



# 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 radio, TV, newspaper advertising and Internet advertising that produces measurable, trackable results for our clients, or they get their money back, guaranteed!

My name is Peter Feinstein, Founder, President and CEO of Higher Power Marketing; creating an advertising **system** with a money-back guarantee is the idea that launched Higher Power Marketing.

I've been helping people, just like you, experience success from their advertising since 1983! My clients have invested over \$39 million in my guaranteed process and campaigns, with most of those campaigns running as radio and TV advertising, and in the process have helped them create over \$741,000,000.00 in sales! That's a lot of money! ...And that's only from what I know from the clients where I've been able to track their 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 I am in **YOUR** corner, fighting your battle everyday. In my vision of 'what's next', I've seen radio, TV and newspaper advertising as **tools to help** my **clients**, not just a necessary evil, a 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 4:1, 5:1 or 6:1 Returns On Investment (ROI), you've got to be frustrated. That's the problem I've been solving during my professional life!

Finally, the breakthrough came just under 9 years ago!

Here's how we do it...we literally pay radio and TV stations and newspapers across the country to produce a direct response for our clients. Instead of paying the media's airtime/space costs, HPM's clients pay us to have our media partners deliver a specified number of inquiries or sales that they've agreed to be responsible for producing! Think about that for a moment: HPM's media partners are willing to be responsible for producing measurable, trackable 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!

## 4 Steps You Can Take To Insure Your Success In Choosing A PI Advertising Agency

1. **Make a commitment to act.** There is no 'trying', there is only 'doing'. Nothing gets accomplished without the commitment to do.
2. **List your objectives.** Know what you want; if you're not sure what you want, seek advice from mentors or those in the industry you're seeking help from. You will find a helpful soul if you look for one!
3. **Ask questions.** Learn everything there is to learn...get to know as much as you can about the industry you're looking for help from...there are many resources. Again, seek help from the industry; there are people who care enough to guide you!
4. **When you find the right company, act.** He who hesitates is lost.

Higher Power  
Marketing

## 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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