



Higher Power Marketing

Company Profile

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!

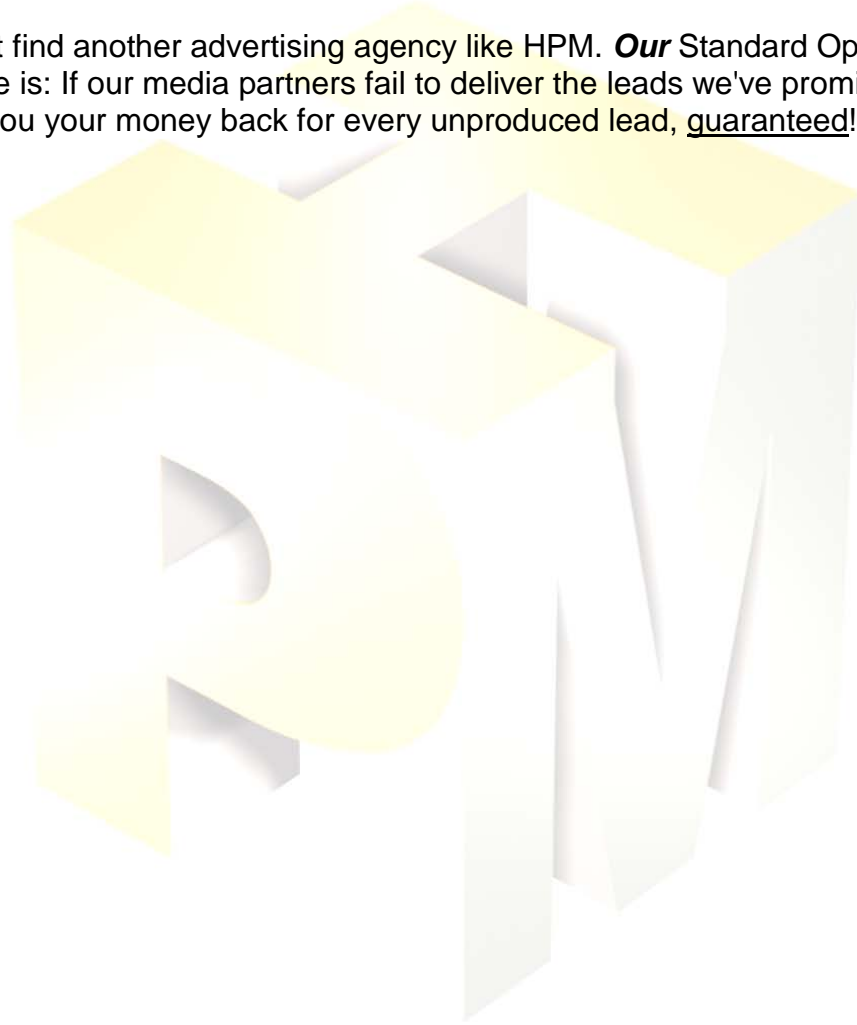
In June of 1999, the breakthrough came!

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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Higher Power Marketing's Money Back Guarantee

Here's the payoff, what sets Higher Power Marketing apart from every other advertising agency.

The PI advertising we create and place for our clients produces the results we've agreed to, or you get your money back!

How can HPM offer a money back guarantee? HPM takes a different approach to advertising. Simply put, our business model allows us to offer our clients a money back guarantee.

So how does the money-back guarantee work? The process is simple and straightforward.

Here it is: We come to a mutual agreement with each client, before their campaign begins, on how many calls we expect to produce each week for them. We collect their **refundable** account-opening security deposit equal to that number of calls. Then we turn the campaign on. If at any point the client isn't delighted with the results, we stop the campaign, count the accumulated calls and refund the difference, less a small program administration fee.

There are some important exclusions to be aware of:

1. Production costs are *not* included in the guarantee.
2. Call Center costs are *not* included in the guarantee
3. Media test investments are *not* included in the guarantee.

That's it. By the way, typically, the cost per lead usually accounts for 85% to 90% of your investment with HPM, so the vast portion of your investment is nearly risk-free! You risk less and have more to gain...plus, UN-like every other agency, we'll write a check **back** to you.

It's simple, powerful, and unique.

Higher Power Marketing has reinvented the advertising agency.

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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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