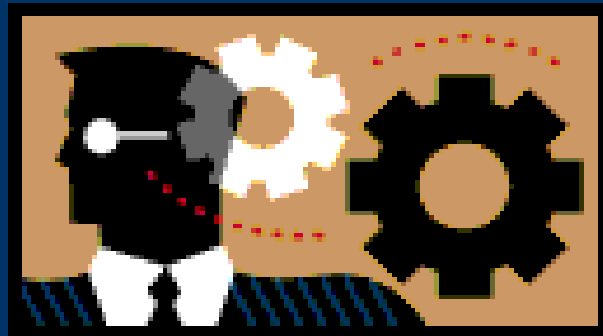


The Power of Information

How To Come Up With And Set Up
Successful Business Selling Information
Products You'll Be Proud To Sell



By Michael Senoff

How To Come Up With And Set Up Successful Business Selling Information Products You'll Be Proud To Sell

This is a two part consultation that I did with a lady named Sherda. It seems that Sherda's dream to start an e-commerce site was shattered because the company that she hired for assistance not only did her many disservices, but cost her a great deal of money. At wits end, Sherda contacted me for advice. I was so touched by her plight that I agreed to do a one-hour consultation with her to talk about her current e-commerce site's failure. We then talked at length about how to set up a successful business selling information products. This consultation is a treasure for anyone who is in a quandary about how to get ideas for an information product and how to turn those ideas into a reality and a success. It all stems from identifying your "passion" and then implementing the ideas that I suggest to Sherda. The possibilities are endless! You will hear how a conversation starting out with a very discouraged Sherda turned into an exciting new adventure that she just couldn't wait to begin! Michael: So, what I'm getting at if you're going to sell something, I would really advise thinking about selling information. The best business in the world, the best thing to sell is to sell information.

Music

Hi, this is Michael Senoff with www.HardtoFindSeminars.com Here's a recording with a lady, Sherda Alden. Sherda emailed me last night and I'd like to take a second to read her email. It's that important to set the position of what this recording is going to be about.

"Dear Michael – I would like to lay out a quick scenario of my situation, and then request your advice. A year ago this June I paid \$6,119 for a program called "Auctions for Income" to assist me in setting up a website. I had some computer experience, but absolutely no savvy about building and marketing a website. I was assured this would be no problem. My coach walked me through the process with weekly, one half hour sessions, and I spend hours upon hours learning by hit and miss how to build a website. The marketing portion of my purchase ended up being a complete joke. I had no sales for months. For that matter, I still haven't sold anything. When the second marketing coach came on board, he had me completely

revise the website taking it from several categories to one. I was offering kitchen and wine accessories. I know offer small kitchen appliances, therefore the marketing that had been done was useless. Long story short – after months of following their advice, my website has failed to produce any income. I believe mine is an age old story, but the \$6,000 was a big hit to me. To date, I have not had any sales. I've paid several hundred dollars through pay-per-clicks, through Overture and Enhance. I've added my website feed to Froogle, and I'm currently working on understand RSS and trying to add my products to rapid feeds. I hope this doesn't sound whiny. It's not meant to be. I'm not whining, but I'm frustrated and I just don't know where to turn. I'm using drop-shipping and feel comfortable with the drop-shippers I've set up accounts with, but that can be my problem. Bottom line is I have about \$1,000 left. Do I seek out a website analyzer? Do I take some type of marketing course? Do I eat my losses, turn tail and run? I want to make this work. I have two other product ideas I would like to develop a site for. I've become a doubting Thomas. I need some expert advice from someone that cares enough about those of us out here that are struggling to get ahead. I don't mind paying, but I want my money to go towards true assistance for me, not just to line someone else's pockets that can care less about my situation. You seem like an upfront, honest man who sincerely cares about helping others make it in the business. I'm turning to you either for your personal assistance or your advice as to who or what I need. I'm waiting for your CD Rom from HardtoFindSeminars.com to come in the mail. If you think it will help me attain my goals, I would be grateful. I'm feel I'm greatly inadequate at marketing and writing descriptions, choosing keywords, etc. Perhaps my pricing needs a finer tune, or perhaps nothing will make a difference because there is just too much competition out there. I'm opened to anything even if you advice that I need to cut my losses. My website is SassyKitchen.com. If you could help me, I would greatly appreciate it. If not, I understand you're a busy person, but I had to ask. Thank you, Sherda Alden.

Well, I got this email last night, and I felt sorry for the lady, and I emailed her instantly and told her I'd be willing to give her my best advice, and that she wouldn't have to pay for it and I could do it that night. She didn't get back with me, but we did schedule a time today to talk, and this is an hour consultation with her going over her problems, her market, her profits, her marketing, and everything else. So, in the next hour, you're going to her some extremely valuable advice that I would tell to anyone who's in a situation like Sherda. So enjoy!

Michael: How are you doing Sherda? I got your email last night.

Sherda: Oh, thanks so much for calling me. I'm doing great. How are you doing?

Michael: I'm doing very good, and I read your email, and do you have some time to talk now?

Sherda: I do.

Michael: Well, I read your story there, and I shake my head. It's a sad story.

Sherda: I didn't mean it to sound like I was really complaining. I just kind of wanted to lay it out for you.

Michael: You're frustrated.

Sherda: I am.

Michael: A year ago this June, you paid \$6,119 for a program "Auctions for Income". Tell me about that.

Sherda: Well, it was this program that offered marketing and offered to teach me how to build a website because I had a little computer experience at work, and I had a computer of my own. And, it offered an Autoresponder Express, and something called "Links for Trade", and Tax Advantage, and then the site builder itself.

Michael: Where did you hear about that?

Sherda: I just went on the Internet, and put into the MSN Search Engine, "Making Money at Home", and just started there, and went through it. I went into Auctions for Income and ordered some books from them, and they contacted me one day.

Michael: Was it \$6,000 all upfront or paid over time?

Sherda: I paid it all upfront.

Michael: So, what did you get for that? You got thirty minutes of coaching a week for how many weeks?

Sherda: For six weeks. I ended up having more coaching later on because from the original coaching that I had, my website just wasn't working.

Michael: All right, did they sound knowledgeable like they knew what they were talking about?

Sherda: Well, you know what, the first guy was a great guy. He was really nice, but he sounded knowledgeable to me. In retrospect, I can go back and think, "Well, you know, I think maybe he was a newcomer to doing what he was doing also", but I didn't know the questions to ask.

Michael: Right.

Sherda: Because I didn't know the information to know what I needed to know.

Michael: Okay.

Sherda: And, so I would say looking back that I can think of a lot of instances where he just couldn't answer my questions. They do have a hotline that you can call.

Michael: Were they receptive to your calls?

Sherda: Yeah, they were. They were receptive to my calls, and they would have me talk to somebody else – this gentleman that I got a hold of. I never did speak to a female, but the gentleman that I got a hold of couldn't answer my questions, he would have me speak to someone else. So, I don't think I knew the right questions to ask.

When the second coach came on board, he had me completely revise my site, and the original gentleman told me, "Oh, your site looks great." Unless they have two different approaches. I don't know.

Michael: I've looked at your site, and it doesn't look great. It looks terrible.

Sherda: Great.

Michael: So, I think they were both wrong.

Sherda: Good. Well, something's wrong.

Michael: Tell me about this business of yours. Did you start out selling on eBay or how did this whole idea begin?

Sherda: I wanted to find something that I could do from home. I work two jobs. I just wanted to find something where I just didn't have to work so much.

Michael: What are your regular jobs?

Sherda: My daughter and her husband own two restaurants. One is a café, and I manage it. The other one is a large restaurant, and they have a huge salad bar and I do all the prep for the salad bar early in the morning. Then, we do catering also, and I'm basically the caterer and I work a lot. I'd like to be at home. I felt like I needed to do something that I knew something about, that I like, that I was passionate about. So, I made myself a list, and what I like to do is be in the kitchen and cook and I like to travel, but I just had to pick something out.

Michael: So, you choose kitchen appliances.

Sherda: I originally choose kitchen and wine accessories. I had many, many product pages with a lot of things on each one. The second coach said that that just would not work that I needed to refine it down to just one thing. That's why I choose the kitchen appliances, kitchen and coffee appliances, small appliances.

Michael: What else are you passionate about besides that? Any expertise over your life experience that you're really good at? Do you enjoy?

Sherda: Well, I'm an organizer.

Michael: Are you a good organizer?

Sherda: Yeah, I like to do that.

Michael: Like what?

Sherda: Oh, just family functions. I like putting together all the different aspects of it.

Michael: Event planning?

Sherda: Yes, event planning.

Michael: Are you good at that?

Sherda: I am good at that. I like doing stuff like that. When I do the catering for Toll Station where I work, I like organizing all that and going through and deciding on the menu, putting it all into perspective in the pricing and doing those things.

Michael: Have you done it a lot?

Sherda: I have done it a lot over the years. Originally, I did it a different restaurant, one that my family owned.

Michael: Are the restaurants your family owns successful?

Sherda: Yes.

Michael: Very?

Sherda: I live in a small mountain town, kind of resort town called McCall, Idaho.

Michael: Okay.

Sherda: And, one restaurant that they own is probably close to the biggest restaurant in this town.

Michael: What's it called?

Sherda: Toll Station Pizza and Pasta, and then there's a big ice rink in this town and they took on the second one which is a café, a couple of years ago, and it's in the ice rink.

Michael: What do you think makes that restaurant successful? Is it the location only? Or is there other things about it that have made it successful over the years?

Sherda: I think my son-in-laws a very good businessman. He's got the knack.

Michael: In what way is he good?

Sherda: He's good at picking his products. He keeps his prices right to keep people coming in.

Michael: Does he love the business?

Sherda: He loves the business. It's a family style restaurant, and in this community, you hardly go anywhere without your children. It's just one of those communities that's like that, and so it's a place where the kids can come. It's not where you'd want to go for an elegant evening.

Michael: And, they serve what? Pizza and salad?

Sherda: They do all kinds of pasta dishes. They have specials every night. They have a very large salad bar which is really very popular.

Michael: Okay.

Sherda: I make the soup for both places.

Michael: Homemade?

Sherda: Homemade soups.

Michael: So, your soups are homemade?

Sherda: My soups are homemade and they're very good.

Michael: How many different soups do you have?

Sherda: I probably have about twenty.

Michael: Twenty different soups.

Sherda: I change them all the time.

Michael: Really, what's the most popular soup? Or do you just have a soup of the day?

Sherda: Probably baked potato soup is the most popular at both restaurants. I make different ones. I make more general ham and bean, homemade chicken and noodle. The next most popular would probably be the one I call chili jack.

Michael: And, what's chili jack?

Sherda: Chili jack is a cream soup that's actually made out of puree potatoes, and it's got chopped green chilies and salsa verde in it.

Michael: Is that your own recipe?

Sherda: Yes.

Michael: Where'd it come from?

Sherda: I just started putting it together one day. I like hot and spicy things.

Michael: How long ago?

Sherda: I started making it probably about fourteen months ago, a little over a year ago. I started making it for the ice rink because I made smaller quantities of it. We don't sell as much soup over there.

Michael: How much soup does Toll Station go through?

Sherda: During the summer, they're much busier than they are during the winter, and although you would think it was strange, the soups go still during the summer very rapidly. They probably sell a gallon a day, maybe a gallon and a half.

Michael: So, you got that chili jack. Tell me some of the other soups.

Sherda: I do a chicken tortilla.

Michael: Is that good?

Sherda: Yes. I do a southwestern black bean chicken. I make a seafood chowder, homemade chicken noodle. I actually have a list, but it's in my car.

Michael: That's okay. So, you've got all these gourmet soups. Are these better tasting than what you get out of Campbell's out of a can?

Sherda: I think so. They're very popular. As a matter of fact, they're thinking about selling the ice rink café, and that's one of the big things that people are saying, "Oh no, is your mom still going to make the soup?"

Michael: So, how long have you been making the soups fresh?

Sherda: I've been making the soups fresh for Toll Station for several years, but I've really developed more soups over the last two years for the ice rink café, because the Toll Station they have another girl that likes to make

soup, and they would buy them sometimes. It's only been within about the last year and a half that I've just consistently made them everyday for Toll Station, and I've been making them for the ice rink for a couple of years.

Michael: Is it a lot of work?

Sherda: No, I mean, I like doing it.

Michael: Do you have your recipes all written out?

Sherda: Some of them I do.

Michael: Some of them you kind of just eyeball it?

Sherda: Yeah.

Michael: And, all the vegetables and the things that go in it, are they fresh?

Sherda: Yes.

Michael: Is that important?

Sherda: It is, and I think that having that restaurant to do that is nice because they have all those things. That's another way I would make the soup is basically they have to have the ingredients for me to be able to make them. He'll get me what I want, but I don't like to ask him to get me a whole lot of stuff. It works better for him and for me, if it's stuff that he would have on an ordinary basis anyhow.

Michael: All right. That's interesting. The reason I'm asking. I'm just trying to explore what you like, what you do, and trying to look through some expertise within your own life and what you're currently doing that can be turned into maybe a different product because the truth is this website you have with blenders and stuff like that, people don't need to go to a website to buy a blender or kitchen accessories because they're commodities. They're everywhere. I'll go to Costco. You can go on Amazon. You could search and find thousands of places that are selling the same product you have on your site.

Sherda: To be truthful with you, that was one of my biggest concerns is it developed. I was just getting anybody. People were looking at my

website, but not purchasing anything, and that's what I kept thinking was I myself even went to a different place and bought.

Michael: Yeah, so you've got to ask yourself, "Why is someone going to buy blenders and stuff from your site rather than going to Kmart?"

Sherda: Yeah, that's exactly it. I went to Costco and bought something for my son-in-law.

Michael: That's the problem. You were looking for something, and you fell in love with your product, but you didn't realize your product is a commodity. It's everywhere, and there's no compelling reason because you're selling a commodity based on price.

Sherda: Right.

Michael: Does that make sense?

Sherda: It does because I have lowered some of the prices down. I use drop-shipping and I have to add that to what I'm buying it for, and when I go in and do price comparisons, sometimes I can't even go as low as the others are. I've actually lowered it down to where I wouldn't be making any money just because I was thinking, "Only if I just made a sale it would start the ball rolling."

Michael: No, it just doesn't work like that. I mean, if you're going to other places buying equipment, why should anyway whether they're on the Internet or anywhere, why should they buy from your website when they can go down the street and go to any Save On Drugs and get a blender anywhere? So, your product is all wrong. That website is all wrong. I would just scrap it up. You can leave it up, but you're not going to sell anything. It's just not going to happen, and if you sell it, what are you going to make on a \$50 blender. How much profit?

Sherda: Probably about two dollars.

Michael: Two dollars!

Sherda: I know.

Michael: You knew this all along.

Sherda: Well, I did, but I kept thinking, I spent all this money. These guys would talk to me and be so gung-ho. They have their own website. The first guy didn't tell me what he was, but the second gentleman does more or less sell information. I went in and looked at it. He doesn't really sell a product. And, that's what I just kept thinking, but after you have gone through that and spent all that money, actually I doubt myself. I doubt my own ability.

Michael: It's not your ability.

Sherda: I'm second guessing myself.

Michael: But, you were paying a consulting fee. They had to service you. Did anyone ever recommend you go to a different product and not do blenders and stuff?

Sherda: No, they just told me to pick one thing that I wanted that I would want to sell out of all the other merchandise that I had put on there.

Michael: They did you a real disservice in my opinion because if they knew anything about marketing or anything about business, they wouldn't have encouraged you to create and develop a website selling a commodity type product. That's where they probably did you wrong.

Sherda: You know, I think I knew that. I just kept thinking, "Well." Then, when I started looking around trying to figure out what I was doing wrong. It actually became more and more apparent because the website that I was on that I found you through did a lot of reviews on different like Auction Spree and this was one of them, and it had a very poor review.

Michael: Oh, it did, okay.

Sherda: It kind of said what you said that they just have had a lot of people unhappy.

Michael: Oh, just scrap it. You're not going to make money on that. The thing is no matter what you've got to sell something with margins, okay? And, that guy told you he had an information product. The best business in the world, the best thing to sell is to sell information. It really is. Don't sell any product. It's information, and I'm not talking about books you can get at a book store. It's selling how-to information, how-to make gourmet soups right from your home. It can be anything, but the most

important thing is you've got to research the market. You've got to find a hot market. You've got to find a group of people, a small niche.

It could be restaurants in small town resort areas could be your market. Let's say around the country, there's 5,000 restaurants who are in the same situation as your son. They're in a resort type area, small town, and you could be say a kitchen soup consultant for restaurants in small resort town areas. Do you know what I'm saying?

Sherda: Yes.

Michael: So, you can sell your expertise just like these guys sold you \$6,000 worth of consulting. For \$6,000, all they had to do was spend 30 minutes on the phone with you, for how long?

Sherda: Six weeks.

Michael: Six weeks, did they make some nice money from you?

Sherda: Oh, yeah.

Michael: Did they have to screw around with a website or anything?

Sherda: No.

Michael: What was their cost? The cost of getting you as a client, and the telephone, right?

Sherda: Yes.

Michael: Now, they provided you a poor product, in my opinion, but that doesn't mean you don't have to provide a poor product. You can provide consulting over the phone, and provide them a great service, a great product. So, the margins are there. All they had was a phone call that probably cost them three cents a minute and the knowledge in their head. Look at the margins. You see? That's an information product, whether it's consulting like that or coaching is very, very popular and very profitable too, and you can provide great services. I do it all the time.

So, another type of information product would be taking that expertise that those people gave you, or, let's say that I'm giving you expertise right now. I'm doing an audio recording. We're recording this

conversation. Now, I've only talked to you once, but now I have a digital product. Don't I?

Sherda: Yes.

Michael: Once I do editing, now I have a product, a coaching session on how to not get screwed by poor consulting coaching programs.

Sherda: That's right.

Michael: Now, what does my digital product cost? It cost me a little time editing, but once it's done, it's done, and I can sell that over and over and over again to people who are in the same situation as you who have been ripped off or who have been disappointed or who have had not much success in marketing online. Am I giving you some valuable insight information?

Sherda: Yes.

Michael: Do you think other people, if they had a sample of the information I gave you, do you think they may be willing to pay for this information?

Sherda: Yes.

Michael: Do you think it could save them some money?

Sherda: Yes.

Michael: So, I'm giving you value, and know I'm developing a product at the same time, and I'm not wasting my time. I'm recording it, and I've got your permission to record it. I may sell it down the road. It may be a collection on one of my interviews. You saw all of the 117 hours of interviews?

Sherda: Right.

Michael: Now, I've been doing this for years. I collect all these recordings and they are information products. Now, I have a digital recording. Let's say I had a person who called me later today, and they're interested in learning how to better their website and they're selling another type of commodity product. And, I say, "Well, I have a product for you. It's a hundred dollars, and you're going to buy the audio recording of me consulting with someone who is in your exact same situation", and

normally I charge \$375 or \$500 an hour for this, and I sell it to them for a hundred dollars. So, I have a digital product that I can deliver to them on a CD, right?

Sherda: Yes.

Michael: Now, how else can I increase the value of my information product, taking the same product? Any ideas?

Sherda: I would guess typing it out.

Michael: Bingo, that's right, typing it out. Having the words that I'm telling you transcribed into a little booklet. So, if we talk for an hour, I may have 64 pages. I have enough pages for a book, right?

Sherda: Yes.

Michael: So, now I can send that person a CD Rom with the audio, and I can include a book with it. So, now I have a CD and a book. Did it increase the value?

Sherda: Yes.

Michael: Is it the same product?

Sherda: Yes.

Michael: That's right. Now, how else could I increase the value of that same product? Any idea? Let's say I sat down and the same information – let's say I had it all transcribed, and I videotape myself talking in front of the video camera and let's say I created a videotape of the same information, but I was reading it or something or doing an overview of what we just explained in the audio recordings. Now, I have a CD with an audio recording. I've got the transcript which is a book, and then I have now a videotape with it. I've got three things. Has that increased the value?

Sherda: Yes.

Michael: So, now instead of selling it for \$100, I maybe be able to sell it for \$150, right?

Sherda: Right.

Michael: So, let's say I sell that to you, and now if this product has helped you and then a person who called me later who was in the same situation as you, they wanted to buy this because it was going to give them value, and they liked what they heard. Do you think they'd be interested in maybe listening to maybe another interview or another consulting session that I do with someone who's in there same situation? So, then I have another information product I can sell to them down the road. So, I may be asked them to sign up for a club or something where they get audio recording of people who have been in the same situation as you every month, and they pay \$39.95 a month for that recording. Is that a possibility to sell?

Sherda: Yes.

Michael: If you add \$39.95 times twelve months which we'll say for easy numbers, ten times is \$395 a year, and that's some good margin because we've got no hard goods. It's all information. It's all digital. It's all intellectual knowledge that has this huge mark-ups except for the media that you put it on. To duplicate a CD, you can duplicate a CD for a dollar. You can duplicate a video for two dollars, and you can print out 64 pages for under a dollar-fifty or two dollars, and your mailing costs. If you learn how to do it online like I do, I can deliver all that stuff for you for free. You can learn how to do that. That's no big deal.

So, what I'm getting at if you're going to sell something, I would really advise thinking about selling information like in the examples I've given you, how-to information to fill a hungry market.

Are you a collector of anything? Do you subscribe to any magazines, any type of special magazines?

Sherda: No, I collect romance novels.

Michael: Okay, you collect romance novels?

Sherda: Yes. There are certain authors that I like.

Michael: Okay, do you see other articles on these romance novels by authors? Like if someone came to you and offered you a collection of ten romance novels by these authors that you didn't have, would you buy them?

Sherda: Yes.

Michael: Without even a thought, right?

Sherda: Yes.

Michael: You love this stuff, don't you?

Sherda: I do.

Michael: Are you passionate about it?

Sherda: I am.

Michael: Do you know that there are probably millions of people who are just like you passionate about romance novels like that?

Sherda: Now, see, I never think about stuff like that.

Michael: What author is it?

Sherda: Several of them that I like.

Michael: Okay, so, you gobble up anything you can get by them?

Sherda: Oh, yeah.

Michael: Is there a lot of stuff out there that you don't have by them? Are there hard to find novels that you don't have?

Sherda: Well, probably not hard to find. Actually, the books that I don't have a lot of them would be ones that I've loaned to people that they don't return, but I do have hundreds of them.

Michael: You do?

Sherda: I have hundreds of them. Some of them have probably fifteen to twenty books by them, and it depends on how long they have kept writing.

Michael: You don't know which ones you don't have. What if someone said, "Look, I found ten romance novels here that are very old, very rare. You don't have them." What would you pay for something like that? How passionate are you about them that you'd pay good money for them?

Sherda: I would pay for them. I might even sell some of mine now that you've brought it up.

Michael: Now, can you talk about this subject pretty good and intelligently about all the stories and stuff?

Sherda: Yes, I remember them all. I have read most of them several times. I like them when I want to relax, that's what I like to do, sit down and read.

Michael: Well, I would recommend you go on to Google and search romance novels. Look for user groups. Look for romance novel websites. Look at some of the websites. See what some of the people are doing with romance novels. My main business, the way I started was I was buying and reselling hard to find information products by a marketing guy named Jay Abraham.

What I'm saying is it's really important to find a market that you've got to understand that you can relate to, but romance novels – I am telling you there are millions of women just like you who love this stuff. They eat it up. They're passionate about it, and within those markets, there are opportunities. So, I was telling you for years, I've been buying and reselling hard to find books by a guy named Jay Abraham. He's a marketing guy.

Sherda: Yes, I've gone into your site.

Michael: I started selling that stuff on eBay. I would buy it from people for pennies, and resell it for a profit, and by the time I resold it, I still made money and the person buying it was still getting it for a ton less money than what they could get it from him.

Sherda: Can I ask you a question?

Michael: Yes.

Sherda: I don't know if my mind works like that. One of the things that he and I immediately started talking about was you need to go find stuff to sell on eBay, go to yard sales.

Michael: Forget that.

Sherda: I said, “I don’t really live in an area where there are a lot of yard sales.” He said, “Well, what have you got around the house?” And, to tell you the truth I couldn’t think of anything around here that I would sell.

Michael: You’re not going to make any significant money unless you’ve got treasures laying around your house. If you’ve got a bunch of stuff, yeah, you can sell it on eBay. You can sell anything on eBay, but you’ve got to have something that’s hard to find. You have something that has margins in it. I’ll sell a set of video tapes on eBay. It may cost me \$50, but I’ll sell them anywhere from \$600 to \$1,000 sometimes. Sometimes it maybe cost me \$30, and I sell it for \$300.

With an information product, you can get anywhere from ten to fifty times mark-up. You can create a product – a videotape, a booklet, a CD. It will cost you maybe five bucks including the shipping, and you can sell it for \$500. How can you put the value on information?

If you are in the dessert, and you are about to die of thirst, and I had a map that showed you where the water is, and you had a million dollars in your pocket. This map was just one page or it was scribbled on an old bar napkin. Do you care?

Sherda: No.

Michael: What do you want? You want know where the water is. You want the information that’s going to save your life. Right? Well, if you find a market like that, people look at how-to information the same way. This information can save my life. It can give me a better marriage. It can show me how to provide for my family – all these things. It can be just as valued as that napkin with where the water is. That’s how you’ve got to look at it.

Now, we talked about building value with a different formats because people are so passionate about certain things, they want to absorb it all different ways. Some people like to read better than watching video, and some people like to listen. They don’t care how they get it. They just want it in as many different ways. It doesn’t matter. That’s all across the board. Some people can read faster than they can listen. They’re just good readers. Everyone’s different. So, that’s why you’ve got to give them the information in different ways, and it builds bulk.

So, if you could look at markets that you’re really passionate about, and we’ve talked about maybe twenty different recipes for soups. I’m sure

there's a lot of people doing that. You need to do your research. That's the most important thing is kind of just be a detective. Go look and see what else everyone's doing. See who's doing something really, really good. Okay? And, you can knock them off legitimately. You don't have to copy everything, but you can maybe do what they're doing in your local area.

The success of your son's restaurant in that town, you could take his success and create a product. You could sit down with your son-in-law and do a series of interviews and say, "Jeff, I'm going to do five hours of interviews, and we're going to talk about your restaurant." And, I bet he loves that restaurant, doesn't he?

Sherda: Yes. He would like doing that.

Michael: He would love talking about it because when you talk to people about what they do, it's rare in live that someone really takes the time to listen about what someone's really passionate about, and he'd love to talk about. He'll talk excitingly and passionate and he'll tell all his secrets and he'll tell how he orders the food and what he's learned over the years, what not to do. He'll tell about why soups have been good profit margins for his business, what kind of pizza dough to order, what kind of cheese, what cheese not to get. There's probably a hundred different things that he could talk about, and I could show you how to have an outline already ready for you to ask all the questions where you don't even have to prepare the outline because the questions you would ask him have already been done before, and I'm going to tell you what the secret is, okay?

Sherda: Okay.

Michael: It's really easy, okay, only when you know what the information is. You're dying to know, aren't you?

Sherda: Yes.

Michael: This is so easy, okay, but you don't know what it is until I tell you, right.

Sherda: Okay.

Michael: See how you just want to know what the secret is. So, that's a good lesson in itself – curiosity, but I am going to tell you right now. Okay,

let's say that you want to interview him about the success of his restaurant. Would you think there's other restaurateurs around the country and around the world who have created products that tell other people how to be successful with a restaurant?

Sherda: Yes, he actually had somebody come in and work with him several years ago.

Michael: I'm going to show you how to create an information product with him where you have an outline where you know all the topics to talk about. What you do is you go to Amazon.com, and you search "how to be successful with your own restaurant" or "restaurants", and you look for books already out there that teach people how to be successful starting a restaurant or running a restaurant or managing a restaurant, whatever that topic is, okay?

In Amazon.com, you can look inside the book. You can look at the table of contents. Did you know that?

Sherda: No.

Michael: Well, if you go onto Amazon.com and you search a book on how to start a restaurant, you can go and they'll let you look at the table of contents and what the book is about. They'll let you look at up to five to ten different pages. So, you'll have the whole outline of the entire book and what the book talks about.

Now, that person, before he wrote the book or published the book, he had to go through that brutal process of figuring out what's important to put in the book. So, now you have laid out in front of you an entire outline for an information product.

Now, you don't want to sell a book. Why don't you want to sell a book?

Sherda: There's already books out there.

Michael: And, how much does a book sell for?

Sherda: Well, it all depends, probably not a whole lot.

Michael: Books equal twenty dollars, something like that, right?

Sherda: About that, okay.

Michael: Can you make money selling books?

Sherda: No.

Michael: Not really, unless you're selling millions and millions of them like your authors in the romance novels, but when you sell a seminar or a course in a three ring binder or with videos and with audio and with transcripts like what we talked about, then you have something you can sell for thousands of dollars, right?

Sherda: Right.

Michael: Okay, so that's very important. You never want to call it a book. But, anyway, so that's where you get your outline. You print that outline out, and then you get in front of Jeff and say, "Okay, Jeff, I've got this outline." And, you get a tape recorder and you learn how to record. You can do it over the phone with a digital recorder. Those are detail you can take care of, and you just start asking all kinds of questions just like I've been asking you questions, but you start from the very beginning.

In Chapter One, in this book on Amazon may be ten things to prepare for before you open the doors, and then you'll go, "Jeff, can you give me some ideas of things that someone should really think about before they even consider going into the restaurant business?" And, then you take him through that entire outline. Since he's done it already, he's not going to have to think about this. He's done it. He's just going to tell his story from his experience. Do you see what I'm saying?

Sherda: It's all good.

Michael: Isn't that easy?

Sherda: It's great, yeah.

Michael: So, you can create your own information product and it doesn't have to be on that restaurant. You could go search Amazon and search gourmet soups – how to make gourmet soups, and that author will have the entire outline of all the topics about where to pick your vegetables, how to cut them properly and why. You'll have all these ideas that you probably never even thought of that you can talk into a microphone or you can have someone interview you about how to make the most delicious

gourmet soups for your restaurant, and make more money on the soups than you do on any other dish – something like that.

So, I'm suggesting things that you know about or that someone knows about, but you don't have to be the expert. I'm showing you it's very easy to make an information product. Do you believe me now?

Sherda: I do.

Michael: Do you think you could do this?

Sherda: I think I could, yep.

Michael: So, once you decide what kind of information product you want. Now, that decisions going to be critical, and the most important thing to understand is that you need a market that is just ravenous, that is so hunger. That is passionate. That is number one. You can have the greatest selling sales letter and presentation, but if it goes to people who don't give a crap, you're never going to sell it, just like your website with those blenders. People don't care. They can go anywhere and get a blender. I don't care how pretty it is, how much work you do, how much optimization you do. I don't care if you put the price down to zero – you may get a couple of sales, but it just doesn't matter. The market doesn't want another website selling blenders that they can get at Kmart or any drugstore. You see?

Sherda: Yes.

Michael: So, you could have a terrible sales letter or just an average, mediocre sales letter or presentation to a ravenous market that's hungry and passionate about a certain subject, and you could do extremely well. Do you see the difference there?

Sherda: I do.

Michael: So, it's the desire. If someone sent you a letter with all kinds of misspellings and it was on a soiled bar napkin and it was in this gross envelope and it came to you, but you opened it because you were curious and it had like fifth grade scribbles on it that says, "For sale, ten rare romance novels call this number" you'd probably call, wouldn't you?

Sherda: I would.

Michael: Do you see what I'm saying? So the market is what's important. So, that's going to be where your time is best invested in researching a market that's really hungry and it's nice to do things that you enjoy like making soups or how to build a successful restaurant in a resort town, or something you know about. If you're dealing in a product that you're passionate about and that you know about, when you're talking to people and doing the selling, you can talk from experience and you don't have to be fake and make things up and you're going to do better that way. Even when you're writing about it.

Sherda: Are you going to go on to tell me how to actually do the research to find the hungry market?

Michael: Well, there's a lot of different ways. I want you to think about things you enjoy. Amazon has been an incredible tool. Google, just searching "restaurant soups" on the Internet – Google, with the Internet, you've got all the research tools you need. I would search information product marketing. Read some of the websites. Creating an information product is nothing. It's all the marketing, but I would tell you that you want to create your own product because you want all the control in it. Don't buy into someone else's information product. Don't buy licensing rights to it. It is so worth it to do it yourself where it's your own and then you have total control because a lot of people selling other information products, they're selling it where you may do all the effort and selling on the front end, but they get all the back-end money. You see? They have control. They get the customers because in the information products, if they're smart, they have those customers contacting them later.

So, I would encourage you to create your own information product that you have control over. There's markets everywhere. I mean go on eBay. Have you played around with eBay at all?

Sherda: Yes, some.

Michael: Okay, you can find out in the real world what's selling and what's not. You can go search soup recipes on eBay and see who's selling soup recipes. Go look at their auctions. See what they're selling, and say, "Oh, that's a good idea. That's a good idea." Then, you can search completed auctions. Do you know how to search a completed auction?

Sherda: Yes.

Michael: So, if you look at the completed auctions, you'll see how many people were bidding on the item. Now, you may see eBay ads that are successful, and 99 percent of the people doing the eBay ads, they're probably very poor ads. Even though the market's the most important thing, but there are things you can improve with good copywriting and knowing how to do a headline. That's a whole nother subject on copywriting. I have lots of audio recordings that will give you free advice on my Hard to Find Seminars website.

You've got a lot of studying to do, but I think the most important thing you need to know is create and control your own information product, number one. Number two, is find a hungry market. Number three is once you find that market go look and see what everyone else is doing in that marketplace. Don't be afraid that there's competition, because if there's a lot of competition, that's good because that means there's a huge market. You see?

If there's margins in your product, if you can make a thousand bucks on every information product you sell, what are you going to be comfortable making a month. Would you be happy making three grand a month profit?

Sherda: Yeah, I'd be happy making three grand a month, but I'd be happier making more.

Michael: Okay, you've got to figure out what you're happy with, but I would recommend you sell something with a higher margin. Sometimes the difference in what people – you pay \$6,000 for coaching. There's some people who sell coaching for \$20,000 or \$15,000. I know someone who sells coaching for \$15,000. They get more time, but remember we said it's really the market. The difference between \$6,000 and \$15,000 – if you had the money, you may have been that person paying \$15,000. Do you see?

Sherda: Yes.

Michael: So, don't underprice your product. Everytime you sell something, make sure your product has substance and is really good. I'll give you another example of an information product you could do. Let's say soups were something you were passionate about. You could find experts who make soup, and you can find them through Amazon, or you could find them through Google, or you could find restaurants that specialize in soup,

and you can set up interviews and say, “I’d like to interview you for a product about how you make your soup and the success of your soup in your restaurants.”

You can relate it to anything. You can interview these people over the phone and just ask them questions and let them talk about their soup and how they got into it, and you can have series just like I have a series of audio recordings on marketing and advertising, I could very well do the same thing for soups, how to make bar-be-que ribs, or any market. I just love audio because I’m an audio person and I’ve got it down.

So, I can instantly, today, I could choose to go create an information product on whatever I want by doing a phone interview, doing a collection of them and putting a collection of phone interviews together on that subject of that hungry market. It’s a great way. You’ve just got to get the technology figured out. It’s really easy. I could help you with that, and then start doing that because all you’ve got to do is talk on the phone and ask questions.

When you’re asking questions of someone and they’re real passionate, they’ll just blab and blab, blab, blab. They’ll tell you everything you want to know because remember no one’s taken the time to really care about them and ask them what they’re really passionate about, not even their wife, their family – no one. So, they would just love it and they love sharing it with other people, and they’ll give you the rights to it and you say you may want to sell this, and you want to put it up on your website and they’ll do it. It’s so easy.

Sherda: In your website, I think I saw something on there where you can go in and see how you do the audio.

Michael: Yeah, there is a section in there that shows you how to do it. There’s a digital recording device that you can pick up the Circuit City. It’s just a digital recorder. You can go on eBay and type in “digital recorder”. I use something called the Sony IC recorder, and the model number is ICDST10. It’s a little handheld digital recorder. It takes two double A batteries, and then that records the digital call, but there’s a plug that you get from Radio Shack, and you go ask them. You tell Radio Shack you want to record calls from your telephone and the directions are on it.

So, with those two pieces of equipment you can record the calls, and it comes with software. You plug it into your USB port and you open up

the file in the software which is an audio file, and then you save it as a .wav file. So, these are technical things that show you how to get the thing on your computer, and then there's another aspect that you've got to do the editing.

Now, this may sound all foreign and complication and stuff to you, but it's not hard. Once you have the right software, yeah, you're going to have to go through it and learn it, but it's not that difficult. Once you get the hang of it, you've got a skill that's very valuable. Do you know what I'm saying?

So you have to do the editing of the recordings, but you can certainly train someone to do it, and that's not hard either. I'm meticulous. When I do recordings, after this recording, I'll edit it out. I'll edit every um, ah. I'll make it sound real good. I'll cut parts out. I'll move things around, but I've been doing it for years. But, you don't have to do that. You can just have it as is with all mistakes, and like I said it's like that dirty soiled bar napkin. Do you really care if you're passionate if you hear some ums and ahs and stuff?

Sherda: No.

Michael: You see, you're just being yourself. It doesn't have to be production quality like you see on TV and on the radio. That's all flashy stuff. People who are hungry and passionate, they don't care. They just want the information.

Imagine being able to hear interviews from top soup makers. Do you know the guy from Seinfeld, the Soup Nazi guy?

Sherda: Yes.

Michael: Wouldn't it be great to interview him and get all his secrets about his soups and what he's put into it and how's he's made his place successful? Wouldn't that be great?

Sherda: Yes.

Michael: This guy makes probably big, big money in New York and so any restaurateur around the country could take his ideas and his success and duplicate it for their area.

Sherda: I so much appreciate you giving me all this great information. I have been so down, and I'm just all excited again.

Michael: It really is possible, but you're going to have to make it happen and go out there and do it, and I'll provide you this recording so you can go over it five or ten times.

Sherda: Oh, thank you. Can I pay you some money? I'd be more than happy to.

Michael: No, this is my gift. You go and do something with this information and be successful with it and then write me a testimonial. That's how you can pay me, and you've paid me because I've got another product, another great recording. I've given you some good advice. I haven't wasted my time at all. I've helped you out. You've helped me out by providing me more content for my site. Just go do something good with the information.

Sherda: I'll try.

Michael: What else do we need to talk about? This is all on the development of the product. So, we've talked about markets and we've talked about product creations and margins. So, there's a whole nother aspect of it, and this is a whole subject in itself, and there's no way I can cover it all, but then you've got to talk about your marketing and how you're going to sell it. That's where the recordings on Hardtofindseminars.com and Executive Audio Institute. Those recordings are going to help you immensely.

Once you have your product, and you've got your margins built in, and you've created it – that's hard work right there in itself. Once that's done, that's done. All right? Now you have your product.

You've done your research on your market. So, you may have let's say you're doing the romance novels, hard to find romance novels, but when you did your research before you created that product, you already knew there was a very large, hungry market.

So, there may be a million names out there of ravenous, hungry, crazy, lovestruck women who want more romance novels, right?

Sherda: Right

Michael: So, you have the names of them. Now, marketing could be sending a letter out to these people, and remember the letter doesn't have to be that great, but the better the letter is, the better you connect with that person on the other end, the more sales you're going to get. You've done the most important thing is that hungry market just like we gave the example of the soiled dirty bar napkin. It almost doesn't matter, but it is important for your optimal results. So, that's one way to get your message to them to sell your product through direct mail.

Sherda: Is that what you consider where you have information on copywriting?

Michael: Oh yes, absolutely.

Sherda: Giving information on how to write, to make people read and want to buy.

Michael: That's correct, and those recordings at hardtofindseminars.com, there's a whole section on copywriting with some of the world's best copywriters. There's probably fifteen hours of audio on there. You should listen to that. The more you learn this information you can take with you for the rest of your life. You never have to relearn it. By listening to these stories, they're important, but it's not the most important thing. The most important thing is that you've picked the right market.

So, your letter doesn't have to be so fantastic, but you've just got to connect with them just like if you were on the phone with me, and I was another romance novel lover. You're going to say, "Hey, Mike, you read Sydney Sheldon, right?" And, I say, "Yeah, I love that stuff." "Well, I just found these out of print versions. Are you interested? I'm selling them." I'd say, "Yeah, I'm interested in them. How much you want for them?"

Now, you can do that in a letter, and direct mail is great because you can get your message out to thousands and thousands of people all at one time. You're able to leverage yourself. That message is duplicated on that piece of paper in a white number ten envelope. You can mail them for fifty cents. And, if your market's hungry, a good percentage of those are going to say, "Yes, I want them" and, they're going to pay you for them. It's just getting that message to them. That's marketing.

You could do it by phone, if you could get the phone numbers of all these hungry romance novel lovers. I would suggest you do it first by

calling people, and calling up on the phone and introducing yourself and your message is, “I know you like romance novels. I’ve got ten out of print versions of Sydney Sheldon. Are you interested in buying them?” That’s the message, as simple as that.

So, because you have to be personally involved in doing that, it takes labor and it takes effort and money, but you want to find out all the objections of people and get an idea more of what this market is like. If they say no, you want to find out why they say no. “Well, they’re too expensive.” Well, how too expensive are they? You take a survey. So, find out every objection someone would have about buying these romance novels from you, and make notes of them because you want to answer these objections. Any objection can be overcome. If they say it’s too expensive, you may need to lower your price.

Sometimes you determine the price, but really the market determines what they’re willing to pay for something based on their level of passion, their passion index. So, telemarketing can be a very inexpensive, very effective way to sell something. Remember, all we’re trying to do is get the message across, right?

Sherda: Right.

Michael: So, what I recommend after you do it a little bit and do some research, then you just hire a telemarketer, and you can hire anyone to do this work for you from anywhere in the world by using Elance. Elance is kind of like eBay, but they sell services. You have secretaries. You have Virtual Assistants. You have Internet experts. You have data, transcriptionists – all kind of people who are willing to work for you, and they’ve all been screen. You place what you’re looking for. You say, “I need someone to do telemarketing from their home for five days a week two hours a day. I provide the list. Here’s what you’re going to say.” That’s it.

Then, I can show you how to – there’s way that you can monitor. Even though their in a different state, there’s ways you can monitor that they’re really working for you if you’re paying them per hour.

So, I’m just saying look down the road. Let’s say you tested and you have some success and it’s making you money, and you can make money. By making a hundred calls, let’s say you make a thousand dollars because out of a hundred calls let’s say you get ten sales at a hundred bucks a piece and you make a thousand dollars.

So, let's say your cost is \$200. So, you make \$800 profit. So, you know for every hundred calls, you're going to put \$800 profit in your pocket, but you've got a million names. Well, you're not going to do it all yourself. You're going to hire people to do it for you. You see?

So, Elance is a wonderful source. It's an entire labor force from any expertise from accounting to website design to product development to ghostwriting, you name it. You have people there who are ready to work for you, and you can get them working for you within hours of the time you sign up and post your job. Isn't that nice? And, Elance isn't the only one. There's other websites that do this.

This is how I get all the people working for me. I have a website designer I found on Elance that's been working with me for four years. I have a lady who does all my transcriptions of my audio. I mean, you don't think I actually transcribe these things myself. No way? I do the recording. I edit it, and I get it to my transcriptionist. She does this.

Sherda: But, you were kind enough to call me, and I appreciate it.

Michael: Yeah, I do that part. No one can take the place of me.

Sherda: Right.

Michael: That's another important thing about when you create a product. Sometimes it's nice it you're doing the interviews. No one can replace your personality.

Sherda: Yeah, nobody has what's in your head, either.

Michael: Yes, that's right. But, if you picked your hungry market right, and you've done your homework and your research, and you look at what everyone else is doing, and you then prove, taking some ideas from each one, and follow the steps I've talked about. It will surely get you going.

Sherda: Okay.

Michael: I've given you a lot to think about.

Sherda: Yeah, but I'm ready to do it.

Michael: All right, well, think information products. Get rid of the blender stuff. Just scrap it. Look at it this way, if you didn't have a failure in that, we would never be talking.

Sherda: That's right.

Michael: How about that? There's a reason for everything.

Sherda: Then, you can go out and you can develop an audio and talk to more people like me and then find out the questions that they should ask when they first start doing this.

Michael: Yes.

Sherda: There you go!

Michael: Absolutely.

Sherda: You're better in that area than I am.

Michael: Right.

Sherda: I would be a good one for you to do because I can tell you I wish that I could go back and I would have known what to ask. If I would've been able to have found on the Internet what I found since I signed up for this thing, I would've never done it.

Michael: Right.

This is Michael Senoff with HardtoFindSeminars.com. I hope this consultation with Sherda has been helpful. I hope if you're in the situation like here, and you have a product or a website that doesn't have margins or doesn't have a viable market or doesn't have a passionate enough market that you'll consider some of the ideas and suggestions that I've talked about with her and use on your own. If you have any questions or would like some personal consulting like I've done with Sherda, please call me at 858-274-7851. Enjoy!

NEW Time Saving Service: The Easiest Way On Earth To Create A Series Of Powerful Audio Recordings For Your Own Information Product...

**“If You Can Talk Into A Phone
You Can Be Selling
Your Own High Priced Audio Program
In As Little As 7 Days...”**

If you'd like a personalized service to turn your book, report or even just a concept in your mind into a high priced audio program you can sell as soon as a week from today then **this is the most important letter you'll ever read. Here's why...**

From the desk of Michael Senoff
Friday, 3:30 PM

Hi I'm Michael Senoff,

If you qualify and you act immediately at the end of this report you can claim a half hour telephone consultation with me worth \$350 completely FREE of charge or obligation.

I'll give you 30 minutes of my valuable time and explain to you exactly how to turn your unique book or idea into a powerful audio information product...

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of hardtofindseminars.com - the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I've recorded hundreds of hours of interviews with the world's leading business experts and information marketers including Jay Conrad Levinson, Carl Galetti, Joe Vitale, Herschell Gordon Lewis, Brian Keith Voiles and more...

And I'm genuinely excited about the new service I've created to personally help you turn your book or concept into a powerful easy to sell audio information product.

This audio recording service is the easiest way on earth to create your own highly valuable information product in just weeks even as quickly as seven days.

How does it work?

**“I Call You On Your Ordinary Telephone
And Interview You Live...
On A Series Of Related HOT Topics
About Your Niche Subject...”**

I record these telephone interviews and then I edit and hone the recordings to turn them into a highly professional product you can sell as a series of audio CDs, audio cassettes or MP3s you can offer as online downloads.

You don't need any special equipment.

You don't need any special skills.

The telephone in your home or your office is just fine. In fact we can even record you when you're on the road or even while you're on vacation.

All you have to do is get to an ordinary telephone.

And it gets better...

This is not some hashed up service where I throw together any old audio.

I've been doing interviews with information marketers just like you for over 6 YEARS.

And in that time I've developed a system for creating a series of 5 or more separate, high value audio recordings your prospects will salivate over.

**“Your Audio Information Product
Will Be PACKED
With Hot Information Locked Inside
Your Head Right Now...”**

Information I'll find and draw out of you - often brilliant insights you've completely forgotten about or would never have even thought off without that magic you get talking to someone else.

I'll give you a guideline of what each audio will be in advance. All you'll need to do is make some quick notes (I'll explain how) and I'll do the rest.

Nothing could be simpler or easier.

In a few weeks even a few days you'll have an information product you can sell for \$100, \$200, \$500 even thousands of dollars.

If this sounds too good to be true read closely because selling information products in the thousands of dollars is something I've been doing for years.

Ask yourself this question...

“Could You Be Selling Your Information Product At \$3,900...?”

Month in and month out I sell my HMA marketing consultants system online with a \$3,900 price tag.

In the year 2005 I made over \$100,000 in sales from this HMA system alone.

What makes the HMA system for marketing consultants so special?

What allows me to sell an information product for \$3,900 when other systems are selling for a tenth of that price?

The difference is the hours of audio I make available - both to prospects so they can see the value of the product before they buy and as a hugely valuable added resource to buyers.

“How much more could you be charging for your information product by adding audio?...”

You can use short preview portions of the audio I help you create as a lead generator and to get your prospects excited about the value of your information product.

Audio gives you the power to presell prospects and to massively increase the value of your information product - even into products worth thousands of dollars...

When your prospects are listening to your voice they're getting you at full pitch sharing information that's valuable to them.

Audio helps you become more real to your prospect and helps to build your credibility.

It's like being able to talk one on one to your prospect on auto pilot.

Without lifting a finger and you can have 10, 20, hundreds even thousands of your prospects listening to your audio message at the same time.

**“You Could Be Giving
Half A Dozen Highly Qualified Prospects
A PERFECT Sales Presentation For Your
Information Product
While You're Asleep - Literally!...”**

And you can even use my audio recording service to add huge value to an information product you don't even own!

I've used audio for years to add value to other products then sell them at a premium price.

Recently I've used audio...

- To sell over \$100,000 worth of a consulting system seminar in less than 6 months. This training system was sold originally at a \$10,000 price tag then the price went up to \$15,000...
- To sell over 200 copies of the Art Hamel business buying system ranging in price from \$299 to \$599 each.

The value of this business buying system and the price I could charge has gone UP every time I've added new audio.

This is the power of audio..."the more you talk the more you make!" You can literally Talk Yourself Rich! I've also used my audio recordings...

- To make over \$100,000 in sales of the HMA marketing consultant system I've already mentioned...
- To increase the sales and value of dozens of other products both new and used you can find at hardtofindseminars.com covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much, much more...

I make a very good living using audio to add value for my clients and my clients are very happy to pay me a premium in return.

Why not let me help you do the same...

Why not let me help you turn your information product into an audio information powerhouse you can be proud to sell at many times its current price...

And there's another amazing feature of this audio creation service you won't find ANYWHERE else...

The audio series I help you create and record in lightning speed will be media friendly.

If you want free publicity through radio, newspaper or in niched publications then you'll be amazed at how my audio product creation service massively increases your odds.

**“First You'll Have A Product
That's Sexy
And Media Friendly...”**

Second you'll be far better prepared for interviews on your subject after I've interviewed you for five or more separate audio recordings.

You could do the same...

Best of all we'll create your audio program at lightning speed...

I've done most of the work for you in advance creating a system that works like magic to create your audio information product.

I'll help you get the perfect titles for each audio and choose RED HOT subject matter in the minimum time possible.

You just take 10-15 minutes worth of brief notes before we record each audio and we're ready to go.

You don't have to worry about making mistakes or being nervous.

There's no driving or flying to a recording studio.

You don't have to worry about editing or any technical details at all.

You talk to me on the phone like your talking to your best friend for 45 to 90 minutes and your first audio is done. Then we repeat the process at times that are convenient for you.

**“Each Audio Recording
Will Take Less Than Two Hours
Of Your Time
To Put Together...”**

And each recording will be JAM PACKED with the best information I can draw out of you.

You could take months, even years to get this high quality information down on paper or on audio yourself - if you ever get it down.

But when I interview you you'll be done in a few short hours.

I'll give you the finished edited recordings in high quality wav format so you can create perfect audio CDs and cassette tapes with them and I'll give you your recordings in much smaller MP3 files ready for online delivery...

Now if you were to hire a recording studio to make five separate audio recordings it would cost you at least \$2,000 to \$3,000 then there's the editing and production costs which would cost you another \$2,000 to \$5,000.

And that's just the beginning...

To keep your recording costs as low as possible you'd have to keep you time in the recording studio down to a minimum.

So you'd want a written script with every word you're going to say.

**“And If You Don't Know How To
Write The Way You Speak
Your Whole Recording Will Sound Stilted -
Devoid Of Life Or Spontenaity...”**

You could hire someone to write this script for you - but a script for 5 audio recordings from a top professional writer...

Be prepared to shell out another \$5,000 to \$10,000...

Your other option would be to hire an interviewer to join you in the recording studio.

Apart from the expense of a good interviewer you'd need to find someone who knows how to draw out of you the high value information you need in an audio program to make it worthwhile for your listeners.

If you bring in another expert to add extra audio to your program you'll have to interview them yourself or again hire a professional interviewer.

And do you know how to prepare someone else for an interview, make sure the interview stays on track and that they don't spend the whole time giving you an empty audio that's nothing more than a pitch for their products?

Even if you do it all yourself and it works out perfectly (and I can guarantee you from years of painful experience it won't) this whole process is going to cost you at least \$4,000 to \$13,000.

It will eat up your valuable time and there's a very good chance you'll simply give up on the project half way through so you'll have NOTHING to show for your all your investment of time and money.

Or you can do this the easy way by using my service - have me prepare you and interview you by phone...

Have me prepare any special guests you want interviewed and interview them too...

**“Have Me
Make Sure You're Creating
A High Value
Audio Product You Can Sell...”**

Looking after the whole process for you every step of the way including what can be a painful, highly technical editing process.

You won't have to worry about any of this.

Your input will be less than two hours for each audio.

That's just 10 to 15 hours of work on your part for a massive, high value audio

product you can sell at a good price - anywhere from \$100 to \$500 even more depending on your market.

Instead of the \$4,000 to \$13,000 you'd normally pay to record your own audio program I'll charge you just \$3,997 for the whole service from start to finish.

If you sell your audio program at just \$100 you'd only have to sell 40 copies to make up that low, low fee.

And you only pay me once to help you make the recordings. There's no royalties - no fine print.

The audio is yours.

Once you've paid me for my service you OWN the copyright.

You can sell your audio product over and over and all the profits are yours to keep.

And it gets better...

“Your Risk Free \$697 Introductory Trial...”

If you call me or email me right now I'll let you get started with your special risk free \$697 introductory trial.

You pay \$697 up front and together we'll get your first audio recording made.

When you're thrilled with your first recording you simply pay me the balance of \$3,300 and we'll record the rest of your program.

In the unlikely event that you're NOT thrilled with your first recording I'll refund every cent of your \$697.

So you'll get several hours of my time and advice (I normally charge \$700 an hour) and you'll get to try out my recording service with NO risk at all!

And if your one of the first 3 clients who qualify for my service I'll also give you well over \$2,700 worth of services as my FREE gift to you including...

Gift #1: Audio Infomercial Value \$1,500 to \$2,500...

To finish off your program I'll interview you and help you create an “audio infomercial” - an audio presentation that explains to your prospect why they should buy your information product.

You can turn your audio infomercial into a CD you give out AND you can have people download the audio online.

I'll even host your audio infomercial for a full 12 months completely free as part of your audio product creation package. (There is a download limit but it's highly unlikely you'll exceed it unless you're running a HUGE online business).

Imagine having your prospects listening to your perfect audio presentation while you're at the beach, playing golf or just enjoying time with your family.

Gift #2: Marketing Advice Worth \$700 an hour...

I normally charge \$700 an hour for my marketing advice but I'll give you my time and my marketing expertise to help you turn your audio information product into a cash generator for you.

In the process of creating your audio program I'll give you all the help you need - many hours when you add up the ongoing advice and support as we work together.

This ongoing help as you create your audio product is worth more than you'll pay for your entire audio product creation package but it's included as a bonus in your personalized audio product creation service.

Gift #3: Full Transcripts Of Every Audio Worth \$500 to \$1,500...

Because the format I use to create your audio program is designed to produce a hot easy to sell product the transcripts of your audio will be high value products too...

You'll get transcripts of every audio completely free as part of your personalized audio creation service.

So you can print them out and sell them as manuals or reports to go with your audio program or deliver them online as a download or both.

Parts of these transcripts can also be used as sales copy for your web site and promotional materials.

EACH transcript will add another \$20 to \$100 value to your audio program.

You can even add articles and other material you've written to your audio transcripts to create high value ebooks, white papers and even hard cover books you can sell in the bookstore or through amazon.com.

You'll be the publisher and keep all the profits. Remind me when we talk to tell you how.

Converting your audio to a typed word file or pdf file would normally cost you between \$100 and \$200 for each hour of audio transcribed.

And you'd have to go through the added hassle of finding a professional transcribing service to listen to your audio and turn it into a typed word document for you.

But with my audio product creation service you don't even have to give this a second's thought.

As part of my recording team a fantastic and FAST transcribing service I've used for years myself...

You'll get your audio program emailed to you in a word file AND a pdf file. \$500 to \$1,500 value completely FREE as part of your audio product creation package.

NO hassles and NO cost!

In summary if you qualify to become one of my special preferred clients this is what you'll get...

Your Personalized Audio Product Creation Service Includes...

1. Creation of your audio program - we'll record five separate high value, media friendly audio recordings worth \$3,997...
2. Your "Audio Infomercial" to help sell your information product worth \$1,500 to \$2,500...
3. My marketing advice "as we go" worth \$700 to \$3,500 or more...

4. Full written transcripts of every audio worth \$500 to \$1,500...

A grand total of over \$7,900 value and you can get started recording your audio program for just \$697 - a tiny fraction of that price...

But before you call me to take advantage of this amazing deal it's important to understand that my time is limited and I am very selective about the clients I will take on.

The only reason I have the time to work with a few selected clients is because using audio for the promotion of my products and services is so effective at creating sales for me on auto pilot.

But I'm NOT at all desperate for business.

If you're trying to sell questionable products or services or if you've got some kind of scam going DON'T call me.

I'm not interested in any off color products or services.

Also if you think \$3,997 is a steep price to pay for recording an entire audio program instead of the fantastic bargain it truly is again DON'T bother calling me...

Ultimately if we're going to work together only will you need to be happy with me and my service I'll also need to be happy with you and the audio program we'll be creating together.

**“I Want To Be Sure
Your Product Will Make Money For You
AND Be A High Value Product
For Your Clients...”**

Before we go ahead I'll need to spend some time talking to you over the phone so I can give your project my seal of approval.

And I'm sure you'll have some questions you'll want to ask me too.

So I'm going to buy you a special \$350 half hour gift consultation.

If you call me or email me right now I'll buy you a 30 minute consultation where

I'll help you brainstorm the quickest way for you to turn your information product into a high value audio program.

I'll be finding out if my audio product creation service is right for you and you'll discover a whole pile of tips and strategies you can use to powerfully market and increase the value of your information products.

If I think you have a product idea worth turning into audio and you're ready to take the next step then I can take your initial \$697 payment (with the full money back guarantee).

We can start recording in just days - we could even start immediately if we have enough time to get your first audio recorded.

This really is the fastest, easiest way on earth to get your high value audio program recorded.

**“Call Me Right Now
To Claim Your FREE Half Hour
Audio Product Creation Consultation
Worth \$350...”**

Call me on **858-274-7851** and ask for Michael.

I'll ask you a couple of quick questions and if I think you might have an idea that's worth turning into an audio program we'll set up a time to speak in more depth over the phone.

I'll give you a pile of ideas for turning your idea or your book into a high priced audio program.

I can promise you there won't be any hard sell.

I'm not desperate for clients or money and I'll only work with you if you're a perfect match for my service...

If you live in another time zone and calling me on the phone is a problem you can email me at msehoff1@san.rr.com with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

If you email me be sure to include your phone number so I know your inquiry is genuine.

Yours sincerely,

Michael Senoff.

Michael Senoff - CEO hardtofindseminars.com

P.S. If you're not using the power of audio to add value to your information products and to multiply your sales you're throwing away tens, even hundreds of thousands of dollars every year.

My audio product creation service is the simplest, most cost and time efficient way for you to start selling your audio program FAST.

But I only have time for a very limited number of clients.

If you really do have a great product and you want to give your clients the highest value information you possibly can then I'd hate to see you miss out on this chance to get your audio information product made quickly and easily.

Call me right now on 858-274-7851...

Or you can email me msenoff1@san.rr.com with "Audio Product Consult" in the subject line and claim your gift half hour consultation on how to create your high value audio information product.

PART TWO SHERDA

This is a follow up call with Sherda (Part Two) to see how she was progressing with the planning and creation of her information product. If you listened to my last consultation with her, you'll know that she had been leaning toward creating an information product about restaurant-style gourmet soups using interviews that she would conduct with top soup chefs and restaurant owners.

As it turns out, Sherda had abandoned the soup idea and had come up with the idea of creating a product consisting of information and tips for babysitters. Her target audience was to be young adults looking to make money.

Sherda had really done her homework and had developed an extensive list of topics to be included in her information product. She had even found a potential interviewee through the Internet: a highly respected and credible lady who actually trains professional nannies.

You will hear my initial reaction to her idea and the reasons for my comments. However, as we talked, we saw how her idea could be tweaked to create a very lucrative and timely information product. It is great how simple discussion and brainstorming can generate new ideas and solutions!

We decided to call the nanny trainer to get more information about her services. Upon calling, I ended up talking with the actual owner of the company. After a few initial inquiries, the company's owner gave us an entire overview of the company as well as their basic business model.

After that call, Sherda and I explore some possibilities of how Sherda could negotiate with this company (or any company offering similar services) to create information products for training professional nannies:

- Offering a percentage of each product sold.
- Negotiate the payment of royalties.
- Actual use of the product by the company's to help them grow.
- Use of the product by the company to advertise their training and services so that the company's value could be realized and verified to potential clients.
- Possible franchising or buying the rights to the company's system to be used in other states.

This interview is a great example of how one-on-one discussion and brainstorming can help you to discover new possibilities and avenues for your business that you might have never even thought of. It's a wonderful exercise in how the examination of "what-if" scenarios can get your business on the track to success. Enjoy!

Sherda: Hi Michael. I am taking you up on your offer of answering my questions, picking your mind for your expertise. Since, it has been a while since our last communication, I have attached a copy of your last email. I'm sure you're in contact with many individuals daily, and I only do this as a reminder of our conversation.

I have been vacillating back and forth trying to decide what my first project in the information product area might be. I have decided on information and tips for babysitters ages 11-16, quite a change from the soupmaking that we talked about.

Throughout the year, but especially during the summer months, young boys and girls are looking for jobs to provide that spending money they crave, and babysitting is a job available for that age group.

I have composed an email to a lady that trains nanny asking her if she would be willing to let me do a taped interview with her or a trained professional nanny that she might recommend. I explained the targeted age group and have offered the outline of questions I developed for the interview. I also asked her to point out any topics that she thought might be of interest that I might have missed.

Should I send the email or would it be better to call her and talk to her in person? Should I mention a fee? If so, should I let her set it or should I suggest an amount? Should I provide the details about the tapes being offered for sale over the Internet? My interview skills are a little lacking. I feel like I get somewhat tongue tied due to being nervous. So, I thought about providing the outline and hiring Elance.com to do the interviews for me, but I'm worried that the validity of the tapes might suffer if I don't do it myself. Do you think that would be the case or do you have any other suggestions?

Music

Michael: Let me ask you again. We talked a lot last time about markets, and I asked you from this beginning. I'm going to ask you again. What's the whole point here of having a business for you? What's really important about having some kind of business? Why do you even want to mess with any of this?

Sherda: I want to mess with it because I want an income that provides me the freedom to do what I want. I want to feel like I'm a success at doing something. I work a lot. I'd rather spend that time working for me rather than for someone else.

Michael: Right, and we also talked a lot about getting into something where you can make some money. Tell me how you choose or came to this idea about creating a booklet or an information tips for babysitters.

Sherda: Truthfully, the reason I did is because I am having a very difficult time trying to come up with things that I feel like I'm very knowledgeable about. For instance, one of the things that you had suggested is you might check into copywriting. And, listened to one of the tapes from one your experts on your site, and I don't know if it was kind of broken up, but it made it very difficult for me to understand, but it was beyond my comprehension.

Michael: Do you know which one that was?

Sherda: He got a hold of a gentleman named Chang to help him.

Michael: Oh, Eugene Schwartz.

Sherda: Yeah, that's who it was.

Michael: It's pretty advanced stuff.

Sherda: Good, because a lot of it was more than I could even comprehend at all. I couldn't really figure out what I could do with the soups. I make soups. One of the reasons I went into the babysitting thing is because I work very well with young adults, and I work very well with young children. I've had a lot of experience doing that. So, I thought, "Well, maybe that could be something I could do." Does that answer your question?

Michael: Yes, I'm just trying to get an idea. So, you're thinking of information product for young adults who are doing babysitting, tips to help them do a better job babysitting.

Sherda: I could briefly tell you a few things in the outline that I made out if that would help you about how the parents feel about it, do they actually have time to babysit, do they actually really like children, do they know a bit more about babysitting then they actually think they do, do they have younger siblings, nieces nephews, and then how to go about advertising safely and how to spread the word, and how they would charge and how to act professional and organized, if they're asked to do extra things like housework, how to dress for success, provide something for the children that they would look forward to them coming over like a surprise, what classes they should take and what classes are available for them to take, how to act and play with babies and toddlers and older children, how to keep peace with the children squabbling and discipline accessible to the parents, how to feed them – easy foods to

make, food availability, taking the children outside, what about swimming with the children during the summer, bedtime for all the different ages, how to deal with bad dreams and nightmares, what is available to read to the children, setting their priorities as far as children versus homework, children versus telephone conversations.

Michael: All right, those are some good topics. Now, did you come up with those on your own?

Sherda: I did some of them. I looked into as you suggested.

Michael: Amazon?

Sherda: Yes.

Michael: Okay, and how many books were there on how to do babysitting?

Sherda: I'd say probably five to ten. I didn't look into all of them.

Michael: All right. At first, I thought it was a bad idea, but now that I think about it, I don't think it's that bad of an idea. I think the thing that I didn't like is marketing it to young adults – children. First of all, if you're going to sell something, you've got to sell something to people who have money. It's hard enough to make money selling to someone direct, but when you've got to sell the kids on it, and they've got to go ask their mom and dad for money for this information product that they can make money on. It's just not going to happen.

What are we talking about age group? Nine, ten, eleven, twelve years old?

Sherda: My age group goes from eleven to sixteen.

Michael: I don't have enough experience about that market, but I would think, and maybe I'm wrong, are these kids in control of their own money?

Sherda: No, I would have to market it to the parent, definitely not to the children.

Michael: Yes, I don't think that's a good market. To sell to the parents to buy for the kids on how to babysit properly, I just don't think that is your market. But, I think that instead of a book like you see on Amazon putting together an information product on that subject, can be pretty

lucrative. If you have an information product that may be consisted of some recordings and we'll talk about the interview you could possibly do on the subject, and have a product for a couple hundred bucks, I think that's a product that you could sell to a lot of people, but necessarily to kids because babysitting is one of the easiest ways for anyone to make money and it doesn't have to be kids. It could be adults, too. It could actually move into a little bit of daycare.

There's a lot of money sitting for kids, and there's a huge demand for it. I've got two kids myself. We don't have the reliable babysitter. We've got my wife's parents, and that's how it is for most people. They're very apprehensive of who they're going to trust with their kids, but I think if you could show somebody how to build trust and be a reliable babysitter, boy that is great for kids but for anyone to make money.

So, you can certainly niche it and try it for kids, but I think you're going to have a tough road, but I think you can put it out there to the mass market as a way to make quick cash because as long as the person who's buying the course hasn't been in jail, and they're responsible and they qualify for all the things that would make them a good, reliable babysitter and they knew how to market themselves and present themselves, and as long as they weren't a child molester or anything, that's a very simple way for someone to make some quick money part-time.

So, because of that business opportunity market which is a small business opportunity, I think it might be a great product, absolutely.

Sherda: A different approach?

Michael: Maybe a different approach, but really it would appeal to anyone who needs to make money. I mean, there's all kinds of way you could market. I know there's definitely a huge market for that because anyone who needs to make money can do it through babysitting if they knew how. Yeah, I think you've got a great market. When I look at products, I'm looking at the market, and the market is enormous from kids to teens to even the young adults and adults, and even people over 55. A lot of older people love kids and they need a way to earn money. You also have the popularization of the shows like Nanny 911. Have you seen that?

Sherda: Yes.

Michael: Some of these shows which has really brought it mainstream, too. So, yeah, I think it's timely and I think it's a great product. Now, so what do you do to get your product developed? Let's go through some of the specifics.

Sherda: Well, what I was thinking about doing was doing an interview with this lady that trains nannies.

Michael: That trains nannies, okay. How did you find her?

Sherda: I got online, went through several, and I just looked at them and found this lady and just composed a letter to her.

Michael: So, you wrote her a letter. Have you sent it to her?

Sherda: No, I talk to you first.

Michael: All right. So, this is one person you can interview who is an expert.

Sherda: Yes.

Michael: Is she in your area?

Sherda: No, but she trains professional nannies.

Michael: Does she have a website?

Sherda: Yes.

Michael: Does she have a formalized training?

Sherda: Yes, she does.

Michael: Do the nannies pay money to go through her training?

Sherda: Yes they do.

Michael: How much do they pay?

Sherda: I'd have to go into the website real quick and look. So, what I asked her was if she would be interested in a phone interview or she could recommend one of the nannies that she had trained that might be interested in doing this.

Michael: My theory is instead of writing letters and using ways to separate ourselves or lessen the pain of actually just talking to somebody and asking and selling them on the idea – forget all that. Let's just call them. And, what I'd be willing to do if you're willing to do it, I'll call her and I'll ask her for you. We'll just call her right now. I'll get a three-way call, and let's see if we can generate some interest from her and find out a little information about her. What's the worse thing she can do?

Does it have prices on her seminars and courses?

Sherda: It just says to email here.

Michael: I'm just thinking sometimes developing and creating an information product can be a real pain in the butt, and it's trade-off. I do present myself somewhat as an expert, but on many of the stuff on my website, I don't present myself as an expert, but I find the expert, and I'm just the guy who interviews the expert.

Now, she's got a lot of credibility. You read me all these things – awards, and has been training people. This woman probably has all kinds of information products developed and a seminar. Really, what you want to do is make money. You may be able to walk in and act as a sales rep and just market for her, or let her be the expert. She has all the products and the tools and everything already developed, but she may be a very poor marketer. Do you know what I'm saying?

Sherda: Yes.

Michael: Is that an idea? If I call her and she if she'd like some help selling her courses?

We're looking at possibly going through a training or a seminar on how to be a nanny.

Nanny: Okay.

Michael: And, we didn't see too many details on the site. How can we get some more information – cost, when it's available, and all that?

Nanny: Let me just make sure I'm understanding your question. You have somebody that is looking to be a nanny, training for it.

Michael: Yes. Is that what you guys do?

Nanny: Yes, they do need two years of previous child care experience, whether it's daycare, babysitting.

Michael: Yeah, we've got that.

Nanny: Okay, we will be scheduling a class in late July. It's six hours long.

Michael: Okay, we come to the class. It's a six hour class. I have the experience, and it's going to show me how to be a nanny basically.

Nanny: Yes, and we'll walk you through on working in a private family setting, that you're an extension of this family. We go over dress attire, manners, discipline, communication. We do contract negotiation, benefit negotiation – including salary, when issues arise, education with the children that you're nannying for. We go over quite a bit of stuff.

Michael: Do you have a manual or a seminar booklet that we go through?

Nanny: No, they can take notes throughout the class.

Michael: Okay, so we just take notes and you guys teach.

Nanny: Correct.

Michael: Is it all taught through slides or on a blackboard or what?

Nanny: An individual instructor.

Michael: Okay, an individual instructor teaches. How much is the class?

Nanny: It's no cost.

Michael: Oh, it's no cost.

Nanny: No, my girls that go through the classes are nannies that I will be placing or I've already placed.

Michael: You're going to train us and then help us get placed in different homes.

Nanny: Correct.

Michael: And, you guys are like a placement agency.

Nanny: Correct.

Michael: Okay, I understand. Are you the owner?

Nanny: I am.

Michael: So, really you're pretty much a placement agency somewhat.

Nanny: Oh, most definitely.

Michael: Okay, got you.

Nanny: We just offer the services just to kind of make nannies a little bit better and educate them more on working in a private family setting.

Michael: That makes sense because you want good people going into the homes so the homes stay with them.

Nanny: Right.

Michael: I see. Let me ask you a question. With all the shows like Nanny 911, how has that been for your business? Has it picked up because of that?

Nanny: You know, I wouldn't know. I don't ask clients that.

Michael: Okay, very interesting. So, you are local. I thought you could educate people on how to do this nationally. I'm a marketing consultant and we do marketing and product creation, and we sell products nationally. I thought this would be a great thing to teach people nationally and without you limiting yourself selling the information to people who want to be trained on how to be a good nanny. That's why I was seeing if you had a course or a system or a video of one of your trainings that you could kind of get yourself out of that geographical location and maybe do something a little bit larger.

There's a lot of money in placing nannies, but there's a lot of money in teaching people how to do it where they can go do it on their own, you know?

Nanny: Yeah, and I know there's a couple nanny schools that are credentialed out there that charge nannies a couple thousand to go through classes

like Governess School is one of them. I don't know enough about them, but because my trainer has a child herself, she can't travel nationwide to do training classes. So, we just critique it to your needs. Should I open a branch office in another state which I have two states I'm considering, we would schedule classes that she would be able to go to, six months out with a heads up to be gone for two days, versus traveling nationwide.

Michael: I see. How long have you guys been doing this?

Nanny: Three years.

Michael: Three years, and do you have a lot of people placed?

Nanny: Oh, we have quite a few.

Michael: Now, when you say nanny, is that better than babysitter?

Nanny: Oh, most definitely. It's just a higher bar than babysitter. I mean babysitters come in when the kids are already in bed, and mom and dad want to go out for dinner and a movie. They pretty much sit on the couch and watch TV.

Michael: So, are your nannies part-time, more full-time or across the board?

Nanny: Across the board – live-in, live-out, full-time, part-time. We do baby nurses across the US now where we go in.

Michael: So, what can a family with kids expect to pay for your service for one of your trained nannies?

Nanny: Twelve to fifteen an hour.

Michael: And, you probably just split that down the middle or something.

Nanny: I don't take a portion of the nanny's pay, no.

Michael: Oh, you don't? You're training them for free. Why do you do that?

Nanny: I charge the clients a placement fee.

Michael: So, you make the money on a placement fee. So, if I'm a family and I need a nanny, I'm going to pay you a fee for finding me someone.

Nanny: Yes.

Michael: Just a one time fee?

Nanny: Yes.

Michael: Can I ask for a ballpark of what I can expect to pay?

Nanny: Full-time live-out there's \$150 out fee, \$1200 placement.

Michael: \$1200 for placement fee.

Nanny: That includes all nanny's interviewed in person, pre-screened, references checked. We do a felony, misdemeanor, sex offender, driving record, social trace, drug screen and they go to a psychotherapist licensed.

Michael: And, the psychotherapist evaluates them.

Nanny: Correct.

Michael: So, you're doing all this for me.

Nanny: Yes.

Michael: Then, once you place them and you've done your due diligence on them, then the nanny and that family is on their own pretty much. Are you out of the picture after that point?

Nanny: Pretty much, unless problems arise and then parents and nannies call me for advice.

Michael: Very good, because the most important thing is finding someone they can trust, right?

Nanny: And keep. We don't want turn over for the children. It's not good for them.

Michael: Okay, very good. You've been a great help. Thank you for your time. Let me think this over, and let's get back with you, okay.

Now, was that interesting?

Sherda: Yes. It was interesting.

Michael: Very interesting.

Sherda: Yes.

Michael: So, they're not really selling seminars. Now, you see their business model. You can think about what they're doing because many times you can take an idea of what someone's doing in one area, and do it in your area.

Wow, making \$1,200 for a placement fee.

Sherda: Your kids are that important to you.

Michael: Absolutely, because think, what's the most important is you want a guy you can trust. You don't want to put anything in harm's way.

So, the important thing to note is if you're getting into something, as you get in you want to create a simple information product, and I know that's what we talked about, but now we're looking at what someone else is doing and you could probably do the same thing that they're doing. They told you their whole business model.

So, you're running ads in the paper looking for nannies. You put them through a training. Do you think you could develop a training to teach someone how to be a good babysitter is really what the information product would be? Do you know what I'm saying?

Sherda: Yes.

Michael: I'm sure you can do that. You can do what they're doing. I'm just saying research is really important, and as you're researching you may find better ways to make money than what you had anticipated from the beginning. But, if we're sticking to an information product, what would be ideal is, and it may not work with her, she's only doing something on a local level.

You may be able to negotiate something with her and interview the hell out of her, or get her to agree to videotape or audiotape her training. She's doing the trainings anyway, and once you have an audiotape or a videotape of a training, you could sell that. You could sell the videotape.

You could sell the audio tape. You could get it transcribed, and that could be your product right there.

Now, you've got to ask yourself, "Why would she let me come in and videotape her training?" Let's say you set it up and you brought a wedding videographer in, someone who does weddings. You said, "I'd like you to go to this training and videotape this training. You have to ask yourself, "Why would she let you do that?" What would be in it for her?

You could say that you would like to videotape her training, and you would like to sell and market that information product. She's already got all the credentials and all the stuff on her website. So, she's credentialized. She's been doing it for a number of years. There's a product right there that you could sell, but you've got to give her some kind of reason.

Now, you could offer her a percentage of sales. You could offer her a royalty of ten percent on whatever you sell, gross sales. You'll pay for bringing someone in, doing the videotape. You can allow her to use the videotape to do trainings for potential nannies that don't want to come in where they can just order the videotape and go through the training on six hours of video. You could give her the rights to the videotape and let her sell it, but with the agreement that get to sell it in your area, too, and you'll agree not to sell it in her local area. You'll stay out of her state. There's all kinds of things you can do.

So, there's people doing things already that are already experts that all you have to do is get it canned, get it cloned, get it on video, get it on audiotape. If you just looked in the phone book and looked up videographer, wedding videos, called a guy and said, "Yeah, I need to hire you to go do a video of this six hours training." They'll go do it. You negotiate with them that you own the rights to the video. You pay them their hourly fee. It may cost you \$300. They edit it for you, and then you've got a product right there that you can sell, and you would have to get an agreement with her. That's certainly a nice idea.

As long as she benefits from it and she gets to use the video to train her nannies without having to bring people in, or she gets to sell the video. Or, if she gets to have a way that she can promote her services and her products to more potential parents – imagine if she's got clients interested in the service, and she can send that video out and show those parents the intensive training that she puts the nannies through. What a

great way to sell the service and to show the value of this \$1,200 placement fee.

The placement fee is some good upfront money, but if she was smart, she would take a piece of the action for placing the nanny, take 20 or 30 percent, take two dollars for every hour or a percentage of what the parent is going to be paying the nanny.

Sherda: Well, that's some good ideas.

Michael: It's all about leverage. I bet if you did some more research, you'll find some other experts.

Sherda: There were several sites.

Michael: You've just got to show them what's in it for them. Why would she say no? She's only interested in local anyway. You've just got to have the guts to call her and talk to her and just make a presentation with her. Just say, "I went to your website, and I have an idea which could benefit you and me." Just explain it to her. Just talk to her mother to mother, woman to woman.

Sherda: Okay, I'll try it.

Michael: Have I given you too much stuff to think about?

Sherda: No, you haven't. I have to totally develop in my mind what I'm going to say to her.

Michael: Now, if that's if we want to go the information products road. Creating and developing an information product, that's not hard, but then you've got your product. Then, you've got to do your marketing. There's all kinds of things you could do. If you like what they were doing, you could approach her and say, "How would you like to train me and let me license your concept, and let me license your system on how you do this, and let me license it for my state." Where are you located again?

Sherda: Idaho.

Michael: "How would you like to sell me the rights for Idaho on how you operate your business? You show me what to do, and I'll pay you a royalty of whatever produce. So, you train me, show me how to do it, and I'll pay you a percentage of whatever I earn on the placement fees." You could

buy the rights to their system on how they do it. Do you know what I mean?

Sherda: Yeah.

Michael: Don't you think you can do it if these ladies just sat down, you flew out there and they showed you how to do it?

Sherda: Sure.

Michael: You told me you're not in a big city.

Sherda: I'm in a resort town. There's a lot of money in this town.

Michael: The best thing is just to leverage what someone's doing. She's only thinking geographically.

Sherda: Yes, she's got her guidelines down.

Michael: You could line up a deal and have someone create their entire training, and you could show her how she could sell little franchises without being a franchise, but sell a business opportunity that shows other people how to do what they're doing. There's all kinds of things to do. You've just got to think about it and do it.

Sherda: Okay. So, let me give this some thought because that is the kind of person I am. I have to think things through. I'll keep in touch with you and let you know what I'm doing. I appreciate you helping me out.

Michael: All right. Has this been helpful again?

Sherda: Oh, yeah. It really has because I really have been kind of stuck.

Michael: You want to make some decent money. She's making \$1,200 a pop. She does a lot of work, and I don't know how much she keeps, but sell something where there's some good money in it.

Sherda: You've given me some great ideas. I'll keep in touch with you. I'll send you some emails and let you know what's going on, then if you want to talk again, we'll set something else up.

Michael: Okay, great.

Sherda: Thank you, Michael.

Michael: You're welcome, bye.

NEW Time Saving Service: The Easiest Way On Earth To Create A Series Of Powerful Audio Recordings For Your Own Information Product...

**“If You Can Talk Into A Phone
You Can Be Selling
Your Own High Priced Audio Program
In As Little As 7 Days...”**

If you'd like a personalized service to turn your book, report or even just a concept in your mind into a high priced audio program you can sell as soon as a week from today then **this is the most important letter you'll ever read. Here's why...**

From the desk of Michael Senoff
Friday, 3:30 PM

Hi I'm Michael Senoff,

If you qualify and you act immediately at the end of this report you can claim a half hour telephone consultation with me worth \$350 completely FREE of charge or obligation.

I'll give you 30 minutes of my valuable time and explain to you exactly how to turn your unique book or idea into a powerful audio information product...

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of hardtofindseminars.com - the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I've recorded hundreds of hours of interviews with the world's leading business experts and information marketers including Jay Conrad Levinson, Carl Galetti, Joe Vitale, Herschell Gordon Lewis, Brian Keith Voiles and more...

And I'm genuinely excited about the new service I've created to personally help

you turn your book or concept into a powerful easy to sell audio information product.

This audio recording service is the easiest way on earth to create your own highly valuable information product in just weeks even as quickly as seven days.

How does it work?

**“I Call You On Your Ordinary Telephone
And Interview You Live...
On A Series Of Related HOT Topics
About Your Niche Subject...”**

I record these telephone interviews and then I edit and hone the recordings to turn them into a highly professional product you can sell as a series of audio CDs, audio cassettes or MP3s you can offer as online downloads.

You don't need any special equipment.

You don't need any special skills.

The telephone in your home or your office is just fine. In fact we can even record you when you're on the road or even while you're on vacation.

All you have to do is get to an ordinary telephone.

And it gets better...

This is not some hashed up service where I throw together any old audio.

I've been doing interviews with information marketers just like you for over 6 YEARS.

And in that time I've developed a system for creating a series or 5 or more separate, high value audio recordings your prospects will salivate over.

**“Your Audio Information Product
Will Be PACKED
With Hot Information Locked Inside
Your Head Right Now...”**

Information I'll find and draw out of you - often brilliant insights you've completely forgotten about or would never have even thought off without that

magic you get talking to someone else.

I'll give you a guideline of what each audio will be in advance. All you'll need to do is make some quick notes (I'll explain how) and I'll do the rest.

Nothing could be simpler or easier.

In a few weeks even a few days you'll have an information product you can sell for \$100, \$200, \$500 even thousands of dollars.

If this sounds too good to be true read closely because selling information products in the thousands of dollars is something I've been doing for years.

Ask yourself this question...

“Could You Be Selling Your Information Product At \$3,900...?”

Month in and month out I sell my HMA marketing consultants system online with a \$3,900 price tag.

In the year 2005 I made over \$100,000 in sales from this HMA system alone.

What makes the HMA system for marketing consultants so special?

What allows me to sell an information product for \$3,900 when other systems are selling for a tenth of that price?

The difference is the hours of audio I make available - both to prospects so they can see the value of the product before they buy and as a hugely valuable added resource to buyers.

“How much more could you be charging for your information product by adding audio?...”

You can use short preview portions of the audio I help you create as a lead generator and to get your prospects excited about the value of your information product.

Audio gives you the power to presell prospects and to massively increase the value of your information product - even into products worth thousands of dollars...

When your prospects are listening to your voice they're getting you at full pitch sharing information that's valuable to them.

Audio helps you become more real to your prospect and helps to build your credibility.

It's like being able to talk one on one to your prospect on auto pilot.

Without lifting a finger and you can have 10, 20, hundreds even thousands of your prospects listening to your audio message at the same time.

**“You Could Be Giving
Half A Dozen Highly Qualified Prospects
A PERFECT Sales Presentation For Your
Information Product
While You're Asleep - Literally!...”**

And you can even use my audio recording service to add huge value to an information product you don't even own!

I've used audio for years to add value to other products then sell them at a premium price.

Recently I've used audio...

- To sell over \$100,000 worth of a consulting system seminar in less than 6 months. This training system was sold originally at a \$10,000 price tag then the price went up to \$15,000...
- To sell over 200 copies of the Art Hamel business buying system ranging in price from \$299 to \$599 each.

The value of this business buying system and the price I could charge has gone UP every time I've added new audio.

This is the power of audio..."the more you talk the more you make!" You can literally Talk Yourself Rich! I've also used my audio recordings...

- To make over \$100,000 in sales of the HMA marketing consultant system I've already mentioned...

- To increase the sales and value of dozens of other products both new and used you can find at hardtofindseminars.com covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much, much more...

I make a very good living using audio to add value for my clients and my clients are very happy to pay me a premium in return.

Why not let me help you do the same...

Why not let me help you turn your information product into an audio information powerhouse you can be proud to sell at many times its current price...

And there's another amazing feature of this audio creation service you won't find ANYWHERE else...

The audio series I help you create and record in lightning speed will be media friendly.

If you want free publicity through radio, newspaper or in niched publications then you'll be amazed at how my audio product creation service massively increases your odds.

**“First You'll Have A Product
That's Sexy
And Media Friendly...”**

Second you'll be far better prepared for interviews on your subject after I've interviewed you for five or more separate audio recordings.

You could do the same...

Best of all we'll create your audio program at lightning speed...

I've done most of the work for you in advance creating a system that works like magic to create your audio information product.

I'll help you get the perfect titles for each audio and choose RED HOT subject matter in the minimum time possible.

You just take 10-15 minutes worth of brief notes before we record each audio and we're ready to go.

You don't have to worry about making mistakes or being nervous.

There's no driving or flying to a recording studio.

You don't have to worry about editing or any technical details at all.

You talk to me on the phone like your talking to your best friend for 45 to 90 minutes and your first audio is done. Then we repeat the process at times that are convenient for you.

**“Each Audio Recording
Will Take Less Than Two Hours
Of Your Time
To Put Together...”**

And each recording will be JAM PACKED with the best information I can draw out of you.

You could take months, even years to get this high quality information down on paper or on audio yourself - if you ever get it down.

But when I interview you you'll be done in a few short hours.

I'll give you the finished edited recordings in high quality wav format so you can create perfect audio CDs and cassette tapes with them and I'll give you your recordings in much smaller MP3 files ready for online delivery...

Now if you were to hire a recording studio to make five separate audio recordings it would cost you at least \$2,000 to \$3,000 then there's the editing and production costs which would cost you another \$2,000 to \$5,000.

And that's just the beginning...

To keep your recording costs as low as possible you'd have to keep you time in the recording studio down to a minimum.

So you'd want a written script with every word you're going to say.

**“And If You Don't Know How To
Write The Way You Speak
Your Whole Recording Will Sound Stilted -**

Devoid Of Life Or Spontaneity...”

You could hire someone to write this script for you - but a script for 5 audio recordings from a top professional writer...

Be prepared to shell out another \$5,000 to \$10,000...

Your other option would be to hire an interviewer to join you in the recording studio.

Apart from the expense of a good interviewer you'd need to find someone who knows how to draw out of you the high value information you need in an audio program to make it worthwhile for your listeners.

If you bring in another expert to add extra audio to your program you'll have to interview them yourself or again hire a professional interviewer.

And do you know how to prepare someone else for an interview, make sure the interview stays on track and that they don't spend the whole time giving you an empty audio that's nothing more than a pitch for their products?

Even if you do it all yourself and it works out perfectly (and I can guarantee you from years of painful experience it won't) this whole process is going to cost you at least \$4,000 to \$13,000.

It will eat up your valuable time and there's a very good chance you'll simply give up on the project half way through so you'll have NOTHING to show for your all your investment of time and money.

Or you can do this the easy way by using my service - have me prepare you and interview you by phone...

Have me prepare any special guests you want interviewed and interview them too...

“Have Me Make Sure You're Creating A High Value Audio Product You Can Sell...”

Looking after the whole process for you every step of the way including what can be a painful, highly technical editing process.

You won't have to worry about any of this.

Your input will be less than two hours for each audio.

That's just 10 to 15 hours of work on your part for a massive, high value audio product you can sell at a good price - anywhere from \$100 to \$500 even more depending on your market.

Instead of the \$4,000 to \$13,000 you'd normally pay to record your own audio program I'll charge you just \$3,997 for the whole service from start to finish.

If you sell your audio program at just \$100 you'd only have to sell 40 copies to make up that low, low fee.

And you only pay me once to help you make the recordings. There's no royalties - no fine print.

The audio is yours.

Once you've paid me for my service you OWN the copyright.

You can sell your audio product over and over and all the profits are yours to keep.

And it gets better...

“Your Risk Free \$697 Introductory Trial...”

If you call me or email me right now I'll let you get started with your special risk free \$697 introductory trial.

You pay \$697 up front and together we'll get your first audio recording made.

When you're thrilled with your first recording you simply pay me the balance of \$3,300 and we'll record the rest of your program.

In the unlikely event that you're NOT thrilled with your first recording I'll refund every cent of your \$697.

So you'll get several hours of my time and advice (I normally charge \$700 an hour) and you'll get to try out my recording service with NO risk at all!

And if you one of the first 3 clients who qualify for my service I'll also give you well over \$2,700 worth of services as my FREE gift to you including...

Gift #1: Audio Infomercial Value \$1,500 to \$2,500...

To finish off your program I'll interview you and help you create an "audio infomercial" - an audio presentation that explains to your prospect why they should buy your information product.

You can turn your audio infomercial into a CD you give out AND you can have people download the audio online.

I'll even host your audio infomercial for a full 12 months completely free as part of your audio product creation package. (There is a download limit but it's highly unlikely you'll exceed it unless you're running a HUGE online business).

Imagine having your prospects listening to your perfect audio presentation while you're at the beach, playing golf or just enjoying time with your family.

Gift #2: Marketing Advice Worth \$700 an hour...

I normally charge \$700 an hour for my marketing advice but I'll give you my time and my marketing expertise to help you turn your audio information product into a cash generator for you.

In the process of creating your audio program I'll give you all the help you need - many hours when you add up the ongoing advice and support as we work together.

This ongoing help as you create your audio product is worth more than you'll pay for your entire audio product creation package but it's included as a bonus in your personalized audio product creation service.

Gift #3: Full Transcripts Of Every Audio Worth \$500 to \$1,500...

Because the format I use to create your audio program is designed to produce a hot easy to sell product the transcripts of your audio will be high value products too...

You'll get transcripts of every audio completely free as part of your personalized audio creation service.

So you can print them out and sell them as manuals or reports to go with your audio program or deliver them online as a download or both.

Parts of these transcripts can also be used as sales copy for your web site and promotional materials.

EACH transcript will add another \$20 to \$100 value to your audio program.

You can even add articles and other material you've written to your audio transcripts to create high value ebooks, white papers and even hard cover books you can sell in the bookstore or through amazon.com.

You'll be the publisher and keep all the profits. Remind me when we talk to tell you how.

Converting your audio to a typed word file or pdf file would normally cost you between \$100 and \$200 for each hour of audio transcribed.

And you'd have to go through the added hassle of finding a professional transcribing service to listen to your audio and turn it into a typed word document for you.

But with my audio product creation service you don't even have to give this a second's thought.

As part of my recording team a fantastic and FAST transcribing service I've used for years myself...

You'll get your audio program emailed to you in a word file AND a pdf file. \$500 to \$1,500 value completely FREE as part of your audio product creation package.

NO hassles and NO cost!

In summary if you qualify to become one of my special preferred clients this is what you'll get...

Your Personalized Audio Product Creation Service Includes...

1. Creation of your audio program - we'll record five separate high value, media friendly audio recordings worth \$3,997...

2. Your “Audio Infomercial” to help sell your information product worth \$1,500 to \$2,500...

3. My marketing advice "as we go" worth \$700 to \$3,500 or more...

4. Full written transcripts of every audio worth \$500 to \$1,500...

A grand total of over \$7,900 value and you can get started recording your audio program for just \$697 - a tiny fraction of that price...

But before you call me to take advantage of this amazing deal it's important to understand that my time is limited and I am very selective about the clients I will take on.

The only reason I have the time to work with a few selected clients is because using audio for the promotion of my products and services is so effective at creating sales for me on auto pilot.

But I'm NOT at all desperate for business.

If you're trying to sell questionable products or services or if you've got some kind of scam going DON'T call me.

I'm not interested in any off color products or services.

Also if you think \$3,997 is a steep price to pay for recording an entire audio program instead of the fantastic bargain it truly is again DON'T bother calling me...

Ultimately if we're going to work together only will you need to be happy with me and my service I'll also need to be happy with you and the audio program we'll be creating together.

**“I Want To Be Sure
Your Product Will Make Money For You
AND Be A High Value Product
For Your Clients...”**

Before we go ahead I'll need to spend some time talking to you over the phone so I can give your project my seal of approval.

And I'm sure you'll have some questions you'll want to ask me too.

So I'm going to buy you a special \$350 half hour gift consultation.

If you call me or email me right now I'll buy you a 30 minute consultation where I'll help you brainstorm the quickest way for you to turn your information product into a high value audio program.

I'll be finding out if my audio product creation service is right for you and you'll discover a whole pile of tips and strategies you can use to powerfully market and increase the value of your information products.

If I think you have a product idea worth turning into audio and you're ready to take the next step then I can take your initial \$697 payment (with the full money back guarantee).

We can start recording in just days - we could even start immediately if we have enough time to get your first audio recorded.

This really is the fastest, easiest way on earth to get your high value audio program recorded.

**“Call Me Right Now
To Claim Your FREE Half Hour
Audio Product Creation Consultation
Worth \$350...”**

Call me on **858-274-7851** and ask for Michael.

I'll ask you a couple of quick questions and if I think you might have an idea that's worth turning into an audio program we'll set up a time to speak in more depth over the phone.

I'll give you a pile of ideas for turning your idea or your book into a high priced audio program.

I can promise you there won't be any hard sell.

I'm not desperate for clients or money and I'll only work with you if you're a perfect match for my service...

If you live in another time zone and calling me on the phone is a problem you can

email me at msehoff1@san.rr.com with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

If you email me be sure to include your phone number so I know your inquiry is genuine.

Yours sincerely,

A handwritten signature in blue ink that reads "Michael Senoff." The signature is written in a cursive style.

Michael Senoff - CEO hardtofindseminars.com

P.S. If you're not using the power of audio to add value to your information products and to multiply your sales you're throwing away tens, even hundreds of thousands of dollars every year.

My audio product creation service is the simplest, most cost and time efficient way for you to start selling your audio program FAST.

But I only have time for a very limited number of clients.

If you really do have a great product and you want to give your clients the highest value information you possibly can then I'd hate to see you miss out on this chance to get your audio information product made quickly and easily.

Call me right now on 858-274-7851...

Or you can email me msehoff1@san.rr.com with "Audio Product Consult" in the subject line and claim your gift half hour consultation on how to create your high value audio information product.