



# 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, 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!

## The 5 Costliest Misconceptions About Advertising

1. I'll Lose All My Money. Untrue! It's important to understand that the only way to avoid falling victim to this misconception is to find an advertising agency with a money back guarantee. In the process of putting together our patent-pending money back guarantee, we decided that assuring our clients' safety was of paramount importance. In every campaign we seek to minimize failure and save our clients a lot of money...we lead with a money back guarantee...that insures that they can never lose!
2. I Can Buy Media Myself. Sure, it's possible...no it's NOT. You wouldn't know where to begin, who to call, and what to say if you did find the right person...and good grief, why would you want to do it all yourself? Are you in business to make money, or waste time? You can delude yourself into thinking you can do it all yourself, or you can call a recognized advertising agency with the contacts you need. You'll save time and money, and be able to relax by having a professional provide you with the service you deserve.
3. Radio, TV and Newspapers Don't Do PI. Who told you this, your current advertising agency? This costly misconception is the 1<sup>st</sup> cousin of costly misconception #2 above. Wherever you've received the information that these media outlets don't 'do' PI advertising, the source is wrong and so is the assertion. You simply need to find an advertising agency that has the relationships with the radio, TV and print outlets that DO accept PI advertising. Fall victim to this misconception and you'll spend as much as 1000%, yes, that's one thousand percent, more money than you have to, and almost certainly come up on the short end of the results yard-stick. That's costly!
4. I Can't Afford Radio, TV or Newspaper Advertising. Sure you can. If you allow yourself to be fooled by this old wife's tale, it will surely cost you an extraordinary amount of money. Unless you find an agency that can save you money by helping you place your Radio, TV and Newspaper advertising on a PI basis. Don't let yourself be fooled by this huge misconception; you CAN afford Radio, TV and Newspaper advertising, if you do it on a PI basis...finding a qualified agency to help you handle this is the undoing of this costly misconception!
5. I Can Handle All The Calls From This Advertising Campaign Myself. **UNTRUE!** You think you can answer 500 calls coming in each week, at all times of the day and night? Think again. Doing this **could** cost you your health, your relationships, and probably your job. You'd see just what a misconception this is...after you got fired for neglecting the job you really get paid to do! Save your life, find an advertising agency that knows all about call center solutions, so you can spend your time enjoying more of what life has to offer. Or don't, and it will certainly cost you! The choice is yours.

## 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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