

Would You Like Me To Hand You An Additional Minimum Of \$100,000 to 1 MILLION DOLLARS + Per Year or At Least 25% + More Growth in Business Within 90 Days Without Spending A Dime More On Marketing Than What You Are Currently Spending Now... And That's If In Fact You Are Actually Marketing!!!

There is just one caveat, You either must already have a **realistic competitive marketing budget or be willing to invest in marketing** knowing and trusting that our PROVEN Program will GUARANTEE positive results and a Return On Investment for us to **2x your business within 90 days**, or 5x, or 10x your business within one year.

But here's the best part: After our Initial Fee which depends on our Research, Consulting Time, and Administrative Fees, in addition to your business size, number of employed staff, industry, current business revenues, and the select program you are enrolled in.

We Do "NOT" Get One Red Cent Until We Actually Put Money In Your Bank Account, How's That For Confidence In Our Ability To Deliver!!!

We Take All The Risk!

And once your bank account is being increased every month, we only take a fair percentage of the upside leverage, optimization and or monetization that we helped you create. In other words, we help you maximize four areas of profits and growth:

- 1. Marketing (including Sales and Advertising).**
- 2. Operations (Fractional/Outsourced support and improved Sop's).**
- 3. Alternative Financing (including little know investment, revenue generation, and government and private funding strategies).**
- 4. Exit Strategies (including wealth creation and retirement strategies).**

So, what do you have to lose, nothing, how can you be gambling when we have a PROVEN program with thousands of HMA reps around the country putting millions in business owners pockets every day.

From the Desk of Bryant Vickers, CEO, FCMO, IMS
DOMINATE or die Marketing, Inc.
1121 Hutton Street Suite 12
Winston Salem NC, 27103

Dear Friend,

Are you earning all the money that you can possibly be earning in your business right now and if not, why not? Chances are that you really do not know how to market your business well enough to get all you can, out of all you got!

If you want to **exponentially grow your revenues in the fastest time possible**, this is the most important letter you'll ever read, before you spend another penny on what you mistakenly think is marketing, don't skim on any words or brush it over, read every single word to your benefit.

Here's why.

Over the past 34 years, my company has spent hundreds of thousands of dollars on **marketing and advertising** - and as a result, we've made an amazing discovery that is ***consistently growing profits by 1,500% ...across more than 23 different industries.***

Why are we willing to take so much risk, well first you must qualify, because we are highly selective and do not let everyone into our programs, however, we know that you have tried nearly **EVERYTHING** you can to get your business to the point of where it is today.

- You've studied everything you can on marketing, advertising, and sales, you've went to seminars, watched webinars and bought all the books you can.
- You applied the Law of Attraction, or relied on your Spiritual Faith with unrelenting hope.
- You spin your wheels going around in circles, easily distracted by all the shiny objects online and in social media.
- Your earning money, but not earning what you really would like to earn, but what's even worse, is after you pay all your business and personal expenses you really don't have that much left over, or what you would really like to have to live your very best life today.

- You know you're meant for greater things, to do more, to have more, to transform other people's lives with your products and or services.
- You work hard for a while, and then slack off because building a business is just so hard and sometimes overwhelming.
- You have great intentions but just don't follow through, because really if your gut-wrenching honest with yourself, sometimes you're not sure who, what, when, why, or how to do what needs to get done in the right order or time.
- You keep playing it safe or small.
- Your secretly angry when you see others doing well, especially those in your industry manifesting their dreams right in front of you, knowing you could do better than what you've been doing or that you are equally as talented as others.

Here's what you need to know upfront...

Our Core HMA Program is Trusted By



...and has been used by not only many large national brands, but our core program has been developed for small businesses too that are generating \$100,000 to \$10,000,000 per year and more. You could never say, our program couldn't work for you!

Here's The Looming Problem

First, most business owners confuse Advertising with **MARKETING**... It's "NOT" the same thing nor is it always the most effective way to garner business without the right strategies in place.

When you hire an advertising company who offers:

The opportunity to create awareness for your business, there are many different forms of advertising as you know. Each one has its own advantages and disadvantages.

Traditional advertising includes:

- print ads in newspapers, magazines, or other publications or flyers
- broadcast ads on TV and the radio
- direct mail such as catalogs, postcards, and letters
- and outdoor ads via billboards, posters, and other signs

Newer forms of advertising include:

- web-based advertisements, like the ads you see on websites
- social media advertisements on platforms like Facebook, Instagram and YouTube
- paid search listings you find at the top of search results on Google, Bing, etc.

Out of all of these options, only one comes directly to you instead of happening to find you during your day-to-day activities — is direct mail, which is also considered a part of direct marketing which is the direct opposite of branding!

Branding is about image and is a part of positioning, while direct response is about getting a client, customer or patient sale, NOW!

Direct mail is effective because it is delivered right to your home or office, so it's basically guaranteed to arrive in your hands, and at that very moment you are immediately aware that xyz company exists.

Every other type of advertisement may or may not be seen enough times by the right people who are in need of your offer right NOW!

You could broadcast a radio ad, but only the listeners to that radio station would hear it, and they might not even hear it. Billboards on main roads will be seen by many people on that particular route, but that's about it — and even those who *did* see it might not remember it.

Could you tell me what was advertised on the last billboard you saw?

Even digital ads could be hit or miss depending on how narrow the targeting is because we've become so desensitized to all the noise on the internet that isn't EXACTLY what we want to see.

Direct Response Marketing is really the only sure-fire way your prospects will see your ad on their own time and be persuaded to buy.

In addition to that benefit, direct response (mail) is also the only advertising option that has specific targeting options. With direct mail, you have access to information about prospects who fit certain criteria, such as the value of homes, income, ages of children, etc.

Digital ads may be able to narrow down some of your audience with targeting based on age and interests, but direct mail (data points) still takes the cake when it comes to solid data on many important factors.

All of the above are considered Advertising Tactics and is not Marketing at all, and the so-called social and other strategies used on these platforms are not Marketing at all in most cases, at most, they are nothing more than processes and not really strategies.

Though we do these tactical things too inside of our programs, we never put them before Marketing Initiatives and that is why Marketing and Selling far out performs Advertising when used in conjunction. Marketing offers PROVEN strategies, while advertising results have to be constantly TESTED, and when it is not, good luck!

Advertising is for awareness that your business exists.

Marketing is the strategic strategy of persuasive communications and preeminence (having a mindset to surpass all others; superiority, economic predominance) to improve and increase exponential profits and growth.

Selling is to presents (introduce) an offering and close the deal.

This is why we wrote our **Hidden Marketing Asset System course booklets** on Marketing because most business owners don't actually know how to execute Marketing in their business, especially our unique brand and style of Marketing that gets PROVEN Results and ROI consistently.



You may spend a lot of money on getting traffic or leads; and the more that you spend, you're going to get a LOT of traffic and leads (imagine if you spent \$15,000,000 and got well over 50 million visitors.) But of course everyone does not have that kind of money to invest.

But the traffic isn't the big discovery. Because some Ad companies don't deliver enough leads or traffic because they don't explain to business owners how to get their

message to target market to media match right first foremost in the correct way, meaning the **Ad company agenda is selling Advertising**, the results and bigger ROI they say is on the company's products or services and not on them, so this is why Ad companies don't make real guarantees like we do.

Their weak guarantees go like this, **"if we don't get results, we'll keep working until we do!"** This should serve as a warning that something is off, way off.

The big discovery is how we ultimately cracked the code on turning complete strangers into money on three different levels, over and over again all because all traffic isn't good traffic or leads.

Because of this companies expect Ad Agencies to knock it out the park once up at bat, within a 30-90 day window, good luck with that type of unrealistic expectations when ONLY using advertising and not Marketing, because Ad companies are in a race to do a rush job on putting your Ad together as quickly as they can all because they are trying to serve as many people as they can to maximize their profits; you are never a priority as they may have you to believe unless you are spending hundreds of thousands or millions of dollars.

So they tell you B.S. like, we will get you 30, 50, 100 clients in 90 days; we did not make that offer, what we said is, we will, **Hand You An Additional Minimum Of \$100,000 to 1 MILLION DOLLARS + Per Year or At Least 25% + More Growth in Business Within 90 Days Without Spending A Dime More On Marketing Than What You Are Currently Spending Now!**

The difference is that, we said per year, starting within 90 days! This is why reading is fundamental; you'll start to see results within 90 days while we're working on a year-long project on your behalf, and since many of you have gotten poor and or inconsistent results without proper agency tracking or accountability, many of you have just been taken advantage of, so you give up on agencies altogether and or allow fear or scarcity to rule your mind which hinders you from quickly moving forward aggressively without excuse.

Sure, no one wants to waste money, I get it, I don't either, as a matter of fact, I'm very frugal, however, what I found is that most of the waste comes from when business owners try to micro-manage stuff that they are not skilled at, in other words telling the contracted source what they want and how they want it all because they are paying, without really knowing how things actually work, which leads to scope creep and or mismanagement of project time, and extra costly revisions that most clients don't want to pay for all because the client wants to lead the project rather than allowing themselves to be lead.

Business owners say or think things like, **"no one is going to tell me how to run my business,"** if this is your thinking, you are not ready for mentorship, however, If all you

want is some form of advertising, that's OK, we'll be glad to help, if you're going to take full accountability for your actions? Which is what most business owners are not willing to do, they want to put all the blame on the ad company; this is why we are trying to educate you in the report about the facts that wind up hurting your business long-term.

So, the ad agencies desire to make money results in them complying with the business owner, **giving in to what the business owner asked for instead of what they need** and it doesn't work out as expected for the business owner like they thought it would, so in most instances the business owner blames the ad agency and then looks for another, and another until they get tired of the perpetual hamster wheel.

This is why enrollment into our programs are highly exclusive, we don't allow just anyone in our marketing mentorship programs; you have to be able to follow our easy instructions and if you refuse to listen and follow instructions we won't be able to help you and you will continue to waste money and time over and over again.

After 3,000 Split Tests Reveal The Fastest Path To Rapid Cash Flow

In the past 20 of our 34 years, we've performed more than 3,000 split tests and research studies across different industries ...and *they all boiled down to one thing*.

We found - that no matter what you're selling, there's pretty much a "universal formula" that can **dependably turn complete strangers into paying customers like clockwork**.

In fact, after performing over 3,000 split tests, and analyzing over **one BILLION emails** sent to our customers and subscribers, we've been able to...

Uncover A Simple Eight-Step Process That Generates More Revenue Than You Can Imagine

Be Gut-Wrenching Honest, is the below picture a representation of your business like it is for 97% of business owners?

97% of Business Owners Limp Along, Barely Profitable or with Slow Growth for 5, 10, or 20 Years or Go Out of Business Simply Because They Never Fix the Holes.



In other words you may be unaware that you may be focused on a low-income producing passive business models rather than a high-income recurring business models, and therefore may not understand the long-term economic effects on your income and wealth production. You may be thinking, I sell a non recurring product or service, and that is ok, however, if you cannot create more repeat, up sell, cross sell, subscription, bundle types of offers you are losing a grand opportunity.

You may or may not be aware of all the holes in your business boat where exactly you are losing money and or leaving money on the table every month thereby putting your business at many unnecessary risks.

Those holes can be in many different areas of your business such as **Operations, Human Resources, Hiring A-Players, Informational Technical, Marketing, Advertising, Sales, Financial, Funding, Accounting, Taxation, or Wealth Creation.**

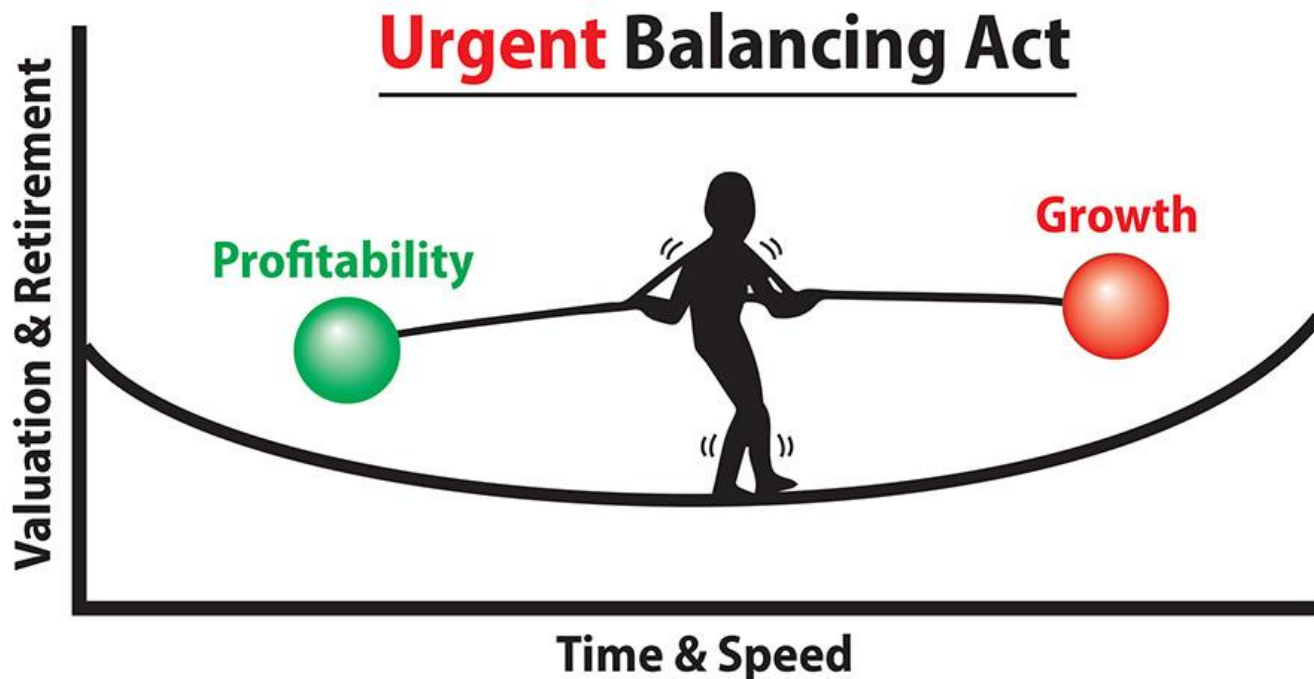
And we have partners who can help in any of the above areas.

You may have made money on paper, but after you paid your business and personal expenses, tell the truth, did what you had left over make you excited or did it depress you because you are not smashing your goals year after year?

So when you focus on filling the funnel with advertising tactics and not Marketing planning, strategy, process, procedures and proven frameworks **“YOU”** create these holes in your business boat leaks out potential profit and growth opportunities.

WHAT IF DURING THE LAST PAST 5, 10, OR 20 YEARS YOU COULD HAVE EARNED AN EXTRA \$100K TO \$1M DOLLARS OR MORE PER YEAR OR PER MONTH?

And what if you could have assured you and your family a better business valuation (sales of the assets you've built up over time) and greater retirement income (wealth creation) simply by running your small business a little differently to add more profits and faster growth without having to walk a tight rope!



The Urgent Balancing Act between achieving the highest possible profits and growth in terms of positive results and ROI during the lifetime of your business is simple when you understand that you are literally in a competitive race against Time and Speed, not just competition.

Some people say that they don't believe in competition simply because they are earning money or have set up strong collaborations, yet the facts remain regardless of this type of thinking; there is a market share for every business industry, and depending on your thinking, you are either at the top of the food chain or at the bottom of it!

So, if you waste time, you can't get it back right? Therefore your objective in business is to make the most out of the time you have available to earn money, but here's the trick, money likes speed, the more you earn and reinvest back into favorable Marketing and investment principles the greater return you get over TIME!

That's why making the right business decisions buys you time and speed to build a greater valuation and retirement when you pursue business with a sense of urgency to earn all you can during the lifetime of your business.

To get all you can out of all you got!

The fact remains that **you and I have an incredible advantage because ...**

Most Business Owners Are Hardly Using What I'm About To Show You.

...And the reason why is simple:

They think that their University based education or MBA (doctor, lawyer, indian chief) or skills that they got from the education was designed to make them all the money they wanted, and then got out here in the real world with all this competition and found out that being in business was not as easy as they thought, so after finding out that skill alone doesn't work, then they turned to Advertising, and now it's more about Social Media Advertising, which the people who sell it calls it, "**Social Media Marketing**" to keep business owners on a hook like a fish that's about to get fried!

You've heard of the term that you need **Marketable Skills** right?

What are Marketable skills? In the job market it's any skills that can be added to your resume to boost the chances of employment; but in business it's altogether different, it's the skills that you have to add higher income generation or more profits and rapid growth to your business in the least amount of time. **Read this again!**

Now "NEVER" fall for the, "we are a Marketing or Digital Marketing or Social Marketing Company or Marketing Sales Rep," "NEVER EVER" Again... Make them Prove it, Make them demonstrate their marketing knowledge, vet them on that and most will fall apart at the seams!

That's Why I'm Willing To Hand You One Of Our Most Valuable Profit Producing Processes Up Front Right Now

I'll tell you why I'm doing this in a minute, but first - let me take it one step further for you. *Not only am I going to **give you the exact blueprint for free right now**, I'm also going to help you come up with a custom **Marketing Action Plan** to apply what you learn to your business, and this planner is not the old school plan that sits in a drawer, our planner is something you use every day to guide you towards achieving your goals.*

Think about that. You're literally getting a custom tailored plan on how to apply these proven concepts and incredible processes to your specific business.

But here is the thing that you must know about me I have 34 years in growing businesses to hundreds of thousands and even millions, I study marketing daily as well as do work for my clients, I have written courses, books, and have trained people, and there is no way that if you are a doctor, lawyer or indian chief that you know more about marketing than I do, just like there is no way that I know more about your business than you unless you teach me, and still with 34 years in there is no way you can learn it all in a day, month or year, just like there is no way possible for me to learn and master your skillsets and experiences that you have garnered over the past years.

Now I may be able to figure some things out by researching your website or social media, etc.; and that will tell me a whole lot about what's working for you and what's not from a Marketing perspective, but without me doing a detailed diagnostic analysis of your business and having a honest conversation about your personal goals there is no way I will have enough facts about you and your business to help you smash your goals.

There are always opportunities to do things better! The real issue is that you are looking at one thing, one piece of the puzzle trying to fix everything, when there is generally much larger issue(s) to be concerned with that the one puzzle piece is just not going to fix, when you need a 360 view of the complete puzzle.

This is why piecemeal or puzzle piece projects don't work very well, My Clients and I has to sit down and I need to get the full details of where you are at now, how you got there, and then reverse engineer the whole thing to refocus on where you want to go or how I can take you even further than what you even imagined by examining **EVERY** piece of the puzzle that **"YOU"** put together and **"HOW"** you put it together.



On the other hand, regardless of what you think you know or have tried, the stuff that worked as well as the stuff that you say doesn't work, what I have found time and again is that your views and the methods that you have tried or even the ones that you never tried all because someone in your industry said that they tried it and it didn't work for them was and is sometimes the result of you not knowing the correct parameters, systems, processes, procedures, automations and more, more than anything else, because certain things from one industry can be borrowed and use in another making things more effective.

In other words, Marketing works and there are no bad advertising mediums.

It is the "HOW" that matters most out of the, who, what, where, when, why, and you guessed it, "HOW" Marketing really works!"

So, keep in mind that when you look at the following diagram, you may think to yourself, I do some or most of what's in the diagram when in reality, 97% of business owners do "NOT" do it correctly, or it could have been done much better, and that is our intellectual difference that allows us to help qualified businesses win more business, add profits and grow.

And here it is...

HERE IS WHAT MOST BUSINESSES DO... They do one type of Advertising based on what they like, meaning their Advertising medium of choice and then they hope for word of mouth that comes in haphazardly from time to time with no tracking or analytics to create Ad and or Referral improvements on a consistent basis.

The Three Business Cash Flow Triggers

Method	ACQUIRE	ASCEND	RETAIL
ADS	X		
REFERRAL PROGRAMS (WORD OF MOUTH)	X		
HIGH CONVERSION PRICING & HIGH FEE PACKAGING/FINANCING			
REVIEWS			
REACTIVATIONS			
UNCONVERTED LEADS			
INCREASE CLOSING RATIO			
DO IT ALL			

"The Advertisers' LAZY, Expensive, and Lowest-Producing Way to Improve and/or Increase Cash Flow by Only Using 2 Income Valves"

HERE IS WHAT WE DO DIFFERENTLY FOR OUR CLIENTS... We help you first **acquire** more clients, customers, patients, or event attendees by using multiple methods that quickly put more money in your pocket upfront while also adding growth levers on the back-end. Then we help you **ascend** these people immediately into additional income drivers, and then we help to offer **upsells** of your own products or services or resell other people products and services for additional cash flow to generate greater reach for your products and services, to add more ad dollars to invest towards reaching more people, and to create faster wealth creation.

The Three Business Cash Flow Triggers

Method	ACQUIRE	ASCEND	UPSELL/ RESELL
High-Converting Ads (=25% – 30% Sales)	X	X	X
Referral Programming (=100% – 300% Growth)	X	X	X
High-Fee Pkgs/Prog. (=500% – 1,000%) D2C Best Practices (=55% – 65%) / Sales	X	X	X
Reviews/Reputation Mgmt. (=31% in Sales)	X	X	X
Reactivations of Past Clients (-25% – 95% Profits)	X	X	X
Increase in Unsold Leads (Varies by Industry = 10% – 20%)	X	X	X
Increase in Copy and Content Conversion (Split Test Everything = 10% – 50%)	X	X	X
Increase Influencer or Joint Ventures (=\$10,000 – \$100,000 Profits)	X	X	X
Increase Repeat Sales (=60% – 70% Profits)	X	X	X
Increase in Upsell Value (=43% Profit)	X	X	X
Improve Sales Closing Ratio W/ Sales Closers (=50% – 90% Profits)	X	X	X

"The 3 Business Cash Flow Triggers Improves and/or Increases Cash Flow in 8 Income Producing Areas"

Here's What This Has Done For My Clients And What It Can Do For You!

THIS IS JUST A FEW OF OUR TESTIMONIALS

“ Bryant Vickers is very well educated and knowledgeable in marketing. He is what I would describe as a marketing genius in every sense of the word! He never ceases to amaze me with his innovative ideas and strategies. When it comes to things like driving online traffic to a business or building our brand, he has coached and consulted with me on so much over the past few years. But the thing that amazes me the most about him is that he truly believes in the words “DOMINATE or Die.” He is a consummate professional and the way he carries himself, in and out of the office, is a passionate and overall great person who cares about the success in your personal life and in your business.

—Rory “The Stone Powerhouse” Koonce
Mr. Olympia

“ I am the President/Owner of a Virtual Assistant business called Professional Administrative Services. We solicited Bryant's assistance with developing material to send out in a mailing to perspective clients. He has proven to be very resourceful and has provided us with much more. Bryant Vickers has been instrumental in finding resources and connections for my company; he has provided leads, graphics and print services, website consulting, etc. He is extremely dedicated to researching what your business is about but also will find out what leads and advertising sources fit your need. Through his company I have received many referrals that have turned into excellent clients. We are extremely pleased with the services we have received and would recommend anyone to use his services.

—Deirdre Avant

“ I began working with Bryant Vickers to market my Personal Training Business in a professional manner. I'd been in business for about 3 years without adequate marketing; needless to say I didn't do well profit wise doing that entire time. When I met Bryant, he explained in detail what exactly he could and would do; everything was outlined so I could comprehend and follow through. Working with Bryant has been a GOD send; I thank God for sending him in my path and allowing him to coach me into a profitable six figure business.

—Augustine Goings, The Naturalist

... And here's a few of our case studies

Cleaning company goes from \$150,000 to \$1,000,000 contract in one year.

—NY Port Authority Cleaners

Publishing Company

New product line to over \$1 million in sales in 4 months! “In just 4 months, through steps of the Hidden Marketing Assets System, we were able to make over \$1.2 million in sales in Texas.”

—Mark Davis

Dental Consultants

“We have been consulting for many years now and since we've implemented these marketing strategies within our consulting, we have been able to grow by leaps and bounds. The marketing has never been simpler and more systematic. We increased our personal incomes by over \$200,000 in one year.”

—Cammeron Marketing

Auto Financial Services

\$1 million the first year...\$3.7 million the second...and over \$5 million the third! “This marketing system has been responsive for helping us understand our unique position in the market place. HMA Marketing's leadership, sales management, telemarketing, advertising and direct mail expertise all played key roles in our company's fast growth.”

—Jeff Savage

Yea' I Read The Testimonials, But Still, If This Formula Is So Great, Why Don't You Just Give It To Me For FREE?

Fair enough. I'll be straightforward and tell you that my intentions are largely self serving. You see, this formula is simple, it's efficient, and it's brutally effective.

We've seen it create up to 300% increase in revenues in a matter of 30 -90 days.

And I'm sure that once we show you how to properly deploy these concepts in your business, you'll get amassing results and ROI too. And when that happens, you'll basically have two choices:

1. **You can do it yourself.**

You can architect by yourself the perfect system based on the components of the formula, you can write the marketing plan, the ads, you create the marketing materials, and you can perfect the sales letters and email sequences all by yourself with very limited coaching from us.

Then you can build your own opt in pages, craft your own follow up messages, configure your own shopping cart, program your own upsell funnel, and do all the other "tech stuff" associated with actually deploying a system like the one I'll be helping you with by using our team of professionals at a wholesale price.

If you decide to basically do it yourself, that will be great. I wish you all the best with our **DIY HMA University Program**. I assure you it's worth the effort and time you'll invest in learning real world Marketing! However, this is an option that I personally offer because I know with 100% certainty that you'll learn and master marketing better than your competitors that will take you further, and you will never be able to say that, I tried this or that and it didn't work.

Or you can say, Bryant thanks for your offer, I'm good, I prefer to Advertise without real-world Marketing, so I'll continue doing what I've been doing, getting what I've been getting, and if that's the case you can **STOP** Reading and not go any further and I wish you all the best. Or if you know that you may need help in various business building areas, please continue reading.

2. **But your other choice is to get my team and me to do it FOR you and or WITH you.**

If you choose to do that, I'll help you create the perfect "sales angles", I'll help you craft the ultimate "lead magnet", offer, package or program, and we'll hone your main pitch so that it's a **cash cow that works for you 24/7**.

Then we'll map out your primary core product or service offering for top dollars, your upsells, your cross sells, and your back-end product or service sequences.

Then we'll create a powerful follow up sequence that **turns leads into customers**.

And we'll create another one that **turns customers into repeat buyers** ...and finally, we'll hand you a perfectly detailed "build sheet" so we can turn it over to our tech team and let them **do all the "tech stuff" for you**.

Because let's face it. ***The money's in marketing and selling of your products and services*** ...not in slaving over complicated computer code for days on end ...trying to "tie it all together when this stuff is not your skillset or marketable skills," but's what's worse is working with Ad company Reps/Gurus who are not Business Development, Marketing and Funding Advisors.

So, if you choose to have us do it for you or with you, it's reasonably priced and we are resourceful. And with that said, ***let me address something you're probably wondering about...***

If I said for just what I've shown you thus far was worth \$20,000 to \$30,000 alone upfront, would you invest? Maybe or maybe not depending on how well you understood the power of the **Three Cash Flow Triggers System**. So, what if I said, but that's not all... let me add on the following:

The Hidden Marketing Asset System (HMA)

Many times, as a business owner, it is easy to get so involved in the day-to-day operations of your business that you will overlook many of the marketing assets that are just sitting there in your business.

These ***"Hidden Marketing Assets"*** may take many different forms, but if they could be leveraged and optimized, these assets could produce **\$100,000 to \$1,000,000 +** in additional revenue and profit for your company in addition to the cash flow triggers making for better exponential opportunities.

You may already have many of these ASSETS in your business that could be fully leveraged and optimized....

- ☐ Past customers
- ☐ Special knowledge or expertise
- ☐ Unique products or services
- ☐ Underperforming sales people
- ☐ Advertising that doesn't get results
- ☐ Present customers
- ☐ Relationships with other businesses
- ☐ Average unit sale amount
- ☐ Back end products
- ☐ Community reputation
- ☐ Prospective customers

- ❑ Location
- ❑ Staff expertise
- ❑ Quality products
- ❑ Low closing ratios
- ❑ Competition
- ❑ Strategic Marketing efforts that don't work
- ❑ Packaging of products and services
- ❑ No Trackable Referral Program

Or, are you making any of these marketing Mistakes unknowingly:

- ❑ Not promoting your U.S.P. or E.V.P. or poor Positioning
- ❑ Running ineffective image (BRAND) advertising as opposed to direct response Marketing
- ❑ Cutting prices on the front end with no back end marketing plan
- ❑ Not testing and tracking all components of your marketing efforts
- ❑ Not using effective headlines, or problem/solution scenarios
- ❑ Building on only one or two marketing pillars when we can show you 30 + effective Strategies
- ❑ Not using Joint Ventures or Licensing deals
- ❑ Do your ads "tease and titillate" instead of "teach and educate"?

If so, then you have a wealth of marketing assets. The **Hidden Marketing Assets System (HMA)** will help you to identify, and re-deploy these assets in a way that will give you dramatic growth, without having to make a lot of costly time consuming changes or MISTAKES in your business.

But, still, that's not all... Hi, How Can I Serve You...



AS SEEN ON



I'm Bryant Vickers, The CEO of DOMINATE or die Marketing, Inc. (DODM) I'm a Business and Marketing Mentor; A Leading National Strategic Marketing and (BRAND) Positioning Planner, Direct Response Copywriter, Video Show Producer, Alternative Funding Consultant, and Highly-Sought After Speaker that operates as a **Fractional Chief Marketing Officer (FCMO)** for our clients.

I write Strategic Marketing Plans, Copy, and Content, while developing Integrated Online and Offline Campaigns that move our clients out of mere Credibility (awareness), into Authority (leadership), and Celebrity status (the most sought-after) so that your audience only sees you as the most logical, knowledgeable, and leading source to buy from, while also creating more revenue for your company in minimum time, to help you reach more people, with rapid growth initiatives in order to help our clients create and maintain wealth and a better retirement.

Entrepreneurs and business owners (DREAMERS) come to my team and, me, when in need of SOLUTIONS...

How Can We Serve You?

- *More DIGITAL: WEB FUNNELS /SOCIAL /SEO /SEM /GMAPS /PAID ADS /EMAIL AUTOMATIONS*
- *More People Booked on your Calendar*
- *More People Showing up/fewer Cancellations*
- *More Sales/ Sales Closers/Sales Training*
- *More Sales Calls/Enrolling Scripts/Templates*
- *More Walk In/ Ecommerce Traffic/Leads*
- *More Sustainability/Economic Readiness*
- *More Reviews and Quality Testimonials*
- *More Repeat Business*
- *More Upsell Business*
- *More Client Win-Backs*
- *More Reviews, Referrals, and A Better Reputation Online*
- *More Passive, Residual, Leveraged, Optimized, and Scaled Income*
- *More Funds When You Need Them/Alternative Financing*
- *More Accounting/Financial/Wealth Strategies*
- *More Operational/Innovation/Sop's Support*
- *More Recovering Hidden Assets and Overlooked Opportunities*
- *More Monetization/Expansion/Growth Initiatives*
- *More Sourcing Products, Support, JV's, Strategic Partners*
- *More Content/Copywriting*
- *More Eye-Catching Designs/Graphics/Branding*
- *More Public Relations/Press Releases/Media Mentions*
- *More Videos/Webinars/Seminars*
- *More Programming/Analytics, Tracking/ Score carding*
- **More Cash Flow**
- **More Profits**
- **More Growth**
- **More Time-Freedom**
- **More of a Metric/ROI That Matters Most!**
- **More Wealth Creation**
- **More Legacy**
- **More Inheritance**

What most businesses do not do...

Most do not have a marketing plan with daily and quarterly action steps that allows them to view real-time executions and the analytics, tracking and score cards needed to keep the ball moving in the right direction; which is why they overlook and or undervalue their assets to pivot and adjust on the spot to make better more informed decisions that leads to them smashing their goals year after year.

The Number One Question I Ask is. **“How Much Money Do You Really Want to Earn Every Year in Your Business?”** And believe it or not, I get six-figure and multi-millionaires who both tell me, **“I have NEVER thought about it!”**

Present Gross Sales \$

(Most business owner do not know their Target Audience well enough; reducing sales opportunities by selling too broadly rather than narrowly and by limiting advertising channels per product or service—usually only using only 2 channels out of 50 that could be employed)

Market Potential \$

(If information is available-95% Do Not Have This Information)

Present Market Share %

(If information is available-95% Do Not Have This Information)

The **Hidden Marketing Assets System** will give you Exponential growth in sales profits and growth!

What the HMA System does that Google, Facebook, Instagram or other social platforms does not do!

... It gives you EXPONENTIAL Profits and Rapid Growth? What is THAT!

Exponential Profits is a service that aims to identify the most promising parts of your business based on our proprietary HMA system, the system it's self grows your business through what we call force multipliers or multi-dimensional thinking or means, it's sort of like compounding interest, \$100 becomes \$200, becomes \$400, becomes \$800, so on and so forth.

Our diagnostic evaluation will tell you what's really going on:

Step one: We will help you Define Your Present Situation

Present Gross Sales \$

Market Potential \$

(If information is available)

Present Market Share %

(If information is available)

Desired Growth/Sales %**Desired Growth/Sales \$****Market Penetration Needed %**

(If information is available)

Number of Positive Reviews/Testimonials x minimum 2-Referrals per Satisfied Client which instantly doubles your revenue

Step Two: Know Your Key Ratios

These ratios and averages help to define your present situation and will help you to determine your growth potential.

1. Average Customer Worth \$**2. Closing Ratio %****3. Number of Customers Last 12 Months**

(Gross Sales / Average Customer Worth) =

4. Number of Prospects Last 12 Months

(Number of Customers / Closing Ratio) =

5. Number of Tracked Referrals x Average Sales Transaction

Third *"Implement a Proven & Guaranteed Marketing System"*

...and more

The Hidden Marketing Assets Systems is an outsourced Fractional Chief Marketing Officer (FCMO) provider of proven marketing, business systems, and frameworks.

We can help you to establish or improve your own marketing systems and frameworks that will allow you to consistently grow your business starting right where you are at for a fraction of what it would cost to hire a pro in house or to hire most guru's best programs.

Here's what we are going to do:

1. Conduct a Complete Marketing Diagnostic, Website and Online Analysis and Conduct a "Double Your Net Profit In The Next 12 Months Advisory Session."
2. Create your written Customized REVENUE **RoadM.A.P.** (Marketing Action Plan) for Step-by-Step Implementation.
3. Conduct a 90 Day Fast Start Initiative at your business or virtually that focuses on the top 3 marketing priorities to get you off to a great start and then build on top of that throughout the year.

These highly profitable meetings will help you to:

- ☐ Identify the *Hidden Marketing Assets and overlooked opportunities* in your business.
- ☐ *Discover new ways to leverage, optimize and scale those assets for exponential growth.*
- ☐ Learn how to get maximum impact out of every marketing dollar you invest and produce two, five or ten times the sales results.
- ☐ *Uncover new sources of highly qualified prospects for your product or service.*
- ☐ Identify potential marketing mistakes that could be costing you thousands of dollars each year, from losing money or leaving money on the table.
- ☐ *Learn how to make each marketing dollar you invest accountable and productive.*
- ☐ Discover how to create a competitive positioning advantage that is guaranteed to make your company stand out from your competition, even when you don't think there is anything different about what you do.
- ☐ *Develop a number of New Marketing Strategies that you can put to work today that will greatly enhance your bottom line!*
- ☐ Develop a unique differential that makes to stand out as different and therefore in more demand than your competitors

□ **Plus lots more.... Our process flat out is different than what you may be used to or whatever you think or know already and that's why it works!**

Your marketing audit and strategy development meeting will be conducted by Bryant Vickers or a senior marketing consultant from Dominate or die Marketing, Inc. Using the **"Double Your Net Profit In The Next 12 Months Advisory Session."**, **The Cash Flow Triggers, The REVENUE RoadM.A.P. and other Diagnostic Assessments.**

It will take one-week at your business or virtually online, this is why we unlike advertising companies, only take on 4 new clients per month, because we work with our clients on a much more deeper level to repurpose and or repackage their marketing and business development goals for success.

Your Initial fee is for Research, Initial Consulting Time, and Administrative Fees, depending on the size, staff, scope and your business revenues, and the program your are enrolled in.

Depending on how complex you want everything to be, you can walk away with a turn-key, automated sales, and marketing system for anywhere between \$2500 to **\$30,000** that places an additional \$100,000 to \$1,000,000 in your pocket year after year, and possibly, even monthly; in other words, we meet you where you are at and scale you up from there.

This unique program is guaranteed to start putting money in your pocket within 90 days, ongoing. After the completion of the marketing diagnostic and audit you and I would truly know where you stand, we will help you to identify the three best assets that you have in your business that could be leveraged the quickest and the most profitably.

We will then spend one whole day with you helping you to set up a 90 day plan for optimizing those assets and generating a lot of new sales. During the 90 days we will coach you through the plan and insure that you see results and to be able to add on additional profits and growth throughout the year.

And that's just the beginning... **Do you have an exit strategy?**

Can You Exit Your Business and Happily Retire

You may be young and healthy right now... but there's one thing for sure, you're getting older, so it's never too soon to start planning now, even if you have a pension from former employment or military service, you're going to need an Exit Strategy!

8 OUT of 10 Businesses Don't Have An Exit Strategy, So The Owners Simply Close Their Doors And Lose Out On Any Additional And Or Ongoing Value To The Owners Retirement.



As a business owner, you've dedicated countless hours and made significant sacrifices to build a successful business. Now that you're ready to retire, you may not have someone you trust to take over the business or a buyer who will pay what you know it's worth.

If you have a business that you want to sell (now or in the future), you need to consider the facts:

10,000 Baby Boomers retire every day.

12 million small businesses are owned by Baby Boomers.

Only 1 in 11 businesses will sell within 12 months of being listed.

Only 20% of family businesses survive to the 2nd generation, 10% to the 3rd generation, and 4% to the 4th.

The question is: *Why* is selling a business so challenging?

There are three main reasons why business owners struggle with exiting their business. By understanding these reasons, you can take proactive steps to overcome the challenges and obstacles that prevent a seamless and profitable exit.

You do not have to work for the rest of your life to become wealthy or maintain the wealth you have accumulated!

REASON #1: You Didn't Plan your Exit

Businesses are often not sellable due to poor exit planning, with a recent survey finding that **88% of owners lack a written transition plan** and **80% have never sought professional planning**. Many owners only consider selling when forced to by external events or crises, such as the COVID pandemic or personal issues like health problems or partner or family disputes. And many do not have key person insurance to help you keep afloat in a health related crisis.

However, waiting for such events can lead to a decline in business value, making it best to sell when your business is financially and operationally stable and mature.

THE SOLUTION: STRATEGICALLY PLAN YOUR EXIT

A strategic exit plan is critical for business owners to maximize the transferable value of their business and successfully harvest the wealth tied up in it, as 80-90% of an owner's wealth is often invested in their business. Without an exit plan, owners may fail to focus on transferring the business successfully, leading to missed opportunities.

In addition, a strategic exit plan can help ensure a smooth transition and avoid emotional and reactive decision-making. Planning ahead, ideally 3 to 5 years before exit, can help you make objective decisions and protect your finances.

REASON #2: VALUATION IS BASED ON YOUR NEEDS

Business owners often base the value of their business on personal needs, such as paying off debts, retirement, or buying another business. This can lead to unrealistic valuations and a **failure to innovate or market the business**. As a result, the business may decline, lose market share, and become unattractive to potential buyers.

In such cases, owners may be forced to sell for much less than expected, close the business, or even file for bankruptcy. Filing for bankruptcy can result in the loss of both business and personal assets for most owners, since many tend to commingle their personal and business assets.

This can lead to serious financial consequences, such as losing personal savings, homes, or other assets that were tied to the business inappropriately

THE SOLUTION: STRATEGICALLY RAISE MARKET VALUE

"The best time to sell your business is when your business is doing well."

To sell a business for a desirable price, owners must focus on building market value rather than simply basing the price on their personal needs. Accurately assessing the current market value of the business is crucial, followed by strategic planning and taking strategies for growth, innovation, and branding. By doing so, business owners can create the steps to ensure their success and provide an appealing offer to potential buyers. Building a business to sell at a high value requires a long-term approach, including business that commands top dollar from potential buyers.

REASON #3: THE BUSINESS CAN'T RUN WITHOUT YOU

Many businesses fail to sell because the owner is the business, making it impossible for the company to operate without them.

When the owner is the business, they are usually **the sole decision-maker and hold all the company's key relationships and knowledge**. If they leave the company, there may be no one who can take over their responsibilities and maintain the business's operations. This is especially true for small businesses or start-ups,

Being the key employee can cripple your ability to sell the business, as buyers look for a well-running business with high prospects that is not entirely reliant on one person.

Ultimately, buyers want to purchase a business that they can grow, develop, and take to the level.

THE SOLUTION STRATEGICALLY BUILD A TEAM

That creates the potential for a return on their investment.

Building a strong management team and staff who are familiar with the business and can continue to run it after the owner exits is the key to maximizing the value of the business. Employees who have had a say in the decision-making process and contributed to the development of the business are more likely to stay on with the new buyer, increasing the value of the business.

It is also important to develop replicable processes and procedures, which not only makes the business more appealing to buyers but also sets it up for long-term success and growth. By building a scalable business with a strong management team and valuable intangible assets, owners can increase the likelihood of a successful sale and maximize the value of their business.

If you are worried or frustrated that you can't exit your business and happily retire, you need to be strategic.

While motivation can be a powerful force, it's not enough to overcome the obstacles and challenges that may prevent a successful exit.

You have an attorney. You have a financial planner. You have an accountant.

But do you have a marketing and exit strategist looking at the big picture?

DOMINATE or die Marketing, Inc. is a business coaching and Advisory firm that builds long-term success for clients from beginning to end, as they move towards and into retirement.

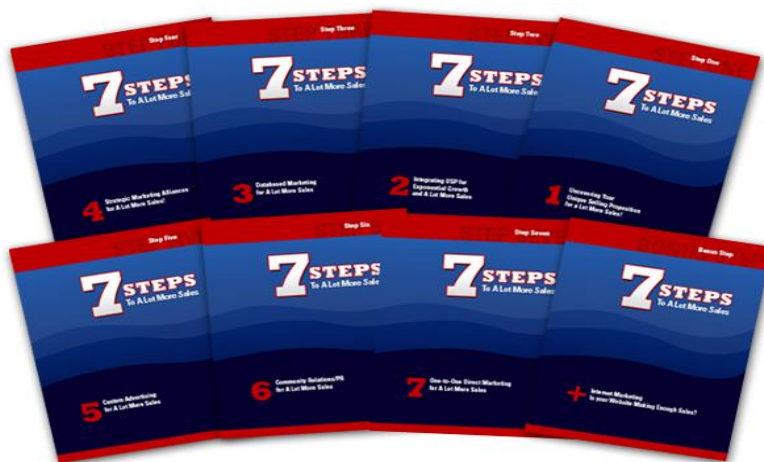
With 34 years of experience, we offer personalized Advisory and "done for you" consulting services to help companies strengthen sales, marketing, advertisings, sales, and improve market value, find the right buyers, and close successful deals. Our practical solutions are laser-focused on delivering results.

DOMINATE or die Marketing, Inc. (Exit Strategy Assessment **(ESA)**) has a 97% accuracy rate in identifying exit strategy issues and showing business owners how prepared they are for a profitable exit, and how to fix each area in order to make their exit as profitable as possible to lead to a wealthy retirement.

Our Program Options:

HMA University (HMAU)

Learn what marketing is, learn how to implement Marketing the right way, learn how to implement big business marketing for Small Businesses and make it work to smash your goals. Get all eight physical **HMA University Workshop Booklets** in a one-one or group workshop training program + digital PDF versions today!



Step One – 35 Pages – Uncover Your Unique Selling Proposition For a Lot More Sales + Bonus Positioning Training

Step Two – 16 Pages – Integrating the USP and Positioning For a Lot More Sales

Step Three – 26 Pages – Database (Email/CRM) Marketing For a Lot More Sales

Step Four – 16 Pages – Strategic Marketing Alliances/Joint Ventures

Step Five – 36 Pages – Custom Advertising (Print and Publications)

Step Six – 14 Pages – Community Relations/PR For a Lot More Sales

Step Seven – 41 Pages – One-to-One Direct Marketing For a Lot More Sales

Bonus Step – 16 Pages – Internet Marketing – Is Your Website Making Enough Sales? + Bonus Advanced Online, Digital, and Ecommerce Training

\$4997 Regular Price: Limited Time Offer-ONLY \$999 each person when you bring on another business owner with you. Or **\$2500 per individual.**

You get the complete HMA System + Cash flow Triggers + DIY RoadM.A.P. (**Marketing Action Planner**) with Guidance and Optional Accountability Program, where we provide a Pick Our Brains Advisory as needed service with discounted office visit fees.

HMA Half-Day Mentorship

This is a half-day 5 hour workshop one-on-one or in a group setting, we will instruct you in The Hidden Marketing Asset System to help you improve your business results and ROI.

Bonuses:

Marketing Consulting Hiring Guide

Learn how to not get taken advantage of by Advertising, Web Design, Graphic Design, Marketing and Digital Marketing Sales Reps and Agencies. Learn how to vet them like a pro, what questions to ask to know that they are qualified and credible.

Double Your Business

How do you stay in business for 5, 10, or even 20 years or more and never double your earning power, learn how to double your business year after year and why that should be your primary goal to strengthen your business valuation upon retirement.

Provider Network Access

We will connect you A-Level Connections, Resources, Strategic Partnerships within our network and provide you with our brand of done for you Professional Services; such as web marketing, social, funding, accounting, tax and wealth advisors, etc.

For more details on the full course curriculum go to: <https://dominateordie.net/hma-university>

Change Your Thinking, Change Your Mind, Change Your Results, Change Your Business, Change Your Finances.

Now, let's say you "invested \$10,000 because you want help and of course, you want a good ROI...you want CHANGE...you want new results in your business and life. Do you want these results fast or do you want them slow? you can go at your own pace but do you realize that money breeds success, and money loves speed, the longer you take to get results and earn money from the money you already have, the less you are actually earning due to inflation, taxes, and unforeseen calamities like Covid or other economic downturns that you least expect. So, let me ask you again, do you want to generate money fast or slow?"

After that, I hope you said, FAST!

Imagine Hiring A Dedicated Expert FCMO, Ad Team, Business Development Team, and Alternative Financial Team that Saves You Money While Making You More Money All At The Same Time, Filling Every Critical Marketing, Advertising, Sales, Business Development, and Alternative Financial Role.

Plus the most competitive WHOLESALE Ad Budget that you can afford-TBD, due to the fact we believe you will like our Contingency Partnership in the Profits and Growth that we help you create for your business. In other words, you'll have an option for a Retainer or Contingency Agreement if you qualify to work with us.

Think about it this way... **Collaborative (Strategic) Partnerships** are more powerful than competition. First off don't let the word Partnership scare you off, all that means is, the association of two or more people working together, bringing their skills, talents, resources, connections, and monies together to help each other reach a specific goal, outcome, benefit, result or ROI.

Competition vs. collaboration: Is what drives high-performing sales organizations? Therefore, Which would you prefer, A \$10,000 per month retainer at \$120, 000 per year, or a \$30,000 Contingency Agreement, that saves you \$90,000 per year on the front end, with a PAY-FOR-PERFORMANCE Agreement (Contingency) on the back end?

What's A WHOLESALE Ad Budget:

Imagine Paying for EVERYTHING upfront. Your Ad Dollars can only stretch as far as what you can afford, Right? With a 50% to 1000% Advertising Markup, spending hundreds of thousands upfront, before sales production is ever realized, means you will only be able to build one, two, or three puzzle pieces at a time based on what you can or cannot afford, **instead** of getting more advertising reach and better marketing systems, processes, and more to add profits and to grow quickly. Which would you rather have...

The following programs below offer you the choice of payment options; Retainer, Contingency, and Financed options to best serve your needs, starting with the following program.

Introducing **The REVENUE RoadM.A.P. (Marketing Action Plan)**

Your Done With You 90-Day Fast Start + Ongoing Marketing Program includes:

- **“Fractional Chief Marketing Officer Quarterly Advisory”** (Mentorship) for well-established companies that desire the full support of an (FCMO), who can help you reach your desired goals quickly. Help to get you out of your way (EGO), pride, or just being stuck with limited thinking or blind spots by giving you professional business-building oversight, tracking, analytics, and or score carding to help keep you on task to reach your financial goals. And most importantly double your yearly profits.
- **“Double Your Net Profit In The Next 12 Months Advisory Session.”** To locate your overlooked and undervalued marketing assets.
- Plus everything that’s in the HMA University Program
- A Done With You Written **REVENUE RoadM.A.P. (Marketing Action Plan)**. Our version of the old-school marketing plan.
- The Three Cash Flow Triggers for Exponential Profits and Growth.
- Full professional WHOLESALE digital marketing services, we do “NOT” perform one-off or piecemeal marketing of any kind, we will access your current online weakness and strengths to craft a complete scalable digital marketing campaign to get in the game, compete, and then DOMINATE.
- We will help to develop the most effective copy and content messaging to build and or strengthen credibility.
- Access to **The Profit and Growth Multiplier Matrix** with 30 of the best-proven marketing strategies.
- **The Monetization Strategies** with 14 of the best ways to turn your website into a 24-hour money-making machine to generate additional online revenue and or advertising dollars.
- **The 6 Profit Maximizers** to generate more revenue with the customers, clients, or patients that you already have.
- **Provider Network Access:** We will connect you with A-Level Connections, and Resources and provide you with our brand of done-for-you Professional Services; such as web marketing, content writers, social, funding, accounting, tax, and wealth advisors, etc. We also provide you with Priority Advisory calls Quarterly through video conference or local in-office visits. And if you’re a fit, we will connect you with our Joint Venture network.

Our Straight-Forward, Integrity-Based Fees

We prefer our clients to be earning a minimum of \$100,000 + per year already, but we may accept you into our program with a minimum of \$50,000 if certain things are in place already-To Be Discussed One-to-One.

Our Initial fee depends on our Research, Consulting Time, and Administrative Fees, in addition to your business size, number of employed staff, industry, and current business revenues.

Our Initial Fees

Under \$1 million in sales..... \$3,595

\$1million - \$3 million in sales..... \$5,699

\$3 million - \$5 million in sales..... \$10,899

Over \$5 million in sales..... \$20,595

***Financial verification is required-To Be Dicussed.**

The REVENUE RoadM.A.P. (Marketing Action Plan) Payment Options:

Retainer Agreement: \$3,595-to- \$20,595 per month + ad budget.

Contingency Agreement: One-time Initial Fee + Ad Budget + 3% to 10% on the backend Client Acquisition and Operating Profits from the organic and or paid ads that we help you create online and or offline, which includes the upside leverage, optimization, and scalability that we add to your business. **Aside from the Initial Fee, We Do “NOT” Get One Red Cent Until We Actually Put Money In Your Bank Account, How’s That For Confidence In Our Ability To Deliver!!!**

Why we offer a contingency on our work is simple to understand, a retainer with a top advisor is \$3000-\$5000 per half hour with a royalty, and hiring a general corporate marketing professional is \$150,000-\$240,000 per year. As your Fractional CMO you are getting the same level of service for only a fraction of that cost upfront, with a back-end pay-for-performance contingency agreement which means your ad dollars can stretch further, you'll have more to work with and therefore produce better results and a far greater ROI.

This means we manage specific assets and advise as agreed upon, and meet quarterly to make assessments and ongoing adjustments throughout the year. We are invested in your success as we advise your marketing department or implement specific tasks with them or for you. Of course, this means you must have an advertising budget already or create one.

Finding Value with Marketing, Advertising, and Sales Business Loans

Business marketing loans provide companies with the ability to capitalize on new opportunities through paid promotions. This could be done through print or digital advertisements. As any business owner can attest, marketing and advertising your business can be expensive and time-consuming. It becomes even more challenging for businesses that lack working capital financing and must reallocate precious cash reserves to afford it.

Small business owners can use business marketing loans to market and advertise their products and services effectively, or hire DODM who can manage it all for you. Use the funds to create a great marketing campaign that engages your target audience and gets the word out about your business. This can lead to a greater number of sales, a higher customer following, and increased profits.

Plus you never have to worry about results or ROI with DODM, as our methodologies are based on PROVEN and sound business and marketing practices. We are not predatory in our lending practices with our in-house or outsourced lending partnerships as we first advise our clients to secure funding to improve sales, marketing, and then any other needs that may arise to make sure that repayments and additional funding as needed always remain available.

Keep in mind that you really are on a slow growth cycle without access to capital, and slow growth on no growth will hamper and hurt your ability to obtain wealth, legacy, and future retirement goals.

Let's discuss your financing needs.

Done For You DOMINATION 2.0 Fast Path To Rapid Cash Flow

Your fee for the 90-Day Fast Start + Ongoing Operational and Client Marketing Acquisition Program includes:

- **“Fractional Chief Marketing Officer Monthly Advisory”** (Mentorship) for well-established companies that desire the full support of an (FCMO), who can help you reach your desired goals quickly. Help to get you out of your way (EGO), pride, or just being stuck with limited thinking or blind spots by giving you professional business-building oversight, tracking, analytics, and or score carding to help keep you on task to reach your financial goals. And most importantly double your yearly profits.
- **“Double Your Net Profit In The Next 12 Months Advisory Session.”** To locate your overlooked and undervalued marketing assets.
- Everything that’s in our HMA University and REVENUE RoadM.A.P. Programs
- The complete marketing audit and customized done with you HMA System.
- A Done With You Written **REVENUE RoadM.A.P. (Marketing Action Plan)**. Our version of the old-school marketing plan.
- The Three Cash Flow Triggers
- Digital, Copy, and Content Development
- Authority and Celebrity Branding to syndicate your brand everywhere online and offline with powerful authority and celebrity boosters.
- The 7 points of positioning, including. How to articulate exactly what makes you different from everyone else so you can claim your spot as THE leader in your niche, How to identify and speak to the right person who understands that investing (In your Product, Program, or Package) is a necessity for growth or a better life and to find people who wants “YOU” to lead them to success, How to create a sense of "I need this" in your audience while implementing strategic content upgrades that will generate more demand for what you do, Uncovering our unique process to generate 70-100% conversion rates on Sales Calls and how to eliminate all objections before you get on the phone or before or when a client, customer or patient goes online to your web/funnel.
- How to attract and keep Affluent or Other cultures; Clients, Customers, or Patients online and to your events, podcasts, or webinars.
- Why for Service Sellers and Advisors a book is the new business card and how **ghostwriting of a best-selling book that positions your company or sales reps as expert authorities can catapult you and your company over the competition quickly.**
- **Media Mentions for your book as a hook to draw in your target market in order to get free press in/on Radio. TV, News Media, Print Publications, and as an ongoing brand marketing tool for social media marketing exposure to**

attract interviews and speaking engagements consistently. This method is also trusted more than traditional advertising.

- **The power of one-to-many versus one-to-one is huge, just like driving massive traffic. We will show you how to do seminars, webinars, workshops, and podcasting the right way.**
- Advanced Marketing such as focusing on one-core best-selling product or service one at a time to penetrate the market better and build high revenue cash reserves faster.
- Offering greater or larger units of sale; developing back-end offerings, and passive and or residual income streams the right way, endorsing other people's products to your list, special events, inducements for frequency and or combinations; new markets or distribution channels; new products or services; acquiring assets, buyers, intellectual property of competitive or complimentary businesses every year on a pure performance basis like we are offering you the opportunity to do the same through our contingency option.
- Full professional digital marketing services, we do “NOT” perform one-off or piecemeal marketing of any kind, we will access your current online weakness and strengths to craft a complete scalable digital marketing campaign to get in the game, compete, and then DOMINATE.
- Provider Network Access: We will connect you A-Level Connections, and Resources and provide you with our brand of done-for-you Professional Services; such as web marketing, social, funding, accounting, tax, and wealth advisors, etc. We also provide you with Priority Advisory calls as needed and monthly video conferences or in-office visits. And if you're a fit, we will connect you with our Joint Venture network.

We prefer our clients to be earning a minimum of \$1,000,000 - \$20,000,000 per year already, but we may accept you into our program with a minimum of \$500,000 if certain things are in place already-TBD One-to-One. We help business owners identify how to scale their established business and create various revenue monetization models, especially, recurring revenue models without having to change what you already sell, so you can increase sales by 78%, enjoy consistent cash flow, and scale your business to new heights - all while achieving a better balance for your family and personal life.

Our Fees

\$20,000-\$30,000 upfront

*Financial verification is required- To Be Discussed.

The DOMINATION 2.0 Payment Options:

Retainer Agreement: \$10,000-to- \$20,000 per month + competitive ad budget.

WHOA, why would I ever pay you that much money when I could just pay for advertising, again, it's not Marketing... but for a better offer, see our contingency.

Contingency Agreement: One-time fee of \$20,000 to \$30,000 upfront, Plus 10% to 25% average Contingency on the Equity on the Monetization Strategy Advisory, and 5%-75% on Operational Strategy Advisory from the organic and or paid ads that include the upside leverage, optimization, and scalability that we add to your business. **Aside from the Initial Fee, We Do “NOT” Get One Red Cent Until We Actually Put Money In Your Bank Account, How’s That For Confidence In Our Ability To Deliver!!!**

Why we offer a contingency on our work is simple to understand, a retainer with a top advisor is \$3000-\$5000 per half hour plus royalty, and hiring a general corporate marketing professional is \$150,000-\$240,000 per year. As your Fractional CMO, you are getting the same level of service for only a fraction of that cost upfront, with a back-end pay-for-performance contingency agreement.

This means we manage specific assets and advise on others as agreed upon, and meet monthly to make assessments and ongoing adjustments throughout the year. We are invested in your success as we advise your marketing department or implement specific tasks with them or you. Of course, this means you must have an advertising budget already or create one.

Finding Value with Marketing, Advertising, and Sales Business Loans

Business marketing loans provide companies with the ability to capitalize on new opportunities through paid promotions. This could be done through print or digital advertisements. As any business owner can attest, marketing and advertising your business can be expensive and time-consuming. It becomes even more challenging for businesses that lack working capital financing and must reallocate precious cash reserves to afford it.

Small business owners can use business marketing loans to market and advertise their products and services effectively, or hire DODM who can manage it all for you. Use the funds to create a great marketing campaign that engages your target audience and gets the word out about your business. This can lead to a greater number of sales, a higher customer following, and increased profits.

Plus you never have to worry about results or ROI with DODM, as our methodologies are based on PROVEN and sound business and marketing practices. We are not predatory in our lending practices with our in-house or outsourced lending partnerships as we first advise our clients to secure funding to improve sales, marketing, and then any other needs that may arise to make sure that repayments and additional funding as needed always remain available.

Keep in mind that you really are on a slow growth cycle without access to capital, and slow growth or no growth will hamper and hurt your ability to obtain wealth, legacy, and future retirement goals.

Let's discuss your financing needs.

Facilitating The Transactions of Selling A Business

You've invested a great deal in your business, now it's time to get the full value of that investment.

Sure, most business owner never think about pre-planning their **EXIT Strategy** until they either get seriously sick with a major health concern or until they are older and or tired of the daily grind and hustle.

Exit Strategy (transaction and ownership wealth) we help you create more revenue in the end by helping you to retire well with the following services.

Our **Exit Strategy Assessment** (ESA) has a proven 97% accuracy in showing business owners how prepared their business is for a profitable exit and identifies exit strategy problem areas. Understanding where you are, where you need to be and how to get there – these are the critical pieces of a successful, profitable exit strategy.

Just a heads up – the **Exit Strategy Assessment Strategy Session** is a true value of \$2500 - that is what we charge at our Advisory level. However, we are giving a limited amount of assessments for a \$1500 discount to business owners like yourself that have enrolled in any of our programs.

You will get an Exit Strategy Assessment Strategy Session call with our team - they will take you through the Exit Readiness Assessment, and at the end of the session, they will show you exactly how to correct the problem areas in your business.

- Liquidate Assets in terms of merchandise and or equipment.
- Find Potential Business Buyers
- Set up for you to exit the day-to-day; move into the Chairman seat, Completely sell everything and retire, or stay on as an acting consultant for a percentage of revenue performance.

Our Fee is \$2500 or \$1000 (Limited time offer with any of our programs) + 1% to 20%+ Equity as a one-time exit funding transaction facilitator on the Liquidation and or Sale Valuation of the business alone.

And an additional 1% to 20%+ Equity on the ownership revenue growth that we help you create and put in your pocket after the deal is done.

Note: Our fees are value-based and therefore, non-negotiable, however, If you don't think you qualify but come close to possibly qualifying or are just tired of going at it alone and can admit that you need help to get to the next level, let's have a conversation.

Keep reading for more benefits below.

Retainers: If you insist, we will do a retainer; however, keep in mind that you will only be able to afford to get less done as opposed to the contingency options that we are offering that will allow you to get more accomplished in a timely and speedy manner

which ultimately will help you create a greater company valuation over time and more wealth upon retirement.

This is our goal for you, this is why outside of our group workshops, we only work with a handful of companies per year to help you achieve the very best performance unlike most of our competitors we are invested and committed to your success.

Your No Risk Guarantee –



Please Note:

Any advertising charges such as design, printing, mailing, advertising production, sales support, etc. are not included in our FCMO Advisory Contingency Deal or Retainer fees and will be paid by the client.

Here's Our Guarantee:

1. **We will 2x your current business within 90 days to 6 months, and 5x; or 10x your business within 1 year from the launch date, or**
2. **We will increase your revenue by a minimum of \$10,000 - \$1,000,000 + per year within 90 days of launch to 12 months (which depending on the right circumstances, could also mean monthly revenue improvements-TBD) or**
3. **We will grow your business by 25% -250% within 90 days to 12 months, or**
4. **"DODM" will work for "FREE" until we do one or more of the above three (3) PROVIDED that the client has proven to have followed our program as instructed!**

If DODM has not accomplished one or more of the above three (3) items within 12 months of partnership from you implementing our Intellectual Property, DODM will then issue a full refund of Advisor fees - Only, and not ad budget, as the ad budget is a necessary investment for any business to operate as a business, and as said, we generally can provide results with any realistic and competitive ad budget.

Our clients can choose a Retainer or Contingency Agreement, which is a pay-for-performance agreement, therefore, all advisory fees are paid up front, but with a contingency, ongoing payments are paid on the back end, based on performance, as results and or ROI is proven upfront and is in our client's bank account.

***In the event that the client refuses to follow our programs as outlined in our brief or agreements, as initialed and signed by the client or company representative, this will void the above guarantee. ** If DODM has not doubled the client's business within six (6) months, the client will get back 50% of contingency and all retainer payments will stop until DODM makes good on our guarantee promises while the agreement is in force for one year.**

What Marketing Competitor Has A 5-Point Guarantee Like Ours? NONE! ** DODM has NEVER had to give a refund, our stuff flat-out works! After all, a refund simply means we don't get paid for our time and efforts or forfeit what was paid to us! Therefore, we have to perform.

This Is NOT A Sales Pitch In Disguise!

Look. If you want my team and I to implement the **Done For You DOMINATION 2.0 Fast Path To Rapid Cash Flow** or any of our other programs we'd be happy to. But if you don't, *no problem*.

You won't be pressured, hassled, or cajoled into it. We want to work with people who are happy to work with us, we don't want your money like ad companies, we want you to become the most successful version of business greatness that you can be.

This isn't some "bait and switch" thing where you're stuck trying to ward off some aggressive sales person who won't leave you alone, we don't chase people. Instead, If you genuinely want, need and desire help, we are here to help you.

You're Getting A Complete Customized Breakdown Of Our Proprietary Systems and Frameworks, and Support...Specifically Tailored To Your Business!

You'll discover groundbreaking steps that literally can change the trajectory of your business whereas you can accomplish in just five short years what most business owners take 10 or 20 years to accomplish. If you simply apply a fraction of what we recommend to your business, I promise you'll see amazing results, especially if we execute everything with and or for you.

But I'll take it one step further...

This Is NOT For Everyone. Here's Who I CAN Help:

In order for me to grant you access to my proprietary process and allow my team to spend time with you, you're going to need to meet some strict (but reasonable) criteria.

Here it is:

1. You have to have a solid business already.

This offer is for people who are up and running already and simply want to run a lot faster and a lot farther to produce, more revenue, profits, growth, production, and or time freedom to work 30% to 50% less per week, while still maintaining control over their business while also producing more revenue and faster growth.

If you're a brand new start up, don't have a business, and don't have a product, service, or an idea that is already up and running, getting clients, customers, or patients right now, SORRY, then this is not for you.

2. **You must have a good, solid product/service/package/program and a good business reputation.** Everything we do together will not only be bringing you more clients, customers, or patients, but also sales, profits, and growth more than anything. But we'll be doing it in a way that creates MASSIVE goodwill in your market.

And in order for us to do that, you need to have your act together and be willing to follow and implement the written **REVENUE RoadM.A.P. (Marketing Action Plan)** that we jointly put together.

In other words, you need to be serious and legit. You need to be a high-achieving, go getter, a person without excuses, a person who is willing and able to quickly overcome any limiting beliefs or issues that we may discover in your attitude or behavior that holds you back or that alienates your staff or clients. The excuse, "well know likes their bosses" will not cut it, if you're unlikable and not pleasant to work with presents a whole other set of issues when it comes to revenue generation.

Again, SORRY, you are not the type of person we would want to work with, as you may be good at rallying people together around your goal or mission, however, it is our experience that generally these types of people are abusive in their behaviors and in regards to mishandling monetary responsibilities.

*Please be willing to **CHECK** your poor attitude at the door. I am a No Non-Sense Marketing, Business, and Financial Advisor, who doesn't have time to play Dr. Phil.*

3. **You cannot be in the "Get Rich Quick," MLM or "Adult" space.**

Look. Those industries are just a disaster waiting to happen and we're not going to go anywhere near them. **Franchising is OK**, if you have a realistic Marketing Budget and if your Franchisor allows you to apply real-world Marketing, Advertising, and Sales strategies and tactics.

So if you're not complying with FTC guidelines and your industry regulations, or if you're selling porn or something like that, we can't help you.

... And not to be rude or anything, but, I don't care how lucrative it might be.

- **4. There is no initial advisory fees for group workshops which are currently based on our client load and availability to facilitate them; however, for our current one-to-one HMAU, REVENUE RoadM.A.P., and DOMINATION 2.0 there is an initial "Double Your Net Profit In The Next 12 Months Advisory Session." Fee** To locate your overlooked and undervalued marketing assets.

It's \$199 for the HMAU and REVENUE RoadM.A.P. Programs and \$299 for the DOMINATION 2.0. This is a non-refundable fee, however, if you elect to enroll into any of our programs, we will apply this fee to the selected program price.

But if you're providing your marketplace with a good product, service, package, or program ...at a good value, and you're keeping your nose clean ...we can hit it out of the park.

4. You MUST follow directions. (Don't worry, I won't ask you to do anything weird or anything any of our other successful clients haven't already done.)

After all, if you don't actually implement the stuff we give you, you're not likely to make any more money than what you're currently earning, and what would be the point of that?

And that would **"VOID"** our guarantee of results and ROI. That's it!

Those are all my requirements.

Here's What I Want You To Do Next

If you meet the criteria above and would like to set up an **"Double Your Net Profit In The Next 12 Months Advisory Session."** To locate your overlooked and undervalued marketing assets please know that we would love to meet with any CEO, Founder, Doctor and the decision-making Spouse or Partner personally about getting you incredible results, then I'll happily set aside some time for you.

Here's how the process works:

First, you'll need to fill in our online **Diagnostic Checklist** so we can do a preliminary fact finding study of your current business situation. Don't worry, it's simple and unobtrusive. I just need to know what you're selling, get an idea of what you want to accomplish, what you have done in the past and get an understanding of your financials, and so forth, much like an accountant or banker would need similar information.

Second, I will then do an analysis of your current website and digital marketing

Third, Again, I'm also going to ask for a "real person" deposit" of \$199 to \$299 depending on the program of choice.

Don't worry I could care less about the deposit, however, "what I do care about is people who borrow my intellectual property. Then try to implement it all wrong from free consults, and an unwillingness to invest and value my time and expertise all because they just want to Pick-My-Brains!

I'm just using it partly as a "filter" to keep the time-wasting-vampires at bay. So, I will apply the deposit to any of our programs that you enroll in.

Here's What Will Happen After That.

Once I have your completed diagnostic application, website and digital marketing analysis, and the "real person" deposit for our meeting you will be contacted to set up a time for us to talk in person or virtually.

The RoadM.A.P. Meeting is hour and the DOMINATION 2.0 Meeting is two hours.

(NOTE: You will NOT be speaking to some random "sales rep" on some outsourced "sales floor" somewhere across seas. I'm giving you direct access to me, Bryant Vickers.

We'll painstakingly review your goals, your offers, and so forth ...**and we'll discuss delivering a custom plan to grow your revenues...**

And if you want to outsource to us the grunt work and have us execute everything for you, great! We can talk about it. And if you don't want us to do that, for you, that's OK too, because we have a do it yourself option in the HMAU Program!

So you literally can't lose investing time with us.

WARNING - TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results. As mentioned above we only work with a hand-full of clients per year and we dedicated a lot of time to each client.

Therefore, it is physically impossible for us to work with more than a handful of people; we typically limit our time to one person per week, four people per month.

Also, you should realize there's a very large demand for personal **"do it for me"** help from potential clients seeking out my company, and what I'm offering to you is unprecedented. So with that said, know that the window of opportunity won't be open long after you have received this package.

If you feel like this is right for you, and want to get started today call below or go to our website home page to enroll in our [“Double Your Net Profit In The Next 12 Months Advisory Session.”](#) And choose either our REVENUE RoadM.A.P. or DOMINATION 2.0 meeting.

Talk soon,

Bryant Vickers, CEO, FCMO, IMS

DOMINATE or die Marketing, Inc.

DOMINATE or die... It's A Choice!

302-353-2542

www.dominatordie.net



***“Stand Out. Get Noticed.
Disrupt Your Market. Build Trust.
DOMINATE Your Competition.”***