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Life Advisor...
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Brian Maroevich
P.O Box 484
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“How’s Making \$500,000.00 Sound?”

Dear Brian,

How are things going? I sense that you are extremely busy these days. Good busy I hope!

The reason for this letter is to touch based and let you know how I’m doing in the world of marketing and promoting my business.

I just realized that it was in June of ’97 when I responded to your “Bury Yourself In Leads!” offer and bought your Avalanche Response Marketing System Membership. It is one of the best investments I ever made and the catalyst for boosting my yearly income from \$70,000 to my current production level of about \$200,000.

By the time I get through reinventing myself and my business, I expect to earn \$500,000 a year! I’ll explain what I mean in a minute.

You know, the average agent would probably be happy earning the \$70,000 I was making until he/she learned that I was spending anywhere from \$36,000 to \$4,000 a month on marketing and the rest on living expenses. Do the math, it wasn’t stress free living back then. All that changed by September of ’97 though.

I earned an extra \$35,000 during the last 3 and a half months of ’97 implementing the strategies covered in your material and from the phone consultations. But that’s not all!

I cut my marketing costs I half, I spend less time prospecting, I have more appointments with qualified prospects, I work less (I work about 4 to 6 hours a day, and IF I work Fridays, it’s from 9 to noon), and I have been taking January off since ’98 and it hasn’t hurt my income!

Isn’t October to December supposed to be the slowest time of the year for financial product sales? Well, it’s not mine!

There was a time this last year that it got too busy for a one man show. So I had to make a decision: work more and earn more; or work smart and earn a lot more. So I went back to ARMS and discovered something I overlooked before. Something so profound, yet so simple that it would impact the entire way

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I was marketing and doing business.

It started with Secret #90...Start Your Business All Over Again Every Month. The basic idea here was to THINK DIFFERENTLY; not working hard, but thinking creatively and logically so that you can have fun AND make money! But that was only part of my WOW experience.

Laced throughout the materials, starring me right in the face was the answer I was looking for. What I discovered was that in each of the interlocking, 125 marketing secrets you documented, was a guide to help you forge a 'partnership' between you and the customers by giving a compelling, convincing and action-inspiring presentations.

This principle was applied in every situation. Starting with your USP to your self introduction. From writing direct response letters and ads, to how you follow up. From giving presentations, whether they're on the phone, one on one or in a seminar, to closing the sale naturally and effortlessly, without having to resort to the overused, outdated, strong arm techniques that we have all been taught.

So I went to work.

As I mentioned at the beginning of this letter, I re-invented my whole business from start to finish. I applied the above principle to everything I do. And what I came up with and tested (I know you're a fan of testing), has made my life much more simple, while doubling my income.

My goal for the new millennium is to earn \$500,000 while maintaining the same lifestyle and work-style as before.

Had I never taken the chance to order your 'stuff', I would have never had the chance to reach my full potential.

Thank you Brian! You have made this business so fun and so rewarding for my family and me. I wish that every self-employed financial advisor gave themselves a chance to experience what I experienced through your strategies, techniques and guidance. You're the real-deal. And Like I said so many times YOU DA MAN!

If I could ever help you, please don't hesitate to ask me. Please feel free to use this letter for a testimonial. I would also be willing to talk to any disbelievers and naysayers, if you would be so kind as to give me notice first as I am pretty busy these days having FUN! Also please keep my contact information confidential.

Just one last thing...I heard a rumor that you're planning to get married? Is this true? Send info please.

Sincerely



Michael Heymans

PS. As I shared with you above, your marketing materials and consultations exploded my income and increased my free time. If you ever want the statistics on my direct mail, appointment setting and closing ratios, just let me know. I'd be happy to share them with you.