

WHY I CHARGE YOU A 500 DOLLAR FEE FOR BEING YOUR COACH EVERY MONTH

LOOK AT MY BIO: 36 YEARS AS A PI/AGENCY OWNER, 15 YEARS IN LAW ENFORCEMENT, A B/S DEGREE IN CRIMINAL JUSTICE, AND I HAVE A NOVEL, '48 SHORT STORIES OF A PRIVATE INVESTIGATOR.

NO PI AGENCY OUT THERE WILL TEACH YOU TO BE AN OWNER. THEY WANT TO KEEP YOU AS A WORKER AND THEY MAKE THE BIG MONEY.

IF YOU ARE A PI YOU ARE EX-LAW ENFORCEMENT, OR YOU AS A PI JOIN FORCES WITH SOMEONE TO OPEN AND RUN A PI AGENCY, **I CAN HELP YOU NOT MAKE MISTAKES.**

IT IS THE ART OF OPERATING A PI AGENCY AND DEALING WITH CLIENTS.

WITH A CASE IN PROGRESS, **DO YOU UPDATE** YOUR CLIENT ON YOUR PROGRESS?

THE ANSWER IS NO.

IF YOU DO, THEY MAY END THE CASE EARLY THINKING THEY HAVE VIDEO EVIDENCE.

CLIENTS WANT TO SAVE MONEY.

WHY PAY \$2,500 WHEN THEY CAN PAY ONLY \$1,000?

AS AN AGENCY OWNER, HOW MUCH DO YOU WANT TO PAY YOUR AGENTS IN THE FIELD?

\$15 TO \$30 AN HOUR IS THE NORM.

I WOULD PAY **THE FIELD AGENTS \$40 AN HOUR** AND HIRE THE BEST FIELD AGENTS I COULD FIND. YOU STILL MAKE \$60 AN HOUR GROSS, EVERY HOUR THAT IS BILLABLE.

WHEN A CLIENT WANTS A 3-DAY SURVEILLANCE AND INSTRUCTS YOU TO **BREAK OFF AFTER 4 HOURS** IF NO ACTIVITY FROM THE CLAIMANT, **WHAT SHOULD YOU DO AS AN AGENCY OWNER?**

REMEMBER, **YOU ARE THE EXPERT** AND THE CLIENT WANTS TO SAVE MONEY. I WOULD TELL THE CLIENT **WE DO NOT DO 4-HOUR** SURVEILLANCES. WHY? **WHAT 4 HOURS DO WE WORK?** 6 A.M. TO 10 A.M. FROM 11 A.M. TO 3 P.M. OR 4 P.M. TO 8 P.M.?

SURVEILLANCE IS THE ART OF WAITING. WAIT LONG ENOUGH AND YOUR CLAIMANT WILL BE ACTIVE.

AS A PI, DO YOU WANT TO WORK A 4-HOUR CASE OR A 12-HOUR CASE? ALWAYS DO THE LONG HOUR DAYS AND **MAKE MORE MONEY A DAY** TO LIVE ON. \$40 AN HOUR X 4 HOURS IS \$160, BUT 12 HOURS IS \$480. A PI DOES NOT WANT TO DRIVE 90 MILES ONE-WAY FOR A 4-HOUR BILLING DAY.

THIS IS WHY YOU NEED ME TO BE YOUR COACH. **DO IT RIGHT THE FIRST TIME.** YOU WILL GROW.