

**MARKETING CONSULTANTS SPEAK: AN INSIDE LOOK  
AT THE HMA MARKETING CONSULTANT BUSINESS**

*Amber Mawhinney*

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He wants to invite 12 people to each, 8 of whom will be his clients and 4 will be his prospects. Home About Sign Up Contact.

At the moment they have hired me on the basis that I will help them mainly with st...  
If you are putting out audio recordings on a CD that are only 40 minutes then you have 30 minutes of additional listening time that you can fill up with additional sales material in the form of audio. So at the back end of each one of the interviews that audio interview is going to be designed to give real good value to your listener but you are also going to be selling, pushing and promoting that information product that you set up an affiliate deal with each one of those 10 experts.

Can you give me another example of another product? Identify potential market...  
I'm quite happy with the material and look forward to putting it into action with a couple of existing clients. And that is only covering the Big Four projects...who knows big this may end up to be.