



# 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!

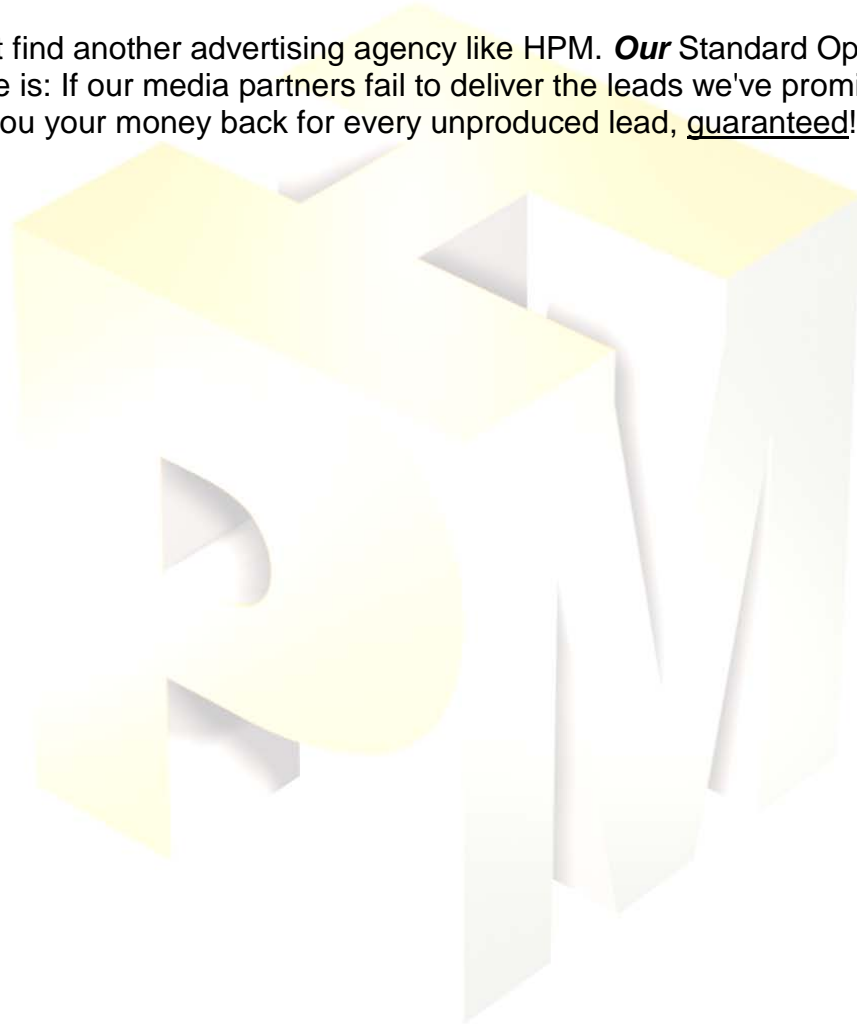
In June of 1999, the breakthrough came!

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!



**Higher Power**  
Marketing

# A Very Limited Time Offer

As a special bonus to you for reviewing our Free Report on Per Inquiry advertising, we'd like to extend this very special limited time offer to you:

If you contact us within the next 10 business days and after allowing us to review of your current situation, determination your true and appropriate needs, we will donate the net proceeds of your first purchase of 200 or more leads to *Feed The Children*. But you must hurry because this offer is only good for the next 10 days.

What is Feed The Children? Feed The Children is an, international, nonprofit relief organization. During their 28-year history, Feed The Children has grown into one of the world's largest private organizations dedicated to helping hungry and hurting people. Last year, Feed The Children shipped 129 million pounds of food and other essentials to children and families in all 50 states and in 43 foreign countries, supplementing more than 730,000 meals a day worldwide. Since our founding in 1979, Feed The Children has reached out to help children and families in 118 countries around the globe

We cannot do great things, only small things with great love! Feed The Children embodies that Truth, and so we support them in their efforts to help sustain life at its most basic level!

So there it is, if you contact us within the next 10 business days and in the needs uncovering process we find that your needs are a fit with what we can deliver, and you decide to purchase a leads program through Higher Power Marketing, we will donate the net proceeds to this very worthwhile organization!

Don't delay because the clock is ticking...we'd like to help Feed The Children, and you, at the same time...if it makes sense for both our companies to be doing business together!

# 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.

Sean Driscoll

Traditional agency for Novation Capital, Revival Soy, MyPublicInfo.com, and other HPM clients.

865-599-3409

[seandriscoll@msn.com](mailto:seandriscoll@msn.com)

Charlie Delatorre

Tower Communications

Traditional agency for numerous HPM clients.

[charlie@towerpublications.com](mailto:charlie@towerpublications.com)

Max Bruck

MAXIMUM CAR CARE and other HPM clients

512.296.7770

[max@popularmarketing.commailto:mbruck@webyes.com](mailto:max@popularmarketing.commailto:mbruck@webyes.com)

Mark Fiala

Therabreath

(323) 762-8518

[mark@drkatz.com](mailto:mark@drkatz.com)

Debbie or Steve Combs

Premier Team International

480-661-9400

[debbiecombs@hotmail.com](mailto:debbiecombs@hotmail.com)

Luke Ford

CEO, My Computer Works

(480) 467-9033

[lford@mycomputerworks.com](mailto:lford@mycomputerworks.com)