

Higher Power Marketing

Company Profile

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Higher Power Marketing (HPM) is an advertising agency unlike any other. HPM puts its money where its mouth is: We create, produce and place advertising on a per action basis. We use: Radio, TV, interactive TV, Mobile (banner, audio, video, directory assistance, and search) and print media to fill our clients' sales funnels with qualified prospects!

And we do it with the industry's only money-back guarantee!

I'm Peter Feinstein, Founder, President and CEO of HPM; creating an advertising **system** with a money-back guarantee is the idea that launched HPM.

I've been helping people, just like you, experience success from their advertising since 1983! My clients have invested over \$79 million in HPM's guaranteed process, helping them create over \$1.2 **billion** in sales! That's a lot of sales!

You probably don't care that I believe I've been blessed with the insights into what's "next", but I'm here to tell you that you should care, because HPM is in **YOUR** corner, fighting your battle everyday. In my vision of 'what's next', I've seen the media as **tools to help our clients**; they are not just a necessary evil, or dreaded line-item in the expense column of an Income Statement. If you're like most people, advertising is the first "expense" you cut because "advertising doesn't work". If your advertising isn't working, producing 3:1, 4:1 or 5:1 Return On Investment (ROI), you've got to be frustrated. Eliminating that frustration is HPM's mission; it's what we do!

In June of 1999, the breakthrough came!

Here's how we do it... We literally pay thousands of radio stations, TV outlets, mobile networks, interactive TV syndicators and newspapers across the country to produce a Direct Response to our clients' per inquiry advertising offers.

With Per Inquiry-Direct Response advertising from HPM, instead of paying the media's airtime or space costs, our clients make a small, **refundable**, account-opening security deposit (based on an agreed-upon number of calls), and their per-call advertising campaign begins! Our media partners produce trackable, measurable results, and our clients pay each week for the previous week's performance! **PI-Direct Response advertising from HPM takes the risk out of your PI advertising campaign and offers quality results!**

You won't find another advertising agency like HPM. **Our** Standard Operating Procedure is: If our media partners fail to deliver the leads we've promised, HPM will give you your money back for every unproduced lead, guaranteed!



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The 11 Mistakes to Avoid When Choosing a PI Advertising Agency

1. Buying Cheap Leads. You get what you pay for, no matter what the business category you're in. You'll know cheap when you hear it. You just can't get something of value for nothing, or nearly nothing. As great a deal as PI advertising is, it's **not** free, or nearly free...**it's just better than paying for the media time and space.** So if a prospective agency is telling you they can get you the cheapest leads, **buyer beware!**
2. No Call Center Needed. Be wary of any agency that can't manage a call center solution for you, or sounds unwilling to do it, or tells you that you don't need one (unless of course you're doing a drive-to-web campaign, which we'll talk about shortly). It's nonsense; a call center is a critical element to any PI campaign because every call has to be tracked...and it's just not something you're going to be equipped to do...unless you already have a call center...in which case, just move on to Mistake #3.
3. You Don't Need Unique URL's. If you're planning on implementing a drive-to-web program where you want accurately track the origin of every lead, you NEED unique URL's. Any agency that tells you they can effectively do it some other way is leading you astray. We've time-tested all the existing alternatives, and it cannot be done. If a prospective agency poo-poo's the idea of unique URL's, or doesn't even bring up the concept, be aware that you won't be able to do true per inquiry media with your campaign.
4. One Ad Will Be Fine. No it won't. Did you know that according to the Electronic Retailer's Association, the odds of a single ad working are about 26:1...which means for every one that works, 26 DON'T? It's true. Don't let an agency sell you on a single concept. It is always safer to test 2 advertising messages, so you have some kind of a benchmark against which you can measure success and failure. Failure, by the way, is not a dirty word...it helps you see exactly where you don't need to go again. There is no more valuable lesson than failure, except having a second message that succeeds...so you can see the relationship between the two approaches.
5. Free Media Production. Forget it. It doesn't exist. Don't believe us? Just do an internet search under 'Video Production' and see how many results are returned (at last count it was something like 97,300,000 in Google). Do you think these companies are out there to lose money? Of course not. If an advertising agency is telling you they can get you your media production for free, be sure to carefully inspect every agreement you receive from them...you may be signing away ownership rights, or agreeing to give them a royalty on all sales for a period of time, or both, or worse. Don't look to get something for nothing, it doesn't exist. Think about your business...do you routinely give away a profitable segment of your business in order to get business? Probably not. You shouldn't

expect from others what you don't do yourself. *(If you do routinely give away a profitable segment of your business we are probably not a good fit for each other)*

6. The More Creative the Ad the Better. No, the more an ad produces a measurable response for you the better. Don't get caught up in any agency's line that says you have to be cute with your creative. The word "Creative" is a noun, not a verb in the PI industry...it is a substitute for 'commercial' or 'ad'. It is not an activity. You don't need creative for the sake of creative. You need creative that takes the consumer from point "A" to point "Z" without them having to recite the entire alphabet. Great creative creates a logical and emotional connection which moves the consumer to act. It does not add words or pictures unless they help achieve the goal of helping you sell something. Good creative always comes in pairs, so you can test them against each other.

7. Everyone Wants What You're Selling. If you've run into an agency that is telling you only the things you want to hear, chances are they're lying. Two pieces of advice: (1) Don't be gullible, and (2) Get honest with yourself. The truth is no one, and we mean no one, is as passionate about your product or service as you are...but that doesn't mean a lot of people won't want it, it just means it's going to take some work getting it in front of them in such a way that they are persuaded into buying it. Don't believe anyone who tells you everyone wants what you're selling. It's not true.

8. Your Vanity Toll-Free Number is Perfect. If you're not going to do PI Advertising, and you don't care about tracking where your calls/leads/sales are coming from, then your vanity number *might* be perfect. The fact is that any agency that says your Vanity Toll-Free number is perfect is setting you up for failure; a failure of being informed of what's working and what's not. You cannot, with today's technology, accurately track a PI campaign with your one vanity toll-free number...or two, or even three, really. In reality, depending on your true needs, which you can't know until you discuss your business with a qualified agency, your campaign might require between 10 and 80 toll-free numbers. So, while your vanity number may be very memorable, it will be insufficient for a trackable PI campaign.

9. You'll Have 500 Leads Before The End of The First Week. Oh brother. Okay, it's *possible*, perhaps, but it's a long shot. Any agency that states this as fact doesn't really know what's going on. PI advertising is run on radio stations, TV stations and newspapers on an AS-AVAILABLE basis, which means that your advertisement may not actually start for a week or two, or longer after the agency gives your advertisement to the media outlet. Do you know that during political timeframes, for instance, (45 days before primary elections and 60 days before general elections) that available inventory at radio and TV stations *disappears* because they are required by federal law to sell their inventory to all candidates at their lowest earned rate? It's true, and it eats up a lot of inventory that might

otherwise be available for PI offers, like yours. The one watchword for lead generation in PI is patience...but once your advertising starts, it will be easier to gauge how long it will take to produce a certain level of leads.

10. It's Okay for You to Voice Your Radio and TV Commercial. This is a cop out on the agency's part...the client (you) has said you want to voice the commercial, and the agency acquiesced, fearing you'd walk if they took a stand. Here's the real story on you voicing your own commercials...unless you're better than a professional actor, don't do it. Your ad won't stand out *the way you want it to*; with so many professionally produced commercials, unless your voice/presentation has a very comfortable, inviting sound, you are courting disaster, and any agency that tells you differently is just scared, and probably not to be trusted. If you want to be the voice on your commercial, you better be great, or be prepared for failure.

11. There are no Guarantees in Advertising. That's another cop out and it's a lie, period. Run, don't walk away from any agency that tells you there are no guarantees. They're prepping you for failure...not theirs, yours. If there's no guarantee then there's nothing on the line. You can tell them you know of at least one agency that is willing to stand up for itself, stand behind its work, and honor its commitments to its clients. Yes, it's true that we do keep our commission on all work we do, and we cannot refund call center or production charges, but the bulk of your money goes to buying leads...and that's the money we return to you, for every unproduced lead...if you're not getting that promise from an advertising agency, it's time to make a change.

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HPM References

Better than taking our word for it on how we do what we do, it's probably better for you to hear it straight from some of our clients and media partners. There are no secrets; you know the entire story right from the beginning. You are cordially invited to contact one, some or all the people on this list, at your convenience.

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