

# Consultants Wanted!



**How To Earn A 6-Figure Income  
In The Next 90 Days!**

**A Personal Invitation From  
Martin E. Howey, CEO  
TopLine Business Solutions**

*A personal message from Martin Howey,  
TopLine Business Consultant's CEO...*

## **How To Leave Your Dead-End Job And Use Your Business, Management, Or Sales Experience To Create A 6-Figure Income In Less Than 90 Days!**

If you're like most people, more than a third of your life is involved in earning a living, and for more than 82 percent of the working population those hours are spent in a job or career that they don't enjoy.

In many cases it has nothing to do with the amount of money they earn. It has as much, or even more to do with working conditions, job satisfaction, recognition and appreciation, and the quality of life the job affords them.

The fact is, most people are so busy making a living that they don't have the time or the financial resources to really enjoy the limited time they do have, and they're living unfulfilled and frustrated lives.

What if I were to ask you if you these three questions...

**Yes    No**

- Are you happy and fulfilled in the work you're doing?**
  
- Are you earning what you are worth and working the hours you *want* to work, rather than the hours you *have* to work?**
  
- Are you living the lifestyle you've always dreamed of and are entitled to because of the skills you've developed and the price you've paid?**

How would you have responded? Would your answer have been "No" to any of the questions? If so, you're certainly not alone and you really deserve a lot more out of the time you spend earning a living.

The truth is, your work... what you spend a major part of your life doing every day has a tremendous effect on the quality of the rest of your life and the relationships you have with your family members and others. Let me pose five situations, and see if you can relate to any of them.

- "I am fed up spending my time and using my business skills working for someone else and making them wealthy. I want to finally start getting paid what I'm really worth."**

- ❑ “I’m worried about my job. With the economic climate the way it is, I’m not sure if my current job will exist this time next year. I need to create a more dependable income and more financial security for my family.”
- ❑ **“I’ve recently been downsized from my job. At my age, nobody wants to hire me. Yet, I still have some strong business skills that can help any number of businesses.”**
- ❑ “I have some great experience, but I don’t have an organized system. If I did, I could make a substantial income as a self-employed business consultant, and only work a fraction of the time that I would work for a regular employer.”
- ❑ **“I’ve looked at a number of different franchises, licenses and business opportunities, and frankly, I don’t want to pay their high fees and excessive monthly royalties. I just need a little direction and a kick-start, and I can run my own business.”**

## **If You’re The Right Person, The Business Market Desperately Needs Your Help**

If any of these points sound familiar, welcome to the club. A lot of people have the same concerns, but very few do anything about it. It’s not the situation that’s the problem... it’s how you respond to these two questions...

1. **WHAT** are you going to do about it? And,
2. **WHEN** will you finally get around to doing something about it?

With the number of layoffs, downsizing, restructuring and early retirement offerings that are so common in today’s business environment, people in nearly every business sector are becoming more and more concerned about their financial futures and their ability to provide for their family’s needs, their children’s educations, and the funding of their retirement programs.

Now if those things are of concern to you and...

- **You have experience as a business owner, a manager, a professional, or an entrepreneur, or you have experience in sales or customer service...**
- You have ever thought about what it would be like to have your own business where you’re in control, and can set your own hours and earn the income that you’re really worth...

- **You would like to be in a position where nearly any business would eagerly be willing to pay you top dollar for your expertise...**

...then the TopLine Business Solutions Business Development Consultant program may be just what you've been looking for.

You've worked hard for the experience you have, you're entitled to be paid appropriately for it, and there is a huge and starving market that is begging for your help, and is more than willing to substantially compensate you.

In every town and city there are businesses of all types and in every industry and profession that are just hanging on wondering if they will be able to pay the bills at the end of every month.

Most of these business owners are very good at what they do - producing and delivering the goods and services their businesses sell. But running a business with optimal efficiency and profitability is a completely different skill.

And with competition so fierce... often cutthroat, and customers more sophisticated, more educated, and having more choices than ever before, it's nearly impossible to run a business today the same way they did just a few short years ago and maintain the same bottom line profits.

## **Longevity In Business Is Not A Common Trait**

In the U.S. alone, there are more than 25 million businesses and the number increases every day. But the failure rate of startups within their first 5 years of operation is over 80 percent! The great majority of these businesses could have been saved if the owners just knew what to do, or if they implemented what they already knew but didn't have the time, energy, resources, or manpower to put them into action.

In many cases, business owners are frustrated, they're desperate, and they're spending money needlessly and foolishly on the next "magic pill" that they hope will help them gain a competitive advantage, win a few new clients, and pay the bills this month.

These business owners are desperately seeking qualified help to solve their marketing, their growth, and their profitability problems. Most of them know what needs to be done to solve their problems and make their businesses more profitable.

The problem is, they either don't know how to go about doing those things, they don't have the time, energy, or resources to do them, or they don't know where to go to get the proper help.

## **The Most Common Action Business Owners Take Are Often The Most Devastating Ones**

When it comes right down to it, they only have a couple of choices. They can either do nothing... which means they continue operating with no changes... and consequently, things never change.

Or they can attempt to change things themselves by reading books and attending seminars and courses. But what usually happens is they end up learning a few ideas and getting a handful of concepts, but they never get implemented, and again, their situations never change.

Either one of those choices will bring less than optimal results and will likely end in a drained bank account and further frustration for the business owner.

Now there is a third choice... and that is to use the services of an outside consultant... an expert at growing and managing their business so it operates at maximal efficiency and optimal profitability.

Most business owners don't even consider this alternative because they either don't know who to use or they think it's too cost-prohibitive.

## **Here's How To Guarantee A Huge Personal Income**

But when the right consultant comes along... the one who knows how to uncover problems, identify hidden and untapped profit-producing assets and flush out time-sappers and efficiency-wasters, and then provide real, workable, and practical solutions in a manner that doesn't cost the business owner a dime out of their pocket... the decision to use that consultant is practically a no-brainer.

And if you happen to be that consultant? It doesn't take much to see that the sky is the limit for the demand for your services and the income you can make.

So if you have ever thought of using your experience to help others and earn a substantial income for yourself, the time has never been better or more lucrative.

TopLine Business Solutions recognizes the needs that businesses of all sizes and in nearly every industry and profession have, and the difficulty their owners have in trying to wear all the "hats" necessary to effectively run their businesses and realize the time-freedom, money-freedom, and lifestyle they dreamed they would have when they first went into business.

## **A Turn-Key, Step-By-Step System That Ensures Your Success**

In response, we've developed a turn-key step-by-step system for helping businesses, from brand new one-person startups to the nation's largest corporations, uncover and

capitalize on hidden assets and opportunities that have enormous profit potential and that lie dormant and untapped within their business.

As a TopLine affiliate, you'll have access to the most effective and productive strategies and systems to help businesses garner market share and ensure their chances of success, while at the same time, creating a truly high-profit, low-overhead business that can provide you with the financial, lifestyle, and personal freedoms that others only dream about.

If you aspire to getting out of the rat race and into your own business – a business that can reward you handsomely for the time, dedication and work you've already invested in your business or professional life, then operating your own consultancy practice as a Business Development Consultant with TopLine Business Solutions may be just what you're looking for.

## **The Four Steps To Becoming A Successful Business Consultant**

In your TopLine training you'll learn four simple steps... the steps... a process... a system... that will absolutely ensure your success, and get you on the road to a six-figure income in record time.

First, you'll learn a time proven method of acquiring as many accounts as you choose to service. You'll get your very own personalized Audio Business Card that lets clients know exactly what you can and will do for them.

The Audio Business Card is an exclusive “you-in-the-box” tool that puts you in front of qualified prospects on a non-threatening, non-salesy basis so they can't help but want to know more about how you can help them.

Just like a shovel is a “tool” to help you dig a hole, you'll get the most effective sales and marketing tool ever created to sell new accounts. This is not a shovel... this is a literal BACK HOE for getting new accounts faster and more effectively. It is 100% TURNKEY.

There's no need to wait month's struggling to get new accounts. When you use your TURNKEY Sales System you should have your first account in a week or less. And then as you use this new account development system and the other tools you'll receive, your quick success is virtually guaranteed.

Next, you will learn how to uncover your clients' biggest problems... the areas that will produce the greatest profits in the shortest time, and for the least amount of effort and expense. Quick results is the name of the game. The faster you can produce profits for your clients, the more they will value you and your services, the more referrability you'll have, and the faster you'll be paid and the more money you'll earn.

The third thing you'll learn in your TopLine training is how to solve the problem areas you've identified. In your TopLine system you'll have...

- 110 Ways To Generate More Leads
- 63 Ways To Boost Conversion Rates
- 53 Ways To Increase The Size Of Customer Transactions
- 68 Ways Of Increasing Profit Margins
- 55 Ways To Increase The Frequency Of Purchases
- 38 Ways Of Increasing The Number Of Years Customers Do Business With You
- 57 Ways Of Getting More Referrals
- Letters, forms, scripts, charts, graphs, turn-key systems... everything you need to turn a struggling business around, or make a well-run business even more successful.

But that's not all. Once you have an account... once you land a client... they are going to want you to help them with their advertising, marketing and public relations.

## **A Joint Venture That Will Literally Line Your Pockets With A Huge Residual Income**

We'll listen to this... with TopLine's affiliation with Larry John Wright Advertising, the number one local retail agency and creative production house in the nation, you will be able to give your clients creative production and creative services that are (in their own words) "TWICE AS GOOD...delivered TWICE AS FAST... and at HALF THE PRICE" of most any other production house in the world.

You will have a virtual FACTORY working for you to produce TV and Radio commercials, long form videos, collateral materials, print ads, logo designs, media buying, research, etc.

Just look at this list of services that you'll be able to offer your clients. And the best part? While giving your clients the very best rates, you make money on these services too.

Instant turnkey success... that's what we're all about. And no other company can offer you that the way we can!

*Advertising - Television, Radio, Print  
Advertising Analysis, Research, and  
Evaluation  
Market and Media Research  
Corporate Imaging  
Sales and Marketing Services*

*Direct Marketing  
Media Relations  
Public Relations  
Hispanic Advertising and Marketing  
Internet Web Design and Maintenance  
News Releases*

*Billboard Design*  
*Client and Customer Communications*  
*Collateral and Marketing Materials*  
*Employee Relations*  
*Planning and Goal Setting*  
*Sales Training*  
*Editorial Writing*  
*Media Kit Development*  
*Press Relations*  
*Government and Community Relations*  
*Fund Raising*  
*Investor Relations*  
*Speaking Engagements*  
*Event Planning*  
*Crisis Management*  
*Real Estate Sales and Marketing*  
*Trade Shows*  
*Exhibit and Display Design*  
*Budget Management*  
*Presentation Materials*  
*Corporate Identity (brand) Development*  
*Target Research*  
*Sales Tools*  
*Custom Web Design*  
*Copy Writing (creative and technical)*  
*Customized Graphic Design*  
*Logo Design*  
*Photography*  
*Posters and Signage*  
*Point of Purchase Materials*  
*Multi-Media Presentations*

*Video and Audio Production*  
*Marketing Videos, CD's and DVD's*  
*Internal Communications*  
*External Communications*  
*Leadership and Team Development*  
*Training*  
*Advertising Training*  
*Seminars and Workshops*  
*Spokesperson Training*  
*Database Planning and Marketing*  
*Promotions and Special Events*  
*Direct Response Television, Radio, and*  
*Print Campaigns*  
*Publicity*  
*B-roll Shootage*  
*Video News Releases*  
*Annual Meetings*  
*Corporate Training Materials and*  
*Development*  
*Surveys*  
*Recruiting*  
*Interviews*  
*Focus Groups*  
*Review of Written Communications*  
*Speech Writing*  
*Management Courses*  
*Strategy/Positioning*  
*Trade Publication Writing*  
*Feature Articles*  
*Product Launches*  
*Private Coaching*

In short, you're going to have everything you need to solve just about any business or marketing problem your clients can throw at you.

The fourth thing you'll learn in training, is how to provide such value to your clients that they will see you as a valuable... an almost indispensable member of their team... someone they can't (or wouldn't) possibly try to operate their business without.

This takes you out of the "working by project" mode, and ensures a continuing cash flow for you. And when you learn how to make giving you referrals a requirement of doing business with you, you'll never have to prospect again.

I hope you're beginning to see that this is a real business... a legitimate business... and that there is not only a huge potential to make some serious money in it, but that others are currently doing it.

## **A Real, A Legitimate, And An Immensely Profitable Business**

If this sounds interesting to you, and you think you have what it takes to be a Business Development and Marketing Consultant there really is no limit to the income you can make and the satisfaction you can receive for a job well done.

Now I know that when looking at new business or career opportunities, it is natural to have a lot of questions. After all, your career is what you spend a good part of your life involved with, and it's your family's lifestyle and your future that you're considering. So it's very important for you to make the right choices and decisions.

As I mentioned earlier, we're aggressively looking for a number of qualified people who can learn our system to handle the overwhelming market demand for our services.

But like I also said, we can't consider everyone who applies or who thinks they would like to become involved.

**What we are doing is very serious...** we're working with businesses who depend on quality help, qualified advice, systems that produce results, and people who know what they're doing.

The financial lives and futures of the owners of those businesses, their employees, their suppliers, and even the customers they serve depend on us. And those TopLine consultants who are currently on board, as well as those who come on in the future depend on us to maintain the integrity and good name of TopLine. **So it's imperative that we be very selective in our consideration of new consultants.**

We're looking for people who have experience and success in business... either in sales or as an ad rep... or as a business owner, a manager, or an entrepreneur. Maybe you've just sold a business or you have a business now that you are considering selling, and you're looking for something to do with your experience that can help other business owners.

Maybe you've been laid off or downsized from your corporate position, or you find yourself in a hum-drum, dead-end, go-nowhere job and are not making the kind of income or living the kind of lifestyle you would like or that you think you deserve for the amount of time and effort you've put in, and the experience you've worked so hard for.

Or perhaps you'd just like to escape the rat race... the commute... and working for someone else and allowing them to live a great lifestyle on the back of your sweat and experience.

Whatever the case, if you've got the experience we're looking for and are ready to put a proven, turn-key system to work for you in a career where you call your own shots, work your own hours from your home or an office if you choose, and with no overhead, employees, or inventory... then the TopLine Business Solutions opportunity may be just what you're looking for.

### **Only The "Qualified" Need Apply**

Now I won't kid you, and I don't want to mislead you. I've mentioned it before and I'll say it again here. This opportunity isn't for everyone. There are simply some people who don't have what it takes to be successful in this business, and they'll be a bigger problem to me than I am willing to deal with at this stage of my life and career.

My staff and I only have so much time and energy in each day, and to spend that time with people who just don't get it or who are not willing to implement a system that others are using with overwhelming success is not our idea of running an effective, efficient, or a profitable business.

That's not what we teach you to do with your clients, and it's not the way we run our business either

If you're qualified... if you're the right person, I'll give you everything I have. I'll put you through several days of very intensive training that can get you up and running the first day you're back home.

No sense in wasting time... I want you to be so successful. And I want it to happen so quickly that you'll let me interview you on one of our training teleconferences for the other consultants.

### **Just As You Check Us Out, We Do The Same With You**

To even be considered for the TopLine program, you have to have demonstrated some verifiable business success. And you'll need to make a modest investment. After all, this is a business opportunity that can earn you well into the six-figures in a very short time. But the investment you'll make is extremely small compared to the upside potential.

If you're the right person, the business market needs your help and experience... and they're willing to pay for it... ***IF*** you can produce the results they so desperately need.

And ***IF*** you're the right person, we'll couple our proven, turn-key systems with your experience and motivation, and help you produce results that are measurable, quantifiable, and predictable for your clients.

And ***IF*** you're the right person, there's no reason why you can't be earning a mid six-figure income in the next 90 to 120 days as a TopLine-trained consultant.

So ***IF*** you're the right person, I'd like to talk to you. The time has never been better for you to take the action that will change your life and your financial future.

Pick up the phone now and call **1-480-969-1738**.

Stop dreaming and start seeing your business dreams come true. It will be one of the best decisions you've ever made, I guarantee it!

Yours for success...

A handwritten signature in black ink that reads "Martin Howey". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

Martin Howey

P.S. - The TopLine opportunity is said to have the fastest return on investment of any of the business opportunities being offered today – and it is our goal to prove it to you. In fact, my personal goal and commitment to you is to help you recoup your total investment in the TopLine program within the first 30 to 60 days. We've done it for others, often within the first week... and there's no reason we can't do it for you, too.