



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!

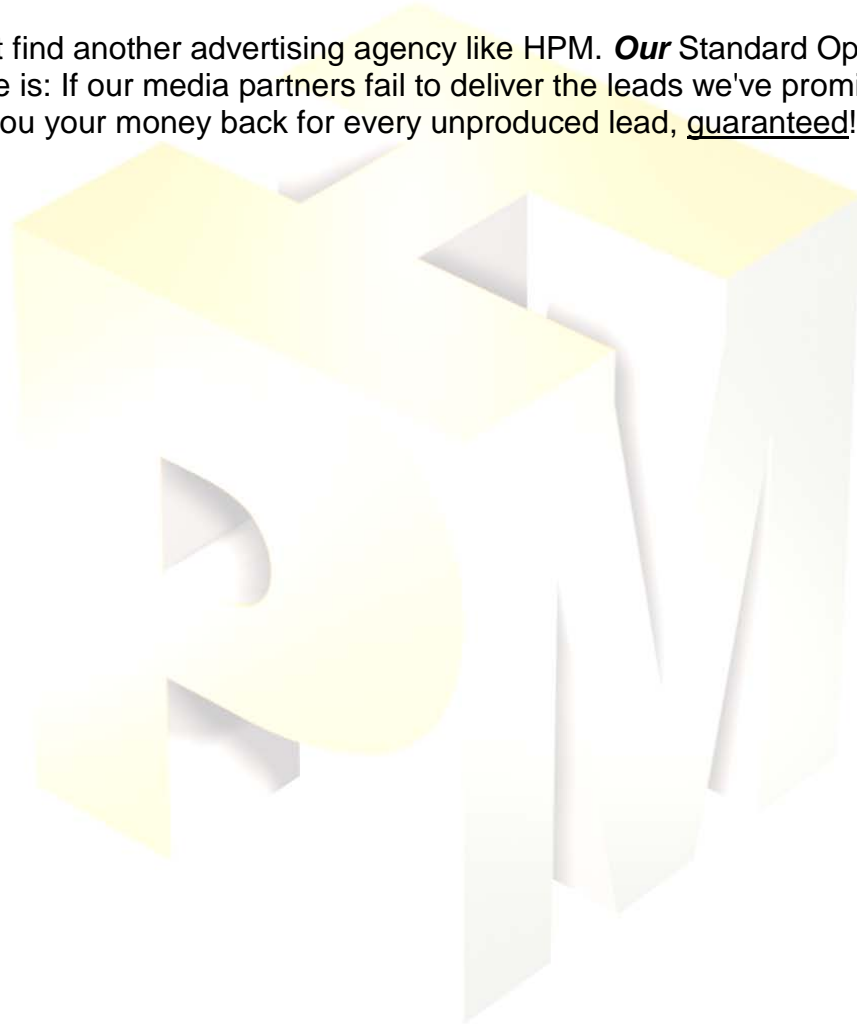
In June of 1999, the breakthrough came!

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

Per Inquiry Advertising – Defined

What is Per Inquiry (PI) advertising?

This is easily the most frequently asked question we receive. At first, the answer is sometimes shocking, but always enlightening! When you become familiar with the concept, you will likely never want to go back to any other formula for how you advertise.

Here's the answer:

Per Inquiry Advertising is where you, the client, agree to pay the media outlets (radio, TV, iTV, Mobile and print media) an agreed upon price for each lead or sale they bring to you instead of paying for their time or space costs!

Sounds great, doesn't it? It is!

The missing ingredient is this: How do you, as the advertiser, reach all these media outlets to ask them if they will run your advertising on a Per Inquiry basis?

The answer is: You don't. You hire an advertising agency that specializes in creating and placing advertising on a per inquiry basis. These agencies have the relationships and can get done in days what it would take you years to accomplish.

But you've got to be careful; not every advertising agency is set up to work on a per inquiry basis, so it merits your shopping around.

HPM is such an agency. We are literally set up to get the media time and space for FREE, in exchange for our clients' willingness to pay for leads and/or sales the advertising produces.

HPM is set up to help you convert a variable expense cost item into a fixed cost investment!

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

Charlie Delatorre

Tower Communications

Traditional agency for numerous HPM clients.

charlie@towerpublications.com

Max Bruck

MAXIMUM CAR CARE and other HPM clients

512.296.7770

max@popularmarketing.commailto:mbruck@webyes.com

Mark Fiala

Therabreath

(323) 762-8518

mark@drkatz.com

Debbie or Steve Combs

Premier Team International

480-661-9400

debbiecombs@hotmail.com

Luke Ford

CEO, My Computer Works

(480) 467-9033

lford@mycomputerworks.com