

# **MONOPOLIZE**

**YOUR**

# **MARKETPLACE**

**SEPARATE YOUR BUSINESS  
FROM THE COMPETITION**

**THEN ELIMINATE THEM.**

**RICHARD HARSHAW & EDWARD EARLE**

**Seminar Preview Program**



*“The big money now goes to companies with superior marketing operations... Entrepreneurial companies of today must evolve from being sales-oriented to being marketing-oriented in order to now win the consumer.”*

**Scott DeGarmo – Editor  
SUCCESS, Selling Issue**

## **Separate Your Business From The Competition. Then Eliminate Them. *Competition Has Increased...***

The landscape of business has changed over the last 5 to 20 years. Just being aggressive doesn't cut it anymore. Sales skills alone aren't enough. You've got to distinguish your business from the competition and lead prospects to say, *“I would have to be an absolute fool to do business with anyone else but you...regardless of price.”*

*“It is useless to try and sell a man something until you have first made him want to listen... as it would be to command the earth to stop rotating.”*

**-Napoleon Hill, Laws of Success**

## ***Advantage: Innovators & Marketers...***

This situation leaves a huge competitive advantage for companies who know how to build a better business... and who know how to integrate marketing throughout their sales system.

This seminar will give you a step-by-step guide to help you innovate your company and then help you communicate so that prospects WANT to listen to you. They'll come to you for solutions and answers to problems. You'll become the obvious choice to do business with.

## **Create A Marketing System That Systematically Wins You More Business.**

### ***Build Your Case Like An Attorney Would...***

Your business is on trial. Your customers and prospects are the jury. You're the attorney. And it's a life or death sentence. What will you say that will convince them to buy from you? What kind of evidence can you produce to PROVE beyond an reasonable doubt that they'd be a fool not to buy from you?

In this system, you'll learn step-by-step, how to build that case. You'll learn how to create over 20 kinds of irrefutable evidence that will allow you to win every time. And best of all, we'll show you how to keep your competitors from stealing your marketing ideas.

*“In order for any business to succeed it must first become a system, so that the business functions exactly the same way, every time down to the very last detail.”*

**Michael Gerber, The “E” Myth**

## ***Systematically Eliminate Any Competitors...***

Once you've created your case, you'll need to consistently and cost-effectively “deluge” your target market with your messages. You've got to cultivate the entire market so that when they become ready to buy, you are the obvious choice in their mind.

In this seminar, you'll learn how to set up that kind of a system. You (or an individual salesperson) will be able to work 5 times more leads, spend 80% of your time closing business and always have as many leads as you want or need. You'll create a “faucet of profit”. Hot or cold, fast or slow – it's up to you.

## **Why It Is Critical That You Attend... And Hope Your Competitors Don't? *Somebody's Going To Monopolize Your Marketplace... Will It Be You?***

With this powerful business building system, just one or two companies will build up in each industry and DOMINATE. The question is...will it be you, or will your competitors be at this seminar while you're back at the office doing something else?

## What Some Of The Nation's TOP Businesses Are Saying About This Workshop:

*"We are the largest independent agency in the southwest. I've tested these strategies on one segment of my sales force; in 7 days their sales went from \$11,300 a day... to over \$23,000 a day per person."*

**Al Boenker – President**  
**Al Boenker Insurance**

*"The MYM System is brilliant. We used two of the strategies and have doubled our company's lead flow. This will put more than \$5 million in our pockets this year in increased revenue."*

**Patrick Phillips – President**  
**National Bank Drafting Systems**

*"My direct mail response doubled, my average sale went from \$348 to \$744. My yellow pages calls have increased 12 times; I now receive over 900 calls per month. My business has gone from \$10k a month to just over \$118k a month within 4 months since the workshop."*

**Bettina Bennett – CEO**  
**Absolute Movers**

*"Since we have started implementing these strategies, we have added 5 brokers (a total of 8, plus myself) and we have just leased an additional office suite next to our existing one that will hold another 10 brokers. Our total of 8 brokers makes us now the 24th largest commercial real estate brokerage in the Dallas/Fort Worth 'Book of Lists.'"*

**Brian Buell – President**  
**The Fadoir Company**

# PROGRAM CONTENT

## Today's Companies Must Become Marketing Oriented

1. The need to shift from being sales oriented to becoming marketing oriented.
2. Innovation and marketing: your inside reality and your outside perception.
3. Have something good to say, saying it well, and saying it often.
4. Why things aren't working like they used to: The Confidence Gap.

## Part 1: Becoming The Obvious Choice...Regardless of Price

5. Determine your customers' value hierarchy and give them what they really want.
6. The innovation matrix – create an absolute breakthrough in your industry.
7. Build a compelling case for your products or services... your business depends on it.
8. Create evidence for your case – 22 different kinds.
9. Integrating confidence building strategies & risk lowering strategies.

## Part 2: Writer's Workshop

10. A society of lazy communicators and 3 different levels of business.
11. Nine evaluations that challenge you to quantify and be specific.
12. The headline bank, ad templates and 35 how-to methods.
13. Get leverage and competitive advantages from well-written marketing materials.

## Part 3: Franchise Your Sales System

14. The power of systemization: build your sales system like a franchise.
15. Pre-determining and addressing the customers' needs and wants.
16. Create sales tools to elevate the performance of all salespeople.
17. Duplicate your passion, energy and ongoing persistence throughout your ranks.

## Part 4: Monopolize Your Marketplace

18. The cherry tree analogy – you've got to nurture the entire orchard at once.
19. The "educational spectrum" Why prospects don't buy from you – yet.
20. Setting up a system to ensure consistent, flawless delivery of marketing information.
21. Reversing the 80-20 rule: spend less time juggling leads and more time closing business.
22. Achieve real-world market dominance through superior marketing forces.

## Part 5: Optimize And Maximize All Of Your Opportunities

23. Creating marketing alliances with non-competing businesses.
24. You live and die by your numbers; getting control of your business.
25. Determining your marketing budget.
26. Leveraging everything you do.

## FREE TO EVERY PARTICIPANT

You'll take home a course manual that simplifies note taking, freeing you to listen more and learn more. You'll turn to it time and again, to recall key points, review the steps of the system, and use as a continuous reference.



# What Are Other Businesses Saying About This Program?

Business owners from all over are raving about the RESULTS of this program. I wish it were possible for you to speak personally with all of them, but of course, that's not possible. If you could, you could ask Bill Cummins, a magazine publisher in Arlington, Texas how he feels now that he doubled the income from his magazine **in just 60 days**. You could ask Octavio Santos, the vice president of Merit Carpet, a high-end designer-oriented carpet showroom. He'd tell you how the MYM system not only revitalized his business, but also helped him identify a completely new profit center that will net his company a minimum of \$250,000 in PURE PROFIT next year... with just \$746 in extra advertising costs per month. Or you could ask Steve Wilhelm, marketing director of Burrows Plumbing, how he feels about going from just under \$20,000 in monthly sales just 18 months earlier to a record-breaking \$132,453 in sales in January. These are *real* examples.

Or you could talk to Roy Pitts, owner of a brand new sign shop who came to this program a month before his store opened, by using the MYM system, he had orders totaling nearly \$100,000 before he even opened his doors. Jacob Garza, co-founder of Property Automated Software, credits the MYM system with his **3 highest months ever**... just from the FREE advice he received from a free half-day seminar. He's since attended this program (with a fraction of the profits he's already realized) to help him take his business to the next level.

There's more! You could talk to John Kreiger, owner of Admiral of the Fleet Cruise Center. He'd tell you how just one tiny suggestion increased the effectiveness of his newspaper advertising by over 10 times – **that's TEN TIMES THE RESULTS** for the same money spent! Or talk to V. K. Gupta of Homex Real Estate about how his direct mail now gets a 5% response. Or Ken Kroviak, vice president of the largest SBA lending bank in the state of Texas. He used the system to generate 117 SBA loan leads in just 2 weeks... double the number they had generated themselves in six months... at 6 times the expense.

It would be interesting for you to speak with Dr. Dossie Post – she's the director of PR for Parker Chiropractic College. She attended one of those FREE introductory seminars – and immediately arranged for Y2Marketing to conduct seminars for the students at Parker College. She is confident that our business building skills we teach are just as important to her students as the chiropractic skills they taught at the college.

*The examples of profitability could go on for days and even weeks. Here are a few quick snapshots:*

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*David Boenker of Bana Box had to shut down the marketing program after about 4 months because they didn't have capacity to handle the business.*

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*David Boenker of Bana Box* (how boring is that? A box company!?) took his small company from about \$800,000 in sales a month to over \$2.7 million in sales a month in just under 18 months. He had to shut down the marketing program after 4 months because they didn't have the capacity to handle the business.

*David's brother, Al Boenker* runs one of the largest independent insurance agencies in the country. He used the MYM System to overhaul his entire marketing message (make it ASA-oriented) and spent over \$2 million in advertising alone last year with that message. Result? Highest sales totals ever by over 22%.

*Bettina Bennett, a German immigrant*, came to this country to start a business and get rich. After one year of running her moving company here in the States, she was demoralized and ready to try something different because sales were low. She came to the program, rewrote her yellow pages ad and got 955 calls the first month the new ad ran (compared to fewer than 100 calls a month with her old ad). Within 10 months she had sold out her company and fulfilled her American dream.

*Patrick Phillips is CEO of CHEXpedite, Inc.*, one of the nation's leading electronic payments firms. He used the MYM system to increase sales by over 200% for 3 consecutive years. His company ended up handing over to Y2Marketing \$4 million a year.



# FIVE Companies Who Have RECOUPED Their SEMINAR Fee Within FIVE Days Of Attending...

The Monopolize Your Marketplace System is not designed to be a “quick fix” for your business. Most companies start to see benefits immediately after implementing the system and reap the big rewards anywhere from 2 weeks to 2 months into implementation. However, depending on your situation, you may be able to produce BIG results in a short amount of time. Here are 5 quick case studies to show you how it could happen...

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***“\$14,000 in sales before I ever showed up...  
from ideas I got from the preview CDs alone...”***

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**Name:** Jason Springfield  
Vice President Sales & Marketing  
**Company:** Delta Janitorial  
A Regional Janitorial Franchising Company

“I got the preview CDs and listened to them 3 or 4 times through. The information was excellent. On one of the CDs, Rich talked about setting up a sales system and giving salespeople tools that they can use to increase their effectiveness. A simple enough idea, but we certainly hadn’t been doing it.

We had several salespeople who were not producing very well. One guy in particular was on the verge of being fired because his monthly sales for the previous 6 months had only averaged \$3,800... which isn’t even enough to justify his existence. So I figured I would test this out on him. Hey, if it would work on my worst guy, then it would be easy to implement with the other 6 salesmen.

I created a standardized offer that I gave to him and rehearsed with him for about 2 hours... and I also trained him on how to use the sales tools that I made up on the computer. (I actually copied the idea and the offer right off the preview CDs). To make a long story short, I didn’t have to fire the poor-performer after all. In the next two weeks before I attended the workshop, he closed over \$14,000 in new business. Our profit margins run about 60%...so the profit from those sales amounted to about \$8,500. That’s before I ever showed up to the workshop!”

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***“I increased my response rate to 82% using  
strategies I got from an MYM Newsletter...”***

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**Name:** Gale Corely, Regional Manager  
**Company:** Allied Digital Technology  
A National Video Production and  
Duplication Company

“Found an idea in one of the MYM newsletters that looked very appropriate for what we were doing. They said that video was a good medium for promoting a company, but even with video, you still have to make the prospect want to listen.

In other words, they’re not going to pay attention to you just because it’s a video. And they’re right – we’ve been sending videos for a long time with mixed results.

Here’s what we did: Instead of just sending the video, we also enclosed two coupons in the box. One was a \$10 voucher for Boston Market and the other was a \$5 certificate for Blockbuster Video. Then we enclosed a very short note that I copied word-for-word out of the newsletter. Basically it said “Go get dinner and some movies and in-between movies or after the kids go to bed, do me a favor and pop this short video about our company in.”

We tested a small sample before rolling this idea out – this is before we ever attended the Monopolize workshop. On our initial mailing, we got an 82% response rate to a targeted (but still cold) mailing. In other words, we made 82% of a cold list want to listen. Out of those, we closed almost 30% and our average sale was nearly \$10,000. It’s just like Rich & Ed say... if you can bridge the GAP and make them want to listen, you’ll be far ahead of the pack.”

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***“I generated \$9,400 in sales before 10 o’clock  
the next morning after the workshop,  
and \$32,700 within a week”***

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**Name:** Van Walker, President  
**Company:** Blue Sky Inc.  
A National Distributor of Gift Shop Items

“We have a customer database of over 10,500 businesses (gift shops, flower shops, etc.) that have bought from us at some point in the past. Of course, they’re not all active customers. In the past, we’ve mailed them – at great expense – a full color catalog twice a year. The results from our mailings have usually covered the cost and sometimes generated a profit.

I talked to someone from Y2M Corporate in a pre-workshop consultation about how to cost-effectively communicate with my huge database of customers. He asked me if I’d ever considered sending a fax out to them to keep them informed of specials and educate them on how to more effectively retail the products. I had heard about fax broadcasting before, but had never tried it.

Well, I got everything ready to go by the time I showed up for the workshop. The only thing I was lacking was the actual piece that I would send out. I couldn't believe it when they worked with me to write an ad for me ON THE SPOT at the workshop. I went back to the office that night and typed up the letter quick and sent it out to everyone in my database that we had a fax listing for (only about 1,100 of those businesses).

The next morning when I came in to the office, we had already taken orders worth \$9,400 and that was before 10:00 a.m. Within a week, that one fax generated \$34,700 in sales and we still get calls on it now. Here's the best part: The product we promoted on the fax has a 55% profit margin and we don't even carry it in inventory. We drop ship it from the manufacture. That's a gross profit of \$19,000 in a week. I say the decision to go to the 1-day workshop is a real no-brainer. Needless to say, we were very excited about these results."

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***"I closed 2 deals at a profit of \$9,255  
four days after I came to the workshop...  
and I actually stole the idea from a strategy  
that was given to another company..."***

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**Name:** Robert Esters, *President*  
**Company:** Robert Esters Real Estate  
*Residential Real Estate Company*

"We've been looking for new ways to get business for a long time now and I got a great idea during the workshop. The strategy was actually directed to a guy who was a VP for Century 21 who was also in the same session as me...but I took the idea and it has worked extremely well.

I won't go in to great detail about how the strategy works, but it has to do with becoming a source of information for people who prefer to sell their houses "by owner" instead of with a broker. Ed said he thought that a guy would sell his home "by owner" simply because he couldn't see any benefits of using a broker (and paying the fee)...but that was only because brokers don't do a very good job of quantifying the benefits.

So what we did was put together a list of 26 different things that the homeowner needed to be aware of—paperwork that had to be done, documents that had to be signed, liability that he incurred by selling the home himself—and we gave it all to him free. It was easy to put together because it's the same 26 things we use when we sell a home.

The strategy worked perfectly. We sent our brokers out with this information to talk to "by owner" sellers...and the most amazing thing happened. About 30% of them got so

overwhelmed with the entire process that they handed their homes over to us for listing. In all, we listed about 9 new homes the first week and over 25 the first month. Two of the homes were put under contract the first week (and, of course, closed 30 days later). Our commissions on those 2 deals were \$9,255 and this strategy has been a big part of our business ever since."

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***"I went from almost giving up to  
closing 11 deals in just 3 days..."***

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**Name:** Edwin Freehoffer, *Owner*  
**Company:** Delivery Dinners  
*Restaurant Delivery Service*

"When I first heard about MYM, my business was still in its infancy...trying to get it off the ground. The concept was to offer delivery service for local restaurants in return for 25 to 30% of the menu price. This idea had worked successfully in other areas and I was trying to start it in Salt Lake City. The problem was that I couldn't get any of the better-known restaurants or national franchises to come on board. I couldn't get them to see the benefits of my service. After 3 months of trying, and only signing up 4 restaurants, I was about to quit.

Since I was having marketing and sales problems, I immediately responded to the ad I saw advertising the free Monopolize Your Marketplace preview CDs. My credit cards were already maxed out, so I called them and practically begged for any advice they could give me to salvage my business. You can probably guess that I'm writing this letter because their free advice worked!

I talked to Ray (at Y2M Corporate) on the phone and told him what my sales approach had been and he bluntly stated that it stunk and I needed to change it. He explained to me that I needed to build a case for my services like an attorney would prepare a case for court (I hadn't even listened to the CDs yet). He helped me break down my numbers and told me how to create "evidence" that would quickly and easily – and quantifiably – show the restaurants how I could help their business tremendously.

Well, after 30 minutes on the phone, and 2 or 3 faxes back and forth, I had 3 pieces of evidence that I took out to use during my sales presentation. I went back to all of the restaurants that had already rejected me and showed them my stuff. In the first 3 days of using this method, I signed deals with 11 out of 15 restaurants I approached. Those accounts are easily worth \$8,000 (at least) a year – EACH. I haven't signed any more deals because I now have a new problem... staffing up to service all of my accounts."

# Frequently Asked Questions:

**Q: Who from my company should attend this workshop?**

**A:** *Whoever makes smoke from the chimney. CEOs, marketing directors, sales managers and other corporate leaders should be in attendance together. This will allow you to work on your business together and benefit from that cooperative energy.*

**Q: We don't do advertising. Will this still be useful for us?**

**A:** *Absolutely. Regardless of your industry and regardless of how you currently drive in customers, you are definitely in the business of adding as many profitable customers as possible. Our program doesn't focus on certain specific ways of generating leads or getting business. It focuses on finding out what customers want, offering it to them in a way that's believable and embraceable, and getting the message in front of them with enough consistency that they'll take action when they have a need. The MYM system accomplishes the goal of adding and retaining profitable customers for all types of businesses in all industries regardless of the type of marketing or advertising that is implemented.*

**Q: Can you really teach me how to do this in just 1 day?**

**A:** *Absolutely. Here's why: because it's a system. We are not in the business of teaching people how to be brilliant or how to be creative. We are in the business of helping you implement a step-by-step system that, when followed correctly, brings almost INEVITABLE SALES INCREASES. We like to say, "If you can read, write, and follow directions, you can make more money in business."*

**Q: How does this program compare against similar training programs? What do you offer that I can't get from somebody else?**

**A:** *First of all, I don't know that there ARE any other training programs similar to this one. We don't know of any other step-by-step, systematic marketing program comparable to Monopolize Your Marketplace anywhere at any price. And if you did find one, it is doubtful that you'd be able to put together your entire marketing plan and receive back-end support while you implement it. Bottom line, this just doesn't exist anywhere else.*

**Q: How else could I use this training?**

**A:** *If you are currently working for a company, you could use the training to approach your employer and engineer a lucrative, profit-sharing side deal you work on in your private time while still earning a regular paycheck. You could make more money on contingency than you ever will on salary. But you don't lose your security blanket while building your nest egg. You will find that opportunities abound when you possess this potent knowledge. Remember, what you are really learning is the process of MAKING MONEY, pure and simple. And that's a skill that will serve you well anywhere you go.*

**Q: Would the investment be tax-deductible?**

**A:** *Probably. We are not tax experts and suggest you consult your accountant.*

