put the phone call into me, and said that him and his wife had talked about it and wanted to know if I would be willing to give him a discount if he paid for a couple of the projects up front.

So, we went through a negotiation process, and we were able to come to agreeable terms with each other. So, we went ahead and scheduled his appointment to start project one the following Monday.

Michael: How much did you negotiate down? What did you quote him?

Kevin: I quoted him originally \$775 per project, and he just wanted to know if he paid for the first three projects upfront if I would do it for \$700 per project.

Michael: How did it feel when you got that first project?

Kevin: I felt extremely excited and almost overwhelmed.

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Michael: Okay. You see? You did it? It’s just the first one. It’s getting that first one, and now you probably have a little more confidence in the whole thing, don’t you?

Kevin: Yes.

Michael: Now, it’s crunch time. You’ve got the project, and then you had to set up a meeting with him and get prepared for that, right?

Kevin: Correct.

Michael: Okay, so you set the meeting up. How many days was that?

Kevin: I gave him the weekend. His wife wanted to be a part of it because she’s part owner of the business. So, I said that was excellent, any decision makers need to be there, anybody who’s involved with it. He doesn’t have any employees. He relies on his wife to do a lot of the bookkeeping and scheduling and things like that for him.

So, she had to wait to get the kids to school. So, we went ahead and did as a lunch meeting. I told him the less distractions that we have, the better. So, he was able to go in and turn his phones off and we just went back to his office and had the meeting back in his office.

Michael: Great. Now, how did you prepare for that?

Kevin: I did a little bit of research on the chiropractic industry, just trying to get some numbers together just so I was a little bit more educated on the industry. Then, we went in and we just started walking all the way through the actual steps of project one.

I went through a series of questions that I got out of the training manuals, and just led him through and just tried to get their perspective on what they felt was unique about their particular practice.

Michael: Did you come up with some good stuff?

Kevin: I did. He’s one of two guys in the state of Arizona that actually does manual compression trauma treatment for the spine. The only other one in the valley that does it is a computerized accident injury facility that’s very hi-tech. They generate a lot of sales using their computerized compression trauma treatment table that they have. But, he’s all hands-on. He still does it the manual way, and he’s only one of two guys in the valley that does that.

Michael: Is that some specialized training he had to go through?

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Kevin: Yes, so unfortunately there’s not a certified program that got him a certificate in that. The other guy that actually does it was his mentor.

Michael: Okay, how many patients has he done procedures like that?

Kevin: I would have to say probably about 150.

Michael: I would think that qualifies him as an expert.

Kevin: Correct.

Michael: And, what kind of patients come to him for this type of treatment?

Kevin: These are the types of patients that have degeneration in their spine or different areas throughout the pelvic area. Basically, what happens is if the bones are starting to rub too close together and the ligaments are gone, he basically puts you on a table and relieves those parts so you can have that room back in there.

Michael: That was definitely something unique. Did you find some other pretty interesting things about that?

Kevin: What I found interesting about that was when he started describing it to me, it sounded like this was the perfect thing for sports enthusiasts particularly with football season. So, my first thought was how we could start marketing this to parents of high school football players with us getting into football season. Football players mainly, because the type of contact with the head-on can cause a lot of problems with compression trauma. That’s what that table was designed for was to relieve the pain and things that those athletes are experiencing.

Michael: Was this the guy with the past customer list?

Kevin: This is the gentleman with the massive past customer database.

Michael: The reason I ask that is as a consultant, now you’re talking about getting him all these new clients. Keep in mind, we want to look at the hidden assets and increase the business with the old inactive past customers. That’s going to be a lot easier. Getting him new clients on a whole different market is a great idea and a good thing to suggest, but then you may as well have a start-up business. Do you know what I’m saying?

Kevin: Yes, it’s expensive. It’s time consuming.

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Michael: Now, you’ve done that part looking at what he felt his unique things are. Did you talk to his employees? That would be his wife, so you probably covered two parts of that in that one meeting.

Kevin: That’s correct.

Michael: How about his patients? Did you get a list of any patients of his?

Kevin: I’ve got a list of about 75 of his patients, about 20 of those are active, and the remaining are inactive. I started doing the calling. It’s proven to be difficult to catch these people on the phone.

Michael: Did you catch any of them?

Kevin: I’ve only managed to catch one of them.

Michael: Was he able to give you some feedback?

Kevin: Absolutely. They stated that his service that he provided was one of the more gentle and holistic type of chiropractic approach that he’s seen, but the fact was that they had moved out to a different city, and it just required more for them to get out to his location.

Michael: You don’t need to get back with every single one of them. Are you having a hard time developing the USP? Or do you have something that you think is pretty good?

Kevin: That’s actually my project today. I’m working all day today on his USP. I’m going to start looking into his competition today and tomorrow, and figuring out what exactly his competition is doing and finding a way that we can set him apart from that.

Michael: You’ve got the DVDs that I sent you?

Kevin: Yes, I did.

Michael: Are you going through any of that stuff?

Kevin: I have not had the opportunity yet.

Michael: Okay, no problem. That sounds good. This is your first project, and you’re doing it. Anything else pan out with any of the other leads?

Kevin: The gentleman that photographs the Harley Davidsons, it’s looking like I may end up doing his as a contingency.

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Michael: Okay.

Kevin: I didn’t want to go that route with him, but I know that there is absolutely no way that I can set him up as a regular client just because he can’t afford the fees, but I look at it as just as a challenge for myself. I can set him up on a contingency basis and work with him when I have some spare time, and just get the practice in.

Michael: Anything else?

Kevin: I’ve developed a new contact, a warm prospect, a lady by the name of Lisa. She owns a data imaging company. It’s a home-based business that she runs here in the valley. Her target market is the real estate market, and she basically converts all of their paper files into electronic PDFs.

Michael: That’s nice.

Kevin: Have you heard of a group called Action International?

Michael: Yes, I have. They’re another consulting opportunity.

Kevin: Correct. She actually started with them two days prior to my contact with her.

Michael: Doing consulting?

Kevin: Yes, attending some of their seminars and things and she said that a lot of the information was good they were giving her. What she didn’t like was the fact that all they were doing was giving her information or having her attend group sessions, and it was up to her to go back and implement all the stuff on her own.

So, she said, “I’ve already paid my fees to Action International, but” she says, “I understand what you’re saying. You’re obviously a lot more hands on and willing to be here and walk me through these processes.”

So, I know that she does want to go through three or four different projects. Mainly the USP she wants to figure out from the process. The database is a huge one for her because she’s only been in business since January of this year which I know is a little bit too mature for her USP project, but I figure we’ll give it a shot. But, the main thing that she wants to get a database in there and get a system found for referrals and follow up and things like that.

Michael: Did you take her through an opportunity analysis or just kind of got an idea from talking?

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Kevin: I’ve gotten her halfway through the opportunity analysis, and then it was running a little late, and we had to scat. She had a PTA meeting and I had some things I had to take care of.

Michael: Are you going to get her hopefully as a paying client?

Kevin: Yes.

Michael: Okay, great. How much did she invest in Action International? Do you know?

Kevin: I don’t know.

Michael: They’re very expensive. I think it’s like \$40,000.

Kevin: Really?

Michael: Yep. Ask her next time.

Kevin: I’ll have to do that. I went out and did a little research on Action International trying to get an idea of what she was paying for these people, but obviously they’re not listing their fees out there.

Michael: All right. That sounds good. You’ve just got to go through the process for developing the USP. If at any time you want me to get Richard on the line, we can do a three-way call. We don’t have to do it now, but as you’re progressing through this, but if you’re stumped or if you’re just having a hard time coming up with it, I can get Richard on the phone. We can hash it out and do another three-way if you want.

Kevin: Okay. You had mentioned that you have some information on a gentleman; his target market was the chiropractic industry. If I remember correctly you said that was on HMA University.

Michael: Yes. If you type in “Soap Opera”, it’s a recording with a guy named Dr. Greg Nielsen. It’s a great recording to listen to it because it’s a small chiropractor in a small town who does a ton of business. He’s been using direct mail for reactivating old patients, keeping in contact with his patients, and he has a product of all his letters. It’s called, “Soap Opera Marketing Letters”. You’ve got to listen to this.

He sells all his letters and everything already done, already proven, for like a hundred bucks.

Kevin: No way.

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Michael: Yeah, listen to that recording. That’s in the HMA University, too, and that will be some actual letters that you can use and understand. You’ll blow this guy away. I mean, this is proven stuff. It’s called, “Population 2,000, one page letter equals 500,000 in sales. Here’s an exclusive interview for the HMA Consultants with powerful proof to demonstrate the power of direct mailing. Dr. Greg Nielsen is a chiropractor in a small town in Wisconsin. For the past twenty years, he’s been making a great living by marketing health services to a community of only 2,000 people. Dr Nielsen was one of the lucky doctors who got with Dan Kennedy right out of chiropractic college, and has never looked back. In fact, Dan Kennedy even stated in his recent newsletter, Dr. Nielsen does the best ads in the chiropractic profession. Dr. Nielsen’s advertising pushes the limits of what is considered professional in the chiropractor profession, however, he does get results. It is not uncommon for Dr. Nielsen to get between twenty and thirty percent response to his mailings when most would be happy with a two percent response.

Now, let’s find out why Dr. Nielsen is able to milk his mailing list like a cash cow and live to tell about it.” I cut out a bunch of this history on how he got into the chiropractic business and got right into the part about the success of his letters and his direct mail.

Kevin: I’ll definitely look at that. Great. Do you want to hear about everything else going on?

Michael: Tell me what else, sure.

Kevin: I went ahead and took yours and Richard’s advice and I tapped into my relationship with the bookkeeping and accounting.

Michael: Okay, now was this lady you had met? Did you do an endorsed mailing with her?

Kevin: We’re doing an endorsed mailing with her, and we’ve also scheduled a conference room for the 13th of this month. She just sent out her billing cycle for this month, 75 active clients on her database.

Michael: And, did she send the letter in there with it?

Kevin: We sent the letter and the workshop invitations.

Michael: Oh, wonderful. Do you have a copy of that letter you can send me?

Kevin: I absolutely do.

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Michael: Good, email it to me. So, is it a simple letter? Or did you write it up? Or did she help you write it? Or what?

Kevin: I wrote it up. I just basically asked her if we could do something like this and I told her what we wanted to do is just send a thank you to her clients for them doing business with them, and in the letter I stated that Bookkeeping had asked me to come in and provide a marketing workshop for their clients. I usually would charge \$49.95 for this seminar. For customers only, I’m willing to offer that at fifty percent discount, and then the thank you saying that they will cover the fees for the workshop.

Michael: So, that went out to 75 of her clients right there in the Phoenix area?

Kevin: Yes.

Michael: You’ll hopefully be hearing some feedback soon. Now, are they calling you to reserve this spot or her?

Kevin: They’re calling me. On the letter, I provided both contact numbers so they can contact her or myself, and then on the workshop invitation that we thrown in there, I had only my information.

Michael: What day is the seminar?

Kevin: The thirteenth.

Michael: What day does that land on?

Kevin: A Tuesday.

Michael: No one knows for sure, but I think you’re going to see the effectiveness of the endorsed letter. It’s very powerful.

Kevin: I’ll be excited even if we only get ten.

Michael: That would be wonderful. I mean, look, all you’ve got to do is just go in and do a workshop, and the endorsement and the letter’s already done. That’s going to be exciting. You didn’t cut any kind of a deal with her, did you?

Kevin: I have not yet.

Michael: You’re doing a deal. You’re coming in there and providing a valuable workshop for her people. So, don’t feel like you have to cut her in on commissions of anyone, but if it’s something she wants, just understand that you’re already giving her a lot of value right now.

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Kevin: Right. Her and her business partner have already approached me and stated that they want to do this on a reoccurring basis for sales training and just any aspect of marketing and sales that I can help them with and help their clients with, and then I think we also cut a deal that in return for what I’m doing for them, since I’m not charging them for anything to do this for their clients, they’re going to handle the bookkeeping for my business.

Michael: That is great. One little endorsement like this keeps you quite busy. It really can. Okay, do you have anything else going? That’s exciting.

Kevin: The 20th of this month, I’m holding another workshop through the Chamber of Commerce for sales training. That’s their grow their business luncheon that they have once a month. It’s an hour and a half presentation. I think 45 minutes of that time is mine to do sales training.

Michael: Okay, you’re going to use the outline for the PowerPoint, the sales training one?

Kevin: Yes, I am.

Michael: Oh, that’s awesome. How many people are going to be there?

Kevin: They average about sixty people at those luncheons.

Michael: That’s excellent. Well, you really are doing everything it takes. You’re out there doing it, and some people may call you lucky, but we both know it has nothing to do with luck, but you’re making it happen. I’m excited for you.

Kevin: Have you started getting word of TAN developing in your area?

Michael: T-A-N?

Kevin: T-A-N.

Michael: No, what is TAN?

Kevin: I think I mentioned it to you. It’s the networking group. TAN stands for The Art of Networking, and you can read about their information on the theartofnetworking.com. It started here in the Scottsdale area about a year ago. If you go out there under the “meetings” tab on that website, you’ll actually see all the locations that we have meetings out her in the valley. It’s going to be a busy month for me. I’m really excited.

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I’m the only male host of this networking group, and I just developed this networking group out here in Queen Creek because it’s an untapped resource right now. It’s a developing city. So, I have to get out here and get my name established with Queen Creek. So, I’ll be hosting that group.

Last month, they held the first one in Los Angeles, and this is a group that’s looking to go national. It’s similar to the BNI, except it’s not BNI. It’s a free networking group. They don’t have one per industry limitation. The only thing it costs is a business card, and it’s just a patio group to get together and just develop relationships.

Michael: That’s excellent. Well, you’ll see as the letter goes out, your cold call prospecting hopefully can really eliminate, and you can start working all through referrals. So, you won’t have the pain like you were having at first going out there cold. That’s just at the beginning until you get going. Do you understand that?

Kevin: Right.

Michael: And, don’t forget about your referrals. Your happy customers, the clients you’re working with, always ask for those warm referrals because it’s so much easier to go that route.

Kevin: Absolutely.

Michael: And, as you work with the chiropractor, document everything because then all the work’s done one time, and then you can go vertical marketing. You can go after other chiropractors and piggyback off of the stuff you’ve done for this chiropractor and the success he’s had. And, then it’s just a cookie cutter. All the work’s done. It’s just using the testimonial and referral from this chiropractor and just going to the next one, and then it will take a lot less time implementing the projects because you’ll have a good understanding of the market.

Kevin: Correct. Early on in my process of learning this, if I remember correctly, Richard had stated that he’ll usually only work with six clients at a time. Is that what you’re finding is about the max that a consultant can deal with?

Michael: It’s subjective. There’s no real answer for that. I think as you get better and more efficient, like for instance, let’s say you had your chiropractor thing and all the work was done, you can probably work with more than that because all the work is done. Do you see?

But, if you’re in different markets and you have more research – it just all depends. You just do whatever you’re comfortable with. There’s no rule. If

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you’re comfortable with one or two at a time or three at a time, do that. You’re going to know where your limit is because you still have a life other than that, too.

Kevin: Excellent. I appreciate your time.

Michael: All right, no problem. If you’re stuck on anything, call me. I’ll get Richard on the phone and we’ll go into it in more depth like we did last time.

Kevin: I appreciate it.

Michael: Okay, keep doing it, and keep in touch.

Kevin: Will do.

Michael: Okay, bye Kevin.

That’s the end of this update with Kevin Fort. Stay tuned as a take a real life account of Kevin Fort’s success as he builds his consulting practice as an HMA consultant. Enjoy!

Here’s another bonus tip from Michael Senoff’s [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who is one of the world’s best marketing consultants, and I have 12 hours of audio interviews all on the subject of marketing consulting. We also have downloads to over 23 reports on the subject of marketing. In this section of recordings, you will find a multitude of ideas that will give you very valuable ideas on how to build and grow your business and also how to teach others how to grow their business with simple, no cost, low cost techniques. If you go back to [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), to the main page, you’ll see across the top in white, “Consulting Services”. If you click on that page, there’s a form that will take you into a private secret section of my site I’ve set up just for you with all these recordings. All you have to do is fill out your name and your information, and you’ll be whisked away to Consulting Secrets where we have thousands of dollars worth of free, downloadable audio recordings in mp3, in Flash, also the written printed transcripts in PDF that you can start learning from starting today. This information is hot. So, get on over to [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), check out Consulting Secrets.

I started in the business of buying and reselling hard to find seminars material. I have specialized in locating the very most expensive material which was by a marketer named Jay Abraham. Well, I purchased from the original owners, the original seminar material in the form of audio tapes, video tapes, books and courses, and I sell them to people like you for pennies on the dollar. So, someone may have paid \$20,000 to attend a seminar and sit five days in an uncomfortable chair, but they all come home with the audio tapes. Well, I from a personal need, didn’t have the money, and I located hundreds of people who had these seminars, and I buy them and resell them to you. So, what that means for

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you is you could get a \$20,000 seminar for ten to twenty cents on the dollar from me. If you go to HardtoFindSeminars.com, go to the product page, and look for the section "Jay Abraham", and you'll see a multitude of seminars that I have available waiting for you. So, if you want to take advantage and learn from the very best marketer in the world, Jay Abraham, and if you want to do it for a lot less money, head on over to HardToFindSeminars.com, and I'm sure I'll have something that will fit your budget.

Read On To Claim \$700 Worth Of World Class Pre Owned Marketing Books, CDs, Tapes Or Videos Absolutely FREE...

**"Would You Like
To Find
A 100% Guaranteed
\$7,000 Profit Windfall
In Your Business?"**

If you're searching for powerful new marketing strategies custom designed to solve your unique business problems AND you'd like to find a 100% guaranteed profit windfall of \$7,000, \$20,000, \$100,000 OR MORE in your business then this is the most important letter you'll ever read. Here's why...

Hi, I'm Michael Senoff, leading marketing consultant and CEO of hardtofindseminars.com – the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I'm genuinely excited about a fantastic offer I've created for you to help you claim a guaranteed minimum of least \$7,700 value for your business at a bargain price.

And if you read this entire letter I'm going to offer you another \$175 gift 100% free of charge and obligation but only if you act now...

**Let Me Tell You A Little About Why I'm
Uniquely Qualified To Help You
Find Enormous Profits In Your Business
In The Shortest Time Possible
And At Minimum Risk...**

I've invested nearly a decade studying marketing books, tapes, CDs, videos, transcripts and exclusive courses from the world's leading marketing and business experts...

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/consulting.htm>

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Experts like Jay Abraham – the world's leading marketing consultant who charges \$5,000 an hour to consult by phone and has helped business clients just like you produce a combined total of well over \$7 BILLION dollars in increased revenue...

I've immersed myself in the greatest information from the greatest business minds on earth and I've personally interviewed many of these marketing, copywriting and business masters including...

**Jay Conrad Levinson, Carl Galletti,
Joe Vitale, Brian Keith Voiles, Herschell Gordon Lewis
And More...**

You can listen to all these cutting edge interviews completely free at hardtofindseminars.com.

I've run and still run several successful business ventures myself – I've made real profits in the real, hard business world.

As a leading marketing and business consultant I've helped literally hundreds of businesses just like yours find the marketing and management keys they needed to open up a whole world of hidden profits...

And in this letter I'm going to make you an exceptional, unequalled offer to help you personally, one on one, to...

**Find A 100% Guaranteed Profit Windfall
Of \$7,000 Or More In Your Business -
In Just 60 Minutes Or Less!**

And as a special gift I'm going to give you \$700 worth of the best, most specific pre-owned marketing books, tapes, CDs, or DVDs to transform your unique business, help solve your unique business challenges and power your business profits.

But before I do that let me tell you a very old story...

In ancient Persia there lived an old modestly wealthy farmer named Ali Hafed.

His stream-fed farm near the River Indus was rich with orchards, grain fields and gardens.

Now Ali Hafed had no great desires in the world but after a visit from a traveling farmer he became obsessed with the idea of finding a rich vein of diamonds...

**He Wanted His Own Diamond Mine
To Propel Him**

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/consulting.htm>

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From Modest Wealth To The Wealth Of Kings!

And so Ali Hafed began his long search for precious diamonds.

He was told if you find a river that runs through white sands between high mountains - that river will be full of diamonds.

So Ali Hafed sold his farm, left his family behind and set off on his quest for diamonds.

His search began at the Mountains of the Moon, then after many fruitless years into Palestine and then Europe.

Step after lonely step – desperately seeking those diamonds...

Always Searching For The River With White Sands Between High Mountains

He became more broke and more despondent with every aching year till eventually he gave up his despair and his life forever by throwing himself into a great tidal wave in the bay of Barcelona.

Now the astonishing lesson comes in the second half of this tragic story.

One day the man who bought Ali Hafed's farm led his camel to the garden to drink.

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

And right there in the white sands of that stream between two high mountains on Ali Hafed's old farm was a wealth of diamonds never seen before or since.

This Became The Legendary Diamond Mine Of Golconda - Arguably The Richest Diamond Mine In History!

Ali Hafed had searched the world for his diamond mine when all he needed to do was look right beneath his feet on his own farm.

He overlooked acres of diamonds within easy grasp and died alone - a dejected, miserable wretched man.

Now here's the question I want to put to you?

Are You Overlooking The Acres Of Diamonds In Your Business?

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Is there a wealth of hidden assets and opportunities you're overlooking that we might find in less than 60 minutes?

A wealth that could help transform your business profits so you could live the life you dreamed of when you first got into business...

**Would You Like To
Find Your Acres Of Diamonds -
Your \$7,000 Plus Profit Windfall
100% Guaranteed!**

Here is the exceptional offer I'm going to make you...

I'll invest an hour of my time and expertise with you brainstorming cutting edge, profit multiplying marketing ideas and advice.

In this idea packed 60 minutes I'll help you...

- Discover a wealth of overlooked, highly valuable hidden assets in your business – your acres of diamonds.
- Reveal your businesses superior unique approach to market and service your clients and customers and create a powerful, unbeatable advantage over your competitors in the marketplace...
- Employ a simple, low cost method to create substantial new sales without finding a single new customer or client.
- Explore the endless possibilities of bartering to bring in a whole range of products and services for you and your business without outlaying any cash...
- Discover the biggest secret to compel new customers and clients to buy from you without hesitation – it's so simple yet so many businesses never learn to seize the incredible power of this secret.
- Create one simple line that'll help you increase your sales and profits by 10% to 30% or more...

How much can this information help you and your business?

Read what one of my clients Mark Hendricks, a prominent internet marketing expert from Trilby, Florida has to say about my service...

“Thanks very much for responding quickly to my emails and phone call, answering my specific questions about the package, and getting it shipped to me so quickly.

“It's refreshing to find someone who still cares about delivering excellent service to their

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customers.

***“By The Way, The Information
Has Already Been Worth
100 Times The Money I Paid For It!”***

And the benefits you'll get in your one hour consultation go on...

I'll help you uncover the overwhelming power of *joint ventures* in your business to...

- Create a flood of new customers and clients
- Penetrate new markets easily and rapidly
- Slash or even eliminate your advertising costs

- Find and acquire new distribution outlets – often completely free of charge...
- Reduce your costs and overheads
- Allow for rapid business expansion – without your own capital or staff...

And because I honestly, genuinely care about your business success I'll do everything I can to help you completely transform your business marketing efforts...

You can read just a few of my many hundreds of testimonials from happy clients I've helped here ([LINK TO TESTIMONIALS](#)).

Like Russ Sherry from Sherry Training Consultants...

“Michael: It truly is a pleasure to interact with you. Your timely and informative responses have helped me greatly. ”

“In fact, I was amazed recently that you not only consulted professionally but also counseled me not to make an additional purchase I was set to make. You showed me that my recent purchase on its way to me covered the same material. ”

“It saved me money. Talk about a truly honest and helpful consultant! Michael I would, without reservation suggest that anyone who's contemplating a business venture or needs marketing materials talk to you. ”

I could go on for over fifty pages and I'd still only give you a tiny snapshot of the benefits I've been blessed to give to clients like you.

But let's get into the special deal I have for you if you act today...

Keep reading because I'm about to make you the most exceptional, unheard of, risk free offer in the marketing world today. And then I'll go one step further and make this offer even better...

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**First I'll Give You
A One Hour Personal Profit Blasting
Mind Blowing Marketing Brainstorming Session
For Your Business For Just \$700...**

And when we're finished identifying key areas and strategies for powering your profits I'll ask you a simple question:

“What has this session been worth to you?”

If you can't tell me my advice and suggestions have helped you identify potential profits of at least 10 times the \$700 consulting fee I insist that you don't pay.

Let me make this clear...

**I'll Help You Discover
Over \$7,000 Value In Your One Hour Marketing Consultation
Or You Won't Pay One Red Cent!**

That's how confident I am you'll be thrilled at the end of your one hour marketing consultation and eager to pay the very modest, bargain \$700 fee.

But this exceptional deal doesn't end with your guaranteed \$7,000 value...

When you pay \$700 for your one hour marketing consultation I'll give you a gift of...

**\$700 Worth
Of Pre-Owned Business And Marketing
Tapes, Books, CDs Or Videos
Absolutely FREE!**

So when you pay for a one hour consultation with me you'll also receive \$700 worth of the highest quality books, tapes, CDs and videos from leading marketing and business leaders like Jay Abraham, Gary Halbert, Bill Myers and more.

Your pre-owned marketing and business materials will be hand picked from my extensive stock especially to help you deal with your unique business challenges – to help you power your business profits in the fastest possible time.

**Better Still
These Pre-Owned Marketing Materials
Are Priced At
Just Cents On The Dollar...**

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/consulting.htm>

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You'll have genuine, pre-owned, high value tapes, books, videos or CDs you can resell in the future at an exceptional price – usually for more than the full \$700 price you paid for my consultation!

And to make your one hour consultation completely risk free read my unequaled...

**Two Year
100% Money Back Guarantee!**

I really care about helping you succeed and achieve what you truly want and deserve in business.

To demonstrate that I'm genuinely sincere about getting you real results...

If you apply the advice I give you and the information in your books, tapes, videos or CDs and you don't make AT LEAST TWICE WHAT YOU PAID I absolutely insist on refunding 100% of your money.

Just let me know how you've tried it and that it hasn't worked for you and send me back the marketing materials.

I'll even pay for your return postage!

But there's even more.

Not only do you get my unequaled, unheard of \$7,000 value guarantee AND your two year results guarantee I have one more special gift for you – completely obligation and cost free...

This is a gift you can claim even if you're not ready to book a \$700 consultation...

I figure if you've read this far then you're serious about powering your business results and you'll appreciate my valuable time...

**So If You Call Me Or
Email Me Now I'll Give You
A Completely Obligation Free, Cost Free
15 Minute Marketing Consultation
Worth \$175-00**

How can I afford to give you 15 minutes of my valuable time completely free without obligation?

It's quite simple.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/consulting.htm>

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I know after 15 minutes speaking to me about your unique business problems and opportunities you'll be blown away with the high value ideas, information and resources I can supply you...

You'll be so excited you'll immediately book your full one hour \$700 consultation complete with your \$7,000 Guarantee, your Two Year Results Guarantee and \$700 worth of pre-owned marketing books, tapes and more from the world's leading marketing masters.

In the unlikely event you're not thrilled and you can't see thousands or even tens of thousands of dollars value for your business in this short 15 minute consultation you'll be free to end the call – no charge, no obligation, no strings attached.

**But If You Want To Claim
Your \$150 Gift Telephone Consultation
You Must Act Now!**

My time is limited and I can only offer you your profit revealing, 15 minute, no obligation gift marketing consultation until my calendar is full.

I'd hate for you to miss out so phone me now - Michael Senoff on **858-274-7851** or email me at [msenoff1@san.rr.com](mailto:mсенoff1@san.rr.com)

Your sincerely,

Michael Senoff.

Michael Senoff – www.hardtofindseminars.com

P.S. I'm the only marketing consultant in the world confident enough to guarantee you \$7,000 value for a \$700 telephone consultation, give you a two year results based 100% guarantee...AND give you \$700 worth of the finest pre-owned marketing books, CDs and tapes you'll buy anywhere.

But for a limited time you don't even have to commit to paying one red cent!

**Remember If You Call Me Or Email Me Now
You Can Claim Your \$175 Fifteen Minute Gift Consultation
With No Obligation And No Cost...**

But this offer can only last while I still have the time available to do these consultations so act now.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/consulting.htm>

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Call me on 858-274-7851 or email msenoff1@san.rr.com

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

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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 them 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, 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

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Description: <http://www.hardtfindads.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.hardtfindads.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-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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