

The Following Private Letter from a Skeptical Entrepreneur Answers This Burning Question...

Can YOU Really Create A 6-Figure Income As A Marketing And Business Development Consultant In The Next 12 Months?

In My Due Diligence Process I Studied More Than...

- **26 Hours of Research**
- **500 Pages of Documents**
- **200 Written Testimonials**
- **35 Hours of Videos**
- **Hours of Audio Recordings**
- **Dozens of Case Studies**

Use Jason's Skepticism and Research to...

- **Convert your business and life experience into a 6-Figure consulting practice in record time**
- **Position yourself as an undisputed expert and someone your prospects and clients wouldn't think of doing business without**
- **Create the money-freedom and time-freedom that enables you to live a lifestyle that others talk about but seldom ever achieve**

Can YOU Really Create A 6-Figure Income As A Marketing And Business Development Consultant In The Next 12 Months?

(With the experience you already have?)

A Private Letter from a Skeptical Entrepreneur...

Dear Friend,

My name is Jason Leister. I'm a Marketing Consultant.

I can assure you that you have never heard of me. And frankly, I know almost nothing about you either.

But we do share one thing in common... And that's why I'm writing to you today.

Because just a short while ago, you learned about Martin Howey and TopLine Business Solutions—probably for the first time.

And you are probably genuinely curious to get some details—interested in finding out just what this "How **you** can become a six-figure business development consultant"-claim is all about.

And you might also be asking yourself questions like

- "Is this for real?"
- "I've seen *opportunity* stuff like this before—usually just empty promises. Why should I believe this is any different?"
- "Is TopLine Business Solutions for real?"
- "Is the man in charge, Martin Howey, for real too?"
- "How can I be sure?"
- "Can I really start my own consulting business quickly and easily and earn a six-figure income doing it? Is that realistic for me?"

In fact, those are just a few of the very same questions I asked, point blank, to Martin, when I first heard about his business. Then I recorded his answers. And it's those answers that I want to share with you today.

Frankly, I think you will probably be surprised by some of the things I discovered. But before I tell you more about them, you need to know just one very specific thing about me:

I am a very skeptical person.

I've been through the "work from home" craze, the "six-figures without selling anything" ads, the "here's your business in a box" program, the "build the life of your dreams" promises. I've wasted more money and time than I care to admit trusting people who didn't deliver on their promises.

I've been burned more than once. And I brought that very same level of skepticism to Martin the first time we spoke.

Let me explain...

Why I Am Writing This Letter and Why You Should Pay Attention To It

As I write this, I've known about Martin Howey, owner of TopLine Business Solutions, for exactly 11 days (including two weekends). Martin's business is helping people launch their own successful business development consulting practices.

Basically, he shows you how to be successful doing the very same thing he's done (and still does) for the past 40+ years of his life: help his client's drastically improve their bottom line, increase their personal time away from their businesses, and give them the ability to have the kind of lifestyle that others often talk about but few actually get to live.

Some of Martin's clients include such corporate giants as:



... plus hundreds of small and medium size businesses in nearly every industry, profession and business niche you can think of.

During the last 11 days, I've spoken with Martin on the phone 4 times, received 42 emails and over 65 multimedia files (videos and audios) from him.

Why?

Because Martin is my client.

He hired me to help him. To give him advice on how to effectively help more people just like you—people who want more from their hard-earned business experience but aren't exactly sure how to go about getting it. And to help him see the things about TopLine that he might be taking for granted.

Over 26 Hours Of "Due Diligence" Research Into TopLine Business Solutions

And to do that, I have to know what I am talking about like the back of my hand. So far, I have invested over 26 hours of research into Martin Howey and TopLine Business Solutions.

I have almost completed the journey—my own "due diligence" process—the very same journey you are now starting.

I've read the materials (over a ream — 500 pages worth), listened to the calls, watched the videos and interviewed Martin in depth... But most importantly, I've spoken with his Consultants. The business people just like you, who are already enjoying success.

And frankly, I've asked them all some pretty hard questions. I imagine some of the very same questions you will have too.

So I am offering to share the results of my work with you—not as a substitute for your own research, but as an addition to it...

Of course you can ask (and even "re-ask") these questions directly to Martin when you speak with him. And you can ask his son Chad (the president of TopLine), when you speak with him.

But in the next few minutes, I will introduce you to what I've found and some of the people that I met along the way. And let them tell you their own success stories—in their own words.

You'll hear the **results** of Martin's training system, first hand, from consultants that are solving real problems for real businesses locally and around the world... and getting paid very well for doing it. I think you'll be surprised by some of the things you are about to learn. I know I was.

But before we get started, let me tell you **exactly** what Martin is offering. That way, I'll know we're both on the same page.

"My Proven Step-by-Step System Can Help You Quickly And Easily Convert Your Business Or Life Experience Into A 6-Figure Income."

That's the first headline I found on the material Martin sent me. It gets right to the point:

Martin is offering access to the complete step-by-step system he's created and proven over the past 40+ years to help you leverage your business and life experience... the experience you've worked hard to earn and that you've paid dearly for... to create your own very profitable business consulting practice.

In Martin's words, his systematic approach enables you to...

- **Create a steady stream of business owners who are eager to do business with you—and will gladly pay you top dollar for that privilege.**
- Master the little known techniques for sidestepping the gatekeepers and getting right to the people who make the buying decisions—even getting them to call you first!
- **Make referrals and introductions to qualified and interested prospects a condition of doing business with you... to practically (and ethically) "force" your clients to do your marketing for you.**
- Partner with "centers of influence" and leverage their skills, relationships and the investment they have in their clients to attract new business with little or no cost.
- **Get paid premium-level fees, from businesses that won't even return most other consultant's calls. A simple and powerful way to lower—even eliminate the barrier of resistance for your prospect to do business with you and finally get paid what you're really worth.**
- Build a network of some of the most successful business consultants around the world. And tap their minds for ideas that you can use to boost the results of your own clients.
- **Position you and the services you offer as not just the *logical* choice for your prospects and clients to do business with, but in fact, the **ONLY** option to consider as the solution to their problems.**
- Create a business that provides you the time-freedom and the money-freedom to do the things you want to do when you want to do them. Not the things you have to do when you have to do them... the kind of lifestyle that others often dream about but that few ever realize.

A Successful Business Without Most Normal Business Headaches

Martin's giving you complete access to his step-by-step System with...

- **No Expensive Franchise Fees** — If you've ever taken a look at most franchises, biz ops, or licensing opportunities, you'll quickly discover that the fees can run into the high 5 and 6 figures. Plus, you'll pay monthly royalties... forever. Breaking even—just recouping your initial investment can take years. And turning a profit? Good luck! But not with TopLine... Martin's goal is to make you money, not to keep you from making it.
- **No Long-Term Restrictive or Binding Contracts** — TopLine's "contract" is a single page (8.5 X 11) Letter of Agreement that is simple to understand, gives you freedom to run your own business as you choose and does not penalize you for being successful.
- **No Territorial Restrictions** — As a TopLine graduate, you are able to operate your business anywhere you choose. Period.
- **No Employees (Unless YOU Want Them)** — This is your business. If you choose to run it as a solo operation, that's fine. If you choose to hire assistants or even employees, the decision is up to you. You can be successful either way.

- **No Office Expenses** — If working in an "ivory tower" is important to you, no problem... you're certainly free to do that. But if you prefer to work in the comfort of your own home and avoid any office expenses (as many of the consultants do), that will work too. TopLine will help you create a successful business no matter where you choose to run it.
- **No Inventory to Order, Stock or Manage** — As a TopLine Business Consultant, you get paid for providing your clients with ideas. Simple and powerful ideas that help your clients double and even triple their business.
- **No MLM or Network Marketing Type Schemes** — As a TopLine Consultant, you are the only one who benefits from the results you create. There are no commissions to share, no structure levels, nothing even remotely related to an MLM type setup.
- **No Set Hours (You Can Work Full or Part-Time)** — As a Topline Consultant, you are in business to create your own success—however you define it for yourself. Every minute you invest in building your business will be because you choose to, not because you have to.
- **Freedom to Build Your Brand** — You are free to operate your business under any name you choose—even your own. The TopLine Program is designed to help you create your business, your brand, not to build TopLine's.

What Exactly Is The "System" And How Does It Work?

Shortly after you enroll as a TopLine Consultant, you will attend a multi-day training bootcamp: an intense crash course where you will learn, step-by-step how to create a consulting business that can earn you a six, even seven-figure income... from scratch.

A business where clients will stand in line and pay you top dollar for nothing more than your ideas about how they can improve their business—leverage the assets they currently have to create bigger results, and do it faster, and with fewer resources than they have ever believed possible.

And your instructor? Martin Howey himself. Martin is so concerned that every attendee learns exactly what they need to create a business that provides them the level of success that his system is capable of producing, that he personally conducts all training and will not end the training day until every single question is answered... even if it takes all night.

The Training Is Only The Very Beginning

If Martin's commitment to your success ended after the training... if there was no further or ongoing support... your investment would probably still provide you with a better than average chance of success.

Why?

Because each business building strategy you will learn **works**. Each marketing tool you will be given **works**. Every part of the training has been tested and proven in nearly every industry, profession and business you can think of.

But the training is really only the first step.

An integral part of the TopLine program is your access to a world-class, comprehensive and on-

going support system from Martin, his well-trained staff, or from the worldwide network of TopLine Consultants.

Why TopLine Sounds Too Good To Be True

By now, you are probably thinking that what you've heard so far about Martin Howey and TopLine Business Solutions simply sounds too good to be true.

And that's exactly what I thought the first time I heard about it.

In fact, I said those exact words during my first real conversation with Martin. "Martin, this just doesn't sound believable. It sounds too easy..."

"I need real proof to make this work. Can you send me some?"

Martin's reply?

"No problem..."

A 1 Hour, 45 Minute Interrogation

Little did I know, he would start delivering the proof right then and there—on the spot.

I made an unscheduled call to Martin—I really just needed to leave him a message. So I called him on my cell phone with only 30 minutes left for the month.

But I didn't get his voice mail. In fact, Martin himself picked up the phone.

(At the time, I thought it was dumb luck—but after speaking with his Consultants, I've come to realize it wasn't luck at all. It's simply how Martin chooses to run his business. He chooses to be accessible for the people that depend on him.)

Exactly 1 hour and 45 minutes later, the conversation ended.

During that time, Martin answered **every one** of the questions I asked him about TopLine Business Solutions. And what you'll read below are just some of his answers...

We spoke about a lot of things... But one of the most pressing questions on my mind was the one I asked first:

“Why Are You So Interested In My Success? What's In It for You?”

"I work for your testimonial—for your success story."

That was his answer... Not exactly what I expected. And frankly, kind of hard to believe. So I asked him to explain.

"I don't do it for the money. I have enough... My family is well taken care of. I don't have to work another day in my life. Actually, I've retired twice already."

The fact is, Martin works because he has a passion for what he does.

But working so hard—putting in 10 and 15 hour days—for reasons **other** than money is sometimes hard to believe. On a personal note, just a few years ago, I was stuck in work I didn't enjoy... getting paid much less than I was worth.

Working for reasons other than money was **not** part of my reality—especially with the responsibility for feeding my family, educating my children and setting aside funds for my retirement some day.

But Martin's reality is quite different. Here is how he explained his real motivation for working so hard to support his Consultants:

"I could charge 3 or 4 times what I do now, work with only a handful of people each year and, if they work with 10 clients each, I may be able to impact 100 or so businesses..."

"That's good, but it will hardly make a dent in the 25 million businesses in this country alone that are struggling."

"On the other hand, if I help 100 Consultants start businesses that produce dramatic results in the businesses and lives of their clients, then I can impact 1,000 businesses."

"Still a drop in the bucket really..."

"My goal is larger. Much larger..."

"And testimonials—real people telling their stories of success—stories about transforming their lives—how they can do **what** they want, **when** they want to do it... That's what will help me attract even more qualified people who are ready to get started delivering real value to businesses all across the world."

"To get those testimonials, I've got to work hard making sure my system delivers on its promises. Making sure my Consultants receive every bit of help and support they need to create their own success, however they choose to define it for themselves."

"My goal is to get each of my Consultants to appear as a guest on one of our teleconferences 30 days after their training, to tell the other TopLine Consultants about their successes..."

Does TopLine Business Solutions Really Deliver On Its Promises?

It's one thing to have great intentions—as Martin surely does. But the "proof is in the pudding," as they say.

So I asked him to show me real stories, real people he has helped to create successful business development consulting practices.

I asked, "What happens to most of the Consultants that you train? How long does it take for them to see success?"

Now before I share his answer with you, let me tell you something else I found interesting about Martin:

For all of his success—over 40 years of consulting with the most successful companies in the world and thousands of small and medium size businesses—helping his clients double, even triple their businesses and teaching nearly 600 others to do the same...

Even with all of that... You won't hear Martin brag about any of it. Ever.

But don't let that fool you.

He knows what he's talking about. You can't even get in the door with most of the companies he's worked with if you can't deliver. **And** you need a bullet-proof track record of delivering again and again...

What you will hear him talk about are facts. About results.

You can be sure that he'll tell it like it is... And you'll probably hear him refer to a quote by the late Dizzy Dean: "It ain't bragging if you've done it."

So when he told me, "When it comes to training consultants how to become incredibly successful, no one holds a candle to the TopLine System. No One!"

I knew he wasn't just giving me his opinion. He was talking about real results.

In fact, it took me almost the full 105 minute conversation to uncover the one **fact** that spoke louder than anything I had heard so far...

**86% of TopLine Consultants
Recoup Their Entire Investment
Within 45-60 Days Of Their Training**

Now Martin has personally trained over 630 TopLine Business Development Consultants.

And 86% of 630 is 541. That's **541 people** just like you that have come to the TopLine training—learned how to start their consulting business from scratch—and made thousands and thousands of dollars. Many have done it in less than 60 days.

Compare that to the 80% of all businesses that fail in the first 5 years.

Now these are **not** "projected earnings" or what you "think" you'll be making in 45-60 days. By law, Martin can't make any guarantees or projections of future earnings. These results are what real TopLine graduates who now make their living delivering real value to their clients have reported to Martin.

And as you begin your research into TopLine Business Solutions—to find out if this opportunity is the right one for you—these are the results you will discover as well.

"But what happens to the rest? The other 14% that don't get off to a fast start?"

That was my next question...

Here's Martin's answer. I cut and pasted it from an email he sent me:

"Some people are working other jobs and cannot get started right away. Life just gets in their way. Take, for example, the school teacher who comes through the training but can't start until after June when school is out."

"Another person who came through the last training had just started another job and is working there until he can finish up some loose ends."

"Then there are a few (there always are, in any kind of business or endeavor) who start out with the best intentions, but for one reason or another never do anything... no matter how much hand-holding, motivating, or encouraging you do. It's unfortunate... but it's reality. We wish it doesn't happen, but for some people, that's just the way they are."

The One Obstacle Standing Between You And Success With TopLine

There is one piece of the puzzle that Martin Howey and TopLine Business Solutions can't provide for you. It sounds simple... but it is powerful.

And I asked him about it...

"For those that **aren't** seeing the success they want... what's the common thread? What are they all missing?"

His answer was one word:

Action.

Your personal action is the single most important ingredient that will determine your level of success.

Can YOU Do This Business? Can YOU Become A Successful Consultant?

That's **really** the important question to consider here. Can **you** be successful?

To answer that question, you need even more information. Even more proof that the TopLine System works as promised. And that's what Martin and his staff will give you.

But don't expect a sales pitch...

Because when you speak to Martin, he won't sell you on what he has to offer. That's not his goal.

As Martin said during one of our phone conversations, "The TopLine System is not on trial here. It's already been proven to work... again and again... for people with all kinds of backgrounds, abilities, strengths, and encumbrances."

His only goal is to answer your questions (every one), to help you find out if TopLine is right for you. And he wants to learn enough about you so he can make sure you are a good fit for TopLine.

You see, the reputation that Martin has built for himself and for the TopLine program is at stake.

And because the other 600 or so consultants are depending on the continued strength of that reputation, Martin can't afford to make too many mistakes in bringing people on board just because they can afford the program.

That's why he very carefully screens and interviews each candidate. He wants to make sure that there is a good fit for both parties.

Martin can show you pages and pages of proof that the TopLine System works—and that the quality of training and follow-up support you receive can't be found **anywhere**. And he can point

you to the video testimonials, the audio testimonials, and the written testimonials...

But he's not "selling..."

He's actually training you—before and regardless of whether you spend a penny on his services. He's showing you exactly how you will leverage the results you create for your clients to attract more business....

His reputation is riding on the success of the Consultants he trains.

You've Already Done The Really Hard Work

The thing is, you've already done most of the hard work that is required for success. And you already have much of what you need to get started.

It's called your life experience.

It's your own set of experiences, successes and learning experiences that you bring to the table. It's what makes you unique and extremely valuable to the clients you will help.

But what you might not *yet* know, and what Martin excels at teaching, is exactly how to take that experience and use it to solve your client's problems. To help them make their businesses more successful... massively more successful... and with less effort, and in far less time...

And you'll get paid very well for helping them do just that.

Martin's Statement That Absolutely Blew Me Out Of The Water!

At this point in my research, I was getting very curious. So I asked him...

"If TopLine **is** everything you say it is—a straight forward, **proven** system to help someone start a consulting business (from scratch) and quickly earn six-figures doing it—if you're so confident; so sure that you can teach someone to do this—then why don't you let them come through your training and pay you out of the money they earn from using your system?"

I'll be frank; I was blown away with what he said:

"That's a very legitimate question and concern, and I am very sensitive to it. A lot of people are concerned about quitting their job, giving up a dependable paycheck, surrendering their 401k, medical and dental benefits, and their life insurance.

"Some may even be under pressure from their spouse because they're pursuing yet another 'dream' that may not work for them... AGAIN!... and they don't want to jeopardize the family's security and savings and cause friction at home.

"Other people are skeptical that this may be just another scam or an 'if looks too good to be true, it probably is' opportunity where someone's just going to take their money and disappear. And of course you always get the 'it may have worked for others, but can it work for ME?' thinkers.

"So what I've done is eliminate as much of the risk as I possibly can. You attend the first full day of training, and if you're not convinced that the program is everything I've said it is, and that you really can earn the kind of money I'm telling you that you can and that others have... I'll refund your entire tuition and you can walk away with no hard feelings.

"You see, the way I look at it is, if I can't deliver for a person, they shouldn't have to pay. I'll want them to ask... in fact, I'll demand that they ask for their money back if I haven't shown them how effective the program can be for them.

"You see what's happening, Jason, is that I'm guaranteeing both a person's training AND helping ensure their success. It just doesn't get any more risk-free than that."

Like I said, I was completely blown away at the level of confidence Martin had by making such a risk-free and compelling offer.

So I wanted to know more. I wanted to know exactly what Martin and the TopLine program offers that makes the system work so well that he can make such a unique offer of such magnitude. You see...

Even The World's Best Training Is Useless Without Paying Clients To Share It With

Even the best strategies and techniques are useless, unless you have a client ready and waiting in the wings to pay you for your services. Simply put, your consulting business can't be a success without paying clients.

And that's exactly where your TopLine training begins. Actually, one entire day is devoted to this single topic:

How to get a paying client.

Now to be fair to Martin, I must tell you that 92% of his Consultants actually come to their training **with** a client.

Not literally, of course...

Frankly, Martin does a much better job of explaining it. So here's how it works... in his own words:

"Each attendee is asked to bring a client with them to training. Not physically, of course, but to bring some numbers from their financials... some data... some information (and we tell you exactly what to bring)... so you can work with that client's business throughout the training workshop, and so you'll have some systems ready to implement as soon as you get back home... and the money will start coming in that very first week.

"Look, if you're coming to training, why would you want to work on examples furnished by the instructor or the course when you could be working on a real-life business... a business that will be paying you for the results you generate for them? And why would you want to wait until you get back home from training to find such a business?"

"Why not get one before you come to training, and then work on it during training, and have the other attendees in class plus the instructors help you develop strategies for that business, and then be ready to meet with them when you get back home and implement those strategies? I mean why not immediately begin generating income as soon as you get back home?"

By the end of your TopLine training, you'll be able to show your client just how quickly and effectively the techniques and strategies you've prepared for them can impact their bottom line. Getting your prospect to sign your consulting agreement is often a simple formality.

There Is Real Demand For Your Services... Already

No matter what business you are in, you **need** customers or clients. Otherwise you don't have a business, you have a hobby.

The fact is, businesses everywhere are in trouble. Serious trouble. Competition is growing, profits are shrinking and business owners are in desperate need of help to stay ahead of the game. The good thing is, they know they need help—they just don't know exactly where to find it. And that means there are potential clients waiting for you, almost everywhere you look.

They need help learning how to talk with their customers—to be ready to meet the needs of their "market" before the need arises. They need help learning how to be more productive using fewer resources. And they need techniques and strategies that help them do it faster than ever before.

Actually, Martin simply can't train consultants fast enough to keep up with the demand for their services. Here's how he describes it:

"The market is absolutely huge, and there are very few business consultants who are knowledgeable or competent enough to be of any real help to these desperate business owners."

And that speaks directly to what your TopLine training is **really** all about:

A Proven Step-By-Step System For Helping Your Clients Make Money

The real secret to starting your own six-figure consulting business really isn't much of a secret at all. There are really only two things you need to know.

1. How to attract clients...
2. How to solve your clients' business problems.

And to solve their problems you need the most effective tools possible. Tools that are **proven** to boost revenue, create leads, and double and triple profits. You need tools that speak to the biggest problems business owners struggle with every day. The things that keep them up at night.

We're not talking about learning how to arrange pickles and onions on bread. As a TopLine Business Development Consultant, you'll be solving big problems (often very expensive problems) with simple and effective solutions. And the more value you deliver to your clients, the more money you'll make.

Solving problems creates happy clients... and that used to be enough. But that's no longer the case. The real key to success is the **raving** client. Anyone can solve a problem and make someone happy. But to get a client to rave about you, you have to be able to solve their BIG problems... and that's exactly what the TopLine system teaches you.

And there is nothing that will build the success of your business more quickly than a long list of clients who can't stop talking about you.

The Secret Behind TopLine Business Solutions

Now when someone goes out of their way to tell you they're honest, that they have real integrity—it's often not a good sign...

It usually sounds like they're trying to hide something...

And hearing about the rock-solid integrity, the unwavering honesty and the strong values of Martin Howey, Chad Howey and TopLine Business Solutions might have actually **added** to my skepticism...

But frankly, it wasn't Martin that told me about any of it. I actually asked him about it, mainly because every TopLine Consultant I spoke with brought it up...

And after reading over 200 written testimonials, watching over 35 video testimonials and listening to hours and hours of audio testimonials and case studies, there is really very little for Martin to add.

And he'll teach you the very same ideas to leverage your successes to build credibility with your clients, without ever saying a word yourself.

What You Will Really Get From Your TopLine Training

As you watch, read and listen to some of the stories from successful TopLine Consultants all around the world, you'll hear them talk a lot about the training and the world class follow up and support they receive from Martin.

You'll hear just how much information he provides. How valuable the materials are. And how quickly they can put everything... all the tools, the systems, the strategies that he gives them to use in their own business. For their own clients.

But you'll also hear about something else they receive at the training. Something that can't be packed in a box or put in a binder.

And it's something that is far more powerful than any technique or strategy that Martin teaches.

What is it?

Confidence.

Confidence that you can build your own six-figure consulting business. Confidence that you can live your life on your **own** terms. Confidence that you have the tools and any help you need to make a dramatic impact on the businesses and the lives of your clients, their families, their employees, and their customers and clients.

Martin gives you confidence...

Actually, he doesn't give you something you didn't already have—he simply shows you where to find it in yourself. Where it was hiding all along.

And that is an asset you simply can't measure in dollars and cents.

But Don't Take My Word For It Either

12 days ago, I had no idea that Martin Howey or TopLine Business Solutions even existed.

And I can tell you that in just that short time, Martin has (patiently) addressed each of my

concerns, answered my questions and slowly, but surely, allowed me to come to my own conclusion—that the opportunity for success he is offering to share with you is in fact reality.

And he can show you how to make it **your** reality, in less time than you probably even think.

But don't take my word for it. You owe it to yourself to come to your own conclusions, in your own way.

And there is no better way to get started than hearing directly from those people who have already traveled the very same journey you are now beginning. Martin's website is loaded with audio, video and written testimonials and success stories just waiting for you to read, watch and listen to so you can have all the information you need to make the decision that's right for you.

Why The TopLine Opportunity Might Not Be Right For You

Despite all of the proof that TopLine Business Solutions delivers on its promises, TopLine's opportunity is simply not right for everyone.

Some people have absolutely no business getting involved in the consulting business. They just don't have what it takes to be a good consultant or advisor to someone else. Nothing wrong with that, it's just the way it is.

And to protect his reputation, the TopLine name and the onboard Consultants, Martin turns away people who he feels are not the "right fit" for the business or for TopLine.

You see, Martin is very serious about his reputation and his integrity. And he goes to great lengths to find the type of person that can take what he teaches and turn it into real results for businesses that need help.

This isn't about the money for Martin. TopLine is about impacting the lives of thousands and thousands of Consultants, their clients, and the end users of the products and services of his clients' customers.

That type of success requires that only the right people get involved.

And until you "raise your hand" and say, "Tell me more..." Martin has no way of knowing if you are that right person or not.

Four Questions You Must Ask Yourself Before You Do Anything

No matter where your research into TopLine Business Solutions takes you, there are four very important questions you need to answer. No matter what opportunity you are investigating...

1. Is the opportunity honest and ethical? Is it based on sound and proven business principles, and does it provide real value for the end users?
2. Is there a viable and hungry market for the products and/or services this opportunity provides?
3. Has this opportunity worked for other people with similar interests, skill levels, and backgrounds as I have?

4. Is there sufficient training and support that ensures that I have a better than average chance of succeeding with this opportunity?

When you are able to confidently answer, "Yes" to all of these questions, you'll know you're onto something good. Something valuable. Something that truly can change the quality of your life.

What Does "Success" Really Mean For You?

At the beginning of this letter, I told you that I did know a very few things about you. Even though we've never met.

Here's one thing I do know...

I know that you are looking for something. Something to help you live the life that you want to live—on your own terms.

Something that can help you leverage your skills, who you are and what you have to offer... and do it in a way that is meaningful for you.

And something that will pay you very well for your efforts and for the results you create for others.

TopLine Business Solutions may very well be that something.

Martin's definition of success is being able to do what he wants, when he wants to do it... on HIS terms.

Martin told me that he actually retired... quit working altogether two times in the past. And each time he did, companies would hound him until he came back and helped them solve their problems and get back on a profitable footing. And when the word got around about his successes, people came out of the woodwork and badgered him to teach them to do the same.

While Martin works extremely hard (when he works), he devotes an inordinate amount of time to helping the consultants he trains reach their own definition of success in the shortest amount of time, with the least amount of effort, with the smallest possible investment.

Martin Howey is not interested in your money. He has enough to provide for himself and his family for a very long time.

But he does want something from you... Something that, to him, is far more valuable.

He wants to hear your success story. That's what he loves. As Martin says, "Life is too short **not** to spend it doing what you love."

Here's Exactly What To Do To Get Started

The first step is to begin your due diligence process... to check out the TopLine opportunity to see if it's right for you. To see if this is the vehicle... the system that you will use to enable you to create the lifestyle you want to live.

It all begins with a visit to a special website that Martin has put up. You'll find it at: www.BusinessConsultantsWanted.com/letter.htm . You'll find the complete TopLine story there

Frequently Asked Questions, Due Diligence Process Chart and Confidential Expression of Interest form. You'll also find over 6 ½ hours of recorded interviews with Martin detailing exactly what the consulting business is all about and the steps for creating your own successful 6-figure practice.

I urge you to review all the information Martin has provided. It's a LOT, believe me. But Martin wanted to be sure you had every bit of information you need to help you make the decision that's right for you and your family.

Once you've looked everything over, fill out the Confidential Express of Interest form and fax it to TopLine Corporate. It takes just a minute to complete, and it will give Martin and his staff a snapshot of who you are and what kinds of experience you have that may qualify you for the TopLine training and Martin's unique financing program and double guarantee.

The entire process is completely confidential and does not obligate you in any way.

Once you submit the form, you'll also be able to reserve a time to get **every one** of your questions answered by telephone. And you'll have an opportunity to talk directly to Martin... to ask him anything you like... and to see and "feel" what kind of person he is.

Please realize that Martin's time is very limited. And his TopLine training classes are purposely kept small. The extreme level of one-on-one attention Martin gives to each of his Consultants strictly limits the number of people he can accept at any one time.

If you are truly committed to making the coming years of your life more rewarding, more enjoyable and more lucrative, then visit www.BusinessConsultantsWanted.com/letter.htm as soon as possible and begin your due diligence process to get your questions about the TopLine Business Solutions Consulting opportunity answered.

What 100% of TopLine Consultants Know, That You Might Not Know (Yet)

Martin Howey is for **real**. The opportunity he has created for you is **real**. The results TopLine consultants create for their clients are **real**. And the large sums of money those clients pay for results is... **real**.

And in less than 90 days, you too can have a **real** business, with quality clients, with **real** income and the freedom to take it wherever you choose.

And that is a type of success that will absolutely transform the rest of your life... for the better.

Sincerely,



Jason Leister
Leister Marketing Group

P.S. Remember, Martin won't try to sell you on the TopLine opportunity. Some marketers might

look at that decision and call it a mistake.

Frankly, I'm not sure you can call it a fault as much as simply the way Martin chooses to run his business. He prefers the "show me" approach instead of the "sell me" approach. And as a TopLine Consultant, that's exactly what he'll teach you to do with your clients.

Because when you show your clients the value you can provide for their business—just how quickly and easily you can add real dollars to their bottom line, you'll find that very little "selling" is required.

P.P.S. Here's just one more example of how complete the TopLine training really is. The end result is that you'll leave with absolutely **nothing** to figure out about how to get started helping clients and making money, right away.

P.P.S. Martin Howey and TopLine Business Solutions may not be household names to you. Or you may have seen them on **CNN** or **MSNBC**, or perhaps read about them in the **Wall Street Journal**, **USA Today**, **Inc. Magazine**, **Success Magazine**, **Fast Company Magazine**, **Small Business Opportunities Magazine** or **Business Week**. No matter. In the world of business consulting, Martin and his company are very well known. Credited with adding more than \$3 ½ billion of additional revenues to his clients' businesses, Martin has been called the "Go-To Guy" when businesses of all sizes need a fresh shot of profits added to their bottom lines.

Martin can help you learn to do the same... and earn a very substantial income in the process. But you've got to take the first step. Visit www.BusinessConsultantsWanted.com/letter.htm and begin your due diligence process now!

A Few Comments Regarding Martin Howey and the TopLine Program...



Dear Martin & Chad,

I cannot thank you enough for the gift that the two of you have bestowed upon me. Your course was everything I had hoped for and then some, the wealth of information, tools and materials is second to none! As good as the materials are that you provide, their value is tripled in my eyes by the support and unfettered access that you provide should a problem arise.

I don't say these words lightly and they are not part of an adrenaline rush from just having left the seminar. I came into this knowing I could do this but I have left knowing that there is no doubt that I will be as successful as I choose to be. With what you have provided to me there is no way I can fail. I came to the seminar hoping to learn enough of a system/structure for my practice to replace my existing income and job and when you said a six figure income can be accomplished I was figuring \$100K to \$125K but I am now looking at the opportunity to double this annual income or better.

I have attended and paid for other business seminars/business opportunities in the past where 75% of the seminar was a sales pitch to buy more of their products and systems. I am still in a bit of shock that there was no "Up-Sell" involved in this program. The information and materials provided are truly a bit overwhelming but they are absolutely in-valuable to my business. While I have an extensive business background and have been playing around with consulting prior to coming to your seminar, you have added the needed structure and tools to reach a level of professionalism that I was lacking.

I am more grateful than either of you will ever know for having made your acquaintance and getting to know you a bit over the last few days. I will be in touch soon to update you on my progress as I have a few meetings already scheduled. I also am here to help you in any way I can by way of testimonials.

Thank you for everything.

Sincerely,

Edward Wronski



I'm blown away by the amount of information Martin Howey has and the strategies that can grow your business.

There's no question that if you utilize just a tenth of his ideas that you can double and triple your business profits and grow!

Brian Erickson



Hi Martin,

Just touching base to let you know that I have upgraded my computer and can now access your Publisher files!! I am also now able to access those files you copied onto the CD's at training - obviously some incompatibilities between W98 and XP.

I signed up my first client using the "*Martin Howey method*" this week - a small (single practitioner) Chiropractor who is currently working at about 50% capacity and has really done no marketing at all. He has about 1200 patients and even more importantly 500 inactive patients (plenty of potential there!!). His new clients come predominantly through Word of Mouth. The first couple of things we'll be working on are reactivating those lost patients and implementing a proactive referral system.

Oh yeah - I signed him to a retainer plus contingency % of all revenues over a baseline - just like you said, and there was little resistance at all. I really like this idea!! The other idea of yours I implemented successfully this week was to ask for referrals at a "Moment of Truth" - in my case just after I successfully completed a project. Asked two clients, got two referrals from each of them on the spot. Another idea I really like!!

Hope you are well. Look forward to catching up soon.

Cheers, Pat
Pat Hollis



Any time you make an investment, you need to be careful where you invest your money. If you're investing in your future, I would say first, Martin is a guy you can trust. There are a number of other opportunities out there... a lot of them are really bad news.

Martin, in my opinion, has excelled in following through in what he promises. He doesn't over promise. He doesn't have a system that is complex. He doesn't have

a system that turns into another stream of revenue for him. He gets paid to train people, and then he provides a service beyond that training that is above and beyond what anybody else ever has done and what anyone could expect.

I've been involved in programs with some of the top name marketers in the business, and I've never treated any of them the way Martin's treated me, and I've paid them a lot more money than I paid Martin. You can trust him. He's dependable. He follows through on what he says. And he continues to work hard to innovate and improve the program that he offers.

Scott Sheldon