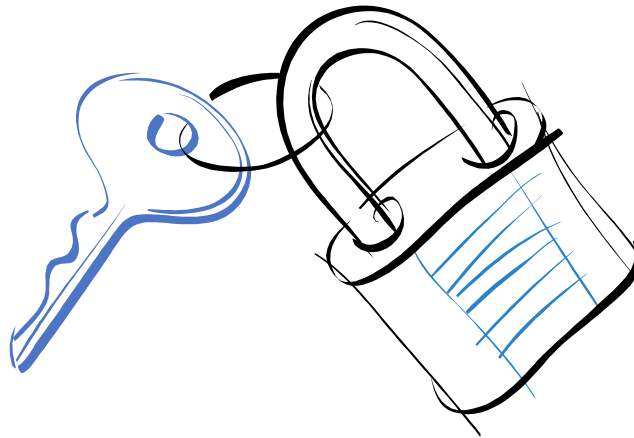

Hardtofindseminars.com

Presents
Accelerated Consulting Series

The Kevin Fort Project Part Two

Michael Senoff Interviews Kevin Fort



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>)

If You’re Serious About Becoming Great At Marketing *FAST* — You Need to Know About Consulting Secrets...

It’s the place top consultants go
to see what’s working...and why.
Now this powerful, professional online
resource is available to you — anytime you need it.
I promise you, the impact it’ll have on
you will be profound.

**Sign up below for your risk-free trial of
the All New Consulting Secrets now!**

Yes ! I want my hours of free streaming audio training, word-for-word transcripts, and my **3 GIANT FREE GIFTS**. I understand it's all free with my trial subscription.

From this day forward I will win in business by **NEVER** losing.

Consulting Secrets brings you everything you need to enjoy greater wealth, and better business understanding. Now you can quickly and easily consult with leading experts in the marketing consulting field.

You get the very best information from the very best sources -- without the influence of advertising -- so you only get the truth.

Please sign up for a risk-free trial of Consulting Secrets. You get immediate online access to hours of free expert consulting advice, streaming audio recordings, interviews, reports, and downloads. You won't get annoying pop ups, banner advertising or spam e-mail

And you'll receive **3 GIANT FREE GIFTS**

For marketing purposes, ALL of the typical obligations or "hidden" catches you might expect have been removed from this FREE

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>

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>)

invitation. Yes, this is a REAL free offer. The kind you never thought you would see again.

- **FREE GIFT #1: A FREE 6-MONTH (6 issues) gift subscription to *CONSULTING* -- America's #1 Audio Interview Magazine on Inside consulting Information! (with thousands of fanatically loyal listeners).**
- **FREE GIFT #2: 15 of our all-time GREATEST Insider Business Reports...*the complete "Atlas business collection" absolutely FREE.***
- **FREE GIFT #3: A copy of our newest blockbuster, "*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 exist anywhere).**

Grab everything now before this limited offer stops by registering online at Consulting Secrets.

This is truly a risk-free offer.



Michael Senoff

PS. When you become an HMA trained Marketing Consultant, you will have the **reprint** and **resale rights** of this report. You keep all the profits. You'll learn how to use this report as a tool to get clients. Enjoy this wonderful report in the following pages below

Click on the link below for more reprint rights information

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

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>

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.hardtfindseminars.com/consulting.htm>)

The Kevin Fort Project Part Two

This is Michael Senoff with [HardtoFindSeminars.com](http://www.hardtfindseminars.com) and Consulting Secrets. Here’s the second recording I did with Kevin Fort about what he’s been up to in his efforts in growing his consulting business. This section is 20 minutes long. In the following section, you’ll hear Richard, Kevin and myself continuing the rest of the call outlining many excellent ideas for Kevin to make more effective presentation in both his seminar and his opportunity analysis. I think by listening in from Kevin’s real world examples out on the street in Arizona will be helpful as you go out and start to grow your consulting practice. Enjoy!

Music

Michael: Your experience in starting from nothing into the consulting business would really be helpful for some of the other new consultants, and I can document this stuff as you progress and stick with it and see success. I think it would be a lot of value for others. Would that be alright?

Kevin: I absolutely do not have a problem with that.

Michael: Okay, great. I remember the last time we talked, you have the seminar coming up. What happened?

Kevin: Well, the seminar went well. Not as well as I hoped for, but it went well. We wound up having six responses.

Michael: Where did you hold it?

Kevin: I held it at a hotel in their conference room.

Michael: And, six people showed up?

Kevin: Correct.

Michael: And, the way you introduced the seminar was by the flier you had shown me.

Kevin: Correct.

Michael: And, you did that by mailing it out, sending it out, passing it out.

Kevin: Working groups. I didn’t do a whole lot of door to door. I did do some door to door. I actually surprisingly got one prospect to show up by going door to door which I was amazed that that worked.

4

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>

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>)

Michael: That’s great, and then people paid ten bucks to come in and they got a little breakfast, right?

Kevin: Correct.

Michael: So, you had the six people there. How did you prepare yourself for this seminar? In what fashion were you going to present your seminar?

Kevin: Well, basically I downloaded the PowerPoint presentation that you and Richard provided, and basically just touched it up a little bit, threw my logo on there, and changed some of the content, not a lot of it, to make it work for my situation.

Michael: What kind of equipment did you have there?

Kevin: I rented a 2,600 lumen projector and set that up.

Michael: How did you run the PowerPoint presentation? Did this projector – is it a computer as well?

Kevin: I brought my laptop along and I just hooked the laptop up to the projector, threw the slides up on the wall, and then my wife was gracious enough to come with me and basically ran the computer for me and changed it from slide to slide.

Michael: Okay, so you can connect your laptop to this projector and do a presentation through the PowerPoint.

Kevin: Correct.

Michael: Tell me what happened.

Kevin: The seminar ran very well. I basically spent the weekend before the seminar rehearsing, practicing, spending time in front of the mirror just making sure that I was comfortable and confident with what I wanted to present my prospects. Monday morning bright and early we got up and headed down to the hotel and fired it up.

At about 6:30 in the morning, everybody was in the process of waking up, staying with me. We ran a total of an hour and 35 minutes by the time I finished. My actual presentation portion took about 55 minutes, and then we ended up leaving about 40 minutes for questions and answers.

Michael: That’s awesome. Were you nervous or were you comfortable and confident?

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>)

Kevin: I was actually extremely comfortable. Like I said, I’m used to briefing thousands of people in the military. So, speaking to people is not an issue for me, but the main thing that I found is you have to be confident and comfortable with the material that you’re presenting in order to present that to the group and not have those nervous thoughts.

Michael: Okay, that’s great. Was it interactive during the presentation or did you hold all questions and answers until after?

Kevin: I held it as an interactive. I feel that’s more beneficial to the clients that way. I had a podiatrist there. I had two chiropractors. I had a guy that specializes in photographing Harley Davidsons. I had a financial planner that was there. So, for them to see the other aspects that these people in the different industries are facing, I felt was beneficial to all of them.

So, we just opened it up. As I was presenting things on the slide, somebody would say, “Oh yeah, I tried that.” And, the things that they had found, so that’s the way I like to keep it. I like to keep it loose, interactive. I have just found that that helps keep me relaxed and comfortable.

Michael: Did you have a close or an offer? What did you have in mind by the end of the presentation that you wanted to accomplish?

Kevin: My end goal was to line up opportunity analysis. So, during the seminar I did not pitch them a sale. The only thing that I pitched them was, “Give me an hour and a half of your time. Let’s sit down and make sure that this system is right for you before you make a decision on whether you want to proceed further on this or not.”

Michael: Did you stick with that last slide if you wanted an opportunity analysis that you would be able to set that up for them?

Kevin: Yeah, I actually just set up appointments for them right there before they left. Those who wanted it just set it up with me right before we walked out.

Michael: How many set up appointments with you?

Kevin: Four.

Michael: Four out of six? That is awesome. Even though it was only six people, it’s the result that you got. If it was 60 people, you would have 40. Do you see what I’m saying? And, with 40 opportunity analysis in front of you, I think you can eliminate all your other cold prospecting and work with those clients and do referrals.

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>)

So, you set those up, and have you started doing those?

Kevin: I’ve actually finished all these appointments. I booked those out and took care of those that week despite my father having a stroke that week.

Michael: I’m sorry to hear that.

Kevin: He’s doing okay. It was just a mini-stroke, and he bounced back pretty good.

Michael: Okay, great.

Kevin: The reason that I wanted to talk to you was what I’m finding is actually getting people into the opportunity analysis is not a difficult task. Basically, all I’m asking for is an hour and a half of their time. I know their time is valuable, but if I can’t get them sold on an hour and a half opportunity analysis, I can usually get them to buy off on a fifteen or thirty minute short meeting where I basically further explain how the opportunity analysis would benefit them.

I’m learning that there’s a process that you can take the clients through and eventually get them into the opportunity analysis.

Michael: Your seminar was the process in getting them into an opportunity analysis.

Kevin: That was one of the techniques that I used to get them into an opportunity analysis.

Michael: So, you booked this four and every one met with you. Let’s talk about those four appointments. Who was the first one you met with?

Kevin: The first one I met with was the financial planner.

Michael: Was it a female, male?

Kevin: Male.

Michael: And, did you find some hidden assets within the business?

Kevin: I did. The problem that ended up with him is that he was actually a representative of ING Financial Group. He’s a senior gentleman, and he is within a retirement community. His problem that he was having was having difficulty tapping into that area that was around him because he’s within one of those retirement communities and they’re very limited on the amount of

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>)

advertising they can do and things like that. So, he was looking for ideas on how he could tap into that market.

He got some good ideas from me through our meeting and through the seminar.

Michael: So, would you qualify him as a set-up or a start-up meaning did he have any existing clients within that area that he could work? You’re telling me he needed to learn how to get customers, but did he have any assets within his business already?

Kevin: He did because he was a financial planner for a different organization in the previous years, and he actually was able to convert those. So, he had about 400 customers or past clients that he had in his database. Twenty of those were active. So, I knew that we had about 380 potentials that we could look at reactivating, obviously calculating those out that had passed on or moved out of state, things like that.

So, he had some assets that were in place, but not as many as he would like to have for maximum growth out of his system.

Michael: He was a financial planner.

Kevin: Correct, he dealt with 529s, all different types of retirement planning. He sold some insurance things like that.

Michael: Did he keep in touch with his clients on a regular basis?

Kevin: Not his inactives.

Michael: Not his inactives?

Kevin: No.

Michael: So, how did that end with him?

Kevin: I actually spoke with him this morning, and basically what had happened was he came back and find out that ING is going to provide him some training for his sales and marketing process that he did not know was available to him.

He’s also a representative of the SCORE group that’s down here in the Phoenix area. So, I was still able to salvage that relationship and set something up with him because he deals with so many start-ups.

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>)

Michael: Absolutely, that’s great. I mean, SCORE, they refer all kinds of people. Is he real active in SCORE?

Kevin: Yes, he is.

Michael: Did he tell you how many people he’s talking to on a weekly or monthly basis?

Kevin: He says he’s dealing on average with 40-60 start-ups a month.

Michael: Can you tap those students of his?

Kevin: That’s the reason I was calling you. What I’m starting to see a lot here in the Phoenix area is I definitely see a need for this service within the valley. There are so many companies down here that do not have adequate training or education in marketing. They’re expensing large amounts of money on marketing and it’s not working for them, but when it comes to being a consultant and this is what I’m trying to figure out whether it’s just the name and the reputation that goes along with being a consultant, whether it’s the fees associated with it.

I’m starting to test that trend because I’ve done a total of ten opportunity analysis, and when I go back and present them, I don’t call it my proposal, but when I project to them, “This is how we’re going to do it, and these are the fees that are going to be associated with it.” That’s what drops it right there.

Michael: At the end of the opportunity analysis, are you explaining that up front?

Kevin: Through the opportunity analysis, yes I take them the growth matrix, the three ways to exponential growth. Then, I show them based on their growth objectives, how implementing these projects within the system can provide a return on investment for the fees that will be provided.

Michael: What’s the feedback you’re getting as you’ve done these ten opportunity analysis? Are you selling all the way through? It’s an interactive analysis. Obviously, they’re answering your questions, and let’s say you take them through the USP. At the end of each section of the opportunity analysis, are you getting agreement? Like, “Kevin, do you understand how important this USP is, and how this can really identify you and separate you from all other financial planners and how this can put money in your pocket once this system’s worked out? Do you see how that can work?” And, you get them to say yes.

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>)

You are always closing all the way through, and this is something Richard gave me some advice on. Maybe we can even get some direct advice from Richard on this, but are you doing that during your opportunity analysis?

Kevin: Probably not as good as I should be doing.

Michael: Okay, because your opportunity analysis, you are fishing. You are looking for hidden assets, but you have to be selling it all the way through. You have to see if they’re on the same page with you. You’re not really closing it all the way through.

Kevin: Not on the opportunity analysis.

Michael: You’ve done ten of them. The feedback is once you drop the price on them, no one’s interested.

Kevin: Correct. It’s too expensive. They don’t have that in their budget, or they can’t justify spending that for those returns. Usually, I’ll try and reattack on a non-aggressive level and just say, “Can you really afford not to do this?” “What types of expenses are you putting into your marketing now?” And, try to bring them back in and make them realize that might be a small portion to what their actual objectives are.

Michael: Let’s talk about some of them. The financial planning guy, his excuse was basically that he found out that his company has some training, and he’s just going to use that, right?

Kevin: Right.

Michael: What were you charging for the fees? What were you asking for? Did it vary?

Kevin: No, I actually came back to him with a proposal and recommended that we actually take all seven projects into his business, and was charging him \$795 per project to do it.

Michael: All right, and the offer was to pay for those as they do it, or did you want it all up front? How did you structure that?

Kevin: On his, I was doing all upfront.

Michael: All upfront, okay.

Kevin: But, the \$795 would be down before I started the project.

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>)

Michael: All right. So, he didn’t want to do it. Tell me about the next analysis that resulted from that seminar.

Kevin: The next one was the chiropractor.

Michael: What was his situation?

Kevin: His situation is desperate. He’s been in business now for about four years in his new location. He was in a different location for two years prior to that. Both locations of his have – I don’t want to say struggled – but, have not done as well as he anticipated when he got into the chiropractic industry. And, a lot of his problem is he does not understanding the market aspect.

He’s a very good chiropractor. He’s got a lot of equipment that a lot of chiropractors in the valley don’t have. He just doesn’t understand how to tell that to his customers.

Michael: What kind of hidden assets did you find within his business?

Kevin: A massive database of clients that are inactive. We’re talking about 23 to 28 hundred inactive clients.

Michael: Wow, all in his local area?

Kevin: Yeah.

Michael: Okay, from your analysis, did he keep in touch with these guys? Or, is it they came in and they never heard from him?

Kevin: They came in, and he’d never gotten back with them. A lot of them he’s only worked on one time, and once he had done the work them. The only way he was asking them to come back was when he was actually visiting with them, “I’d like to see you back on such and such date and time.” They would never show up and he would never follow up.

Michael: Did you point that out as a tremendous asset that he had sitting there?

Kevin: And, he agreed and he knew and his biggest thing was, “Well, I don’t have the time.” He doesn’t employ a secretary. So, he’s running the office. He’s actually doing the technical labor, keeping the books, handling the marketing. So, this guy is trying to handle all aspects of his business, and I actual told him that that was an asset we may look at bringing on in the future was hiring and training somebody to actually handle that portion of the work for him.

Michael: How did he respond to that?

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.hardtfindseminars.com/consulting.htm>)

Kevin: He responded favorably.

Michael: Did you say, “I know you don’t have the time, and that’s what I’m here for. I can do this for you. It’s part of my service.” Because really what kind of time does it take to send out an email or to send out a letter.

Kevin: Correct, and that’s basically what I said. I told him, “You need to concentrate on the chiropractic portion, outsource your growth objectives. Let somebody else handle your marketing systems. Find somebody that can come in and implement follow up systems for clients that are inquiring but not following through. Let’s get somebody in here to provide some sales training to you or a member of the staff, if that’s what you decided to bring in.”

So, he definitely knows and understands the benefit of outsourcing and having that help.

Michael: So, that was the big asset he’s sitting on. Anything else that came to your mind asset wise that he was sitting on?

Kevin: The equipment that he has and the decompression table that he uses for car accident injuries, spinal and neck injuries. I did a little bit of research over the weekend and found out that there’s only ten to fifteen more chiropractic clinics throughout the valley that provide that, and the good thing is it that they’re pretty well spaced out.

Michael: So, as you brought him through this analysis, how was he reacting and what was his objection? What was your proposal, and what did he say?

Kevin: Basically, once we finished the opportunity analysis, he was excited. He had set up with the real estate agent and a title company that was sending him a list of new homebuyers in his area. He had drafted a series of three sequential letters that he would send out on a monthly basis.

Michael: And, he was doing this?

Kevin: He was doing that.

Michael: And, this was to generate his customers?

Kevin: That was what he was using to generate his customers.

Michael: All of those that were on that list, that was his system?

Kevin: That was his system.

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.hardtfindseminars.com/consulting.htm>)

Michael: Did you look at the letters?

Kevin: I did, and I took a copy of each letter. I’m in the process of looking over the content of those letters and finding out why they’re not working for him.

Michael: Were they not working? Or is this what built his customer list?

Kevin: He’s saying that out of the year he’s been doing this, and this system has only brought him in about two or three clients.

Michael: And, your impression looking at the letters, do you see some things that can improve it?

Kevin: Yes, he’s not talking on the customer’s level. He’s writing those letters like he’s talking to other chiropractors that understand the language. A big part of this is going to be rewording it and I explained that to him in the opportunity analysis. When he started talking to me, I said, “I’m an expert in the marketing field. So, all the jargon that you use in the chiropractic field, I don’t understand a lot of times. If you don’t catch my attention with helping me understand what it is that you’re going to do and how you’re going to help me, you’re not going to get the sale on that.”

Michael: Who was mailing the letters for him? Was he addressing and stuffing all himself?

Kevin: Correct.

Michael: It’s kind of good that it shows he got off his butt and was trying something, and the words on the paper were probably ineffective. So, that’s something you showed him that he made a good effort but it’s what you say on that page that makes all the difference, and that’s something you’d be willing to help him out with.

Kevin: Absolutely.

Michael: All right. So, that was another thing. So, by the time you got to the end, what was your proposal for him?

Kevin: Last Friday, I brought up exactly what we were going to do in the projects based on his objectives, and I emailed that over to him Friday afternoon, and I followed up with him this morning, very favorable response. He was actually heading out of town. So, he was going to get back with me when he got back.

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>)

I pitched him a cost of \$775 per project, and with him I’m going to do 50 percent down and 50 percent at the completion of each project.

Michael: Okay, do you think he’s going to do it?

Kevin: I think he’s going to do it. He understands he needs to do it. I think still his biggest concern is whether he can actually afford to do it.

Michael: All he’s got to come up with is 50 percent. Did you pitch him on seven projects or four?

Kevin: Seven.

Michael: On all seven.

Kevin: At the same time, I’m trying to line these up as semi-contingencies and let them know we will be doing a seven month implementation if that’s what is needed to get their growth objectives reached. The remaining five months will actually be a follow up process.

At that point, we’ll actually reduce the fee. It won’t be the same project fee, but it will be a lower fee to just come in and fine tune and tweak and make sure that the system is properly running within the business.

Michael: Did you ever listen to the interview with the chiropractor, Dr. Greg Nielsen? It’s up on the HMA University, and this Greg Nielsen is a chiropractor in this very, very small town. He’s been using a series of letters. They’re called “Soap Opera Marketing letters”. I don’t know if this guy would go for it, but certainly I would listen to that recording, and I’ve got the series of letters. I did a joint venture with him where I presented it to the people.

But, if you end up working with this guy, you’ve got to check these things out. It’s a series of about 25 letters that he sends out on an ongoing basis to his patients, and the Soap Opera letters is that he’s kind of the personality of his chiropractic office, and he’s got the girls working for him.

It doesn’t sound like this guy would be the ideal thing, but it would be pretty interesting to listen to and how well he’s done just with this direct mail letter technique. So, this may turn into a deal.

Kevin: I think it will. He knows he needs to do it, and I feel like I did really well through his process on showing him, “You’re going to have to come up with a little bit upfront to get started, but once we get the ball rolling on this, you’re going to start to see increased revenues that are actually going to cover my expenses plus some.” And, I think he understands that.

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>)

Michael: I think you’re looking at a gold mine. He’s got 2,800 people on his list. You may want to throw a bone at him and offer a contingency deal, just a real simple thing by looking at his list and you making an agreement saying, “Look, you don’t have the money to come up with it, but I’ll tell you what I’d be willing to be do. I’ll forego my commission based on a contingency deal.”

Now, ordinarily I wouldn’t do it, but if it’s going to take you very little time and little effort you can negotiate with him and say, “I’ll create and draft a reactivation letter.” Actually, I know I have a reactivation letter. It’s called “The Red Ticket Letter”. I’ve got one.

If he’s willing to do a test to maybe a thousand of his past customers, you can either pay for the mailing yourself or you can make the negotiation, “I’ll forego my commission on this method in reactivating your customers, but you have to pay for the mailing. You give me the list. I’ll create the mailing. I’ll design the piece. I’ve got a reactivation letter that’s been proven to work used by a chiropractor doing a tremendous business. I’ll provide that for you. I’ll license you to use that, and then you pay me a percentage on all the business that it generates.” Or you can negotiate, “I’ll reactive them, but on all those visits that you get paid that upfront fee for that visit.”

You can negotiate whatever you want. Let’s say you reactive twenty or thirty or forty new clients. You can say you want 50 percent of that. Or, you can also make him this offer. You can say, “For all that new business that comes in, you take that income that’s generated through this reactivation letter and put that towards my consulting fee meaning up to \$795 times seven projects, all that money that comes in from my reactivation letter goes to me for you to pay for my consulting services.”

Do you see? So, you’ll do it to finance the consulting services that you’ll provide for him. Are you with me?

Kevin: I’m with you.

Michael: That’s an idea. That’s a worse case, no lose situation. You know he’s got a list and that’s very valuable. If you can get people back to that office, and he can get them as customers, I’m sure he’s got dead time in his office. Is he sitting there twiddling his thumbs on some days because he doesn’t have enough patients?

Kevin: You bet.

Michael: Okay. So, what’s he got to lose?

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>)

Kevin: Exactly.

Michael: But, only as a last resort.

Kevin: Right.

You know if you’re looking for a product that you could really hustle, something that you’re learning from all the techniques, you may want to check out another website I have. It’s called IDPen.com, and what you’re going to find out at IDPen.com is one of my very first businesses. It’s a business I started in my one bedroom apartment when I had absolutely no money, and I needed a product to sell. It’s a pen that I manufacture right out of my house. I’ve been doing this for ten years without any machinery or any equipment. I have a pen that I can manufacture for 17 cents and resell by the hundreds, wholesale for \$1.50 each. It’s a product that has kept food on my table and kept the bills paid for ten years, and it’s an exciting opportunity, that if you’re looking for something to hustle to use your copywriting skills or direct mail education, it may be something you want to go check out. So, go head on over to IDPen.com. There at the front page, you’ll hear me do telemarketing. You can hear me get sales right on the front page. It’s fascinating stuff, and I urge you if you’re looking for something to hustle to go check it out.

Here’s another bonus tip from Michael Senoff’s 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, 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, 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.

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.hardtfindseminars.com/consulting.htm>)

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 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 hardtfindseminars.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

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>

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>

and exclusive courses from the world's leading marketing and business experts...

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...

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>

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>)

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

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.hardtfindseminars.com/consulting.htm>)

Are You Overlooking The Acres Of Diamonds In Your Business?

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.”

20

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>

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.hardtfindseminars.com/consulting.htm>)

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

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>)

offer in the marketing world today. And then I'll go one step further and make this offer even better...

**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**

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>

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.hardtfindseminars.com/consulting.htm>)

Just Cents On The Dollar...

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?

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>

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.hardtfindseminars.com/consulting.htm>)

It's quite simple.

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

Your sincerely,

Michael Senoff.

Michael Senoff – www.hardtfindseminars.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

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>

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.hardtfindseminars.com/consulting.htm>

so act now.

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@hardtfindseminars.com or at (858) 274-7851 For Michael's full biography and story go [here](#)

Site : <http://www.hardtfindseminars.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

25

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>

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.hardtfindseminars.com/consulting.htm>)

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 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.hardtfindseminars.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.hardtfindseminars.com/AudioclipRights.htm>

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.hardtfindseminars.com/consulting.htm>)

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

Title: Hard to Find Ads

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>

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>)

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>

Copyright Notices

Copyright © 2004-2005 by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff
JS&M Sales & Marketing Inc.
4735 Claremont Sq. #361
San Diego, CA 92117
1-800-237-0634 Office
858-274-2579 Fax
michael@hardtofindseminars.com
<http://www.hardtofindseminars.com/MarketingConsulting.html>

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.