



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!

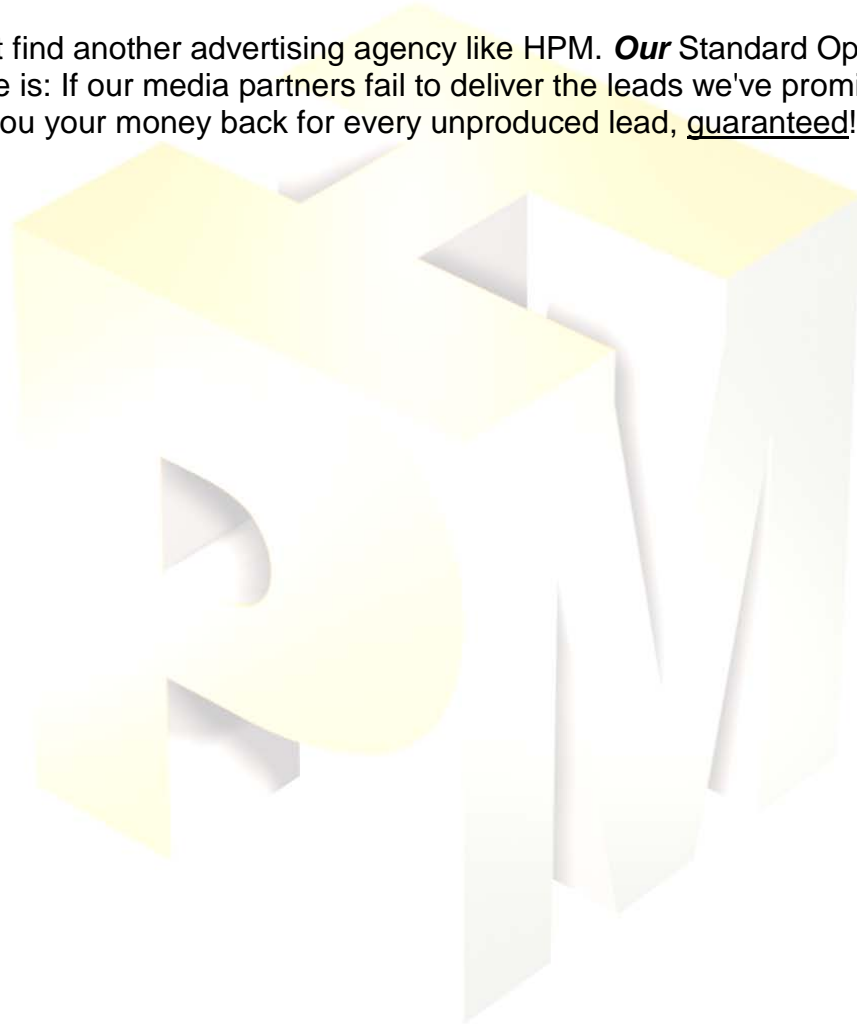
In June of 1999, the breakthrough came!

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!



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The 11 Key Benefits You Should Expect From Your Advertising Agency

1. **Money Back Guarantee.** Your agency should be willing to put its money where its mouth is. If it's not willing to do this, keep shopping for an agency until you find one that is.
2. **You Should Save a Ton of Money!** Your agency should be able to save you from 95% to 98% on the cost of media. If the agencies you're interviewing can't do this, keep shopping until you find one that can do this for you.
3. **You Should Make a Ton of Money!** Your agency should be able to evaluate your business plan and integrate it with their systems, being able to show you how with their help you can make as much as a 6:1 ROI, or more. If the agencies you're talking to can't do this, keep shopping until you find one which can.
4. **You Should Spend Less Time Worrying About How to Make Sales, Because More Sales Are Being Made.** Your agency should be an extension of your sales department. If the agencies you're talking to aren't willing to specifically help you produce leads and/or sales, keep shopping until you find one which is.
5. **You'll Be Able to Spend More Time ON Your Business Than IN Your Business.** Your agency should be able to take a lot of task work off your hands, leaving you more time to work on your business. If the agencies you're interviewing aren't taking task work away from you, (or are giving you ongoing tasks to do), keep shopping until you find one which can lighten your load.
6. **You'll Have Peace of Mind With Where You Stand in The Process at All Times.** Your agency should be at your beck and call...perhaps not 24/7, but near-immediate returned calls and timely responses to emails, along with only having to ask for things once, are keys to acquiring the peace of mind you deserve from this relationship. If the agencies you're talking to aren't responsive in the interview process, keep shopping until you find one that is.
7. **Real Value in Media Placement.** Your advertising agency should be able to leverage their media relationships to benefit you with better time/space insertions, and more runs so that you see your ROI build. If the agencies you're talking to take pride in how they beat down the media into giving them what they want, keep shopping for an agency that treats its media partners as well as its clients.

8. **Better Business Planning.** Your agency should be able to convert your advertising from a variable line item cost to a fixed cost investment, with a trackable ROI associated with it. If the agencies you're talking to don't know how to do this, or are unwilling to try to do this, keep shopping.

9. **Ease of Use and Attention From the Agency.** Your agency's principals should be directly accessible to you. If you were important enough to them in the interview process, you should be more important to them as their client. If your agency doesn't honor you with direct access to the company president, then their culture may not foster the kind of relationships you want; it's time to shop for another agency.

10. **You'll Enjoy Clarity in Understanding Your Relationship.** Your agency should have easy to understand agreements; they're in the communication industry! The agreements should be comprehensive, protect both parties and offer you, the client, ownership rights of everything produced for you...among other notable benefits. If the agencies you're interviewing don't have easily understood agreements that protect your rights, keep shopping until you find one which does.

11. **Money-savings on the Creative.** Your agency should be a partner who helps save you money in all areas of your relationship with them...from radio to TV and newspaper production. Just because they can make an astounding profit on production for your campaigns, doesn't mean they should. If the agencies you're talking to aren't willing to share production invoices with you, keep shopping until you find one that is.

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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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