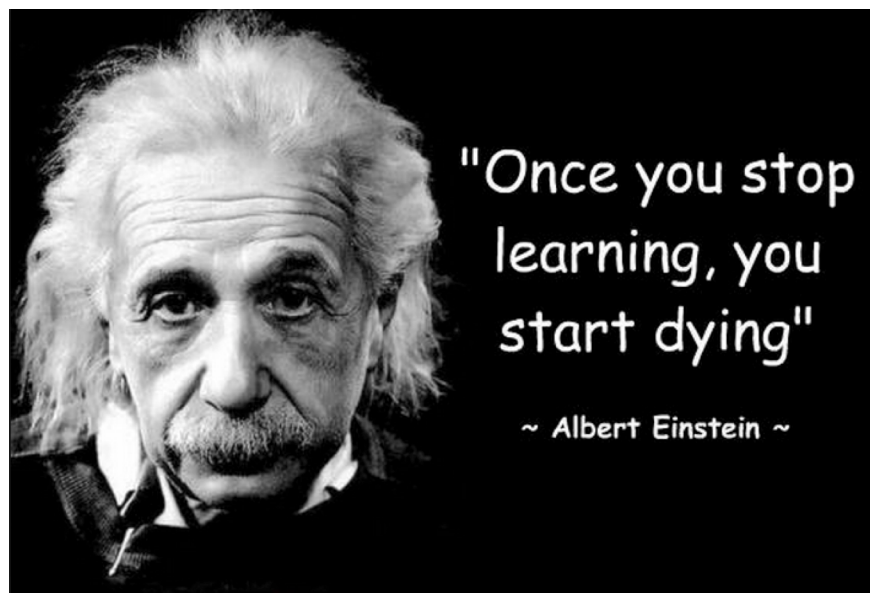




# HMT Presentation Secrets #2

*Tested Methods to Create Your Blueprint to Pre-Qualify and Convert High-Profit, Premium Client ... Even If You're Starting from Scratch*



Exclusively presented by

**Alex Mandossian**

Take FMB Assessment: [www.FunnelMarketingBlueprint.com](http://www.FunnelMarketingBlueprint.com)

YOUR NAME: \_\_\_\_\_

# The 3 Reasons Why Marketers Fail

## USEFUL TAKE-AWAYS:

1) Fail to \_\_\_\_\_

2) Fail to \_\_\_\_\_

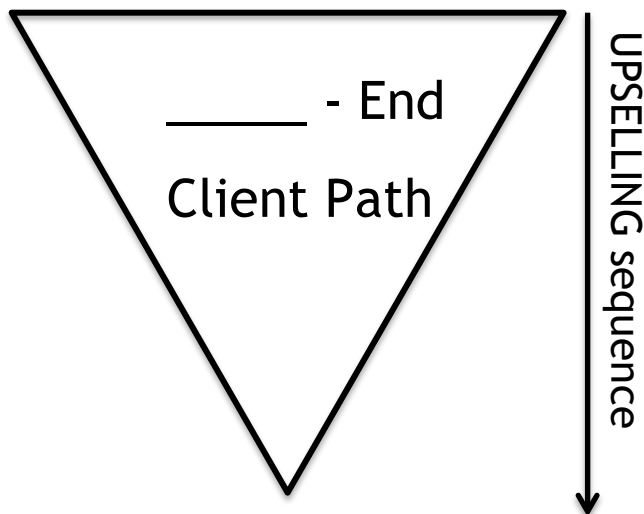
3) Fail to \_\_\_\_\_

## Important Law of Funnel Marketing

“Nothing happens until your offer is \_\_\_\_\_!”

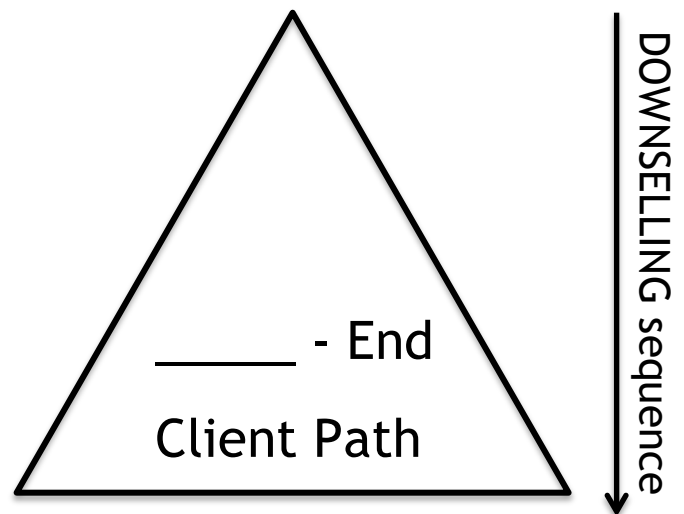
## Two Funnel Marketing Client Paths

LOW-END first, HIGH-END next



Few Exposed to High-End Offer!

HIGH-END first, LOW-END next



Many Exposed to High-End Offer!

## Commonly Accepted Marketing MYTH!

“UPSELLING is easiest way to attract premium clients”

## Uncommonly Executed Marketing TRUTH!

“\_\_\_\_\_ is easiest way to attract premium clients”

## Crippling “Premium Client Funnel” Roadblock

“The tendency to suffer from \_\_\_\_\_ self-\_\_\_\_\_.”

### USEFUL TAKE-AWAYS:

**“Most of my advances were by mistake. You uncover what “is” when you get rid of what “isn’t.”**

**Buckminster Fuller** (1895-1983), author of 31 books, prolific inventor with thousands of patents.

# The 3 Responsibilities of All Marketers

- 1) Always define your client's \_\_\_\_\_
- 2) Protect your client's \_\_\_\_\_
- 3) Communicate with \_\_\_\_\_

## In Just 5 Years The World Will See A Stunning Increase In The Number Of Millionaires



JULIE ZEVELOFF

OCT. 9, 2013, 12:30 PM

6,383 6



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There could be more than 47 million millionaires in the world by 2018, a 50% increase over the current number of millionaires, according to the latest Credit Suisse Global Wealth Report.

That number is expected to grow significantly among emerging economies, according to the report. The Asia-Pacific region could go from 5.2 million millionaires to 9 million, and China alone could nearly double its millionaire population in five years.

## The Marketing Millionaire “Heart-Set”

It requires an “ALL IN” \_\_\_\_\_% commitment!

## **BINARY ASSESSMENT: “If I’m Free to Be Myself, I’m Most Like...”** (51%+ of the time)

- 1) \_\_\_\_ “Starter” or \_\_\_\_ “Finisher”
- 2) \_\_\_\_ “Morning Glory” or \_\_\_\_ “Night Owl”
- 3) \_\_\_\_ “Inventor” or \_\_\_\_ “Improver”
- 4) \_\_\_\_ “People Focus” or \_\_\_\_ “Project Focus”
- 5) \_\_\_\_ “Thinker” or \_\_\_\_ “Feeler”
- 6) \_\_\_\_ “Open” or \_\_\_\_ “Guarded”
- 7) \_\_\_\_ “Introvert” or \_\_\_\_ “Extrovert”
- 8) \_\_\_\_ “Spender” or \_\_\_\_ “Saver”
- 9) \_\_\_\_ “Direct” or \_\_\_\_ “Indirect”

# The 3-Part Problem Marketers Face

## USEFUL TAKE-AWAYS:

PART 1: Not enough \_\_\_\_\_

PART 2: Not enough \_\_\_\_\_

PART 3: Not enough \_\_\_\_\_

## What Successful Entrepreneurs Know

Everything is \_\_\_\_\_ and \_\_\_\_\_ is everything ... when it comes to growing any business.

## “Low-End” vs. “High-End” Mindset

Low-end Marketers sell on \_\_\_\_\_ and high-end

Marketers sell on \_\_\_\_\_.

**“Many admire, few do.”**

**Hippocrates** (460 BC – 370 BC)

Known as the "father of medicine."

# Commonly Accepted Marketing MYTH!

“Competitive entrepreneurs are wildly successful”

# Uncommonly Executed Marketing TRUTH!

“\_\_\_\_\_ entrepreneurs are wildly successful”

# Crippling “Premium Client Funnel” Roadblock

“The tendency to allow \_\_\_\_\_ and  
\_\_\_\_\_ get in the way of success.

## USEFUL TAKE-AWAYS:

**“Success is never the result of spontaneous combustion. You must set yourself on fire.”**

**Arnold Glasow** (1905-1998), humorist  
cited in the WSJ, and Readers Digest.

# 11 Powerful “COI” Question Templates

1. “Who is your *IDEAL* <BUYER><sup>1</sup> and what are the top two *RESULTS* or *OUTCOMES* they want most from you?” (Have them describe in detail).
2. “What is your *MONTHLY* <MEASURE><sup>2</sup> goal for your business within the next twelve months?”
3. “What’s your business producing in *MONTHLY* <MEASURE> these days?”
4. Okay so if you do the math, the \$XX,XXX you want to be making each month ... minus the \$X,XXX you’re currently bringing in ... how far away from your financial goal right now?
5. That’s right. So realistically, you’re actually **LOSING** \$X,XXX each month ... month after month, by **NOT** making the **CHANGE** necessary to have your business where you want it to be ... is that accurate?
6. What’s **PREVENTING** you from making that **CHANGE**? In other words, what are the **CHALLENGES** or **ROADBLOCKS** that are getting in the way?
7. Is there more? Is there **ANYTHING** else **STOPPING** you from having your business where you want it to be and reaching your financial goals?
8. Is it **OKAY** if I ask you a very direct question? (Wait for “YES”) What will happen if you **DON’T FIX** this situation soon?
9. What will happen if the condition stays the same 6 months from now?
10. How does that make you feel when you think about that possibility?
11. From our conversation, what are the most valuable “**TAKE-AWAYS**” so far?

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<sup>1</sup> <BUYER> can mean “Client” or “Customer” or “Student” or “Patient” or any targeted niche utilized, which the Strategist decides is most appropriate for the candidate.

<sup>2</sup> <MEASURE> can be “Financial” or “Revenue” or “New Buyers” or “New Prospects” or any metric (measurable growth unit), which the Strategist decides is the most important to the candidate. As Tom Peters has discovered, “You can’t manage what you can’t measure.”

# Write 3 Takeaways from This Session

1)

2)

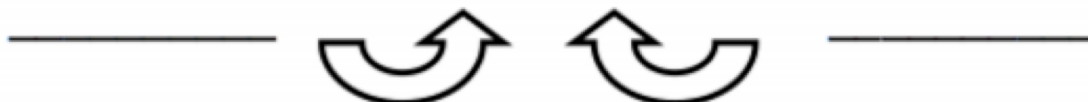
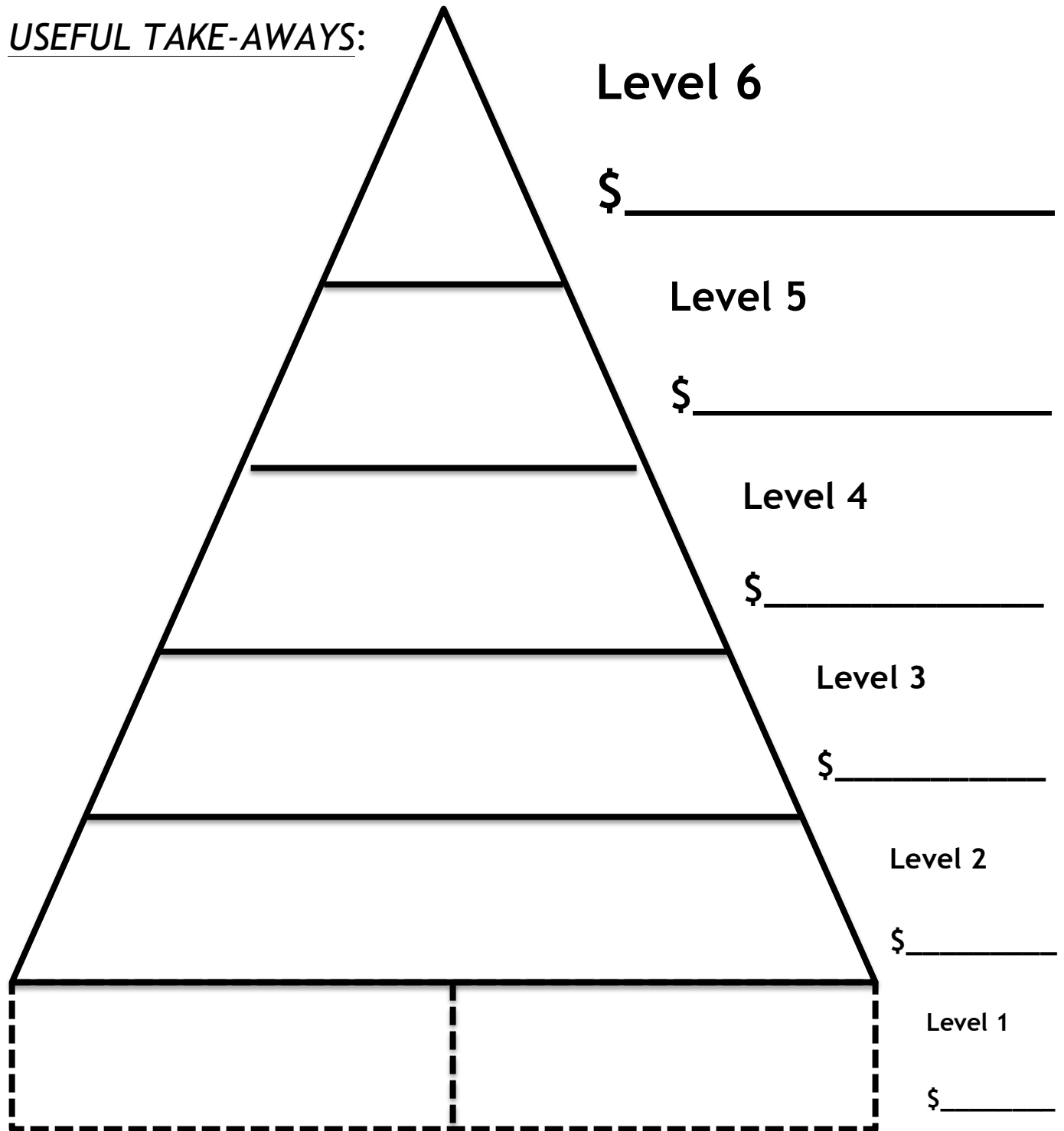
3)

**“Progress comes from caring more about what needs to be done than about who gets the credit.”**

**Dorothy Height**, named president of the National Council of Negro Women and held it for 40 years.

# “Your New Premium Client Funnel v.1”

USEFUL TAKE-AWAYS:



# What Thought Leaders Are Saying About Alex Mandossian



**T. HARV EKER says...**

*"I consider Alex Mandossian to be the king of Electronic Marketing."*



**JAY ABRAHAM says...**

*"Alex is the 'pre-eminent' strategist at teleseminar marketing. Follow what he teaches because he really knows what he's talking about."*



**BARBARA DE ANGELIS says...**

*"Alex is the master at teaching the 'outer game' marketing. He has taught me how to leverage power of Teleseminars and grow my business."*



**CHRISTOPHER HOWARD says...**

*"Alex taught me more about Teleseminars in 90 minutes than I've learned in all my years. My company now utilizes his tele-strategies because they work."*



**(You could be the next Thought Leader to add your rave review here)**



**DAVID BACH says...**

*"Alex Mandossian is hands-down the best tele-interviewer I've ever worked with and his 'Virtual Book Tours' really work."*



**MARK VICTOR HANSEN says...**

*"Alex is my good friend and master's master at Teleseminars ... he always delivers the content he promises."*



**BRIAN TRACY says...**

*"Alex is a true professional. I really enjoy working together and wish him continued success with his students in years ahead."*



**JAY CONRAD LEVINSON says...**

*"Listen to Alex because teaches you how to convert your most skeptical prospects into lifelong customers."*



**TOM ANTION says...**

*"The time-tested strategies that I learned from Alex Mandossian have made me a small fortune in my Internet business."*



**BOB PROCTOR says...**

*"In the past 38 years, I've never ever been with anyone who interviews as well as Alex. I now know why he's got such a phenomenal reputation."*



**JACK CANFIELD says...**

*"Alex helped promote our Breakthrough to Success seminar. We not only filled all 400 seats, but we also had a 'waiting list' of 73 people! Alex's marketing techniques work."*

**What would YOU say about Alex Mandossian?**

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☐ Alex Mandossian has your explicit permission to promote the testimonial you've given above

(Printed Name)

(Signature)

(Date)