



# 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

## 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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