

# How to become a SUCCESSFUL CONSULTANT in your own field.

Have you ever wished you could quit your job and start working for yourself?

Well, maybe you can! Many people are amazed when they discover the tremendous amount of professional experience and specialized knowledge they've accumulated — experience and knowledge that others will gladly pay for. Literally thousands of people who made that discovery are now prospering as independent consultants.

The way to begin is by reading *How to Become a Successful Consultant in Your Own Field*, by Hubert Bermont.

Clear, straightforward, packed with solid information and advice, this authoritative manual tells you everything you need to know to establish your own independent consulting practice. Here's a sampling of the contents:

- What does it take to be a successful consultant? (See Chapter 1.)
- How to get started. (See Chapter 3.)
- How to operate your business — a collection of "tricks of the trade." (See Chapter 5.)
- What to charge your clients — plus five helpful rules on fees. (See Chapter 6.)
- Why you should **never** work on a contingency (speculative) basis. (See Chapter 7.)
- Ingenious ways to promote yourself — and make people want your services. (See Chapter 9.)
- Contracts: why you should **avoid** them at all costs. (See Chapter 10.)
- Just what do consultants do all day? (See Chapter 11.)
- How to market your ideas. (See Chapter 11.)
- Why you'll never have to worry about competition. (See Chapter 13.)
- And much more!

Perhaps no one is better qualified to have written this book than Hubert Bermont. He has served as consultant to more than 70 major corporations and trade associations, including the U.S. Chamber of Commerce, McGraw-Hill, the Electronic Industries Association, Evelyn Wood Reading Dynamics and the Smithsonian Institution. Yet he made the decision to become a consultant only after being fired from an executive position at the age of 43. You'll learn first-hand how he did it — and how you can do it, too!

*How to Become a Successful Consultant in Your Own Field* is just \$20 (tax-deductible if you use it for business purposes), and you're fully protected by this **unconditional money-back guarantee**: Keep the book for three weeks. If you're dissatisfied with it for any reason whatever, simply return it and **every penny of your \$20 will be promptly refunded** — no questions asked!

How many times have you told yourself that you're not getting anywhere — that it's time to think seriously about a major change in your career? **Don't put it off another day!** Clip and mail the coupon now!



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**SPECIALIZING IN SPECULATIVE TECHNOLOGY**

# ENERGY LOSS PREVENTION

## A Flourishing New Business Spawned By High Energy Costs

### New Instant Thermal Camera Pinpoints Heat Loss On The Spot!

*Santa Monica, Calif.*—With heating and air conditioning bills up 200% to 600% in the past five years—everybody is concerned! So concerned that millions of home and building owners have sparked a hot new business—an energy loss prevention service.

The timing is perfect for this fascinating new business! Already, high profits have been made by bright entrepreneurs whose unique services save home and building owners thousands of dollars a year.

These interesting new energy-saving services include:

- **"Retrofitting"** or adding blown-in insulation to the walls and attic. You simply drill holes in the exterior walls and pump in a plastic foam. It sets up quickly and cuts heat loss by an amazing 40%. This saves the average homeowner about \$780 a year! With the average job priced at \$1,200 and a profit of about \$500, it's easy to see why this is a very attractive business opportunity.
- **"Thermal Window Sealing"**—a simple process for you that most home and building owners cannot do themselves. This energy-saving process saves an incredible \$200 per 2,000 square feet per year! You don't even have to maintain any inventory.
- **"Solar Conversions"** of existing heat and hot water systems. A simple 8-hour job for you that offers the home or building owner a multitude of advantages; Guaranteed lower operating costs, plus a fool-proof back-up system that will carry a household through blackouts and gas shortages. Competition is almost nonexistent.

#### NEW DEVICE PINPOINTS HEAT LOSS ON THE SPOT—MAKES SALES EASY

Imagine taking pictures of heat loss that are tangible proof to the home or building owner that his money is being wasted!

Now, thanks to the development of a fascinating, heat-sensitive infrared photo device, you can do just that. In fact, there is even a way to accomplish the same task with your Polaroid camera! It is a phenomenal sales tool and also contributes to your image as a professional.

#### MARKET IS WIDE OPEN

According to the most recent government surveys, over 25 million homes have inadequate insulation—just about everywhere in the country the market is immense and virtually untouched in the residential sector alone.

Commercial buildings make up another giant virgin market. Older stores, garages, warehouses and office buildings are additional lucrative markets to tap. Public buildings such as schools and court houses can also be considered a wide-open market.

#### UNCLE SAM HELPS YOU

The Senate has recently passed a bill (HR-112) that will most likely be put into effect this year and be made retroactive to 1978.

This bill is an amendment to existing legislation that provides for a 15 percent tax credit to homeowners for energy-saving improvements made to their home. This translates to a ceiling of \$1,500 which is high enough so that the average attic/wall insulation job will be completely covered.

In short, Uncle Sam is about to provide you with an incredible sales booster!

#### HIGH PROFIT POTENTIAL

We found several contractors working just the residential market who are grossing between \$300,000 and \$500,000 a year. Most have more business than they can handle. The average small contractor grosses about \$150,000 the first year to earn between 21% to 35% pretax.

#### LOW OVERHEAD

You don't have to spend a fortune on a fancy office in a prime location because customers will rarely, if ever, want to visit your shop. In fact, many contractors work from home with nothing more than a desk, filing cabinet, and an answering service.

#### OPPORTUNITY IS KNOCKING

Don't miss out. As you can see, energy loss prevention is truly the wave of the future. Here's your chance to get in on the ground floor of this exciting, recession-proof new business.

Our research department at American Entrepreneurs' Association

has just completed an extensive analysis of this new phenomenon. Actually, we've created a completely detailed start-up and operation manual on the energy loss prevention business. (Taken from actual case histories of people in this business).

This manual provides point-by-point answers to virtually every conceivable question you may have as to whether this business is for you—and every detailed step you'll have to take to get into the energy loss prevention business, such as:

- A detailed analysis of start-up and operating expenses
- A proven mathematical formula for predicting dollar volume based on a simple market analysis
- Which energy loss prevention services are easiest to perform and most profitable
- Equipment you need—how much to pay for it—where to obtain it
- How to convert your Polaroid camera to take infrared photos that pinpoint heat loss on the spot
- The proper way to quote job estimates—so you make a good profit, but still undercut the competition
- Ingenious sales promotion techniques that bring you droves of "pre-sold" prospects
- How to get equipment manufacturers to pay half your advertising costs
- A new, but proven sales gimmick that contractors are using to obtain more "referral" jobs than they can handle
- Customer relation techniques you can use to quickly establish credibility and an image of professionalism
- Lucrative add-on services you can sell to each customer
- How to best deal with suppliers
- A perfect source of "on-call" employees who will work on an "as-needed" basis
- How to determine the correct number of employees per crew, how to get reliable people, and how much to pay them
- Foolproof formulas for predicting job completion times—so you can schedule more efficiently, and workers can't "goof-off"
- How and where to get free expert training on equipment operation, estimating techniques, best materials to use,

and sales techniques for yourself and your workers

- Licenses and permits you may need—how and where to get them easily
- Proper insurance you need to protect yourself
- Pitfalls to avoid.

Get in on the ground floor and begin now to profit in this thriving new industry. Start by ordering Manual No. 112, **Energy Loss Prevention Business**.

By the way, all AEA manuals are covered by an **unconditional guarantee**. If you are not satisfied, just return, undamaged, within 30 days of receipt for a complete refund—no questions asked.

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