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INTERVIEW SERIES

The Power of Asset Protection

Why You Must Protect Your Self First

*Michael Senoff Interviews
Asset Protection Expert Gary C.*

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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Any perceived slights of specific people or organizations is unintentional.

What Will You Do When Your Personal Assets Are Seized To Satisfy A Judgment Against Your Corporation?

Gary C, CEP®, MCEP, EPS, CSA®, RFC, CCA™, CEA™, CEA® is one of the most knowledgeable people I have ever met when it comes to the subject of asset protection. This interview is based on Gary's decades of personal and professional experience. Gary was a business owner first before he became an asset protectionist. He's learned how to protect his assets through real world experience, not just theory.

In this seminar, special emphasis is placed on the mechanics of the various entities including much needed information on business structures like 1) Sole Proprietorships; 2) Partnerships; 3) Corporations; 4) Limited Partnerships; 5) Limited Liability Companies; 6) Trusts; 7) Retirement Plans and more; 8 Foreign Corporations as Entities; and more.

You'll hear how to survive lawsuits, frustrate creditors, and discourage predatory litigation. You'll discover how you can go bankrupt but still legally prosper and get on with your life. Gary also discusses how being on disability or being on Social Security doesn't mean that you can't earn more money.

You'll also learn some strategies to protect your assets if you are a rental property owner or if you are in the process of developing raw land. It all has to do with creating multiple, separate Limited Liability Companies.

Listen carefully as Gary gives a detailed explanation of how you can buy a home at a 70% discount both ethically and legally.

There are too many jewels in this interview on Asset Protection to list here so I strongly advise that you listen more than once. After your mind stops reeling with possibilities, I have no doubt that you will be investigating some of Gary's strategies in more detail. For more information on reclaiming your credit and setting up a Nevada corporation call my associate Debbie Kusiak on her personal cell at 360-502-2202. Tell Debbie you heard a recording on asset protection at hardtofindseminars.com and you'll be treated like the king or queen that you are. Enjoy!

Michael: Setting up these entities is kind of like offense and defense in a football game.

Gary: Absolutely. It goes back to my favorite motto – control everything, enjoy everything, but own nothing.

Music

Hi, this is Michael Senoff with [HardToFindSeminars.com](http://www.hardtfindseminars.com). Get ready, because in the next 90 minutes, you're going to hear one of the most detailed explanations of asset protection that I've ever heard. I had the privilege of meeting a gentleman named Gary Seed. Gary is an expert in asset protection. He will show you how to legally safeguard your wealth, property, from lawsuits, creditors, bankruptcy, probate and other financial disasters that can unexpectedly wipe you out. So, get ready, take lots of notes, and this is the kind of interview you're going to want to hear more than once. Check the transcripts and let's get going. Enjoy!

Michael: It's your expertise in financial planning and business structure, I want to pick your brain on because after talking to you earlier, you sound like an absolute genius. I want to ask you a lot about this stuff. So, hopefully, in the next couple of hours, I can pick your brain and learn as much as I can.

I think everyone knows how important this is, but it's almost like when you're selling a preventative, people don't want to really think about the terrible things that can happen, but certainly they do. The proper planning ahead of time is so important.

What would you tell someone that doesn't want to face the reality of how important this is? If you were to try and convince someone how important this is to properly plan this stuff, and how you could solve this problem for them for doing all the hard work, is it going to be a pain in the butt for someone getting this set up? Or, is that what a professional financial planner, like with all your designations, does? Do you make it an easy process?

Gary: It is not necessarily an easy process to get it done. It just takes money and some time, and the proper structures, and the proper documents. But, the biggest problem I have with people is to get them to stop and think. I don't try to teach people a lesson or scare them. I just try to rattle the bird cage a little bit so they'll change their paradigm. Just remember that my motto is, "Enjoy everything, own nothing."

Let's imagine that we're looking at a castle in the middle of a moat and it has two draw bridges. One is an entrance side, and one is the exit. And, for some

reason, someone puts all of their wealth inside of this castle, but they forget and leave the draw bridges down. So, now anyone can come in – the IRS, plaintiffs, lawsuit, divorce – and steal all that cash and run out the other door.

Michael: Right, we've got a draw bridge on each side of the castle.

Gary: Right. So, what we need to do is pull up the draw bridges where anyone who's trying to attack or obtain our wealth can only sit on the bank of the moat and fish, and hope that they catch something.

Michael: It's a great analogy.

Gary: That is the best fortress that you can ever have, and the way you create a financial fortress, Michael, is you separate your liabilities from your wealth. There is no law that says that you have to be totally liable for everything you own.

For example, I like to set up a domestic trust that holds all my wealth, my brokerage accounts, my investments – things of that nature – in one entity, and then my automobiles are held in another entity. The reason for that is if I go out and own everything and I have a car wreck, do you think that a hundred thousand dollars is going to satisfy that plaintiff if I happen to kill the driver of the other car?

Michael: No.

Gary: No, the interest is not going to cover it. What are they going to do? They're going to come after everything that I own. However, if an entity owns that car – well, let me put it this way. You walk into an attorney's office and you tell him a sad story, and it may be a true story, and you say, "This guy hurt me and I want you to sue." I don't have the money to pay you, but I need you to take it on a contingency because this guy owns a business, and I know he's got money. So, the lawyer thinks, "Wow, we've got a good target here."

So, what's the first thing an attorney does? He says, "Well, let me investigate this for you a few days, and I'll call you back." So, what he does is he gets his investigator to go out and about 72 hours, he'll know everything that you own or have a connection to.

Now, finally the investigator comes back and says, "Man, this guy, he owns four or five companies. He's got this. He's got that. We have a good prospect for a lawsuit here." Then the attorney's going to probably take the case.

But, on the other hand, if this investigator comes back and says, "You know that guy that hit the other guy in the car accident, he doesn't own anything. He

doesn't own a car. He doesn't own a house. He has no assets." Then, the attorney has two choices. The first choice is probably what's going to happen. He's going to drop the case against you right then and there because it's just not worth his time.

Or, the other thing is, he's going to get some money upfront or ask for a larger contingency, and that generally will stop the lawsuit there in it's track. So, it's an asset protection move.

Michael: In our courts today, civil lawsuits are about one thing – money.

Gary: That's all they're about.

Michael: If there's no money, there's usually no civil lawsuit.

Gary: If you can get two million dollars for being stupid and spilling a cup of coffee on your lap, come on. There's about a million attorneys in the United States now, and another 800,000 are going to graduate in the next three years. What are all these people going to do for a living? They're going to have to sue somebody to earn some fees.

The predatory litigation is sadly the motis operandi. So, we have to protect ourselves against it, and people that don't think they can have a lawsuit or they think that no one will sue them, are sadly mistaken.

Michael: Do you know some stats on that off the top of your head?

Gary: There's over 600,000 law suits filed each year basically for monetary and mental damage.

Michael: 600,000.

Gary: 600,000 – the average doctor in a career of ten years is sued three times. So, those are statistics.

Michael: Do you know some stories where they lose it all?

Gary: Yes, I do know stories where they lose it all, but most of my professional clients have never lost a dime. They had to pay through their malpractice insurance, but they haven't lost any personal wealth because they really don't own any.

Let me ask you a question. Is what you see really what you see? Is it real or is it an illusion? Is there a different way to think about this? Is it possible, just barely possible that you could ever be sued?

If you understand that what you see, is not necessarily true or real, that it's an illusion because of the type of education, we're all told to go work, go get a college education, work real hard and get a job, and we'll be successful. It takes an unusual person with an unusual attitude to be successful in the world today. It doesn't come free. You have to work for it. And, if you're going to spend your lifetime over the next few years amassing money, doesn't make sense to insure your success.

Now, you can go out and buy traditional insurance and do some of the traditional type planning, or you can learn to play chess by your rules. I would rather play in my front yard with my ball, and if you don't like my rules, then I'm going to take my ball in the house, and you can go on your own. And, that's the nice thing about properly structuring your business is that you write the rules, and you can protect your lifetime's work by taking a little time now to set up your business properly and to listen to coaching and some guidance and establish the thing the way it should be the first time.

For some reason in life, there's always time to do things right the second time around, but it is much more proven, efficient and effective to do it right the first time out.

So, let me ask you a question. If you're going to put all this effort into establishing a business, and that business becomes successful, are you willing to lose a lifetime's worth of work because you're too lazy to do the work on the front end? I know that's hard talk, but you need to hear this.

So, my question is if you're serious about protecting your future, then I am serious about helping, but if you're not concerned about it, and you're going to be like most people and turn over your stock portfolio to a broker to operate on in automatic pilot without any input or guidance from you because you want to go party instead of taking a couple hours a week and managing your money, then you deserve what you get.

But, if you want to have a successful investment experience, then you need to take control of your life and not farm it out.

So, yes I'm going to ask you to do some hard work, but the other side of it is it's for your benefit. Anything worth having is worth working for. Life is like a garden, it's only successful if you work at it, and knowledge is not power. Knowledge applied with guidance is power.

So, my question, are you serious about starting the right way? Or do we go our separate ways?

Let me tell you exactly how I got into this, Michael. My best buddy asked me if I would come in and go to work with him in the insurance business, and I said, “No thank you. I don’t want to be the cancer to society.” But, he said, “But, you don’t understand. I do advanced type planning.”

So, he and I got together and formed a company, and it grew very quickly. In a few months we were recruiting agents and it ended up being a brokerage firm that had over 500 contracted agents.

Three years from that, I gave him the opportunity to buy me out, which he graciously agreed to do. So, then I had to go out and find something else to do.

In the meantime, I had outgrown him basically in knowledge, and decided to go to a class for certified estate planners, and I went there and they exposed me to a few things, and then the connections that I had in that organization exposed me to doing planning a couple weeks a month to the Bahamas with foreign jurisdictions and learn how to actually do offshore planning.

Then, I came home along with my knowledge to that because of an illness I had to return home permanently, and I decided I would take that and apply it to the domestic front because many people are very afraid and unsure off the offshore jurisdictions, and deservedly so.

So, I decided to take that and apply it to the domestic arena, and that is basically how I got to where I am today.

Michael: What are the designations? What do all these acronyms stand for?

Gary: I’m a member of the National Institute of Certified Estate Planners. That’s about a year course. It can be done in five months, but I did take their master’s course which took about a year to complete. Then, I became a Certified Senior Advisor which is a basically a designation that is introduced by the Society of Certified Senior Advisors which targets people in healthcare and the financial planning services industries to educate them on the needs of planning for seniors.

Then, I became a Certified Charity Advisor where I work with charities individually showing them how to set up a charitable giving department without administrative costs and without responsibility of making monthly payments to people who purchase a charitable gift annuity from them, and I basically farm that out to other entities and have them reinsure it.

I also became a Registered Financial Consultant which is synonymous to a Certified Financial Planner, and basically they require you to have training

and designations before they accept – the CEPs and CSA and CCAs qualify for that. They want you to have a broad range of planning, and then during that time, I became involved with Medicaid planning teaching clients how to preserve their assets if they did not have long-term care insurance and were unfortunately faced with going into a long-term care situation.

As a result of that, I began to educate myself. I was taught by one fellow who really did spend a lot of time with me. So, I researched the law and got into a contact network with several law attorneys, and build a successful practice that I have now with a friend of mine who also does what I do, and he covers the bases for me when I'm sick or unable to be there. So, I have a joint venture with him.

Then, I became Certified Entrepreneur Advisor, and as a Certified Entrepreneur Advisor, I learned how to help entrepreneurs raise capital for their new ventures or a new venture within their current company without giving up any equity or ownership in their business while at the same time being able to guarantee that the investor will receive an amount equal to his original investment in the company whether the business succeeds or fails. That is a very unique niche, and it's something that's very needy because most entrepreneurs are only taught how to go out and beg for money from angel investors or venture capitalists, and there are other ways to do it.

Michael: Enjoy everything, but own nothing. Control is better than ownership, and it goes against all of our training. Can you tell me what does this mean to you?

Gary: Well, one of the biggest changes in my life was when I found out that I could control things without owning them. For example, if I wanted to purchase a home and the buyer had a situation where he didn't have a lot of interest in that piece of property and he really wanted to get something done with it, I might offer him an option to purchase the house for a few thousand down and maybe make payments for him to give me an option of a year.

Then, I go out and try to find a perspective buyer or someone who buys home and fixes them up because I don't like doing manual labor myself, and I may print that note, that option to purchase to that fixer upper and let him make the remainder of the profit.

My idea is to get in and out as quick as I can without having to own.

Michael: Okay, but for the public out there, people who operate businesses – dentists, doctors, lawyers – is it a strategy that you would recommend to control everything and own nothing?

Gary: Yes it would be. What I believe is that you don't have to own something to control it or enjoy it. For example, if I had an Olympic swimming pool, and I said, "Michael, I'm going to let you use this pool free of charge. I'm going to keep the pH up on it. I'm going to keep the fence up to keep the children out. I'm going to keep it clean. So, the pool man's going to come and do everything for it. You and your family can come and use this pool anytime you wish at absolutely no charge." Isn't that better than the responsibility of ownership?

Michael: Oh, absolutely.

Gary: If I had a brand new Jaguar, and I said, 'Michael, you can come get this car. Here's the keys. Drive it anytime you want to. I'm going to pay the insurance. Keep it clean, have it waxed and detailed once a month, and you just use it as your own.' Is that not better than owing it?

Michael: Yeah.

Gary: Okay, that's basically what you can do with your businesses and with your financial life is you can have companies that take good care of you while you own that company.

Michael: Well, let's get into that. Let's talk about some business structures. Why is the structure of the business that I have important?

Gary: Well, there's actually three or four main reasons why the structure is very important. First of all, the type of structure that you have actually determines the amount of profit that you're going to have.

So, if you have a structure that is more advantageous to you in the profit arena, of course, that's something you should consider over one that has detriments in that arena.

It also determines the type of liabilities that you could suffer. If you have the wrong business entity, you could end up losing everything that you've amassed in twenty years of hard work because of one innocent mistake or a tragic accident.

It also determines the type of tax treatment that you're going to have, and of course, tax is important in businesses because tax, every dollar saved equals a dollar of profit. So, if you're being overtaxed or double taxed because of your tax structure, you may want to consider another structure.

And, also when it comes to employee benefits, under the new laws that came into place about fifteen years ago, you can not discriminate against

employees. So, therefore, you have to make a contribution employee's retirement program, but there are ways to separate programs out that benefit mainly you if you have the proper type of business structure to do that.

Michael: Okay, what business structures are available?

Gary: Well, there are many, but let's start off with the sole proprietor. It's probably the most easy one to start up. Basically, all it takes is a business license and a shingle, and an idea and a little bit of operating capital. The problem with the sole proprietorship is there are many sole proprietorships that have operated for many years without any type of liability or litigation, but if there's ever a problem in that business, the owner is totally responsible and may end up with a judgment that he has to satisfy because he is a sole proprietor of that business.

Michael: Before we get into all of this. All the structures are important. If I've got a business and I'm making a ton of money and there is an accident in my business or someone tries to sue me or there's some kind of liability, all that income that I've earned from my business is what I want to protect. I want to protect what I make, and the whole reason having the proper business structure is to protect all that hard work I've put into the business and my personal assets. Is that correct?

Gary: Absolutely, I'm an asset protection proponent.

Michael: This is really the whole idea of what you're going to teach me today.

Gary: That's right.

Michael: So, sole proprietor, easiest thing to do. Say I'm going to start a business recycling aluminum cans. I'll I've got to do is go down to the county courthouse. If I want checks written out to me in my business name, I get a fictitious business name statement. I buy a license for probably under a hundred bucks and I am in business.

Gary: Right, and if you're going to resell wholesale products, it will involve-

Michael: A resale license.

Gary: A license.

Michael: Okay, so, all the checks that come to me come in my name or my fictitious business name, but that money earned is all mixed in with my home and my car and everything else.

Gary: That's correct, and that represents huge liability. The next to set up would be a partnership. You have to find someone who has an idea. You decide you want to go into partnership with him. Maybe he's got the expertise and the sales department has the expertise and administration and management, and they're really easy to set up. It just takes a partnership agreement generally established by an attorney, or you can get them off the web these days.

The problem with partnerships is that you're responsible entirely for your partner's assets. If he commits a sexual abuse against an employee or has an accident, you can find yourself suffering the consequences just as if you had done that action yourself even though you're completely innocent.

Michael: Is a partnership set up where your personal assets are in jeopardy?

Gary: Yes, a partnership is basically an organization of convenience, but the responsibility passes out to the partners individually.

Michael: That sounds like it's more risky than the sole proprietorship.

Gary: It is more risky because not only are you responsible for your own actions, but you're responsible for your partner's actions.

Michael: Do you see a lot of partnerships out there?

Gary: I do see a lot of partnerships and I generally try to suggest that each partner consider a buy/sell agreement that not only includes the death of a partner, but also the disability of a partner. Many people alone set up a buy/sell agreement in case there's a death so they don't find themselves in business with their ex-partner's wife or worse yet his new wife. That type of thing could be devastating to a business if the partner passes away. That wife comes in and wants to control the business. She may be able to, setting apart what their partner's estate plan determines.

Michael: All right. So, you're saying if, let's say, I'm hard headed and I'm not going to listen to your advice, and I want a partnership. You're going to recommend if I do maintain a partnership to have a buy/sell agreement.

Gary: Absolutely, that includes not only death but disability so the money will be there to buy out that partnership so that you'll have control of the business, and not have to be interfered with by the family members.

Michael: But, that's all it really covers in case one gets ill or there's a death.

Gary: That's true, but the other side of that is it's something that's very viable. Unfortunately, probably 90 percent of partnerships fail within the first ten years.

Michael: Why do you think that is?

Gary: I think it's because one partner ends up unknowingly or not intentionally giving the partner more work to do by not contributing as much as the other partner. Or, he may actually be contributing as much, but for some reason the other partner feels like he's not contributing as much as he is, and they feel like the money is being split equally, but the work is one sided.

Michael: Bad feelings start.

Gary: Absolutely.

Michael: Very difficult. That's like joint ventures. Partnerships, based on my experience, are very difficult. They start off great with good intentions, and there's a lot of things you need to do. You really need to communicate before you start one of exactly what each person's responsibilities are going to be and be realistic about it.

Gary: Yeah, the two women were fighting over the baby and the king said, "Well, I've got an idea. I'll just cut him in half." Sometimes, it's what you have to do. You just have to cut the business in half and go your separate ways.

The other type of business that's probably the first thing out of an attorney's mouth when you say, "I want to start a business. What form of business do I need?" He's going to say that you need a corporation.

Michael: Why is he going to say that?

Gary: Because it's most profitable to him, and he has continuing fees he can make off of the annual reviews of the corporation, doing the minutes and bylaw updates each years.

Michael: What's a corporation?

Gary: A corporation is basically an entity that's established that has Presidents and Treasurers and officers of that nature. It also issues closely held stock or common stock to raise the capital to start the corporation.

For example, if I wanted to start a corporation, and I didn't have all the money that I needed to start that corporation, I might solicit other people to contribute funds in exchange for stocks in my new business venture.

The corporations have a very unsavory situation in them that many people don't consider. When the profits come into a corporation, they are generally taxed at the corporate level, and then when they're passed out to the stockholders, the stockholders have to again pay income tax on the receipts for their share of the corporation, and it's double taxation.

So, then you get into the Catch-22 is do I retain the profits in the corporation this year to take advantage of a lower corporate tax that may be in place in that particular year or that particular administration's term of office, or do I pass it out to myself and pay a higher tax?

In years where the individual tax is lower, and the corporation tax is higher, of course, you want to pass that money out to you as an individual to pay a lower tax on that amount. So, then the IRS steps in and says, "Well, wait a minute, you're being overcompensated. So, we're going to claim this as corporate profits." And, if you retain it as corporate profits, they're going to say, "You're taking too much income. You need to pass it out to the higher income tax bracket of your stockholders."

So, it's a continuous battle and I just don't see any need for it other than the fact that corporations do offer asset protection, but the veil of the corporation asset protection has been penetrated so many times by aggressive attorneys, who know they may not be able to get to the assets of the corporation, so they just turn around and decide to go after the individual officers of that corporation. Often times, they win.

Michael: So, the ideal benefit of a corporation is to protect your personal assets, but what you're saying over the years, an aggressive attorney can eliminate that protection by going after the stock holders personally, and they've succeeded.

Gary: Absolutely.

Michael: You've seen cases of this happening over and over.

Gary: I've seen it happen over and over again.

Michael: So, this idea of a corporation really protecting your personal assets – is it a façade?

Gary: It can be a façade, but the nice thing is if the corporation is being used as a pawn in a game, and I'll get into that a little later, but basically if a corporation owns nothing but a pad of paper and a pen, they can sue it all day long. What are they going to get?

- Michael: But, can they go to the principles of the corporation, even that way?
- Gary: Yes, they can, but if the principles of the corporation own nothing, but enjoy everything, what are they going to target?
- Michael: So, your strategy is an idea back to this control everything, but own nothing, and we can do this through a system that you've got in place.
- Gary: Yes.
- Michael: All right. Let's go to S-Corporation Election, how does this differ?
- Gary: That's a good thing, Michael. That's the next thing the attorney offers to basically say, "Take your corporation and file an S-Election." And, basically what they're saying is that all of the expenditures and profits of the corporation will be passed out to basically the President's 1040, and therefore he would have a Schedule C attached and can make deductions for his business and incorporate his personal deductions at the same time.
- Michael: Okay, you've got to do that in English for me.
- Gary: It is easier to file a tax return if you take an S-Corp Election. It's just a tax election that basically says, "I'm going to be able to take the profits and the losses and the expenses of the corporation and apply them to my personal 1040."
- Michael: My personal tax return?
- Gary: That's right, and this makes it unnecessary to do two tax filings and just makes like a little easier. However, when an attorney sees that, and he is investigating the possibility of suing you, he's going to look at you as a target because he's going to say, "Ah, this is a façade. Actually, what's happening here is that you are the owner of this business. Therefore, the president is actually a target again." Get people to quit painting bulls-eyes on their chests.
- Michael: So, your S-Corporation is just as liable, even more so, the way it's set up than the corporation if someone wants to come after you.
- Gary: Right, because the president has the liabilities and the liabilities are greater than they are in a C-Corporation.
- Michael: Okay, let's go to Limited Partnership. What's this all about?
- Gary: You're pretty knowledgeable. Limited Partnerships are basically an entity that runs similar to a trust. If you imagine a box, and that box represents the

limited partnership. There's two types of partners. The first is a general partner. The general partner has total control of the limited partnership. He makes all the final decisions. He runs the business. He purchases, hires and fires, and does basically what an owner or a sole proprietor would do, but he is the general partner of the partnership.

Michael: I love examples. So, let's say you and I are starting this business selling boxes, and I'm the general partner. I'm the guy who's going to operate and run the entire business.

Gary: And, what's most people do. One person is the general partner, and then he goes out and solicits other people to join him in partnership through contributions to the partnership, and they receive in exchange for their contribution, limited partnership.

Michael: When we say "contribution" you mean money?

Gary: An investment in the company.

Michael: So, let's say you invest twenty grand in this business that sells boxes. You're the limited partner, but you don't have the control of the business?

Gary: Right. You have decide what each one of those limited memberships is worth, or what each general membership is worth. It is generally predicated upon what you invest in the business.

For example, if we decide we were going to have a hundred units and we were going to try to raise \$100,000, that each unit would be worth a thousand dollars. So, if the general partner has twenty units, then he's going to receive twenty percent of the profits that are pro rata in ratio to those units.

Michael: Can I still be a general partner and have a low amount of units? Does the units and being a general partner coincide or is it independent?

Gary: It can be independent. Unfortunately, that's attracted the attention of the IRS many times. So, it's better to just keep things on the even keel.

Michael: So, in our box company, what would you recommend me as a general partner? How many units should I have?

Gary: I think you should have twenty units? Now, the other eighty units could be divided among other investors who are limited members. So, at the end of the year after all deductions and expenses, any profits that are left out, are passed out because the limited partnership is a pass through entity meaning that all

the tax liabilities or losses pass out to the individual members according to their share of the membership.

Michael: All right, if someone has more units than me, does that through my general partnership status off?

Gary: It doesn't because they're not voting units. You own all the voting units. However, many attorneys and business structure specialists do not know this, but it's something you should consider. You may want to be a one percent member who is the only general partner, and then you also control the other nineteen percent as a limited member. So, you can be both a general partner and a limited partner at the same time thereby reducing your liability. So, most of the time, limited partners are only responsible for their portion.

Now, there's a lot of good case law behind limited partnerships. They've been tested in court. They've been challenged by the IRS and by litigants and creditors and they have held up very well.

Michael: Use my box example. I'm the general partner. We've got this company that sells boxes. I have twenty units. I've got eighty additional units. Let's say I get eighty other limited partners at a thousand bucks a unit, and that makes up my limited partnership. I'm the general and there's eighty others.

Gary: There's four other partners with twenty shares like you have.

Michael: Okay, let's say four other partners with twenty shares.

Gary: Not shares, but memberships, yes.

Michael: And, what are the pros of this box business that we have with limited partners?

Gary: Well, the pros are very good because it really reduces the possibility of getting a judgment against the partners.

Michael: Okay, so give me an example. Our box company, we send out some boxes, and they cut someone and someone wants to sue our limited partnership. How's that going to work?

Gary: I'm the type of person that likes to be equitable as well as ethical, and if it's just a cut, and we're looking at a four or five thousand dollar claim, of course the company's going to carry insurance for that, and that's going to be handled. But, what really concerns me is when we've got frivolous lawsuits in excess of a million dollars, and then what you're going to find out is that

what's going to happen is it goes to court, and the plaintiff wins the judgment. It doesn't necessarily mean-

Michael: Are they suing me the general and all the limited?

Gary: Generally, what they're doing is suing the partnership itself.

Michael: They don't list all the limited partners in there?

Gary: Most of the time, they do not. They can, but most of the time do not, but they do try to go after the general partner because he has control.

Michael: Okay, so what you're going to see in the lawsuit – the limited partnership, the name is going to be sued a whole, and sometimes the general partner.

Gary: Absolutely. Most of the time, they don't prevail because the judge basically will say, "Well, this is why a limited partnership is set up is to relieve some liability", but it has happened many times. That's I really decided to use another entity in probably ninety percent of the cases that I handle.

The other point is many times a plaintiff only ends up with a charging order where he's being treated as a limited partner, and he will receive his pro rata share of any distributions from the company. The trick is to make sure that there are no distributions, and we'll talk about that.

Michael: Okay, you've got to bring me back to my example because I can learn best from example. We've got a frivolous law suit. They're going to sue our box partnership. So, there's a lawsuit. Who is liable?

Gary: Generally, who is liable is the partnership as a whole unless they come after the general partner, too, and often they do. The general partner may be responsible for that lawsuit according to the percentage of the company that he owns, but that does not preclude the fact that an aggressive attorney may come after his personal holdings.

Michael: So, where are the pros of the limited partnership? Or what are attorneys telling people the pros of a limited partnership are?

Gary: Basically, they're advising people to go into limited partnerships because of the asset protection because it's rather new. It's only been around about fifty years, and most people are unsuccessful when they go after a limited partnership.

Michael: Why are they unsuccessful?

Gary: Basically, because judges understand that there are many frivolous lawsuits and they rule against it.

Michael: Because it's frivolous, or because there's some added protection in the way this limited partnership is set up?

Gary: Both.

Michael: So, there are some things when you're set up as a limited partnership that do protect you maybe a little bit more than a corporation or a sole proprietor.

Gary: Right.

Michael: What I want to know is in this limited partnership, where does the structure offer the benefits for the person who has a limited partnership?

Gary: There's a benefit because, first of all, they don't have to front all the money, they can go looking for investor partners. Why investors would be attracted to a limited partnership is because they have limited liability, because if they're a limited member they do not suffer any of the consequences of a lawsuit.

Michael: I see. So, the limited members are protected. The only one liable is the general partner really.

Gary: Right. The only time I've ever seen a limited member get into trouble was when he was the one who actually caused the liability.

Michael: So, the advantages of limited partnership has an advantage if you want to start a business and raise capital, you can do it without all the stocks and the corporation stuff.

Gary: Absolutely.

Michael: Easier, quicker, less expensive, right?

Gary: Yes, and it's a lot easier to put together a deal.

Michael: And, these have been around for about fifty years.

Gary: Yep, they've been around a good while.

Michael: And, they're pretty solid.

Gary: They're pretty solid. The newest thing to be on the market is a Limited Liability Company, and basically what a Limited Liability Company is, it's a

hybrid. It's actually a combination of a corporation and a limited partnership. So, you have two types of members.

Michael: How new is this?

Gary: This has been around in our state for about fifteen years and several other states – California for example – for about 25 years. There's not as much case law on these type of entities, but they have been tested quite a bit here recently and have held up extremely well.

Michael: So, the pros of this hybrid?

Gary: The pros are it's very hard to attack your general partner. Like the limited partnership, it's almost impossible to get a judgment against a general partner because he holds that position. Although, it can be done if that general partner is the one who caused the action.

Michael: Why is it hard to attack? Because of the way it's set up?

Gary: Basically because the limited liability company says that the partners are not liable for the actions of the company.

Michael: Kind of like the corporation.

Gary: Yeah, and the cons are very few. There are many benefits to having a limited liability company. First of all, they're very easy to set up. All you have to do is file for Articles of Organization from your state. In North Carolina, the fee is \$125, and then every year, there's what's called a franchise fee, but in North Carolina, they call it an annual report. You get to fill out your annual report and pay them \$200 for the process. Other states are much cheaper on their annual renewal. So, you need to look around to see which state is beneficial to you.

However, if you have a foreign corporation – I'm not talking about offshore. A foreign limited liability company would be a limited liability company that actual domiciles in another state, but is doing business in your residence.

Michael: And, you can do that?

Gary: You can do that, but then you have to pay the additional franchise fee for that entity to operate within that particular state. I have a way around that that is very unique and may work better for some of your students.

The liabilities are basically this – if someone were to win a judgment against a limited liability company, basically all they're going to receive is a charging

order from the judge that basically says, “You are now a quasi-limited member, and you are to get your share of any distributions that come out of the limited liability company.”

Michael: So, the person suing the limited liability company, their judgment isn't like a judgment for a million dollars. The judgment is you become one of the limited partners.

Gary: Right, a quasi-limited partner.

Michael: Why don't they get the judgment for all the money?

Gary: Because many times the money is not there, and also they're only going to win the judgment wherein the judge says, “You're a limited member now, and you get to get your share of the judgment.” That's basically the only thing they can get that they'll be successful in is a charging order.

Michael: And, when you say charging order, we're talking about the judgment?

Gary: Right. The judgment is the charging order that basically says you're going to be treated as a limited member until your judgment is satisfied.

Michael: Let's say I'm the person who sued our box company, and the box company was a limited liability company, and the judge said, “Okay, I'm going to give you a charging order for \$10,000 to cover your medical expenses and what have you.” Now, what if your limited liability company did have those assets in the business, would I get a judgment for ten grand?

Gary: They could, but if I were an astute manager of that limited liability company, what I might do is say, “Limited members and general members, we're having a cash flow crunch this year. So, what we need to do is retain all operating capital, but because we file a 1065 and you receive K-1 distributions every year, what I need to do is send you out a tax done for money that you didn't receive.”

So, the limited members are going to receive, let's say in this case a done for \$10,000. So, that charging order or successful judgment holder is going to receive basically a tax bill saying that he's earned \$10,000, and he's going to have to pay taxes on that even though he hasn't received any real money. How long do you think he's going to hold on to that hot potato?

Michael: Okay, and this is the strategy that is totally legal and ethical that can be done in a limited liability company?

Gary: Absolutely. It works like a charm.

Michael: How about a limited partnership?

Gary: A limited partnership can do the same thing, but it's not as clean as it is in a limited liability company. Another thing that could happen is that the limited liability company can make huge investments in company assets, and make sure there's no profits. It also could set up a leasing company, and then turn around and lease all this equipment from the new limited liability company, and there would be no profits for many years to come.

Michael: Setting up these entities is kind of like offense and defense in a football game.

Gary: Absolutely. It goes back to my favorite motto – control everything, enjoy everything, but own nothing.

Gary: Many people establish limited partnerships basically on an operating agreement and a handshake and a little bit of money, but I found out that it is prudent and wise to always have a written agreement because no matter what you agree to, years down the road, people remember what they want to, and it's always wise and prudent to put business matters in writing signed by both parties.

Michael: And, we're talking partnerships.

Gary: We're talking any type of business. Many times when companies are set up as a limited liability company, the tax person will say to them, "You can file this as an S-Corp", and you can. You can file this as a C-Corp. If a limited liability company only has one member, it's going to be treated as a C-Corp, so it's always important to have at least two members – a general member and a limited member, but both of those can not be the same person. You actually need two individual people to hold those positions.

But, I prefer to have a 1065 tax filing. That's basically a pass through that says, "after all the deductions inside the limited liability company, you're going to receive your share representative of the memberships that you hold. You'll receive your share of the profit." And, it's much easier to control.

The other reason I like the limited liability companies, unlike a C-Corporation – a C-Corporation really shouldn't have a limited liability company to be one of it's stockholders or it's president, but a limited liability company can have a C-Corporation as it's general partner.

So, for asset protection purposes, I suggest that my clients set up a shell general partnership that owns one percent of the general partnership of the

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limited liability company, and that corporation only owns a pad of paper and a pencil. So sue it. We don't care.

Michael: That's how I'm operating my business. If I'm the general partner, I would be the C-Corp as that general partner which is owned by the limited liability company?

Gary: No, it's the other way around. The C-Corporation would be the general partner that manages and controls the limited liability company, but it would only hold that position at maybe a one percent general partnership.

Michael: Who owns the other 99 percent of the ownership?

Gary: You could own the other 99 percent because remember that the C-Corporation has a separate federal ID number and is a separate individual. So, if it owns one percent general partnership, and controls the limited liability company, you could own the other 99 percent, and have absolutely no liability.

Michael: Okay, very interesting.

Gary: Yeah, it's an asset protection strategy that works quite well, but there has to be a viable business purpose for the C-Corporation to exist. A good example of that would be to have the general partnership be a management company that receives it's share of the profits of the limited liability company in exchange for it's management abilities. That's a viable business interest.

Michael: And, it doesn't own any assets.

Gary: And, it doesn't own any assets. So, my favorite business entity is a limited liability company because they've been proven to me to be simple enough that the average person can run them. Another advantage of a limited liability company is unlike a C-Corporation, it doesn't really have to file annual management. Many times, C-Corporations are penetrated and set aside in lawsuits because the officers have not kept up with their annual meetings, and they're not recorded. So, it makes them very vulnerable to penetration.

Where a limited liability company is not required to actually hold those meetings on an annual basis, it's wise to do it if you've got more than two members. For example, if you're a limited liability company and you're a real estate investment company and you're buying and developing properties, and you have a 160 limited members, it would be wise to have things in writing.

The next business structure that is available is a business trust. In the past few years, these have really come under attack by the IRS as being fraudulent trusts or abusive trusts. If you go on the IRS's website, you will see there's

warnings pasted there. The truth of the matter is those attacks were generated by people who set up business trusts and try to deduct dog food as security expense.

They were trying to deduct their own personal TVs and stereo equipment as audio visual equipment of the business trust. But, it's not an unknown entity.

Michael: Trusts like the Rotchilds and some of the richest people in the world have used these.

Gary: In fact, Fidelity Magellan Mutual Fund is a business trust. So, is the Stutter Capital Growth Fund. So, is Shell Oil company, Lloyd's of London, the London Stock Exchange, the Kennedys, Rockefellers, Duponts, Mellons, President Clinton and Jimmy Carter have them.

Michael: They're all trusts?

Gary: They're all business trusts. Now, do you remember when Hillary Clinton got into trouble because she had a conflict of interest when she was trying to install the national healthcare program? That conflict was brought about when someone discovered that she owned a large portion of her portfolio on Merck stock, and Merck is a big pharmaceutical company.

Well, it just so happens that she came back about four days later and they said that she no longer had a conflict of interest because she, Bill, and Chelsea had set up three blind trusts. Well, blind trust is another name for a Massachusetts business trust that is basically a business trust, and one of the largest trust company is American Timber Trust Company, and they've been around for almost 180 years, and have never been challenged because they're a business trust.

So, what I'm saying is because of the inherent nature of attitude of the IRS, this may not be the proper entity for 99.9 percent of businesses, but there are particular individuals that control a large amount of wealth that may want to consider establishing a business trust and filing a 1041 with all the deductions that you're able to take just like a corporation, and have some advantages that the average business structure doesn't have.

However, it's going to take quite an experienced attorney to do this, and someone who's not afraid to go against the grain.

Ninety-nine percent of the people don't need this type of problem, but it is a very advantageous entity if you understand it and know how to fight for what's right.

Michael: Now, how does this differ from a family trust where people are setting up family trusts to protect themselves from probate issues?

Gary: Family trusts are revocable trust and by the way, I should discuss revocable and irrevocable at a later time, but a revocable trust is basically saying, "I own this asset", and this is a quasi need, but the difference is when I pass away, all the assets in my revocable living trust, are going to pass outside of probate, and so there's not going to be a need for an eight month settlement or a twenty year settlement period.

Trusts, or irrevocable living trusts are also less likely to be contested and there are just so many benefits, and once the assets pass out, they pass out by the contract, after all a trust is a contract, and it's controlled by contract laws not statutory law.

Probate costs can end up costing the family seven to ten percent of the deceased estates as well as delay in time and a lot of aggravation, whereas most revocable living trusts are settled within ninety days to six months at one tenth the cost of probating an estate.

Michael: Okay, we can talk more about that later, but that's really a separate issue from what we're talking about.

Gary: It's basically not the same type of trust. This is a trust that actually operates as a business and has a federal ID number.

The next thing that we need to discuss briefly, and it doesn't fit a lot of people, but foreign corporations or entities are something that some people want to consider basically because they're getting a little tired of the attitude of the IRS and the limitations and the penalties of law in the United States. So, you're finding many companies that are outsourcing many of their jobs and programs and administrative costs that they used to have here in the United States to foreign jurisdictions.

Michael: And, you can legally do that. We're in a worldwide economy. You can set your business up anywhere in the world if you have the knowledge, right?

Gary: Absolutely. There are reasons to do that. For example, you may want to outsource your shipping because it's cheaper, but you also are not required in other jurisdictions to comply with ARESTA and make contributions to those retirements programs. So, there are many advantages to doing that.

Now, I think all people who work for you ought to have some type of retirement, but you're not as restricted as you are in the United States.

Michael: So, we're talking foreign corporations and entities. What are some other advantages setting up outside of the United States jurisdiction?

Gary: Well, basically, they're in a total different jurisdiction, and I try to use countries that are under common law. They actually operate their government the way we used to do back in the days of our forefathers without all the statutory law, oversight, restrictions and overseers of the government entities, which is OSHA, ARESTA, and all those types of ABC entities. When I say 'ABC Entities' I'm talking about governmental restrictive entities.

Michael: So, what are some of those common law jurisdictions?

Gary: As far as common law jurisdictions are the island of Nevis, and a little country called Dominica, which is right next door to St. Kits, the Turks and Camas Islands, the Bahamas. Those countries have basically given up the rights to the IRS and allowed the IRS to come in and look into those bank accounts and companies that used to be totally private. In fact, some of those countries used to have laws if you revealed any information about corporations, you could be hung.

Michael: So, there's people from all over the world searching for safe havens, countries with common law to set up an establish their business entities to operate in privacy?

Gary: Yeah, the IRS propaganda is they're really tax evaders and they're looking for tax havens, but in reality it's those people are looking for freedom. They're tired of government restrictions and losing their profits to a government.

Michael: There is a website put together by a bunch of accountants that lists all the SIC codes in the different industries, and I was just doing some research. I don't remember the actual URL, but you could look up an industry. So, you could look up dentists, and then it'll give you all the stats that have been gathered by the government of the entities that the dentists had set their business up in, and I remember this specifically. I think 60 percent of all the dentists in the United States were sole proprietors.

Gary: Right, and it's so much easier for them to be set up as PLLC, Professional Limited Liability Company. If you look around at many attorneys nowadays, they're operating under PLLCs, so are doctors, dentists. They have personal liability protection.

So, if we separate our wealth and our liabilities, and our home into three different entities, and we have a car accident, can they sue the company that owns our home? No, it's a separate entity. So, we'll never lose our home unless there's an accident on our home. Of course, you're going to carry a

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million dollar umbrella policy and liability policy on that home – whatever company owns that or trust owns that home. Therefore, you can take care of anything that happens on the property, and chances are you'll never lose your home, and you can't lose your wealth because it's set up, etc.

Now, the advantages of multiple entities is asset protection and diversification. No longer do you have to hold all your assets into one bag. If you've got one hunting dog, to use a Southern analogy, and that hunting dog gets sick and dies, you're not going to be able to hunt the rest of the season, that's why you want to have four or five bird dogs.

Employer benefits – I've talked about this. We've hit upon it briefly early in our conversation, but if you have a separate company that you work for, that company can provide you many benefits, and that company profits do not have to be shared with other employees because there's possibly no other employees in that company. You can be a general member and a limited member and also an employee as long as you have another member to be involved in that limited liability company. You only have two people to worry about, and then you can use an age weighted or compensation weighted retirement program and most of the benefits will go to you.

Employee benefits of course can be separated, and one of the biggest liabilities that most companies have is human resource problems and lawsuits. So, sometimes it's wise to have one company that hires and pays your employees that contracts with the company where your major wealth is being made.

Michael: So, in my entity, I can separate my employees' benefits, my whole human resource department as a separate company that will separate where all those lawsuits come from.

Gary: Absolutely. You can have National Widget Company that actually manufactures and makes a large amount of profit, than National Widget Company of California could be the company that actually hires and employs your employees.

Michael: Kind of like how the military has everything compartmentalized.

Gary: Yes, and you can play the same games. One of the other advantages of multiple domiciles is that you can use a foreign LLC. For example, I could use a Nevada LLC. By the way, I do like Nevada, and I do like New Jersey, and Alaska's come out with a new business trust that I really like in the past five years.

But, you can use an entity in another state which is titled as foreign jurisdiction, but it's not foreign. It's just in another state. The problem with that is if I've got a business in Nevada and I want to do business in North Carolina or California, I'm going to have to pay an additional franchise fee for that company to operate legitimately in North Carolina under statutory law.

Michael: So, you pay that franchise fee in North Carolina?

Gary: Right, I would have to pay it in North Carolina.

Michael: Why do you say a franchise fee?

Gary: Well, it's basically the right to operate in the state. Many times they're called corporate fees, annual fees, franchise fees. It's not a franchise. It's a business.

Michael: What would something like that cost?

Gary: In North Carolina, to have a foreign LLC to do business in this state, the annual fee is about the same as it would be for domestic. You're not really saving any money. However, there's another ploy you could take here.

You could say, "Okay, I have a Nevada LLC, and I have a North Carolina or California LLC that's going to enter into a contractual relationship with the Nevada Corporation to provide management fees or other administrative duties or some other administrative operations that the company needs, and we're going to remunerate that company out of the proceeds of our domestic company."

So, you could get the majority of your profit over to Nevada where you don't have a state tax, and you don't have many of the other taxes, and plus you've got much more privacy over there because Nevada really doesn't cooperate with the IRS on letting information loose.

Michael: They still hold pretty strong.

Gary: Yeah, they're still pretty tight on that. So, basically, their governor has said, "Go away. We don't want to talk to you."

Michael: How about Nevada Corporations?

Gary: Nevada Corporations are basically the same way. They have a lot of asset protection, but there again, you've got some double taxation problems with Nevada. So, you've got to make sure you understand that, and you can abort paying that fee twice. So, that's another wonderful thing.

Now, if we continue on our little motto remember to enjoy everything, but own nothing. Let's talk about judgment proofing your life by having separate entities and multiple businesses. Let me give you a couple of examples.

You could survive a lawsuit in one entity because it's really not connected to the other entity. It has a separate ID and EIN number and as we discussed before, you could have a C-Corp to be a general partner to a Limited Liability Company. You could also have a limited partnership and have probably superior asset protection in certain jurisdictions than you have in others.

Now, you can frustrate creditors. We talked about that, that if you've got a plaintiff who's successful against you in a court of law, you can frustrate him by continually moving your business entities around.

Have you ever seen a Hardies or a McDonald's? They've got a very successful location, and one day, you drive by there and the place is boarded up and it's closed.

Michael: Yeah, I have seen that.

Gary: And, you drive two blocks down the road and there's a brand new McDonald's or Hardies.

Michael: What do you think that's all about?

Gary: Well, it's called bankruptcy. The location wasn't paying. Now, they're just going to close it down. Take a nice write-off, and the franchisee has moved to a new location under a new corporate LLC name and can start depreciating that property all over again, and write-off his losses from the old location. Isn't that nice? So, it's just another move to increase profits.

Michael: I see. So, if you do have a lawsuit against you, and you get sued and you get a judgment against one of your entities, you can just claim bankruptcy. Will a bankruptcy protect you from any judgment?

Gary: Yes, if it's not filed after the fact because you've got to obey the badges of fraud, but generally if there hasn't been a lawsuit filed, you pretty much can be safe moving your assets, but if you know a judgment's coming and there hasn't been any paper's filed, it wouldn't be a good idea because you're going to be caught for fraud.

Michael: Okay, so how are we going to frustrate creditors then?

Gary: We're going to frustrate creditors by having a limited liability company that restricts their ability to sue the company.

Michael: Like we talked about earlier.

Gary: Right, but you can also frustrate creditors by going bankrupt before they come after you.

Michael: Got you. This is before it's actually filed. You know when you're in trouble, and you could preplan on that.

Gary: Yes, you can.

Michael: Legitimately and ethically.

Gary: Yeah, and there are ways to do that. Now, there are times to ante up and pay your way if you're at fault. The other side is you don't have to let a frivolous lawsuit ruin your lifetime's worth of work. You can also discourage predatory litigation, and we've talked about that.

Now, how about if some guys and business ladies who are very entrepreneurial, very well meaning, they thought they had a good idea, and they went out and invested their life savings into a new business venture, and it wasn't successful, and you lost everything you had, and they had to file for bankruptcy. First of all, that didn't have to happen. How can you start over when you've been bankrupt?

Many people say it's going to take you seven years to regain your credit, and you're going to have to work hard to get your credit rating back up to where you'll be able to borrow money again, but the issue here is you don't have to worry about that. You can set up a limited liability company or a corporation, and let it develop it's own credit and start over in life. Operate a business, and continue on.

Michael: That's exactly right.

Gary: It is wonderful because it's a separate person. It is not you. Now, if it comes to the point that the banks want a signature of guarantee on a loan or something, first of all, you're talking to the wrong people about a loan. Banks are not where to go. It might be better to go out and find a private lender to lend you the money. If banks are charging eight percent, and you have to give a private lender ten percent to rebuild your credit, that's a small price to pay for freedom of starting over again.

Michael: I like this. One of the entities is a solution for someone who has built a business under a sole proprietor and it has failed and filed bankruptcy. It doesn't mean it's the end. They could instantly, even after they've filed

bankruptcy, start another business, but under a corporation or LLC or one of the other entities we've talked about under a federal ID number, legally and ethically. There's nothing wrong with that.

Gary: Talking about being born again. It's a way to be born again. Let's talk about disability because that falls along this same line. I know many military type people who have become disabled and they're drawing the disability check or their own social security disability, and they're under the assumption that they really can't make any more money than the \$1,200 to \$1,500 a month that they're getting, but that is not necessarily so because they're benefit is predicated upon on earned income.

Well, if they've got a business that they've invested in and they're getting income, a K-1 distribution from that business, that's not earned income, sir. That is passive income.

Michael: The distribution is passive income.

Gary: Right, so it would not disqualify them for their disability.

Michael: So, they can invest as a limited partner in a limited liability company and earn passive income?

Gary: They could be a general partner and earn passive income. Isn't that wonderful?

Michael: The dividends from a general partnership, if they're the general partner, could be passive income?

Gary: Distributions to the members of the LLC are not earned income unless they're on the payroll and receiving a 1040. They're only receiving passive income.

Michael: Go to the tax consequences on the difference between earned income and passive income. Let's say I earned a hundred thousand dollars a year as passive income compared to earned income. Is there a benefit for me there?

Gary: Yes, because the earned income is going to be reported on your 1040 as wages or compensation, and the distribution are only a return on investment. It's totally treated differently in the tax code.

Michael: Who pays more?

Gary: Generally, the individual pays more because I'm not going to take the distributions in my own name. I'm going to have another entity to receive

those that's got internal expenses and costs to reduce your amount of those distributions.

Michael: And, this is all another additional strategy and benefit of having this set up properly.

Gary: Absolutely, and it's totally legal. I do not propose anything to my clients that are not supported by case law.

Michael: So, for all those people that are out there who are retired taking disability, they really believe that they can't earn money because of this.

Gary: And, it's not true.

Michael: Also, people who have been injured. Disability is when you have been injured and you're getting payouts from them.

Gary: Right. So, there's actually more freedom than we're brainwashed to believe in this country, and it's just a matter of knowing and understanding a uniform commercial code, and knowing what your options are.

Michael: Having the knowledge, or knowing someone who has the knowledge.

Gary: And, the experience. When I had the glass company, one of my employees returned a customer's car, actually a Toyota pick-up truck, and plowed into a car full of people, and when the officer's checked his blood, he was on cocaine. I had no idea I had a drug addict working for me, and I really lost a lot of money because I wasn't set up properly. Did I learn a lesson, and I went looking for solutions and had to educate myself, and that's why I picked up some of this knowledge.

Now, are we talking about sexual harassment?

Michael: Is this common out there?

Gary: It is very common. If a woman's not promoted or a person of a different sexual persuasion is not promoted, many times they will come after you basically to claim that you harassed them or you were discriminatory against them because of their lifestyle, and many times these are frivolous lawsuits. Some of them are very justifiable and need to be handled appropriately and settled, but some of them are very frivolous and it's just basically a suit of revenge.

Well, if you don't own anything, what are you worried about? It's very important to understand the concept of not owning but enjoying.

Now, there's strategies for rental property owners, and let's talk about some of those. When people own property in their own name and rent it out, do you realize how much liability they're incurring? You've got all kind of problems. What if that property, unknowing to you before you bought it, was actually an environmental dump area? There's all types of poisons on the property. What if that property had previously been painted with lead paint and you've got a child picking at that painting and eating it? What if you have a rape upon that property? Are the renters going to claim that you didn't provide proper security?

There's all types of crazy things that happen and you need to protect yourself.

Michael: We're talking about people who want to buy a second piece of property and rent it out as an investment, whether it's one additional house.

Gary: Yeah, whether it's one additional house or a number of houses, I know people that start out buying houses at foreclosures and at auction purchases and tax sales and tax lien sales and things of that nature, who start off with one piece of property, and use the rental income to live off of for about twenty years, and then they go in and glean the equity off the property, sell them and use it for their retirement.

They start out with one piece of property and they end up with ten, fifteen, twenty properties.

Michael: All in their own name.

Gary: All in their own name. So, one problem on one property could cause them to lose their entire life assembly of wealth including their own personal residence.

So, what I advise clients to do is, "Look, it's going to be too laborious to have twenty limited liability companies, but you could use a multiple LLC", and that's a little too complicated for our conversation this afternoon. But there are LLCs that have LLCs within them to own each separate property.

But, the cleanest way to do it is to set up a limited liability company that owns three properties, and every limited liability is set up to own three properties. Therefore, if one limited liability company gets sued, the worse that could happen if they're successful in their judgment is to claim three properties, but not the other seventeen. So, you've still got a base to rebuild from.

Another strategy that I use is for property developers. Developers who are buying property, developing that property and then building houses on that

property, installing the housing with the lots. It's nice to have each of those stages under a separate limited liability company. The worse thing that could happen if you're buying raw land and having that land graded and prepared for housing sites and piping and plumbing and drainage systems put in, is for someone to get killed upon that property doing that process and destroy your whole future.

Michael: So, you're talking about putting the land in one entity and then the actual construction in another entity.

Gary: Have a development company, a construction company, and a sales company.

Michael: And, you can do that?

Gary: Yes, you can do that. Another thing you want to do is make sure that you understand that separate entities are totally legal, and that you have many advantages in separating your entities and your wealth from your liabilities.

Another thing that's very big in my part of the country is trucking companies that do a lot of long haul freight. You're talking about rigs in excess of \$150,000 or \$180,000, that have huge interest on them. It's pretty cheap insurance to spend \$125 to establish a limited liability company to own that one truck, and if that truck has an accident you're not going to lose your entire fleet.

Michael: Yeah, I've got you. If you're a trucking company, put each truck in a limited liability.

Gary: In a separate limited liability company.

Michael: Yeah, that makes sense.

Gary: Now, let's talk about how you can buy your home that you're living in at a seventy percent discount. Does that interest you?

Michael: Absolutely, tell me.

Gary: Okay, if I work for a company I can make an agreement with that company, that yes, I'll come to work for you, but in return you're going to pay me \$100,000 a year. You're going to pay for all my eyeglasses. You're going to pay for my dental and my health, and you're going to provide me a golden handcuff retirement program. You're going to provide me with a 401k and deferred compensation. These deals are made everyday.

Michael: Yeah, with big corporations. I have a brother who just moved to England, and it was an international company and that's exactly what they offered him – a place to live, a car, everything.

Gary: Right. It's done everyday, and if a big company can do it, why can't a small company do it? The truth is they can. Without getting into all the details of the other ancillary benefits as I mentioned, let's just concentrate on the house for a moment.

Michael: All right, how do I get it at seventy percent off?

Gary: Okay, I have a house that's owned by a limited liability company. So, it enters into a lease agreement with the company that I'm going to work for. Now, that house is worth \$400,000, for example. I don't live in anywhere near that expensive a house, but I'm sure that the houses I have here would probably cost a million dollars where you live, but the lease on that house – the payments are actually running about \$2,000 a month. The company is willing to lease it to my perspective employer for \$4,000 a month.

So, my perspective employer says, "Yes, we will provide you a place to live, but by the way, Gary, you've got to pick up that \$4,000 on your 1040." "Okay, I have no problem with that, but why is that?" "Well, the IRS considers that compensation and it has to be picked up on your 1040."

Okay, so we're going to take \$4,000 a month times twelve months, \$4,000 a month times twelve months which is \$48,000. What's my tax liability on the \$48,000? Approximately 30-35 percent.

So, that company is buying the house for a seventy percent discount because my actual law of cost is only my tax liability. Isn't that unique?

Michael: That is pretty cool.

Gary: So, now what kind of equity do you have? You can even own the house in your own name and get a better deal or maybe not because the limited liability company can do some depreciation schedules on the company owned property.

Michael: That is a great strategy.

Gary: Sure, I just thought that would be a little tidbit that I could throw in there. Also, if you have a limited liability company, and you needed cars, why do you want to buy a car in your own name when you can have a company that can go out and purchase fleet cars at a fleet discount? That's done everyday.

Michael: So, how do you do that?

Gary: You go to the dealership and you say, "I have a company. I need to buy a regular, on the road vehicle, and we also need an SUV, and we need a truck."

Michael: And, you get a fleet discount?

Gary: You get a fleet discount because the company's buying it. The individual's not buying. Listen, if you're a company buying vehicles and you know that you're using those and you're going to be buying and selling and trading every two to three years, they're going to bend over backwards to make you a deal especially in a buyer's market like we have today.

So, that's a very good benefit to having your own company.

Michael: I didn't get this home thing. Let's do the home thing again. Now, show me how I can buy a home at a huge seventy percent discount, but I want you to use me as an example or you as an example. Give me an example so I can follow along.

Gary: Okay, Michael, you created a company, and you want to go to work for that company.

Michael: I'm creating this company to protect my assets, right?

Gary: Well, for any reason.

Michael: Let's say I have an existing company right now.

Gary: You have an existing company, and they're looking for a manager.

Michael: Okay.

Gary: And, you're available. Just because you're the general member of that company doesn't mean that you have to carry on the managerial administration, you understand. So, they're looking for someone to come in and be a day to day manager.

Michael: My company is.

Gary: Yeah, your company is.

Michael: So, let's say my company JS&M Sales & Marketing.

Gary: Right, JS&M Sales & Marketing can hire you with an agreement that your company is going to provide you, their employee, the place to live, free eyeglasses, they're going to pay for your dental. They're going to pay you a golden handcuffs plan. They're going to provide a deferred comp plan and a 401k plan, and make you an offer. So, you say, "Yeah, I'll do that only if you also throw in a place for me to live."

Michael: Okay, got it.

Gary: So, what they do is now they've going to go out and look for a house to provide you to live in.

Michael: They limited liability or my company entity is going to buy the home to satisfy the agreement for the employee, which is me.

Gary: For your employment, that's right. It just so happens that an entity that likes you very well has a home for lease, or you have a home that you're willing to lease to them that you own in your personal name.

Michael: Okay, so my existing home that I have in my personal name is willing to lease it to my limited liability company.

Gary: Right. So, a lease agreement is actually drawn up and signed, a written agreement. Remember, always do everything in writing, and get it notarized and signed and witnessed if necessary, and so an agreement is entered into where they lease the home to provide you a place to live.

Michael: Me and my family.

Gary: Right.

Michael: So, I'm going to lease my existing home to my company.

Gary: Right, not exactly your company.

Michael: The entity.

Gary: Right, so that entity is going to provide you a place to live.

Michael: I've got it.

Gary: You're going to go work for them and do the things that you're probably already doing anyway, and you're going to have a new employment agreement signed where they're going to provide you all this.

So, let's say the home is worth \$400 or \$500 thousand. The monthly payments on that home are about \$2,000. So, the lease agreement is entered into at \$4,000 a month, and that's not excessive. If you look around in your area, \$4,000 is probably common.

Michael: So, the entity is going to pay \$4,000 a month to lease the home to me.

Gary: Right, but the entity lets you know that, "Hey, Michael. This is a benefit. We've got to report this benefit on your 1040." So, they're going to add an additional \$4,000 a month, or \$48,000 a year to your 1040.

Michael: And, that's going to go on my 1040, and what's that going to be claimed as.

Gary: It's going to be claimed as compensation.

Michael: Is it going to be claimed as earned income, in the same category?

Gary: It's taxable compensation or taxable earned income. That's right.

Michael: So, I'll be taxed on that 48 grand.

Gary: Right. Let's look at the real situation here. That \$48,000 represents a taxable transaction to you, but just because the tax may be due doesn't mean it has to be paid. It depends on what other deductions you have personally on your 1040. If you're in the 30 percent bracket, you're probably going to pick up and have to pay a twelve to fifteen thousand tax bill depending upon which bracket you're in.

So, what are you really paying for your house here? You're just paying the tax liability. You're buying a \$400,000 home for twelve to fifteen thousand dollars a year. It's a pretty good deal. Isn't it?

Michael: Yeah, how does the entity benefit from a tax point of view?

Gary: Well, if you own the house in your personal name, your actual out of pocket is only your tax payment, but if it's the entity, then the entity, of course, is having the house paid for because of the spread in the lease agreement, and it's also able to do depreciation upon that property. Of course, you have to remember, depreciation is always reclaimable upon selling the property.

Michael: Excellent. I like that, and that's done all the time by companies.

Gary: It's done all the time by companies. In fact, many companies own leasing companies to set up these arrangements. You can accelerate your retirement plan by legally reducing the contributions to your employee's retirement plans

by having separate entities that have employees or not. You can rent your employees. It's a big business nowadays called employee leasing, and you can have an unlimited tax free retirement.

By that, I mean if you've got a separate corporation or separate LLC and you're the only employee, can they not buy a huge life insurance policy on you? Sure they can because if something happens to you, there's no business. So, they can go out and buy a five million dollar whole life plan. It's got an internal tax build-up, and I know that goes against the common grain of buying term. That's the difference, probably the people that buy the term that they never invest in them.

If you could have that build-up, and that could be a variable life or something of that nature where you've got excess in gains in the market, but the nice thing about a life insurance policy is all cash value can be loaned income tax free. So, if you've got a five million dollar policy that has three and a half million dollars in it when you got ready to retire and cash value, you could borrow out that three and a half million dollars, and all it's going to do is reduce your death benefit by the amount you borrowed out.

Michael: Yeah, it's just a loan. You don't pay any tax on it.

Gary: You never have to pay it back either. This is the insurable amount. So, you have an unlimited tax free retirement. Now, you've got to be careful because there's limitations upon what is just compensated. Most of the time they have a limit of \$55,000 if this is a corporation, but we're not talking about a corporation. We're talking about a limited liability company that has a separate contract with an entity. You can also have insurance on yourself, buy and sell agreements between you and your wife.

If there's a tragedy, if you're a general member, a limited member, and she's a limited member, they're could be huge life insurance there if something tragic happened and really set your children up for life for pennies on the dollar and it's tax deductible by the entity, if it's properly set up.

So, those are many of the ideas that I have today to share with you, and I think we're probably on brain overload at this point.

Michael: This has been a lot of information. I got it. I can definitely see the importance of this. I think everyone knows how important this is, but it's almost like when you're selling a preventative, people don't want to really think about these terrible things that can happen, but certainly they do and the proper planning ahead of time is so important.

What would you tell someone that doesn't want to face reality of how important this is? If you were to try and convince someone how important this is to properly plan this stuff, and how you could solve this problem for them by doing all the hard work – is it going to be a pain in the butt for someone getting this set-up, or is that what a professional financial planner, and like with all your designations does? Do you make it an easy process?

Gary: It is not necessarily an easy process to get it done. It is very easy to set up a limited liability company. It just takes money and time, and the proper structures and the proper documents, but the biggest problem I have with people is to get them to stop and think. I don't try to teach people a lesson or scare them. I just try to rattle the bird cage a little bit so they'll change their paradigms.

Let me ask you a question. Is what you see really what you see? Is it real or is it an illusion? Is there a different way to think about this? Is it possible, just barely possible that you could ever be sued?

If you understand that what you see is not necessarily true or real, that it's an illusion because of the type of education – we're all told to go to work and go get us a college education, work real hard and get a job and we'll be successful, but I know a lot of computer programmers are looking for work. Computer programmers are a dime a dozen nowadays. Ten years ago, that's where they were leading everybody to.

It takes an unusual person with an unusual attitude to be successful in the world today. It doesn't come free. You have to work for it, and you're going to spend your lifetime or the next few years amassing some money, doesn't it make sense to ensure your success?

Now, you can go out and buy traditional insurance and do some of the traditional type planning, or you can learn to play chess by your rules. I would rather play in my front yard with my ball, and if you don't like my rules, then I'm going to take my ball in the house, and you can go home. And, that's the nice thing about properly structuring your business in that you write the rules, and you can protect your lifetime's work by taking a little time now to set up your business properly and to listen to some coaching and some guidance and establish the thing the way it should be the first time.

For some reason the life, there's always time to do things right the second time around, but it's much more prudent, efficient and effective to do it right the first time out.

So, let me ask you a question. If you're going to put all this effort into establishing a business, and that business becomes successful, are you willing

to lose a lifetime's worth of work because you were too lazy to do the work on the front-end? I know that's hard talk, but you need to hear this. So, my question is if you're serious about protecting your future, then I am serious about helping you, but if you're not concerned about and you're going to be like most people and turn over your stock portfolio to a broker to operate on autopilot without any input or guidance from you because you want to go party instead of taking a couple hours a week and managing your money, then you deserve what you get.

But, if you want to have a successful investment experience, then you need to take control of your life and not farm it out. So, yes, I'm going to ask you to do some hard work, but the other side of it is it's for your benefit. Anything worth having is worth working for. Life is like a garden. It's only successful if you work at it, and knowledge is not power. Knowledge applied with God's guidance is power.

So, my question is are you serious about starting the right way, or do we go our separate ways?

Michael: Very good, that's awesome.

That's the interview with Gary Seed. I hope this has been helpful, and if you are interested in restructuring your business, or you're thinking about starting a business and you'd like to email Gary about anything at all, please email gary@hardtfindseminars.com, or call 858-274-7851. Gary has generously offered to do a 15 minute consultation to review your existing business structure and to offer all his best advice within that 15 minutes. I hope this has been helpful, and thank you.

How To Buy Your Own Million-Dollar Business...Without Needing Banks, Credit, Or Prior Experience

In this letter you'll learn how Art Hamel's system has been used by people to buy businesses all over the world – including the U.S., Europe, Australia, Korea and Mexico. Read on to see exactly how it works and how you can try it free (all you pay is shipping), for 30 days.

Dear Friend,

If you'd like to be “set for life” as the owner of a multimillion dollar business - collecting a six-figure salary while other people “run” everything for you – then here's how a small “elite” group of businessmen have been doing it for the past 40 years.

And why I believe you can do the same with thing with the information I'll give you in this letter.

Listen to this:

There's a guy in California named Art Hamel who has spent the last 50 years perfecting his own unique system for buying large businesses... without using any of his own money or borrowing a dime from the bank.

Each of these businesses pays him a personal salary of (at least) six figures and each of these businesses is on track to keep bringing in bigger profits in the future.

And best of all, Art is able to set these deals up so other people "run" the businesses he buys for him – while he's out playing golf, cruising around in his boat or just plain goofing off.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

In fact, this system works so well that... for years... he's had people lining up outside his office almost begging him to teach his business buying secrets.

The demand got so big, Art started teaching his system at seminars around the country. People of every walk of life – from high-paid corporate executives to high school dropouts - came from all over the world to attend.

However, recently, a lot of people have become disappointed in Art.

Why?

Simply because it's been quite some time since he has publicly taught his system. But the reason Art hasn't taught his system to anyone for so long is because... for the past 15 years...

**He's Been Too Busy Buying Businesses
To Take The Time To Teach About
How To Buy Them.**

Until now, that is.

Because Art has given me the "green light" to teach his system publicly once again.

Here's how it works:

Art's system is based on three "core truths" about the business world very few people fully understand:

- 1.) It often takes less time, money and patience to buy a large, multimillion dollar business (that's already running smoothly and bringing in huge profits every year) than it takes to start one from scratch.
- 2.) It takes the exact same amount of effort to buy an existing multimillion dollar business as it does a little "mom n' pop" business that barely turns a profit and requires your attention 24 hours a day, 7 days a week.
- 3.) There are more cash-flush investors SEEKING OUT multimillion dollar businesses to invest their money in... than there are deals available.

This is no joke.

Many investors are always looking for businesses to invest their money in. And if you simply show them a business that makes sense, they will give you all the money you need to buy that business for yourself -- even if you have rotten credit or a bankruptcy on your record.

Is it really this simple?

Yes! And I'm going to prove it to you right now.

Let's say you decide to buy a business using Art's methods. What do you do first?

The first thing you do is find a business for sale.

There are a lot of places to find them (going through a business broker is only one way - and probably the worst way).

But let's say you go to one of the dozens of Internet sites that post businesses for sale and you print out a list.

Some of the businesses on this list are small "mom n' pop" businesses worth \$50,000 per year or less. Some are larger businesses, worth a couple hundred grand per year. And the others are worth \$1, \$5, even \$10 (or more) million per year.

What do you do with this list?

Well, with Art's system you take your list and immediately toss out all the businesses...

That Are Under A Million Dollars.

There are two reasons for this:

First, you're never going to make any real money - or have the freedom to be an "absentee" owner - unless you buy a business with enough cash flow to pay yourself a six-figure salary.

Plus, you also need to be able to leave the management in place and continue to pay them well, too.

Even better than what they were getting.

That way, you'll have an experienced management team in place doing all the "dirty work" of running the business for you.

And your only real obligation will be to show up and...

Cash A Big Check Every Couple Weeks.

And the second reason you must buy a business worth at least a million dollars is because... serious investors won't waste their time on small deals.

There's simply not enough profit in the smaller businesses.

Okay, now that we have our list narrowed down to the \$5 million-and-over range, it's time to go through and analyze each of these businesses.

There are two specific things you are looking for:

- 1.) You want to make sure the business has been around for five years or longer.
- 2.) You want to make sure it has been making increasingly bigger profits for at least the last three years... and is on track to rake in more profits in the future.

By following these two simple "rules", you will have a stripped down list of businesses to concentrate on.

Okay, what next?

Well, now it's time to start thinking about how you're going to finance your purchase.

There are many ways you can do this.

For instance, you can try to get financing from a bank or you can try hitting up your friends and family for the cash. You can even ask the seller to help you finance. (Many of them will, usually.)

But, really...

That's Doing It The Hard Way.

Here's why:

With Art's method, instead of spending several hours sweating it out in a bank, begging your family or negotiating a deal with the seller... all you do is go back home, fire up your computer and start to draft out what's called a "business plan."

Now, don't let the idea of a "business plan" scare you.

Most people run when they hear those words.

A business plan is simply a detailed description of your business - including the financial history of your business and "the plan" for your business's future growth.

You can pay someone to create your business plan for you or you can do it yourself with simple "fill-in-the-blank" software you can access online (for free) or at your local library.

So it's really no big deal.

Now, after you finish your business plan, it's time to show it to some private investors.

There are plenty to choose from, and there are more than enough investors out there looking for businesses to invest in.

And so this part is simple:

If what you show them makes sense, they will front you the cash to buy your business. If it doesn't make sense, they won't.

And by the way, this is NOT a "loan". It's an investment. You're not dealing with bankers and bureaucrats.

You're Dealing With Investors.

There's a huge difference.

Investors don't usually care if you have too many "dings" on your credit report or if you just filed for bankruptcy.

The main thing they care about is... if they invest their money in your business, will they make a profit?

And if you show them they can make all their money back, plus a profit... many of them will eagerly finance your deals for you.

And realize this:

Since you're paying cash - sellers and/or business brokers won't ask you any stupid questions about how much "experience" you have or about how you are going to pay for the business.

They won't care about any of that.

Why?

Because, just like with anything else – whether you're buying a car, a boat or even a house –

People Jump At Cash.

You get better deals and have more negotiating power with cash.

Which, of course, makes the whole process that much easier for you.

And that's how it works in a nutshell.

What you have just read is a very realistic way to find, analyze and buy a multimillion-dollar business -- without needing credit or banks...

Or Having To Spend A

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Lot Of Money.

Not even on a CPA or attorney.

I'm not saying you shouldn't involve your CPA and attorney when you're analyzing a deal (you should), but there are ways of getting around paying them with your own personal money.

How?

Because listen to this:

If you know what to say, you can almost always get your CPA and your lawyer to "ride with you" through the whole process – not billing you until after you buy the business.

That way you don't use any of your own money. Instead...

You Pay Them With Cash From The Company You Just Bought.

Look, I understand this is probably all very new to you.

You may even be a bit skeptical at this point.

And I don't blame you.

But remember when I said Art's system is based on three "core truths" about the business world?

Well, there's actually a 4th "core truth" about the business world.

And that 4th core truth is...

99% Of What The Average Person Knows About Business Is A Lie!

Let me put it to you this way:

Many people don't believe this can be done because when they or someone they know go out to get an "education" in business, it's almost always from somebody that has either:

(1) Already failed miserably in business

or

(2) Is in the process of failing.

You see, someone who does well in business, and is out there making it happen every day, doesn't complain to his friends.

But the people who have failed in business are out there constantly whining about how "hard" it is to succeed and why people shouldn't "waste their time" trying to own a business.

But you want to know something kind of funny?

Even though Art's owned over 200 businesses... and has showed literally several thousand other people how to do the exact same thing, he is the first person to admit...

He's Really Not All That Brilliant At "Running" A Business Himself.

In fact, most people aren't.

Which is why Art insists on buying businesses that are big enough for you to pay a general manager enough money where he or she will be irritated if you stick your nose in the day-to-day affairs of running the company.

That way you are an "absentee" owner. And, as an absentee owner, you're not "hands on".

In other words, if the secretary calls up in the morning and says she can't come in because her kids are sick, you don't have to hear it.

You don't even know about it.

You pay the manager more than enough money to handle it.

Frankly, when you're an "absentee" owner, and you let somebody else "run" the company, even though you are getting paid the most and are technically "the boss", you won't hear from "the office" unless something really serious happens.

And if something serious DOES happen, what do you do?

It's simple:

You Stay At Home.

Why?

Because chances are you'll only mess things up more if you coming in and "helping."

In other words, unless you have more experience with solving problems than the manager you are paying (who has been at it for 5, 10 or 15 years)... stay out of the way.

Let the manager handle it.

That's why you pay him so much.

And realize this:

When you have the right person in place running things, and are paying that person a more-than-decent salary, with better-than-average benefits and "perks" ... he'd rather you be out putting around on the golf course, playing with your kids at home or relaxing at the beach... than coming in and getting in everyone's way.

Believe me – if you have smart, well-paid people working for you, people who like their jobs and don't want to lose them – they'll fix any problem that comes up.

But, you might ask, what about those rare problems that occur where the fate of the entire company hangs in the balance and nobody, not even the managers with all their experience, knows how to deal with it?

What then?

Again, the answer is simple:

All you do is grab the telephone and...

Call Your Investors.

Please never forget:

When you get investor financing and there are problems – they will come in and help you solve them.

How can you be sure?

Because your investors are NOT just going to roll over and let their investment crash and burn.

If they don't have the answers to a problem, you can rest assured they will find someone who does.

But you may be wondering: If you get all these investors to front all the cash, and pay for everything – how is it that you, and not they, "own" the company?

Once again the answer is simple:

These investors don't want to own the business. They want to do what any investor does – which is to put their money in and let it multiply, then take it out and...

Invest It In Something Else.

So what happens is...

While you are giving your investors a part of your company, they will almost always want to own "preferred" stock.

All that means is they are promised a certain amount of cash dividends each year but... they don't get a vote in the corporation. (Except in rare cases.)

Which means even though your business is 100% financed by investors, you still own 100% of the company. You just don't own 100% of the cash flow. At least not at first. Because...

You Can "Buy Out" The Investors After Just A Few Years.

Which they will almost always agree to.

And that's about it.

Sounds simple, doesn't it?

Yes it is simple... as long as you have all the details.

First, you have to know where the best places are for finding profitable businesses.

Chances are, there are businesses ripe for buying right in your own backyard. You just have to know where to look for them, how to get a hold of the owners and exactly what to say.

Second, you have to know how to analyze a business.

This is where Art's system leaves every business school, college and university in the dust. You don't have to empty your bank account or spend five years in a classroom to learn about buying businesses.

Art's system is fast, simple and works all over the world. All you have to do is follow his instructions and...

It Won't Matter How Much Prior Experience You Have.

Thirdly, you have to know where to find investors and how to properly approach them, get them "on your side" and ready to do business with you.

You must know what they are looking for in a business... and what they are NOT looking for.

And there are all the other little "secrets" Art teaches:

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

Like how to get your lawyer and your accountant to eagerly help you without billing you until after you make a purchase.

Or how to get other people actively seeking out good deals on your behalf (making your job that much easier).

And all the incredible secrets Art has used over the last 50 years that will...

Make The Whole Process Of Buying A Business Almost "Fool Proof".

In fact...

Art's system is so good, he's had several people – including one “mainstream” university – try to rip off his ideas and sell them without his permission.

But they all failed, of course.

Because these crooks only copied the surface elements, and never understood exactly what makes Art Hamel's system really work.

Something nobody but Art can do.

Now, even though Art does not teach his system publicly anymore (except on rare occasions), he did create a home study version of his system which he used to sell to people who couldn't make it to his seminars.

And guess what?

All of Art's tricks, techniques and tactics for finding and buying profitable businesses are in this home study program!

This home study version of his system originally sold like gangbusters on the Home Shopping Network. It was the biggest seller they ever had at the time. But for various reasons, Art stopped selling his program through them and...

It's Been Over Fifteen Years Since He's Actively Sold It.

But – for a limited time – Art has given me exclusive rights to offer this home study version again. And I have just arranged it so you can look it over – and even try it out – for free (all you pay is shipping).

I'll explain how in a minute.

But first, let me tell you what you're going to get:

First off, Art's system consists of over eight hours of audio lessons and a workbook through which you will learn everything you need to know in order to find, analyze and buy a business.

It will take you from rank beginner and show you each and every aspect of his system – from A to Z.

All you have to do is take your time and follow Art's simple instructions, do the things he says to do and say the things he says to say. No special education, talent or prior business experience is necessary.

In fact, these audio lessons are so detailed and precise, they are literally the next best thing to having Art standing at your side...

Personally Guiding You Through The Entire Process.

And here's something else:

I have also had these audio lessons transcribed -- word-for-word.

That way you can easily “zoom in” on specific parts of the audio lessons, without having to rewind or pause. This is especially valuable if you are someone who learns best by reading.

But here's the kicker that may surprise you, and that Art always tells people:

After going through the lessons a few times, doing the exercises in the workbook and actually going out and looking at a couple of deals, it will start to dawn on you that buying a business is not that tough a thing to do.

After each deal you look at, you'll walk away stunned by how much "smarter" you are at this.

And it's this utter simplicity that has caused this home study course to become...

A Virtual "Cult Classic."

I'm serious.

Remember, it's been over 15 years since it's been available to the public. Back then Art had a radio program that was packed with callers asking for his advice.

And to this day there are still a lot of people seeking this information out. Hoping it will "pop up" in a garage sale or library somewhere.

And check this out:

I am so sure this program will work for you, I will offer you the world's most unusual guarantee when you buy Art's course today.

And here it is:

Pay Nothing Now.

I'll send Art's unique business-buying system right to your doorstep to use and try for free - and for a full 30 days (all you pay is a small shipping charge).

After that, if you don't think you can buy a million-dollar business, send it back and owe nothing.

And don't worry about rush shipping it or anything like that. Just call and let me know within those 30 days.

OK, so what does it cost?

Well, it's just about impossible to find real, honest "stripped down" expert advice like this anymore. Art's secrets and tactics for buying businesses are so far out of the "mainstream" only true business "insiders" know how well they work.

You're NOT going to learn Art's system at Harvard, M.I.T, Yale or any other business school.

That's why people would flock to Art's seminars from all over the world - shelling out at least a couple thousand dollars for the costs of tickets, airfare, lodging etc.

Even so, you can get your hands on this almost impossible-to-find information today for just four payments of \$399.00 or one payment of \$1,497.00 (\$99 savings).

However... you cannot put this off.

Art is not letting me offer this "try-it-before-you-buy-it" deal forever.

He doesn't want too many people knowing these secrets anymore.

His name, ideas and tactics have been "used and abused" by too many people over the years.

It's amazing he is letting me offer it at all.

And since I am the only person on the planet who Art lets offer his system, you simply cannot get it anywhere else.

So you must act right now. While there's still time.

Here's how to order:

1.) Order via our secure online order form:

To make one payment of \$1,497 plus shipping and handling (\$99 savings) – Go to:

https://www.hardtfindseminars.com/Art_Hamel_Easy%20Order_Page.htm

(**Note:** You must use one payment of \$1,497 option if you want to pay by check.)

To make 4 payments of \$399 each plus shipping and handling – Go to:

https://www.hardtfindseminars.com/Art_Hamel_Easy_Order_Page_4_Pay.htm

2.) Order by phone:

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

Call **1-858-274-7851** and leave the following information on our secure order line:

- 1.) Your full name
- 2.) Your address (shipping and billing, if they are different)
- 3.) Your credit card number and type (i.e., Visa, MasterCard, etc.)
- 4.) The security code on your credit card (the three numbers on the back)
- 5.) Your credit card expiration date
- 6.) Your phone number (in case there is a question processing your card)
- 7.) Whether you want to make one payment of \$1,497, plus shipping and handling (\$99 savings), or 4 payments of \$399, plus shipping and handling.

Remember, you get to use and try everything for 30 days before paying for it (all you cover is the cost of shipping).

That takes all the pressure off you, and lets you try everything almost free if you choose.

Sincerely,

Michael Senoff

Michael Senoff

P.S. I'm serious about Art not letting me offer this system forever. He could pull the plug on this deal as early as tomorrow. For your free test drive today, go to: https://www.hardtfindseminars.com/Art_Hamel_Easy%20Order_Page.htm

P.P.S. I almost forgot: One thing you definitely WILL need in order to buy a business is a business plan.

Now, you can:

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

- (1) Pay someone to create one for you
- (2) Find software at your library that will help you create one on your own (it will probably take you a few weeks) or...
- (3) If you're one of the next 25 people to order – and if you decide to keep Art's system after 30 days – I will buy you a huge collection of already proven business plans.

Using these business plans as "templates" will be faster and easier than doing it yourself – and a LOT cheaper than paying someone. (Many business plan services charge \$5,000 to \$10,000 or more!)

Just take the information on the business you are looking at and "plug it in" to these proven business plans.

To get your free test drive today, go to:

https://www.hardtfindseminars.com/Art_Hamel_Easy%20Order_Page.htm

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Any perceived slights of specific people or organizations is unintentional.

How to use Richard's simple, risk-free, home-study system to...

Become A High-Paid Marketing Consultant In 45 Days Or Less...Without Any Prior Marketing, Business Or Consulting Experience

In this letter you will learn a simple, painless and inexpensive way to become a high-paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

It doesn't matter what your current skills are now. And it doesn't matter if you have any "connections" or business experience.

In fact, all you really need are a few, simple (and 100% proven) secrets my friend Richard has developed over the years to become a high-paid, in-demand marketing consultant.

And the best part is, you do NOT have to shell out tens of thousands of dollars for these secrets...and you can even use them yourself...

Almost Free, If You Choose.

I'll explain the details of this incredible offer in a second.

But first, let me tell you what's in Richard's HMA system, why it really is an absolute "no brainer" for almost anyone (regardless of your experience) to use, and why you can realistically be up and running and making money in just a few days after getting it.

To begin with:

If you do your homework, you'll find that there are several competing marketing consulting opportunities in the marketplace. And I'll be the first to advise you to look into all of them before you invest into any of them, including Richard's HMA system.

I've interviewed countless people who have paid enormous fees to attend these trainings. I have received firsthand feedback on Y2 Marketing, Action International, Quantum, Topline, Peter Sun Consulting, and other opportunities and many of them are actually pretty good.

But what separates Richard's system from the other ones I've seen is that, with Richard's system, you don't need any previous marketing experience, any business connections or even a lot of money.

In fact, Richard will be the first person to tell you if he can do it...you can do it.

How can he be so sure?

Because when Richard started he was broke himself, and had very poor selling, speaking, marketing and presentation skills. And even today...

He's Just As Shy And "Introverted" As The Next Guy.

In fact, the only difference between you and Richard -- the only reason he is making a fast and easy fortune as a marketing consultant and you aren't -- is because of a simple (very simple) system he invented after attending a Jay Abraham marketing consulting seminar over 15 years ago.

You see, Richard discovered that while Jay Abraham really is a marketing genius, his system (like most other marketing consultant programs today) was not geared toward "ordinary" people who don't have a lot of money or natural marketing talents.

Jay Abraham, in the early 1990s had credibility, contacts and millions of dollars. The training Jay taught consultants was taught from his own millionaire perspective.

But Richard was near broke. So broke he had to borrow money from his dad to attend Jay's training. Richard had no credibility and few contacts.

And when Richard went out in the field to test Jay's teachings, he failed.

Richard did not quit. After years of experimenting and organizing the marketing concepts into a workable system, Richard began to experience an almost instant success.

Richard had unlocked the code and discovered his own unique "system" to make money as a marketing consultant that is so easy to follow and simple to learn...almost anyone can use it to make money quickly, cheaply and even...

While Sleeping Like a Baby

Richard had created a system that will work whether you are a millionaire like Jay Abraham or broke like Richard, struggling to make the rent.

It's taken Richard 15 years to perfect and tens of thousands of dollars working out the "bugs", and getting his system so you can approach virtually any kind of business to offer your consulting services.

And since sharing his system to the public, Richard has created successful, highly paid

marketing consultants in the US, the UK, Australia, Greece and even Holland (some who were totally new to marketing when they started) who are now making it big doing consulting.

Here's why...

With Richard's system all you do is use the tools he's created for you the exact way he says to use them...and within just a few weeks (maybe even a few days)...you can have a strong, secure and stable marketing consultant business with paying customers and large fees dwarfing anything you could make at your regular job.

And best of all:

You can do it all without pressure...without strain...and without the unbearable personal rejection most marketing consultants endure when getting started.

For example, most people getting into the consulting business believe making cold calls to get clients is the worst and most difficult way to get clients.

This method is usually reserved for the consultant who has no contacts whatsoever.

While other consulting trainings tell you to make prospecting calls yourself, Richard's system trains you to pay others to do your prospecting for you.

Take for instance, the telephone prospecting scripts in the system.

All you do is take these proven phone scripts, hand them to a part-time telemarketer with a copy of the Yellow Pages, and tell him or her to call businesses and read the scripts word for word.

This simple method for getting new clients works time and time again. You do none of the calling and you still generate clients.

This way you can be sleeping in, playing golf, or even taking a vacation...and have an endless stream of fresh, quality appointments coming in each and every day...

**Without You Lifting
A Finger.**

Plus...

In addition to these proven phone scripts, you'll get an audio training called "How To Get Appointments" which takes your people step-by-step through the whole process on how to use the scripts.

That means, if you don't want to pay a lot of money for a professional telemarketer, just hire a student or a stay-at-home mom and give her the "How To Get Appointments" training and she'll be just as good (if not better) than anyone else at getting you appointments.

Of course, the phone is only one way to get clients.

- ✓ Your HMA system also has already-tested direct mail letters for selling your consulting services such as:
- ✓ An approach letter and a follow-up letter.
- ✓ A proven collection of postcards designed to generate leads.
- ✓ And even a sample brochure and professional audio presentation

All you do is fill them out, drop them in the mail and you'll have as many appointments as you can handle -- without rejection, stress or having to deal with any "gatekeepers."

Is it really that easy?

With Richard's system it is.

And with the simple tools he's created you'll be hitting your prospects from every conceivable angle, giving yourself the maximum chance of capturing those high-quality paying clients within days of starting your consulting business.

And if you're really ambitious, and want to make a LOT of money quickly, then you can also use Richard's system to create what's called "the podium effect."

What's the podium effect?

The podium effect is this phenomenon where people automatically respect, trust and believe people who talk at seminars or small workshops.

And since Richard also includes prewritten seminar and workshop flyers, you can fill a room, give your presentation, and watch as dozens of people scramble to hire you the second you step out from behind the podium.

Not sure how good you'll be at putting on a presentation?

No problem.

Because Richard has already created a powerful, professional seminar outline for you -- complete with a PowerPoint presentation and all the training you need to be up and running fast.

This is the same presentation Richard currently uses to capture clients today.

More on this later.

You won't have to try to figure anything out or structure your presentation. Just plug in Richard's "pre-made" seminar presentation, follow the word-for-word transcripts and you'll be delivering a powerful, proven presentation that gets clients fast.

Easy As 1-2-3.

And here's something else to think about:

With Richard's system you won't have to worry about not having a reputation or a "track record" of helping business owners with their marketing.

If you've never done consulting before, I know what you may be thinking now. You're asking yourself -- why should these business owners believe anything I say?

You're afraid that they will ask you for proof that you can get results. You think they'll want referrals before they work with you.

You're thinking that you have no credibility. This is only an illusion in your imagination.

It's a FEAR not based on reality.

I am here to tell you this will not happen to you and here's why.

You must understand that your clients are not interested in you. They are only interested in the results you can bring to them.

Being a fully certified HMA marketing consultant means you'll be able to draw on the successful track record of the HMA system.

It's actually pretty simple:

Richard has discovered a proven way for you to use his testimonials, his stories, and his successes for your business. And by following Richard's simple instructions, you'll be able to "borrow" Richard's credibility for yourself.

Plus, you will also learn a secret way Richard has invented to "create" your own credibility within the first thirty seconds of meeting a potential client...

**Without Needing ANY Testimonials,
Success Stories Or Past Success.**

This is one of Richard's "trade secrets."

And it works like gangbusters for everyone who uses it.

But here's the thing...

Getting the appointment or filling a room with prospects is only step one.

You can get all the appointments in the world...but if you can't close the sale, then it's all for nothing.

Richard knows this more than anyone.

And after spending hundreds of hours and tens of thousands of dollars on "trial and error" - he has created a truly foolproof system that lets almost anyone turn at least 25% (usually even more) of their appointments into cash sales.

And what makes this possible is Richard's proprietary "opportunity analysis worksheet".

With this simple piece of paper Richard has created, you can walk into any business, command immediate respect and attention, and literally become a marketing "miracle man."

Reason why is because this opportunity analysis worksheet lets you literally "make over" a business owner's marketing and show them exactly how you will create real cash profits right before their eyes.

And if the business owner you are talking with has any desire to grow his business at all...then he will have no choice but to be impressed by you and want to work with you.

In fact, the opportunity analysis worksheet makes converting appointments into paying clients so simple, easy and painless...

**You'll Almost Think
You're Stealing Candy From A Baby**

But you're not.

And when you see how it works for yourself, you'll be shocked at how easy making money and getting clients can be.

Richard also shows you how to command large fees and even get paid on a portion of the sales you make for your clients for years into the future.

This is called a "contingency" fee agreement.

This should only be used with a client after they have hired you and paid you to do project work.

Other expensive consulting opportunities teach you that contingency is the only and best way to sell consulting services.

And it works like this:

If you help your client make an extra \$100,000 a year (not uncommon for Richard's students), and you make a 15% "contingency" agreement with that client, you will pocket an extra \$15,000 on top of your regular fees per year.

If you do this for just five of your clients, you will make an extra \$75,000 a year. If you do this for just ten of your clients you will make an extra \$150,000 year.

And so on.

Again, this is in addition to your regular fees. You can typically charge a client anywhere from \$500 to \$5000 per project. And most clients will need at least four projects.

Quite frankly...

**You Could Literally Get Rich
Off Just a Handful of Deals like This.**

And it's so easy once you understand Richard's system.

Because Richard really has done 90% of the "work" for you already.

For example, his system includes...

Endorsed letter samples.

All you do is find businesses that sell similar (but not competing) products and services as the business you are helping, and strike a simple deal with them where they send your offer to their customer list for a portion of the profits.

This way, you and your client make a bundle off the initial sales, and an even bigger windfall from additional sales later.

All from leads that didn't cost your client a penny to generate.

Client reactivating letter samples.

This is your easiest way to make fast cash for you and your client because almost NOBODY goes after his or her inactive clients and customers.

And all you do is take one of your prewritten letters and mail it to your client's inactive customers.

Watch your clients shake their heads in disbelief as inactive customers (they thought would never buy again) come back to life -- spending their money with your clients again and again and again.

And remember, if you set up simple contingency deals with these clients (as Richard explains in his system)...

**You Will Get Paid On All
This Action, Too.**

Letter templates.

For things like special promotions, unique sales and other events. Each letter is proven to work and it's almost guaranteed money in your bank account every time you use them.

Anyway, these are just a few of the reasons why Richard's students report such fast and easy profits. To hear real stories from six existing HMA marketing consultants in their own words go to the link below.

<http://www.hardtfindseminars.com/AudioclipsH.htm>

Learn how they are able to get clients that pay cash so quickly.

This is why I have no problem saying nothing could be simpler than using Richard's system to make money quickly and easily as a marketing consultant.

And realize this:

Every time you make one of your client's money using Richard's "paint by numbers" pre-created tools...

**You'll Become Your City's Marketing
And Business Guru.**

And you'll have the instant reputation as the guy who turns straw into gold.

You'll be the person your clients won't be able to help but rave about to their business

friends who will also want to hire you.

And your whole consulting practice "snowballs" from there until you have an endless stream of clients and profits coming in so steadily you couldn't stop your money from coming in even if you wanted to.

As I said before, I have seen all the other marketing consultant programs out there. And I have not yet seen anything that even comes close to Richard's system.

But you certainly don't have to take my word for it. Because as you will see, you can try everything almost for free if you want to see for yourself.

But first, here is a quick breakdown of all your exclusive marketing training you will be getting in your HMA system:

HMA Resource # 1:

This is the HMA "System".

You get all 10 HMA operation manuals showing you each step of the way how to capture clients and make them real profits. This collection represents the system. Each binder walks you through all steps of the system. You'll reference these materials as you take your client through the steps of the HMA system. Richard spent years creating and refining these modules. Each comes in their own three-ring binder. You'll use these manuals as you follow along in Resource #2 & #3.

HMA Resource # 2:

1995 HMA Live Seminar Training

You'll own 25 hours of cutting edge HMA marketing training in downloadable audio.

Richard's first live marketing consulting seminar was conducted in early 1995.

Your 1995 training features Richard at the top of his game teaching a room packed with students his system for becoming a successful marketing consultant. Each student paid \$5000 to attend.

You'll be able to download, hear and learn everything you need about capturing clients and creating marketing systems for them. It's like having Richard right there with you showing you exactly what to do each step of the way.

HMA Resource # 3:

2005 HMA Live Seminar Training.

You'll get Richard's most recent live training on DVD. This is the same training Richard did from 1995 but updated ten years later.

You'll see Richard in action in full color and live in front of a room full of students eager to learn Richard's secrets of his HMA consulting system.

Each DVD is professionally produced. The picture quality and sound is perfect. You can play your DVDs in your home, computer or portable DVD player.

I've also arranged to have your audio from each of your DVDs converted to downloadable mp3 audio files.

You'll not only be able to watch this newest training in video, but you'll have full access to download each audio as mp3 files. You can also burn CDs to play in your home or car CD player.

Anyway you choose, you'll sit from the comfort of your home, car or office and have Richard transform your mind into a human "Hidden Marketing Asset" detector."

After learning Richard's system, you'll be trained to sniff out and find money in virtually any business lucky enough to retain your services.

Richard's students paid thousands of dollars to learn what you will get in these DVD training videos alone.

HMA Resource # 4:

HMA GROUP Training Video DVDs.

This is Richard's most recent training, conducting live group training for 15 business owners wanting to learn how to grow their businesses. The Group-training concept is another way for you to make money.

Richard discovered that many of the businesses he talked to wanted his consulting services but could not afford his one-on-one fees.

As a result, Richard started working with manufacturing associations and started doing group trainings with 10 to 20 business owners at a time.

Each group training would last for two hours twice a month for three months. You can charge anywhere from \$500 to \$3000 per business.

If you were to do group training for 10 businesses -- and let's say you charge only \$1000 each -- you've just made \$10,000 for only 12 hour of work. That's \$830 per hour.

I have never seen an easier way to make money than this.

Imagine using one of your prewritten letters from your HMA system and sending it out as an e-mail to a list of your local Chamber members at no cost to you.

Then, imagine prospects attending your free seminar on how to grow a business without advertising.

Then imagine taking your guests through your pre-designed HMA PowerPoint presentation crafted to sell group trainings and one-on-one consulting services.

Remember the podium effect?

Then imagine having 10 people fighting their way to you with checkbooks in hand ready to pay you anywhere from \$500 to \$3000 each!

If you're the consultant who likes action in an exciting group atmosphere and who likes to make a lot of money fast, this presentation is for you.

Your set of Group training DVDs will show you exactly how to execute this training. You'll have access to pre-designed workbooks to provide each one of your paying clients.

HMA Resource # 5:

You get lifetime access to exclusive online training and support in your HMA University -- including online audio, email, telephone backup and more.

You'll hear intensive interviews with marketing consultants making anywhere from \$500,000 to \$2,000,000 (two million dollars) a year doing marketing consulting. You'll learn their secret ways of making money and how they run their consulting businesses for maximum profits and minimum work.

These interviews and trainings are updated regularly and published in your HMA University. Which means you'll have all the support and feedback you need to make your consulting business fly right from the start.

HMA Resource # 6:

You get my famous "Joint Venture Magic" course -- including audio training, joint venture sales letters and sample contracts and agreements. This course sells for \$597, but you get it as part of your system for free.

And trust me, if you do nothing else but harness the enormous power of joint ventures -- as explained in this course -- you'll never worry about money again.

Plus, this joint venture course also includes a collection of contracts and letter of agreements for use in your consulting business.

You'll have agreements for Contingency Marketing, Copywriting, Intellectual Property Rights, Marketing Consultant Retainer Fees, Non-Disclosure Forms, Creating New Profit Centers, Referral Fees, and many more.

Without a doubt, you would have to pay tens of thousands of dollars in legal fees for a collection of agreements like these. But this entire collection is yours when you become an HMA consultant.

HMA Resource # 7:

You get a gift certificate for \$1000 off my audio creation service.

This will pay for itself a hundred times over in your first year alone.

Here's why:

If your client can talk into a phone, I can create him an information product that can sell for anywhere between \$497-\$3900. I've done it myself. I've sold hundreds of thousands of dollars worth of information products using this very system.

And with your help, he can then sell that product, or use it to generate leads for his business. And, of course, if you set up a contingency agreement...

You Will Get Paid On These Sales Too.

You'll also get a certificate worth \$500 off my audio infomercial service.

There's nothing better than a hard-hitting audio recording that features the benefits of your product or service, and there's no better deliveryman than the Internet.

Plus, you can also use these services for your own business.

When you have your own, unique audio infomercial, you'll literally ooze with the kind of ironclad credibility money can't buy. And even the most skeptical clients and customers will many times want to hire you right on the spot.

And perhaps the best part about your certificate is that it can be sold or transferred to your clients. There is no expiration date as long as you remain an active HMA consultant.

HMA Resource # 8:

Free publicity and press training from the "Publicity Doctor".

This is HUGE.

Especially when you set up contingency and commission deals. Because every time you use free publicity, money will come back to you in buckets, without your client having to do anything but answer the phone and answer a few questions.

You'll learn the secret of getting millions of dollars in free publicity for your business and your clients' businesses in newspapers and magazines and on television and radio.

HMA Resource # 9:

You also get the reprints and resale rights to 23 professionally written business reports including:

- ✓ **Insider Business Strategies: Five Ways to Increase Your Bottom Line Profits Without Spending an Extra Dime on Advertising**
- ✓ Quick-Fix Marketing: One-shot turnaround strategies for 50 different companies. (This gives you 50 marketing plans for 50 different businesses. Chances are, your clients will fall under one of these categories, and you can use these reports to make your job ten times easier.)
- ✓ **The Headline Bank: 100 top moneymaking headlines.**
- ✓ How to Up Your Profit in a Down Economy: 114 Tips and Techniques and Tactics to Kick-Start Your Cash Flow.
- ✓ **Yellow Page Success Secrets.**
- ✓ How to Attract More New Businesses with a Riveting Ad that Captures Immediate Attention.
- ✓ **How to Use Brochures to Grow Your Business.**

And more. (23 in all)

The great thing about having all these reports is not only the business changing information...but that you can also resell them.

You're going to have all the rights you need to put your own company name on them, and resell them to your clients and make revenue.

This is a residual income opportunity built in to the HMA Marketing Consulting Training.

You'll own these reports in Microsoft Word and PDF files so that you can reproduce these for your clients and sell it to them directly.

HMA Resource # 10:

The use rights (not resale rights) to my collection of 117 hours of audio content and written transcripts from <http://www.hardtofindseminars.com>

You'll own the use rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Bob Bly, Mark Joyner, Gary Halbert, Jay Conrad Levinson, Brian Keith Voiles, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts.

You'll instantly have a mountain of new products you can:

- ✓ Use to get more customers, clients, subscribers and strategic business contacts.
- ✓ Use as free bonuses to sell consulting projects and services.
- ✓ Offer as special incentives to help your clients sell more of their existing products.
- ✓ Package and bundle together to make one-of-a-kind products to give away free to build good will.
- ✓ Educate and excite your clients.

Your options of what you can do with this content is endless.

This content has been a labor of love that has taken me years to build. I've invested tens of thousands of dollars and hundreds of hours to put this material together. And yet, I'm making this available to you as an HMA consultant at no cost whatsoever.

HMA Resource # 11:

Lifetime membership to www.hardtofindads.com.

You'll get over 700 typed word-for-word transcripts from the world's largest digital swipe file of editorial style ads by the highest paid and most successful copywriters in the world like: Eugene Schwartz, Claude Hopkins, Gary Halbert, Brian Keith Voiles and John Carlton.

This is like having a team of the world's top copywriters on your desk telling you exactly what to write to make a winning promotion. These ads have pulled in hundreds of millions of dollars in sales and are proven "templates" that will work for you and your clients.

In many cases, you can take what's already been done and "adapt" it to what you're selling.

Products with just half these profit-producing ads sell for **over \$5,000**. But they're all yours free as part of this super HMA consulting package.

HMA Resource # 12:

24-7 "Remote Control Consulting Services" selling tool.

Selling consulting to people who don't want consulting can zap your motivation stone dead and eat hours of valuable time.

You should only be selling your services to QUALIFIED prospects.

And so you get a valuable time saving tool to "pre-sell" the HMA System for you. It's a PowerPoint Presentation outlining all the steps in the HMA system.

This presentation will let you send a link to any prospect in the world that has Internet access and have them learn about what you can do for their business as an HMA consultant.

In other words...it takes you out of the selling position UNTIL they have gone through the presentation.

If your prospect does this, they are uniquely qualified as a legitimate prospect and are worthy of your valuable time and expertise.

You'll get this presentation customized with your photo, your company logo, your website and your e-mail address branded throughout.

This one tool has saved me hundreds of hours by letting me pre-sell and educate prospects about the HMA system without my direct involvement.

You'd pay thousands to produce a selling tool on your own like this. But it's yours to use and brand the second you become an HMA Consultant.

HMA Resource # 13:

You'll own 100% usage rights to all your marketing tools, sales letters, postcards, presentations, ads, press releases, client generation reports, client testimonials, manuals, my million dollar consultants list of service providers and more – everything you need.

What About Support?

As an HMA marketing consultant, you will be in business for yourself, but not by yourself.

By that I mean, when you have a question you get Michael Senoff. Not some "customer service" rep that doesn't speak English.

You get me working directly with you. You get me returning your calls minutes after you leave a message. You get me returning your e-mail in hours not days. You even get marketing assets I've accumulated over the years -- like my knowledge on direct mail marketing, advertising and copywriting.

In other words...

**I'm Always Here
For You.**

And I'm personally going to whatever I can to help you succeed.

If you need something, just ask and I will do whatever I have to do to get any answer you're looking for. Whether it's asking Richard or going to my network of millionaire marketing and business experts.

And if I don't have the answer...I will find someone who does.

And finally, as I said at the beginning of this letter, you get to try everything out -- use all the tools and learn all the secrets -- without having to risk a single penny of your own money.

Here's why:

If you follow this system step-by-step exactly the way Richard teaches, and you don't capture your first client in 45 days or less...I'll refund 100% of your purchase price.

With no questions asked, no hard feelings, and no trying to "talk you out of it."

All of which means you can...

**"Test Drive" This System Without
Risking A Penny.**

And I mean that.

I want you to hold my feet to the fire for 45 days. Use the system. Play with it. Compare it with other systems. And see for yourself exactly what you have in your hands.

And if you aren't making money with this system in your first 45 days, then return it.

How much does it cost?

Well, I've done the math, and the tools, resources and personal help is easily \$22,000 worth of material.

Probably even a lot more.

And other popular marketing systems I've seen, with only a tiny fraction of the features in the HMA system, cost \$30,000 plus ongoing fees and even royalties on the money you make. In fact, that is standard practice -- to take a cut of the money you make with their systems.

But with Richard's HMA system you won't be paying any royalties or fees.

Nor will you be paying \$30,000, \$20,000 or even \$10,000.

No, you can claim your complete HMA marketing system with the tools, manuals, videos, audio, lifetime access to ongoing HMA university training and all the high powered marketing resources I've listed and more for just six payments of \$995 plus shipping and handling or one payment of \$5970, plus shipping and handling.

Note: The six pay payment plan is NOT a layaway plan where you don't get the product until all payments are made. You get everything starting with your first payment of \$995 plus shipping. Nothing described in this letter is held back.

Shipping if you live in the USA is \$43. If you live outside of the USA, your shipping will be anywhere between \$97 and \$250 depending on location. Your Investment for your HMA system is small compared to what you're getting.

Especially when compared to other marketing consulting courses -- with a lot less value and with all their fees and royalties.

**However, There Are Two Small
"Catches" To This...**

First of all...

Do you remember earlier in this letter when I said I was giving you my audio creation and infomercial at a huge discount?

Well, if you become an HMA consultant you are going to be dealing with a LOT of people who will want and need that service. And I am hoping you will send some of those people my way to get these audio services done when the time is right.

If you become an HMA consultant in the next thirty days from the date of this letter, I'll happily pay you a fat 20% "finder's fee" for any audio work you refer to me. (Yet another way

you can make money with this system without so much as lifting a finger.)

But this is another of the main reasons why I'm giving you all this value away at this ridiculously low price. And I'd be lying if I said I wasn't offering this deal as much for me as I am for you.

And secondly...

Even though you're free to use your HMA system anywhere without restriction, I will limit the number of systems I sell within each geographical area.

Richard and I wants to make sure as an HMA consultant you have the maximum opportunity to profit without competition.

So being accepted as an HMA consultant is not guaranteed and I have the right to say no to you if I choose. The only way to be sure of claiming your system is to act now to see if you qualify.

All you have to do is call me personally at **858-274-7851** and together we'll determine if becoming an HMA consultant is right for you.

If we're both in agreement, I'll send you a payment agreement by e-mail in the form of a PDF document. You'll complete it and fax it back to me at **858-274-2579**.

I'll then process your payment and send you the membership details for the HMA online university and I'll rush your HMA system to you by courier.

You can start listening to your online audio immediately while you wait for the rest of your HMA system to arrive.

And that's it.

If you have any questions at all, call me at **858-274-7851**.

Yours sincerely,



Michael Senoff

P.S. Please keep in mind that while it really is easy and simple to make a lot of money with Richard's system, it is NOT for everyone.

I say this because if you and I talk, and it looks like you are not a fit for this and I decide not to let you be a member, please do not take it personally.

Trust me, there are some people who just shouldn't be marketing consultants, especially with Richard's system.

It's like me and playing golf. I love playing golf, but I know I'll never be good at it.

And if someone was selling a product on how to improve my golf game, and they were qualifying people just as I have to qualify people for Richard's system -- I would most definitely not be a good fit. Because I just will never be good at it and it would be a waste of my money to buy the product.

And the same goes for the HMA marketing consulting system.

There are some people who just shouldn't do it. And if it's not right for you, then it's nothing personal. And if you want, I can even help you find another opportunity that will be better for your situation.

But the only way to find out is to give me a call at **858-274-7851**.

If you get my voice mail, please leave your name, area code and phone number. Say that you are calling about the HMA system and I'll call you back at once. Please do not e-mail. I get so much SPAM that your e-mail may never make it to me.

PSS. Are you still not sure? Do you need to hear more information? You can hear hours of audio interviews with other HMA consultants at the link below. You may also download and read the printed transcripts. All you have to do it go to

<http://www.hardtofindseminars.com/HowToConsulting.htm>