Ex-Seminar Junkie Weighs In On The TopLine Opportunity

The Inside Scoop On What You'll Take Away From the TopLine Business Consultants Training

Lawrence Bernstein, one of the brightest copywriters and marketing experts in the industry shares his first-hand experience after attending the TopLine Consultants training.

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How is TopLine Business Solutions 180 degrees different from <u>anything</u> 97% of serious entrepreneurs have encountered? Or may ever encounter?

Let me tell you first what I hoped to get out of the TopLine program.

I’d heard wonderful things about Martin Howey’s program. I’d heard he offered a <u>complete</u> consulting system from A-to-Z. And that’s what I was after. I wanted the freedom and control that being a business development consultant offers. And I wanted the <u>unlimited</u> earning potential it affords.

Let’s face it. A career in business consulting is one of the perfect avenues for the serious entrepreneur. <u>You</u> <u>choose</u> your own hours. <u>You</u> <u>choose</u> which clients you want to work with. You get paid based on the *quality* of your knowledge – not the number of hours you work.

Consultant Entrepreneur vs. Consultant “Clock Puncher”

Let’s clarify an important distinction here.

It’s the difference between what I call the “consultant entrepreneur” and the consultant “clock puncher.” I now live in the same state out of which Martin Howey operates: Arizona. But I used to live in New York City for many years. My last apartment was in a 38-story building on the Hudson River where several of my neighbors were consultant “clock punchers.” You certainly know the names of the firms they worked for. Some of these firms are even out of business today after the meltdown in the energy industry.

So why do I call them “consultant clock punchers?”

Most of them earned high 6-figure incomes. But they either lived at the office or they logged more frequent flyer miles in a month than most of us do in a year. I can’t even tell you they had money freedom but no time freedom. They had neither. Since they were at the office 6-days-a-week and up to 16-hours-a-day, they had little time to spend their money except on meals.

And that's just one of the differences between the consultant entrepreneur and the consultant clock puncher.

TopLine consultants harness the power of direct response advertising for their clients to produce immediate and measurable bottom line results for them. The big consulting companies have clients with ad budgets of over $100 million. *Image advertising* is their mainstay. And the ad directors of these huge companies have only one directive – spend the money. Their advertising does not have to make them money.

That's one of the TopLine consultant's biggest opportunities. Since so many small and medium size businesses model their advertising after the image advertising of the Fortune 500 companies, we can walk in and turn their marketing around immediately. We create advertising that makes money for a business which before had only lost money on advertising. Getting a 1000+% increase in results isn't unusual. And that's only one of the many weapons in the TopLine consultant's arsenal.

Closet Floor Warped By The Weight Of $24,400 Worth Of Marketing Materials

There was an unexpected surprise for me at Martin's 3-and-½ day seminar. I went for the nuts-and-bolts consulting system. It exceeded my expectations several fold. But the real surprise came the first day of the seminar. Martin tackled the subject of direct response marketing: one of the seminal tools TopLine consultants use to acquire clients and in turn use for them to predictably multiply their profits.

A word of caution is appropriate here. When you attend the seminar, it's preferable to be in peak physical shape. Each day lasts from 10-11 hours. These are 10-11 demanding hours that tax your mind and body like they haven't been in a long while. In other words, get to the gym or start working out at least 2 weeks before the training. You'll need this to keep up with the competitive triathlete Martin is.

Back to the training. I didn't expect to get much out of the first day of the seminar. Let me explain.

I used to be what's known in marketing parlance as a "seminar junkie." Running from one seminar to the next, while adding more audio products to an overflowing closet. So much so the floor warped under its weight. That closet held $24,400 worth of seminar materials and hundreds of marketing books. I had all the big names like Jay Abraham, Dan Kennedy and Gary Halbert as well as obscure books by the advertising trailblazers from early last century.

Some of the material was devoured numerous times; some merely provided a feeling of comfort.

My assumption before attending the TopLine seminar was "what could Martin possibly teach me about in an area I was so deeply steeped?" I quickly discovered my assumption was wrong.

Martin is not only a consummate teacher in the field of business development consulting but he's also a world class marketer. His drip system – a series of sequential mailings – is superior to <u>any</u> I've seen. And the space ads and direct mail pieces he creates are nothing short of masterful. By the way, TopLine consultants have complete access to this powerful direct marketing arsenal to use in our consulting business. This even includes full reprint rights.

Jay Abraham, Dan Kennedy And The Other Marketing Gurus Have One Thing In Common: They Have Great Concepts… But They Lack An Underlying A-Z Implementation <u>System</u>

My closet is now free of marketing spillover. I've kept only 5% of what I formally owned. But the reduction is not due to graduating the TopLine program. When I started doing business in Ukraine and Russia, I realized a "feeling of comfort" just didn't cut it anymore. These are now free market countries but there's an undeniably greater risk premium to doing business there. I'd gotten what I needed out of those materials and decided to move on. So I sold them.

There were many incisive marketing concepts in those seminar products. But there was <u>no</u> **central, unifying system** underlying them. One definition of a system is a series of sequential steps that when repeated, produce the same results over and over again. This is precisely what you get with TopLine.

In the absence of a true consulting system, there are numerous pitfalls. Take for example the concept of contingency marketing. There's a well known proposition from Jay Abraham: "if I can show you how to earn an extra dollar that you wouldn't have without my help, would you be willing to pay me 25 cents in return?" The obvious answer is yes. What business owner wouldn't jump at this offer? If only it were that simple. But real world consulting isn't so elegant.

Actually, TopLine consultants receive a large percentage in compensation from their clients through contingency fees. But there's a hitch.

When we "tune up" a business, we want "shares" in that company while it's on the way up. But we don't agree to work with a client without a retainer fee. Here's why. TopLine consultants are given a set of tools to rigorously evaluate the profit potential of working with any given client. Experience has shown a client who is reluctant to make a financial commitment at the outset is not going to follow through with the program we set up for him or her anyway.

It's like the difference between the person who talks about diet and fitness while spooning ice cream on the sofa and the person who goes to the gym four times a week while adhering to a diet regimen. There's a whole different level of commitment between the two.

When an entrepreneur tries to apply the gurus' marketing concepts in a void, no matter how brilliant the concept, he stands the risk of getting burned. He can invest 20-30 hours working for a client and discover the client has not implemented his recommendations. Therefore, he doesn't get paid. Even conservatively estimating his time at $100 an hour, he's out $2000 or $3000. That's time he'll never get back.

There are exceptions to every rule and TopLine consultants have several options for structuring their compensation. If the client is a larger company and the consultant is certain she will impact their bottom line dramatically, then she may want to receive a larger contingency and a smaller retainer. But it takes experience and a foundation of knowledge first to recognize this.

All The Excitement Of Walking A Tightrope With The Security Of A Safety Net Beneath

Someone going through the TopLine program acquires something <u>radically</u> <u>different</u> from anything else in the marketplace.

Ever considered investing in a brick- and-mortar franchise? Depending on where you live, that'll cost you on average 25 times more than TopLine with no guarantee of making your investment back quickly. Have you looked at competitors' business consulting programs? They range from double to quadruple the TopLine investment with monthly royalty requirements. TopLine has none. You keep 100% of what you earn while continuing to get top notch training long after the seminar in the biweekly teleconferences. The teleconferences host some of the finest marketing, sales and business minds in the world.

Business development consulting is a wide open field. The need for our services is overwhelming yet the surface hasn't even been scratched.

Of course, you could try to do it yourself. But expect to spend 6 figures and years doing the trial-and-error method and not put together even half the pieces of the TopLine system.

With TopLine's program, **you get all the components to hit the ground running**.

Some TopLine attendees have years of marketing and consulting experience while others have little or none. Most attendees are somewhere in the middle. But it really doesn't matter because with TopLine's program, you'll never be in a situation saying: "now what?" And if you are, Martin with his 53 years of consulting experience is only a phone call away.

Business consulting can certainly be exciting but knowing there's a safety net beneath you gives you unshakable stability as well.

I think that's what amazed me the most about TopLine.

Have you ever tried to contact any of the big seminar promoters before? They're all but incommunicado. You pay your money for the seminar, then you go home and that's it…that's the end of the relationship. Until you get pitched for the next seminar.

When you go through TopLine, you have an ongoing relationship with Martin Howey and the alumni of the TopLine organization.

Let's say you've graduated the TopLine program and now have a few small clients. That's a great place to be. Those small clients are the lifeblood of the TopLine consultant. They can **pay you $10,000-$20,000 on average with little maintenance.** But now you have the chance to work with a bigger client – one in which the stakes are higher. The deal is more complex but you comfortably project 6 figures in compensation from this one client. You know you can do this deal but you're a little antsy because of a few sticking points.

Now is when you're thankful you've gone through TopLine. You call Martin and discuss the challenges you're facing. A few minutes later, you hold the road map for getting the deal done. You see, there's little Martin hasn't seen or done in his 53 years in the business. His level of attainment in marketing and consulting is frankly stunning. I feel comfortable saying his knowledge and experience eclipses everyone in the industry. He's been doing this while most of them were in grade school.

Membership In An Elite Club

But Martin isn't your only resource. You have the full weight of other TopLine alumni on your side. Let's say you want to start consulting with a particular niche, like mortgage lenders. Since there're already other TopLine grads working in this area, Martin can put you in touch with them. This is an invaluable resource. There's no time wasting. What you get is real world help, not untested concepts. And pride of authorship plays no role: TopLine grads assist one another. In fact, on the most recent teleconference, the top producer on the call *insisted* we call him if we were having any challenges.

TopLine hosts a cavalcade of the world's top marketers and business development experts in biweekly teleconferences. Another demonstration of TopLine's unparalleled commitment to its graduates. But the teleconferences aren't just a forum for the experts. TopLine alumni discuss the challenges as well as the successes they encounter in their consulting businesses. Someone lays out a problem and the group of consultants on the line is able to dissect what's wrong and then prescribe a course of action. In effect, it's a mastermind group that helps you to continuously refine your consulting skills.

Going through TopLine isn't an ordinary seminar experience. **You become a member of an elite group**. When you complete the program, few people are capable of performing what you can do. You can now put any given business under your consultant's microscope and when you're done, you'll know more about the business than the business owner does. The high financial remuneration aside, you have an important charge: to audit your client's business and to make it run smoother, more efficiently and more profitably than it previously had. Much as a surgeon does with a sick patient. And there's a similar feeling of prestige. You get all the tools you need and then it's up to you. If you've got the motivation and commitment, **the sky is the limit.**

Martin mentions you will <u>not</u> become a *top flight* consultant immediately after finishing the TopLine program.

What exactly does this mean? For me, a top flight consultant is someone who comfortably pulls down seven figures while preserving time freedom. The transition takes time but it's obtainable. **You can achieve it.** One TopLine graduate landed a $150,000 deal before going through the training. He was running on just the pre-course materials. Yes, his results are exceptional.

With TopLine, you aren't just handed a baseball and told to go out to the mound and pitch a 92 mile-an-hour fastball. No. You're given the best coaches. You're given the best training. You have at your disposal all the tools you need to do it and a network to fall back on. No, you won't throw a 92 mile-an-hour fastball right after the training…but you've arrived. You're playing in the big leagues. **You now decide how high you want to rise and how fast.**

A Warning About The 29.4 Pound TopLine Consultant's Box

Midway through the seminar, we were presented with **two of the most ingenious, yet devilishly simple sales tools I've ever seen.** One is an Excel spreadsheet appropriately called, the "Business Growth Calculator" and the other is the "Competitive Intelligence Report." After a prospective client has qualified to work with you and demonstrated his level of commitment, he's now ready to be "closed." I can't reveal too much about these tools, except to say either one of them can push the prospect to an immediate buying decision. When these tools are used in unison, their power is irresistible.

At the completion of the seminar, each TopLine consultant receives a 29.4 pound box stuffed with nine marketing and consulting manuals. Absolutely every contingency is covered in the manuals and their value alone <u>far</u> exceeds the $20,000 tuition fee. Had I not already downsized my marketing collection, I would have calmly set everything I owned curbside after getting a hold of them.

If you want to find out how to get more qualified clients, there are 50 different ways. If you want to know how to boost your client's profits through the roof, there are 100 ways. If you've got a question about <u>any</u> stage of the consulting process, you go straight to the relevant thumb tab in the manuals and you've got the answer in seconds. Plus you've got world class printed materials to give to your clients because of the reprint rights offered in the system. No other competitor's materials can hold a candle to TopLine in this respect.

But Martin warns: don't read the manuals cover-to-cover – go out and get yourself a client first. You see, once you put the process in motion, you don't need to have every detail mapped out from beginning-to-end. It's the doing that matters. As powerful as the TopLine systems manuals are, they're only as valuable as the number of times they're put into action.

An Incredible, Mind-Bending Realization

Midway through the training there was an epiphany-like revelation. Not only were we getting the tools and systems to geometrically increase the profits of our future clients, but we could employ these same techniques in our own consulting business. In other words, we're our own clients with the same power to impact our profits as well as those of our clients.

In fact, if I had to point to one problem with the seminar, that might be it. You may have some trouble distinguishing just who the beneficiary of the particular marketing technique in question is for. The possibilities when these techniques are put into action are so powerful, they're mind-bending. You won't be able to suppress the stream of great ideas that'll come to you during the seminar. That's okay. You'll have plenty of time to test, implement and profit.

One suggestion I'd make to you is in evaluating your decision to become a TopLine consultant is to think of a goal you'd want to achieve if you decided to go for it.

I thought of one early on. The market for business development consulting is wide open in the States. In Eastern Europe even more so. And as political and financial stability get stronger there all the time, the more dramatic the possibilities become. I want to use the TopLine System in Ukraine and Russia to make 9 figures in the next 8 years. For now I'm starting with companies in my own backyard, but that's my goal. And it's a reasonable one.

Regards,

Lawrence Bernstein

Lawrence Bernstein

P.S. Choosing to become a TopLine consultant may be one of the critical turning points of your career.