

# HMA

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**INTERVIEW SERIES**

**One Man's HMA Story:  
"How I Went From \$70,000 In Debt  
To Making More Than \$300,000...  
In Just A Year And A Half"**

 Michael Senoff's  
**HardToFind** Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

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

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

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

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

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

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

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

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

Now, let's get going.

Michael Senoff

*Michael Senoff*

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## **One Man's HMA Story: “How I Went From \$70,000 In Debt To Making More Than \$300,000... In Just A Year And A Half”**

A year and a half ago, Sam was \$70,000 in debt. He had suffered through so many failed business opportunities that he says he couldn't even talk to his friends and family about them anymore because he'd "exhausted all good will in that regard." Then he bought the HMA system and has made about \$330,000 since. He paid off his debt, can talk to his friends and family again, just got back from a month-long trip to Costa Rica. He's living the good life.

But according to him, the best part about it isn't what he's doing for himself – it's what he's been able to do for his clients. When he got back from his vacation, one of his HMA clients threw him a surprise thank-you party (complete with confetti, a cake, and all her family members) because Sam helped her go from being a struggling small business owner barely bringing in \$2,000 a week to suddenly making \$9,000 a week, easy.

And in this audio, you'll hear how he's been making it all happen.

### **You'll Also Hear...**

- 5 quick-start steps for landing 20 appointments a week using nothing but cold calls – finding a list, getting in the right mindset, knowing the real purpose of your call, determining how many prospects to contact a day, and a word-for-word look at the phone script Sam uses
- The incredibly effective (and maybe even sneaky) way Sam gets gatekeepers to send him through to the decision maker almost every time
- The one thing you should never say when you're on the phone with a prospect
- A step-by-step look at how Sam seals his deals – and the one best trick he learned from negotiating expert Jim Camp that he says helps him do it
- How to posture yourself in the initial meeting with a prospect – and all about Sam's "why me, why now" approach that he says is the one thing you should always do before the opportunity analysis
- "Real-life" insight into growing and managing your HMA practice – how many clients Sam says he comfortably handles at one time, why he only concentrates on the Core Four, and the timeline he gives his clients
- The biggest future goal Sam has for his consulting practice that will make him even more money (with much less time and effort) down the road

There's no doubt – marketing can have a life-changing effect on a business, especially in today's economy. That's why Sam says he never tries to sell prospects on his consulting; he just sells them on their transformation. So whether you're a new consultant or a

seasoned vet, this audio is full of innovative tips and tricks that will help you transform every business – including your own.

Senoff: I wanted to interview you because you're a great example of an HMA Consultant who has gone out there, gotten off his butt, and done something. And, from what you've expressed to me, you're having some success and I'd like to bring the new HMA Consultants, and even the older ones, new views from actual HMA Consultants who are out there doing it, and maybe you can share some of what you've been doing and some of your success and how you've been doing.

It's a big world out there. I'm sure no one's going to steal any of your thunder or take any of your clients because there's so much potential out there. And, I wanted to do a recording of this and just share some of the stuff you've learned about what you've been doing. Would you be willing to do that?

Sam: Sure.

Michael: Alright. So, we're going to share some of what you've been doing with HMA. Why don't you tell me your full name, where you live, and do you remember how long ago it was before you learned about the HMA system and then what proceeded after that?

Sam: My name is Sam Alucho. I'm in the Cleveland, Ohio area.

Michael: How old are you?

Sam: I am 34. So, I learned about the HMA program in 2008, maybe 2009. I really didn't do anything about it until 2010, and I'm a Jay Abraham, Adam Kennedy guy, and you know, I've gone through all those guys Ted Nicholas and Brian Keith Boyles, and all that stuff. You know, I have all this knowledge and I've been helping people here and there. You know, why don't I take this a little bigger? My goals are pretty lofty. So, I started getting out there and just talking to people. I think, initially I was giving talks for...

Michael: Was this before you got into the HMA material?

Sam: Yeah, before and after, and here's the thing. The HMA thing is excellent because it gives you a road map to follow for building a company. I really enjoy that. And, because usually, you know, you're just kind of hollowed with lists. You don't want to be, if you're going to

an engagement and you have so many different ideas, you're not really quite sure where to start and you don't want the client to get upset waiting, so it's like very strong methodologies as far as moving forward with the client. It's a great way to increase sales that's going to work if you do it correctly.

And so, once I started, I just went off to Hoover's and I bought a list from them, companies ranging one to five million dollar area, and I wanted to follow through actions and really stay with companies that were small enough that I could actually talk to the owner if I called. So, I did that and I was pretty successful.

Well, most people are very skeptical. You know, they've heard everything. You know, a lot of people have said a lot of things through a lot of years. And so, it's very challenging to convince a lot of these business owners that they should be doing business with you. They want to do something, but they're not sure if you're the right person.

And, the second thing is time. Most of these business owners don't have any time to do anything, it seems. I mean, it's just horrible. You go over to their business to see what they do on a daily business. They spend, it seems like, no time working *on* the company. It's all *in* the company.

Michael: Okay. You started. You followed the HMA system. We recommend, grab yourself a database, if this is one way you want to do, and start cold-calling, which is probably one of the hardest ways. So, from Hoover's, you ordered a list of companies within your geographical area, within a certain gross sales range. You got the list, and you literally started dialing these numbers and calling these owners. Is that correct?

Sam: Yeah, initially.

Michael: What was that like, initially? I mean, how many calls did you make a day? What kind of results were you getting in the beginning? Were you getting frustrated? Did you believe this would never work? Where did you make a breakthrough with the telemarketing on your own?

Sam: To be honest, I don't really remember my numbers perfectly. I know I should, but it's been a little while now. But, I think maybe I was getting, out of the list, I had about 1000 companies on my list around the Ohio area, and I was making about, between 70 and 100 calls a day, initially. And you know, a lot of time, the business owners are not

there. I think I was getting maybe, between three and five appointments a day.

Michael: You were setting yourself between three and five appointments a day.

Sam: Correct.

Michael: So, what was the purpose of the initial call? Tell the consultant who's sitting there with a list or thinking about getting a list, what is his goal when he's making those calls? What did you say? What did you find worked and what did you find did not work in accomplishing that goal?

Sam: Well, thanks to you, I heard about Ari Galper. He had this trust-based mindset where he talks about creating a trust on a cold call, and that's nice for the salesmen. So, long story short, I would call and I'd say, "Hi. My name is Sam." As far as getting through the gatekeeper, I would talk to them just like I was talking to the owner, like I was having a general conversation with another human being. I'm not on a sales call.

That's how I did it, and just another thing too is the late Chet Holmes had this tactic where he said statistics show you want to lower your voice when you call. You generally have more success, and it really worked for me. I mean, he's one of the best salespeople I've ever met.

Michael: Did you order Ari's material, or did you use the script that we outlined in the interview?

Sam: I wanted to know more about it initially. I didn't read it. So, I ordered stuff from him.

Michael: Okay, and if anyone is listening and they're interested in his material, you can go to his website at PainFreeColdCalling.com. That's PainFreeColdCalling.com. Entertain me. Just role-play with me just for a second. Give me an idea how it went. If the phone rang and I said, "Hello, Mike's Bait and Tackle. How may I help you?"

Sam: Hey, Mike. How are you? My name is Sam Alucho. You don't know me yet. Maybe you can help me out for a moment.

Michael: Sure. What is it that I can do for you?

Sam: Well, I wanted to find out if you would be open to some different idea about generating a lot more sales without advertising?



Michael: Are you selling something?

Sam: I'm not sure that I have anything that you absolutely need right now. So, I just wanted to have a conversation with you and see how things were going. How's business?

Michael: Well, we could always use a little bit more business, Sam. I mean, you know that. What have you got, specifically?

Sam: Well, I have a seven-step program that has been incredibly successful with helping a lot of companies increase their bottom line, double their sales even, and I know it sounds crazy and a lot of people tell you a lot of things. I'm going to be in your area tomorrow between 2 and 3:00. I was wondering, you know, if that would be a good time for us to just have a quick chat, introduce ourselves to each other. No obligation. Just have a conversation, see if I can help you.

Michael: Oh, okay. I'll tell you what. Let me get back with you on that. I'm not sure if that's going to be a good time, but can I get back with you on that?

Sam: Yeah, absolutely, you can get back with me. I'm just extremely busy unfortunately. I'm not going to be able to be around for a while. I'm going to be out of town. You know, if we could just have like, a 15 minute conversation or something like that, sometime this week if we could set it up. I can make sure that I'm back in town for you. When are you free?

Michael: Well, is this going to cost me anything?

Sam: Not to have a conversation. A conversation is always free. I promise you this. You're going to get a lot of information from me, and whether you decide to use my services or not, you're going to get a lot of great information from me about how to increase your sales free of charge.

Michael: Well, Sam, I'm real busy. You know, we've got a lot going on here in the shop and it's fishing season. Can you follow up with a call, maybe in January?

Sam: I can always do that. You know, I have a lot of clients of mine who initially, when I called, because they had heard so much from so many people about increasing their sales, that they generally weren't interested. They did not believe what I was telling them. And so, basically, what we want to do is we want to show you how successful you can be and how quickly.



A lot of people doubt it, but when I show them what's possible, their eyes really open up and they're very happy they took me up on the opportunity to meet. And so, I'm going to be in your area sometime next week. Just give me a time when we can get together.

Michael: Well, is this something we can do over the phone?

Sam: You know what? We could do it over the phone. I'd really like to do it in person though, because I'd like to meet you. And, I'm not trying to sell you anything up front. Heck, Mike, I don't even know if what I have to offer is going to be perfect for you. I do know that it could help you if you choose to use it. So many clients, like yourself, have done it before. I know that you're in the Bait and Tackle. How is business going?

Michael: We can always use a little more business. So, you're selling a consulting service?

Sam: Right now, I'm just trying to see if we're a fit for each other. That's what's important to me.

Michael: How'd you get my number?

Sam: I bought a list from Hoover's of companies in a certain criteria that I gave them, and they gave me your information.

Michael: Oh, okay, okay. Alright, Sam. Alright. Why don't we meet tomorrow at one? That would be fine.

Sam: Tomorrow at one? Let's see here. Can we make that 1:30?

Michael: Sure. 1:30 would be fine, Sam.

Sam: Okay, Mike. Well, listen, I'll look forward to seeing you then, and you know, I have a lot of great information to share with you. It's going to be great, whether you decide to move forward or not.

Michael: Alright, Sam. That's great. It sounds like you really internalize that whole selling process, very, very good. So, to answer my question, the consultants listening who are struggling on the phone and who don't maybe have an understanding of what the purpose of this phone call is, what is your goal for this phone call, as a consultant?

Sam: I just want to meet them. I want to look them in the face. I want to shake their hand and have a conversation. If you're married, you didn't get married on the first date, right? I think we've got to get out of the mindset that we need to whack them over the head right now. You know what I mean, get everything we came for right now.

Michael: So, do not try and sell the HMA Consultant System over the phone. Sell an appointment.

Sam: That's what I do. I sell the appointment. I'm really good face-to-face. We can have a conversation with them and then I take the opportunity and announce this really awesome... You know, I go through it with them, and they're blown away by all the things, and they're like, "Whoa! I never thought about it. Oh, yeah. Oh! Oh!" You know what I mean? You know, that kind of thing. And also too, when you're talking to them, don't tell them anything. Ask them questions.

Michael: On the initial phone call?

Sam: In the initial phone call, I like to do that. But, I'm really talking about in person. I notice that's a big deal for me.

Michael: *You're listening to an exclusive interview found on Michael Senoff's HardToFindSeminars.com.*

Oh, you're talking when you meet them in person, don't tell them anything, or only on the phone call?

Sam: I'm talking about when I meet them in person, I really like to ask primarily questions.

Michael: Don't give them all your secrets. Don't throw up all over them with all your knowledge about marketing.

Sam: Absolutely. That's just the wrong way to go. They're not even paying attention when you do that. But, if they say something, it's true.

Michael: Alright. So, step one is getting the appointment. So, you were doing 70 to 100 calls a day, and you were setting yourself between 3 to 4, maybe sometimes 5 appointments a day. Correct?

Sam: That's correct.

Michael: Okay. So, just give a realistic view. Let's say, during the week, you set 20 appointments for the week. How do those 20 appointments

ferret out? Do all of them end up going through? How many would you say end up flaking out, changing the date, never confirming, out of the 20 you set? Give a consultant a realistic view of how the numbers play out.

Sam: I'd say, 20 appointments, I'll probably meet with 10. The other 10 get pushed back, some of those are not there at all. You know.

Michael: Do you confirm for each appointment before you go out?

Sam: Yes. I try to, at least.

Michael: And, when you do, when do you confirm, the day before the appointment?

Sam: The day before.

Michael: And, you make contact with them. You say, "This is Sam. I'm just confirming for our appointment tomorrow at 1:30."

Sam: Yes. Sometimes you don't meet them though. You don't get them. That's a challenge too for the small business owners, is that sometimes they're not there, or they're so busy working in the company, they don't have time to take that call. That's the hardest part, is getting to talk to them. If you can talk to them, you can get a lot.

Michael: If you haven't confirmed one, you will go out to the appointment?

Sam: Yeah, I'm still going to honor it, and just see if I can just shake their hand or talk for a few moments.

Michael: Alright. So, 10 will get shifted around or postponed. Out of the 20, will you see 10 of them face to face average, about?

Sam: Yeah, between 7 and 10.

Michael: Alright, so out of those 7 and 10, what's the goal of that first face to face meeting? Have you let them know that you're going to need an hour of their time, or have you told them it's only going to be about 15 minutes? Because, we know an opportunity analysis is going to take some in-depth time. Do you leave it open? Do you just see how it goes? What's the plan when you walk into that business and you're going to meet them face to face? Take us through the steps, Sam steps.

Sam: Well, I guess my purpose is I want to get into an in-depth conversation about their business and where they're not getting what they want as possible. Because, a couple of people...

**[Orin Class 12:25]**, this guy, he recently came out...I'm just sharing this because I think your subscribers would be interested in it. **[Orin Class 12:33]**, he's this guy who raises money on Wall Street. He talks about being the prize, rather than trying to this, you know, commodity type situation. It's really a different approach. I really like it, because it's about posturing.

You have something that's so incredibly valuable that people should really take it seriously and if they're not, I mean, it's their loss. And so, I try to posture myself as much as possible. So, long story short, I would never say, "We just need something." Because, I feel like that minimizes me and my time and who I am. So, what I want to say is, you know, if anything, "I only have a few moments of your time. I only have a few moments to be here with you. I'm on my way to another client. So, the faster that we get started, the better."

Because, somebody might find it a little bit rude, maybe. I don't really think it is. I think it's valuing my time, and it's letting them know that I'm somebody who's serious, not just to be disrespected or played with. So, I think it's important.

Michael: Right. So, when you meet them, you let them know that, you know, this is important. Your time is valuable. "Can we find a quiet place to sit and just have a chat?" Do you direct them back to their office? Do you have a favorite place to meet? What's the strategy there on that first meeting?

Sam: I say that, "Unfortunately, my time is short. I have to meet another client here soon. And so, I would like to help you. Let's find a quiet place where we can talk." Then, I shut up. They're like, "Oh, okay." Then usually, we find some other place, you know, some quiet place to do it.

The first question I ask them is, before I even give them an opportunity analysis, I say, "Well, why did you decide to meet with me?" And, they're going to give me an answer, and that answer, I have to dig into it a little bit to make sure that they know exactly what's in it for them.

Michael: I'm sure you remember some of their responses. What have some of your clients said when you asked them that?

Sam: “Well, you called me talking about how I can help your business, and so...” I’m like, “Okay. So, you’re saying that you need more sales?” “Yeah, yeah. I could always use more sales.” “Okay.” And then, after that, I would ask, “Well, where do you want to be? Is this your dream business right now?”

Let me give you the methodology. So, first of all, it’s “Why me? Why now?” kind of situation to get the juices rolling. And then, the strategy is I want to ask them, “Where they want to go?” Then, I ask them, “What’s stopping them from getting there?” And then, I ask them, “What I basically need to do to help you get there?” And then, I go into their opportunity analysis.

Michael: Do you give them a copy of it, or do you just have your copy?

Sam: I give them a copy.

Michael: How do you preface the opportunity analysis? Do you say, “Well, can I ask you some questions? This is called an opportunity analysis. It’s going to help identify...”? You know, what do you say?

Sam: Well, I say, now that I basically know what they want and what’s stopping them from getting there, I just start in with it. I say, “Well, you know, let me ask you a couple of questions.” I ask the first question, whatever it is. You know, sometimes I change my opportunity analysis to include some more things. You’re going to obviously edit it, “What you need”, but it’s the same premise.

I just go into it, and you don’t have to ask every question. You could ask a few questions that maybe...that you highlighted that you think would be of the most import. I ask them...the big one is about the unique selling proposition, and “What differentiates you from other businessmen in your industry?” And, they always use the dumb, “Well, you know, value, service, I don’t know.” type answers.

And, I say, “Well, if you’ve got to choose a baker, how do you choose?” And, they say, “Well, I don’t know, if I know the guy.” I say, “Okay. So, people who don’t know you, they’re never going to come see you?” “Well, I don’t know. I mean, we have really good service.” And, I say, “Okay, so say that you didn’t know the baker...” And, I drill down on this, because it’s really important because at the end of the day, I want them to realize that there’s no unique differentiation between them and somebody else.

The people are not going to be excited to come see them. I mean, it's just a matter of price at that point and if you want to be always playing the price game, that's fine. Feel free. But, it's not going to get you where you said you wanted to go. And, I do want to ask them a few questions and obviously, it's a longer process, but I'm just trying to explain the methodology here.

Michael: So, you take them through the opportunity analysis, and how long have you seen these meetings take with clients? Do you taper it depending on their schedule? Do you kind of identify how much time you have for this meeting and work around that?

Sam: Yeah. Whatever is right for you. I've had conversations in which I pretended like I called my next appointment and rescheduled. And, I've had situations in which, you know, the guy was such a jerk that I really just wanted to keep that kind of **[Orin Class 16:53]**, "how to pitch anything" mind set, where it was just like, "I'm out of here. I only have 15 minutes. Here's just the gist of it." Sometimes, it was quick.

But, what I always do though, no matter what, even if I can't get to the opportunity analysis, what I always do is do the "Why me? Why now? Where do you want to go? What's stopping you from getting there? This is what we can do. Are you ready to move forward?"

So, if you still have a transformation, they always want to do business with you, and they're willing to pay whatever you ask them. But, if you're selling consulting, it's hard. Well, not hard, it's just a lot more challenging. So, I sell transformation, but I don't sell consulting. It's important.

Michael: What's your strategy after the opportunity analysis? How do you close, or do you look at it as closing? Or, do they close themselves? Take me to a decision process and how you seal the deal and specifically, what you do with your clients to seal the deal. Do you sign a contract? Give me the steps that have worked ideally for you in your consulting practice.

Sam: I might only ask them 15 questions out of the opportunity analysis. After I ask them these questions, I tell them how it can help if we did these things here. I tell them how it could help them and I can keep referencing that initial vision they gave me of what they really wanted their business to be, and then I take it away. I say, "If you don't do something, you're always going to be here, and if that's fine, great. But, if you really feel like you would like to move forward, I'm ready to help you do that. Are you ready to move forward?" That's my close.

Michael: When you say that, and they say, “Yes, I’m ready to move forward.” How do you take it from there? How do you move forward with the client?

Sam: I recommend four steps to begin with. First is setting up a unique selling proposition. And then, when we integrate that, you need to **[inaudible 18:40]** through all your material, and you know, just take them through that, the first four of the seven steps. And, what I charge is \$1,500 per step and I leave it with that.

Michael: Do you ask for a deposit or a payment on the first meeting or do you ask for it when you come back to start integrating the first step? Do you package it? Do you want them to pay all at once, or do you want them to pay step by step?

Sam: It depends on the company. I mean, some companies are bigger. I know I can get it right now, but must time though, I do half. I’ll take deposit on the first two steps. You can write me a check for \$3,000.

Michael: And, they’ll write you a check right there and then, you set an appointment and start getting to work?

Sam: Correct.

Michael: Do some ask for an outline or a prospectus or a contract, or what they’re going to get, and are you prepared for that with the four steps?

Sam: Usually, if you do a good enough job of asking them, you know, “Why me? Why now?”, really building that vision in their head...You know, Jim Camp’s stuff is really great. I mean, if anybody who is going to be out and selling these, it should be Jim Camp and Ari Galper are some people who would be happy to do it. I really, really recommend it. You know, Jim Camp is teaching you how to negotiate and how it’s really done. It’s really fascinating.

Michael: Did you go through his negotiating training?

Sam: I did go through it.

Michael: You did. Okay. How long ago did you do that?

Sam: About a year ago.



Michael: Alright, and who was your online mentor? Was he helping you personally?

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Sam: He had this new program called his Brain X.

Michael: Yes, I've seen the Brain X. Is that what you use?

Sam: Yeah, that's what I use.

Michael: Was it tough getting through it all?

Sam: No. I **[inaudible 20:26]** information every day. Every day, I spend two hours learning.

Michael: So, what was the biggest thing you learned from Jim Camp's Negotiating training, the Brain X?

Sam: Well, there's so much. Honestly, Mike, it's invaluable.

Michael: Yeah.

Sam: I would say that building the case in their head, the interrogative questions, five of them, how, why, when, where, and who, the most important questions you can ever ask. Anything else, you really want to just kind of let them go, if you can. And so, what I mean is, "How is business right now?" or "Why are you doing that?" or "Who is responsible for this?" or "When are you going to decide that you're going to move forward?"

Those are tough. When you ask them when they're supposed to be asked, they really open up people. I mean, it's amazing. You just have to go through that. I mean, even if you just buy a course, it's excellent.

Michael: How much was that Brain X? Do you remember?

Sam: I got lucky, because I spent \$600 bucks or something like that on this one general course, and then it was supposed to get shipped to me, and then it never made it. And so, he was just about to introduce the Brain X thing, so he said, "You know what? Why don't you just join my Brain X program? Five grand that he was charging then for it. I mean, if you can afford it, it's worth it, man. I mean, it's so worth it.

I think, initially, when I was just talking to people about Ari Galper stuff, I was getting in seven or 10 clients. You know, I was having appointments, actually sitting down a week. But, I think, maybe I was selling, I don't know, maybe 20 to 30% maybe, and so, I wasn't that great.

But, once I started this process and began thinking about what I wanted to do and really getting deep into those interrogative questions as I was just trying to present something, I could get out of there with 60, 70% at times. I've had some really great weeks.

Michael: So, give the consultant an idea. How long have you been doing this and about how many clients have you closed using the HMA system and your process from everything you've learned?

Sam: Well, when I'm actually out there pushing it, and I have a lot of other activities that I've told you about, but I'll say I've been doing this really hard for about a year and a half, and throughout all the activities in turn, I've made somewhere in the neighborhood of between \$315,000 and \$330,000.

So, I don't know. I talked to you earlier in the year. I gave you a number and I was looking at the actual math, and I know I'm way above that, but yeah. So, I mean, it was between \$315,000 to \$330,000 in a year and a half, when I'm actually really out there trying to crush it.

Michael: What are the most clients you're working with at any one time that you can comfortably handle even with your other extracurricular activities?

Sam: 15.

Michael: So, 15 clients at a time, and for each step, do you give yourself about 30 days per step? Do you buy yourself time? What do you tell them?

Sam: I give myself 30 days.

Michael: You generally try and get yourself 30 days per step, per client?

Sam: That's a great way to start, but it always goes faster than that. I mean, especially now when I'm used to doing it a little more, but yeah.

Michael: So, in a year and a half, you've done about \$330,000 in gross sales?

Sam: Correct.

Michael: There's not too much cost involved, other than your time and your intellectual property. Is that right?

Sam: Absolutely. I mean, it's a great business to be in. You can do it part-time. You make your own hours. It's tough to beat.

Michael: So, you're selling mainly the Core Four. Are you doing any additional joint venture alliances for a piece of the action? Contingency deals with clients that you trust, like, and see an opportunity for additional revenues, for ongoing income?

Sam: Well, I have one guy now that, he has a plumbing company and he wants to take it nationally. And, I'm thinking about doing a contingency deal with him, but I'm still taking \$7,000 up front. So, I'm not going to do it just for nothing. I won't do that, but I tried it initially when I started, Jay Abraham's stuff, and I got beat up pretty bad, so I'm not going to go that route.

Michael: Oh, you tried, "If I can make you a dollar, will you give me a quarter?" and you invest nothing up front.

Sam: I got crushed, Mike.

Michael: So, you think the way the HMA system is designed, by selling projects for money up front before you integrate the projects, is the way to go compared to pure contingency?

Sam: Yeah, absolutely. Well, you want to find somebody who's honest. To do your job, you're going to make them so much money, and then the greed starts coming out. People turn into vampires, Mike, and it gets crazy.

Michael: Now, have you seen this happen with any of your clients?

Sam: Yeah. It's happened to me a couple of times.

Michael: But, there was no contingency on the line, because they were just paying you for the project work, right?

Sam: Well, no, no, no. I'm sorry. I was talking about when I was doing it for contingency.

Michael: I understand. Yes.

Sam: No, when I'm doing project work, yeah, man. It's great. You get paid up front. You know.

Michael: Are you using a contract at all with all your clients? Or, is it pretty much "handshake deal", they write you a check, you set the appointment, and you get to work together?

Sam: I have a maintenance term agreement.

Michael: But, that has never been a barrier, because you establish your credibility and trust during that conversation when you meet them.

Sam: That's not an issue. It's an issue if you make it an issue. If you come in there and throw up on them and tell them how great you are, you're going to have a real tough time selling.

Michael: Alright. So, Number One advice from Sam, when you go in and do that opportunity analysis, what are you going to tell the new consultant? What's the most important thing to tell them when they go in there?

Sam: I won't really answer that question, but I'll tell you what's really important. What's really important is first off, be the prize. Understand that there's a thousand people out there, hustlers, scam artists, people who don't deliver. You are a prize. You have a product or a service that is really going to help them in a very big, significant way, and you are the value. Okay? Don't make yourself look like you're unimportant or, "Oh, I'm sorry." Don't be apologetic. You're the man.

Michael: So, that's a belief that the consultants have got to believe that first. You know, going through the training. They've got to understand the value that they possess with this HMA System. So, they have to have that attitude so they can go in and be the prize.

You've talked to a lot of businesses out there. Is the HMA head and shoulders above some of these other consulting opportunities and trainings that are being pitched among businesses out there?

Sam: God, Mike, not only some. I mean, I haven't seen one that's better in the time I've been out here. I've been through a lot of people. I've given a lot of talks, done a lot of teleseminars. You know, I'm doing a lot of stuff right now, and I haven't seen one that's better, one.

I mean, you have to understand, the competition for the HMA is high-priced. I mean, I've gone up against a lot of these large consulting firms. And, when I say consulting firms, they're usually just advertising firms, and these advertising agencies are charging 10, 15 grand a month, and who knows if they're going to get you results?

Or, if it's a big, huge consulting company, they really don't even want the business. They weren't going after it, but if for some reason they are in that area, you know, they're trying to get...I mean, 500 grand, really high numbers, and they're not necessarily delivering. It's amazing.

So, I mean, the HMA qualitatively, is head and shoulders above anything that I've seen out there. The only people who are close are people who are doing something very similar, who are other consultants who have gone through similar type training. Maybe it's not HMA, but it's like, you know, Dan Kennedy or Jay Abraham. Those are the only people who are somewhat close to what you're doing, and they're few and far between.

Michael: How often are you working with projects past the Core Four, five, six, and seven, community relations, advertising? Are you doing much of the non-Core Four projects?

Sam: I try not to, but I have had some larger clients. I mean, they want me to keep doing things with them and I've found other ways to help them. Some of them, I've taken through seven. I have other marketing training I've had, and I've included that as well. So, that's, I'll say, maybe ten percent of the companies, I might decide to do that with. 90%, I just stick to the Core Four. It's the base of my business and keep it moving.

Michael: You've got to give me a couple of stories about maybe, your most memorable client and results-oriented success through the use of the HMA System. Can you share a story with one of your clients?

Sam: It's not the biggest one. It's probably the smallest company I've worked with but she had it all in Star. It was Star Services, etc, etc., and she was very skeptical initially. But, when I was able to have that initial conversation with them, and honestly, with her, it took me about two or three calls with her before I could ever really set an appointment. It was tough, but I'm persistent. And, that's another thing. It's huge. It's not about victory or loss in the first call. It's about being persistent on the client.

Michael: Are you using a database for follow-up, like when to call back, stuff like that?

Sam: Initially, when I started, I didn't have, really, any money, so I was using Excel.

Michael: And, since then, what are you using currently?

Sam: Infusion Soft stuff, because I have a lot more different businesses that I'm involved with.

Michael: I understand. Okay, continue.

Sam: She, at the time, she was doing somewhere in the neighborhood of \$2,000 a week. She had about five people working with her. They were all really kind of struggling. Within a span of 90 days, we took her from \$2,000 a week to \$9,000 a week in sales.

And so, I had gone away on vacation and we weren't talking a whole lot. You know, she was kind of quiet. And then, when I came back from vacation and we had an appointment, I came to see her. As soon as I walked in the door, she had a surprise party. The lights all came on, there was confetti in the air, and she had a huge cake.

Michael: For you?

Sam: For me.

Michael: Oh, my god, she threw you a surprise party?

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Sam: Yeah, she had...her family was there, and I mean, I'm talking about extended family and the people she has been able to help, like financially, because of the work that we were doing together. It brought tears to my eyes. I mean, that's the kind of gratitude that she showed. And, I mean, after you help them, you are...

Michael: You are their best friend. You are like family. You have to be sometimes shocked at that effect that marketing can have on a business.

Sam: Yeah.

Michael: I mean, does it sometimes surprise you?

Sam: Well, not anymore. You know, I think initially, I was really surprised. But, I mean, I guess what I love so much is the deep heartfelt gratitude.

Michael: Yeah.

Sam: I mean, I'm talking about I've had more than 25, 30 business owners, I mean, just cry...just cry, and it's really an emotional thing. I mean, they've been struggling for a long time, and the thing about it is, almost every business owner thinks they understand marketing. They all think they understand it, and they have no idea. For the most part, they have no idea. And so, it's...when you're able to get in and actually help them, it's almost like you're going to **[inaudible 31:26]**.

Michael: Let me ask you this. As you build your clientele, you're working with 15 clients at a time, there's only so much time for Sam, there's only 24 hours in a day, how do you view the difference between you doing the integration, the consulting, you being the actual implementer of the system compared to maybe if your time is squeezed, where you move more into a coaching role and you try and get them to do more of the implementation and integration of the marketing systems to free up Sam's time?

Do you use a balance between the two and what comments would you have on the comparison between you being the implementer and you being a coach where you get them to be the implementer?

Sam: Well, I'll tell you, I've played with both. I don't have the systems in place yet. That's really what I'm struggling to do right now, setting up systems and planning and procedures, so I can grow the company really big. But, you can do the coaching, the tradeoff is that you're going to make a lot more money in a lot less time and you can just sit on the phone and tell people. That might be the ideal way to go.

Michael: But, up until now, you've been the implementer. Correct?

Sam: Yeah, I've been the implementer. I mean, I've just started recently, I'm going to say four or five months ago, dabbling in the coaching stuff. Most of it is I'm there doing the work or I have somebody, one of the other joint venture consultants I have, doing some work with me and we're sharing a load of profit, that kind of thing, so that I can be somewhere else.



But, yeah, if you can do something over the phone, great. You shouldn't have to go out there every single time you need to do something. You should talk to them on the phone. But, it's just a lot of work.

Michael: Alright. What do you say to the people out there who are considering the consulting business as an opportunity and a lifestyle and a business, but they say, you know, "We're in hard times. No one has got any money to pay consultants. We're in a recession, depression, and everybody's broke." How would you answer that based on your experience being out in the field?

Sam: That, categorically, that's false, unequivocally false. Basically, there has never been a greater need than right now for what we offer. There has never been a greater desire for it than right now. Some of the greatest fortunes were made in times like this. This is the greatest time to be out here.

The reality is that people need it. They want it. All you have to do is show them the value. They have the money. Hey, listen, if you're out between 4:30 and 6:30, guess what? You're still stuck in gridlock. Why? Because, people are still working. Business is moving. You know, getting caught up in the headlines and the talking heads never makes sense.

Go out there. Just try it. Try it for two weeks, three weeks. What situation, what business are you going to join where the cost of entry is so low and the promise of income potential is so high? I don't know. I mean, well, I can't make that kind of money on the stock market. Maybe you can. I don't know.

Coaching and consulting is the way. It's a 1.2 billion dollar industry right now, I think, just in the States, just in the States, and now we're moving into a global industry. I mean, there are people in China right now looking for a consultant. It's getting bigger.

I don't know if people know this or not, but GM sold more cars in China than they did ever in their history in America last year, and they're expecting Africa to be online globally, as far as an economy, by 2020. These consulting opportunities are just enormous and are getting even bigger, and the lack of money is just not true at all. It's false.

Michael: We're going to wrap it up here. I want you to take the listener a year and a half ago when Sam Alucho learned about HMA and some of the other training offered, or that led you to some of the other training, to

Sam Alucho now. You know, financially, what has this meant for your lifestyle and you personally, what has all this meant, the last year and a half?

Sam: I'm out of debt. Well, when I started out, I had about \$70,000 debt. My credit was in the toilet because my credit cards were just about all maxed, and I owed family, friends money from failed business opportunities. I was at the point where I... You can't tell me to talk to my friends and family about one more business opportunity, because I exhausted all good will in that regard.

To now, where I'm out of debt. I went to Costa Rica for 30 days. Man, you know, when I want to take a trip, I just jump on a plane. I don't even look at prices. If I want to do something, I can just go get clients. If I want to wake up at noon, I can, and no one's going to say anything. It's a Godsend.

Michael: That's great. Well, Sam, this has been an incredible interview that's valuable for new and existing HMA consultants, whether they're having great success or whether they're struggling, or whether they're still sitting on the sidelines. And, I appreciate you sharing it with me and I think it's a wonderful story, and I wish you continued success, and maybe we can do another one in a year and a half and get a Part Two and see how you've been doing, if you haven't moved to Costa Rica.

Sam: Thanks. I appreciate it.

Michael: Alright. I'm real happy with the story. I'm really happy that the HMA and everything you've learned through it has had this impact on your life. I really do appreciate you sharing it with me and our listeners.

Sam: I'm very thankful to have had the opportunity and I hope it helps somebody. I hope they just listen and stop thinking, and just follow the program.

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