



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 and newspaper 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 from me, 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!

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 and TV stations and newspapers) 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.

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