

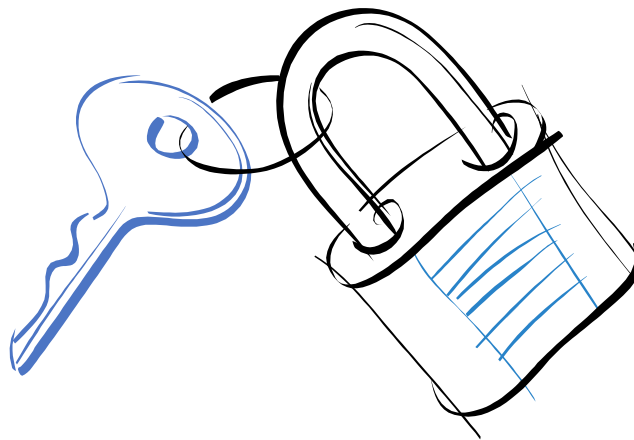
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# Hardtofindseminars.com

*Presents*  
*Accelerated Product Development*  
*Flash Consulting Series*

**Michael Senoff Interviews Bal**



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Michael Senoff

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## **You Can Earn A Living - Or A Fortune - In The Booming Copywriting Business. Let Others Make Money For You!**

Here is a free 15-minute consultation that I recently did with a gentleman named Bal. Bal is an experienced technical writer who also does freelance work in copywriting. Bal contacted me because, although he enjoys both his job and freelance copywriting, he felt that he could do better. He wanted my advice on building a business of his own and how to be more focused on bringing products to market in order to enjoy success.

In less than 15 minutes, Bal received my advice on many different avenues that he might take:

- The types of information products to stay away from and why.
- Conversely, what types of information products people are more apt to buy.
- The importance of finding a hungry market with a high passion index.
- Once you find your niche market, the types of research that is needed to be done to make your business more successful.
- How Bal could use his own skills in copywriting to leverage the marketing necessary for his product.
- Ways to do joint venturing after you have created your product.

This is an important consultation for you to listen to. Although Bal and I discuss types of niche markets that may not be the same as what you would choose, this recording is a little gem in that it outlines the major aspects of creating successful information products and will most likely help you in your own planning.

You will also learn the details of how I will personally assist you with planning your own business through consultations with me and the valuable Jay Abraham marketing seminar materials you will receive as part of my consultation.

I have learned from the best marketing experts and have seen these techniques work first hand. I want to share these tips and secrets with you so that, you too, can realize your own dreams of business success!

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Michael: People are not going to shell out money for philosophy. People will shell out money to look good, to get skinny, to be rich – those type things. You may like philosophy. That’s fine, but don’t get caught up in your ego of what you like because if you want to make money, find a market and then fill it.

*Music*

Michael: You’re a technical writer right now?

Bal: Not a direct hire, but a contractor.

Michael: How long have you been doing that?

Bal: About five years here, and about eleven years as a tech writer generally.

Michael: Do you like it or do you want to get out of that or you want to try to transition to something on your own, working for yourself? What’s the ultimate goal here?

Bal: Be out on my own. You and I have communicated before. I have a website. I’m also a copywriter, but that’s a time consuming thing to do after eight hours a day. So, I’m looking for something that involves some leverage and not just waiver.

Michael: You also have a sales letter and copywriting services. How long have you been doing this?

Bal: For about two years.

Michael: And, how has this gone for you?

Bal: Mild success. I have a few clients.

Michael: Do you feel that you have the skills to write a good letter and to write copy?

Bal: Definitely.

Michael: And, you put up your own website. Do you have Internet skills?

Bal: Yes.

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Michael: Who have you studied copywriting wise?

Bal: Mainly just on my own. I get books, and I’ve worked a few clients to get the experience.

Michael: So, you’ve got writing experience, right?

Bal: Oh, yeah.

Michael: But, you don’t like it because it takes a lot of time and it’s not a good way to leverage your time.

Bal: Right, it’s not that I dislike it. It’s time consuming, and I get home from work after eight hours.

Michael: Time consuming working for clients, right?

Bal: That’s right.

Michael: Because by the time you add up all your hours in time you’ve worked, and you figured out what you get paid if you get paid, it doesn’t amount to too much, right?

Bal: That’s correct, and so far I’ve been lucky. I’ve had clients who pay me. I’m an experienced tech writer, but I’m a beginner copywriter. And, as a beginner copywriter, you can’t ask for a lot of dollars yet.

Michael: I can’t understand why these expert copywriters are even working for clients because you’ve got skills as a tech writer. I’m sure that it benefits you somehow as a copywriter, but if you’ve got the copywriting skills and you can write a good sales letter, what about using marketing in direct mail and leveraging that sales letter, that selling piece to sell something of your own? There’s a leverage right there. You’ve got the hardest skill there is. You have to be able to write a halfway decent sales letter.

Bal: Yes, so, I’m actually in the process of developing a product.

Michael: What are you developing?

Bal: Something called a Doughting.

Michael: What is that?

Bal: It’s an 81 chapter book. You can find it in the Gutenberg Library, and it’s essentially Eastern Philosophy.

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Michael: Is it public domain?

Bal: Yes.

Michael: And, you want to sell that.

Bal: Yes, but not as is. There’d be no point to sell it as is. I’m embellishing it with connotations and illustrations.

Michael: So, it’s a book on philosophy.

Bal: Yes.

Michael: Who’d you want to sell that to?

Bal: Well, I know that by looking at bookstores, there’s a lot of people who buy into the Eastern Mysticism, Eastern Philosophy. It would be a consumer interest.

Michael: Are you into that Eastern Philosophy type thing?

Bal: I used to be, and I’d like to get back into it, but business has been siphoning my time.

Michael: You’ve heard of Gary Halbert, right?

Bal: Sure.

Michael: You’ve listened to a bunch of the recordings on my site?

Bal: Yes, I’ve listened to some of them.

Michael: Did you ever listen to the Gary Halbert one?

Bal: No, I haven’t gotten to that one.

Michael: Well, you know how it opens up? It’s ironic. He says, “People are not going to shell out money for philosophy. People will shell out money to look good, to get skinny, to be rich – those type things.” And, he advises against it because he’s answering a question from a guy in his seminar with this idea of selling a book on philosophy. I would say, no, no, no. Think of something different.

You may like philosophy. That’s fine, but don’t get caught up in your ego of what you like because if you want to make money, find a market and then fill

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it. Find a market that is rabid for something and it could be any market. You’ve got to find a marketplace that is spending money like crazy on something like the weight loss market is an example, like the golf market. There’s high passion indexes. Golfers are nuts. Collectors – people who collect horse figurines. There’s probably a million people who collect things with horses on them, and they’ll buy anything and everything.

These are types of markets that are just nuts about different items, and then you go look at a market and research that market, and find out what else would they like. Find someone who’s selling something to that market, but you know they’re copywriting stinks. You look at their letter and you say, “I could make this letter ten times better.” The hungry, raved market is the most important thing.

You being a good copywriter is important when you’re selling to a hungry raved market, but you could be the greatest copywriter in the world. If you’re market isn’t hungry, it doesn’t matter how good or great your letter is. You see?

You could be a horrid copywriter, and put something in front of a hungry market and make a ton of money. Does that make sense?

Bal: Yes.

Michael: I’m saying you’ve got some great skills as a copywriter. If you’ve studied and you’ve got your technical writing, but if you really master in it – and you don’t even have master it. Just take your skills and sell something to a very hungry market, and you really shouldn’t have any problems in my opinion, but you’ve got to sell something that you create and control. You don’t have to, but I would advise you to.

You’re on the right track with creating your own product. I wouldn’t advise a book on philosophy. Another reason why – what does a book sell for in a bookstore?

Bal: \$25 - \$30.

Michael: \$25-\$30? It takes you the same amount of energy to write a sales letter that sells a book on philosophy than it does to write a sales letter that sells a course for three or four hundred, right?

Bal: Right.

Michael: So, why not leverage and sell something where the market is already paying you three or four hundred, or five hundred, or six hundred or a thousand or

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three thousand or five thousand? There’s people spending money on \$25,000, \$30,000, \$40,000 cars everyday. It’s just a different market with more money. So, why not sell to market where the money is where you already know they’re spending money on something, and approach those people with your copywriting skills. Does that make sense?

Bal: Yep, sounds pretty good.

Michael: All right. So, use your skills that you have already. That’s a huge asset, and now what you’ve got to decide on a hungry market, what can you sell? So, you’ve got to start looking at markets. I would suggest a market that you’re interested in. Is there anything else that turns you on, that you’re interested in, that you like? Are you fanatical about anything?

Bal: No, I’m a pretty low-key guy.

Michael: Okay. So, do you have any other ideas of something you can sell that you’ve thought of in the past?

Bal: I’m drawing a blank. Do you remember I said one of the things I’m looking for is something to help me focus? I’ve been scattered.

Michael: Okay. So, forget the product. If we can come up with a hungry market that you feel like you’d like to do some research in, that you’d be willing to put some time in to write a sales letter or to revamp an existing sales letter that has done very poorly and that has a product with some great margins that can sell something for you anywhere between \$300 and \$500 or \$1,000, would that be something you’d be willing to put some energy into?

Bal: Absolutely.

Michael: Okay. So, that’s number one. We know you’ve got the copywriting skills. We know you’re willing to do the work. Now, let’s come up with a market, and we don’t have to do it on this phone call. We can do this at another time. Let’s find a ravid market and once we decide on that, let’s research the market. Let’s see what’s selling. Let’s see who’s selling. Let’s go look at some websites of these people selling to this market, and let’s look for some very poor websites – someone doing it all wrong, and I’m sure we can come up with multiple ideas of something we can sell to this market.

All we’re going to do is help sell to other people, you see? So, we’re going to find something that’s already selling great. We’re just going to do it better. We’re going to take what they’re doing and most people are pretty lazy, and they’re probably doing a poor job, but we’re just going to do it better, or you’re going to do it better. Does that sound like a good plan?

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Bal: Yeah, it does.

Michael: Then, if you can do that, then you’ve honed in on a market. You’ve honed in on a product whether you create it or you have control over it – say you license it from somebody else, but you have control and you can maintain and keep that control. Now, we can leverage your copywriting. You write the letter, and then we use marketing like the Internet, like email, like direct mail to leverage that. You could be selling to a thousand people a day with your little letter or your email or your audio recording or whatever.

So, you built your own website at wealth.com?

Bal: I did.

Michael: You’re already way ahead of the game. You’ve got the skills to do a website. Do you do it in FrontPage or what?

Bal: Dreamweaver.

Michael: Dreamweaver, that’s a great skill right there. If you could make enough money to supplement what you’re doing, would you quit your job if you felt confident that you could keep it going?

Bal: Yeah, absolutely.

Michael: I don’t want to pry into what you’re making, and you don’t have to share it with me, but what would make you comfortable? How much do you need to make every month?

Bal: Let’s put it this way. If I was making, and this is really inexpensive, but if I was making \$3k a month in a way that I could repeat, then I’d be excited. I’d have to have a skill that I could repeat.

Michael: So, three grand a month. So, let’s divide that into four. So, you’re talking \$750 a week. Let’s say you’ve got a product that sells for \$500. So, you would have to sell two a week to cover your costs and to make over \$3,000 in profit because your information product, there’s very little expense to that product. It’s just going to be your efforts.

So, you need to make two sales a week, eight sales a month. How many hours are you putting in right now working at your existing job?

Bal: Forty hours.

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Michael: So, you’re forty hours right now. Would you be willing to cut your work time in half and do twenty hours a week?

Bal: Yeah, I’m putting in more than that right now.

Michael: It’s just a matter of making a plan and if you’re willing to do that, I can show some ways to do that, and one very powerful way is let’s say you had your product already created. It’s by approaching and doing joint ventures with people in the marketplace, and you’re totally leveraging off all the years they’ve built up their business, and off their list.

So, let’s say for example, you have just say a course on how to lose weight through Zen exercise or whatever, a seminar, an information product, and it costs \$500. So, there’s a lot of effort in the beginning getting it all put together and creating value in it, and then you do your own sales letter. You’ve got the skill for it.

So, you have your product, and it’s ready to ship. All you’ve got to do is go to the printer, print it out and have it shipped when someone buys it. You have your sales letter all ready. So, that one hour a week or two hours a week, if you did nothing but just contact other people who are in that Zen type market, and approach anyone in that Zen market with your offer and do joint ventures. Say, “I’ve got this product. You have a customer list. You sell this product, but you’re not offering your customers anything else. Would you like to do a deal and would you like to endorse my product to your list and we could do a split on it?” Do you see what I’m saying?

Bal: Sure.

Michael: Have you studied any stuff on joint ventures?

Bal: A little bit. I haven’t done one yet, but I’ve studied it.

Michael: So, in a nutshell, in less than fifteen minutes, that’s some of the things I would suggest.

Bal: It sounds really good.

Michael: Anything else that you can think of on your mind?

Bal: No, I think this is very good for me.

Michael: Well, why don’t I do this? I’ll save this recording, and I can email this recording and this is just basically a fifteen minute consultation. If you want a full hour of the recording, if you’re interested, we can do an hour consulting

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and we can go into some of the details that I’ve talked to you and I’ll work with you in developing an action plan. So, you’re not scatter brained. So, you have it written down on paper. Here’s what you need to do – this, this, this.

If you want me to choose your markets for you, I’ll do that as well. An hour consultation is \$700, and then you also get \$700 worth of my pre-owned Jay Abraham materials like audio tapes so you can enhance your education. Have you ever studied or been to a Jay Abraham seminar?

Bal: No, I haven’t.

Michael: This is the stuff that will teach you the way that I’m thinking. So, I can put a package together of \$700 worth of Jay Abraham materials, written materials, audio tapes, and that would include an additional hour consultation.

*Here is another bonus resource for you, and it’s about a section on my site that has about 15 hours of audio interviews with copywriting experts including Brian Keith Voyles, including Carl Galetti, including Eugene Schwartz. You will not find this content anywhere. It will take you to an entire collection of audio recordings, mp3 downloads, and transcripts of some of my best interviews on the subject of copywriting, and you’ll be able to play them, download them, print the transcripts, and it’s a collection you will not find anywhere else. If you want an education on copywriting, you will not find anything better than this.*

Here’s another bonus tip from Michael Senoff’s HardtoFindSeminars.com, and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who was one of the world’s best marketing consultants, and I have twelve hours of audio interviews all on the subject of marketing consulting. We also have downloads to over 23 reports on the subject of marketing. In this section of recordings, you will find a multitude of ideas that will give you very valuable ideas on how to build and grow your business, and also how to teach others how to grow their business with simple, no cost, low cost techniques. If you go back to HardtoFindSeminars.com, to the main page, you’ll see across the top in white, “Consulting Services”. If you click on that page, there’s a form that will take you into a private secret section of my site I’ve set up just for you with all these recordings. All you have to do is fill out your name and information, and you’ll be whisked away to Consulting Secrets, where we have thousands of dollars worth of free, downloadable, audio recordings in mp3 and Flash, also the written printed transcripts in PDF that you can start learning from starting today. This information is hot! So, get on over to HardtoFindSeminars.com, check out Consulting Secrets.

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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.

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

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

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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...

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To increase the sales and value of dozens of other products both new and used you can find at [hardtfindseminars.com](http://www.hardtfindseminars.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.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/consulting.htm>

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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.

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**“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**

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## **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

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\$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're 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.

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### **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!

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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 \$6,200 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...

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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.

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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 [msenoff1@san.rr.com](mailto:msenoff1@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 and is preceded by a mouse cursor arrow.

Michael Senoff - CEO [hardtfindseminars.com](http://www.hardtfindseminars.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...**

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Or you can email me [msenoff1@san.rr.com](mailto: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.

**Read On To Claim \$700 Worth Of World Class Pre Owned Marketing Books, CDs, Tapes Or Videos Absolutely FREE...**

**"Would You Like  
To Find  
A 100% Guaranteed  
\$7,000 Profit Windfall  
In Your Business?"**

If you're searching for powerful new marketing strategies custom designed to solve your unique business problems AND you'd like to find a 100% guaranteed profit windfall of \$7,000, \$20,000, \$100,000 OR MORE in your business then this is the most important letter you'll ever read. Here's why...

Hi, I'm Michael Senoff, leading marketing consultant and CEO of [hardtofindseminars.com](http://hardtofindseminars.com) – the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I'm genuinely excited about a fantastic offer I've created for you to help you claim a guaranteed minimum of least \$7,700 value for your business at a bargain price.

And if you read this entire letter I'm going to offer you another \$175 gift 100% free of charge and obligation but only if you act now...

**Let Me Tell You A Little About Why I'm  
Uniquely Qualified To Help You  
Find Enormous Profits In Your Business  
In The Shortest Time Possible  
And At Minimum Risk...**

I've invested nearly a decade studying marketing books, tapes, CDs, videos, transcripts and exclusive courses from the world's leading marketing and business experts...

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/consulting.htm>

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Experts like Jay Abraham – the world's leading marketing consultant who charges \$5,000 an hour to consult by phone and has helped business clients just like you produce a combined total of well over \$7 BILLION dollars in increased revenue...

I've immersed myself in the greatest information from the greatest business minds on earth and I've personally interviewed many of these marketing, copywriting and business masters including...

**Jay Conrad Levinson, Carl Galletti,  
Joe Vitale, Brian Keith Voiles, Herschell Gordon Lewis  
And More...**

You can listen to all these cutting edge interviews completely free at [hardtofindseminars.com](http://hardtofindseminars.com).

I've run and still run several successful business ventures myself – I've made real profits in the real, hard business world.

As a leading marketing and business consultant I've helped literally hundreds of businesses just like yours find the marketing and management keys they needed to open up a whole world of hidden profits...

And in this letter I'm going to make you an exceptional, unequalled offer to help you personally, one on one, to...

**Find A 100% Guaranteed Profit Windfall  
Of \$7,000 Or More In Your Business -  
In Just 60 Minutes Or Less!**

And as a special gift I'm going to give you \$700 worth of the best, most specific pre-owned marketing books, tapes, CDs, or DVDs to transform your unique business, help solve your unique business challenges and power your business profits.

But before I do that let me tell you a very old story...

In ancient Persia there lived an old modestly wealthy farmer named Ali Hafed.

His stream-fed farm near the River Indus was rich with orchards, grain fields and gardens.

Now Ali Hafed had no great desires in the world but after a visit from a traveling farmer he became obsessed with the idea of finding a rich vein of diamonds...

**He Wanted His Own Diamond Mine  
To Propel Him**

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### **From Modest Wealth To The Wealth Of Kings!**

And so Ali Hafed began his long search for precious diamonds.

He was told if you find a river that runs through white sands between high mountains - that river will be full of diamonds.

So Ali Hafed sold his farm, left his family behind and set off on his quest for diamonds.

His search began at the Mountains of the Moon, then after many fruitless years into Palestine and then Europe.

Step after lonely step – desperately seeking those diamonds...

### **Always Searching For The River With White Sands Between High Mountains**

He became more broke and more despondent with every aching year till eventually he gave up his despair and his life forever by throwing himself into a great tidal wave in the bay of Barcelona.

Now the astonishing lesson comes in the second half of this tragic story.

One day the man who bought Ali Hafed's farm led his camel to the garden to drink.

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

And right there in the white sands of that stream between two high mountains on Ali Hafed's old farm was a wealth of diamonds never seen before or since.

### **This Became The Legendary Diamond Mine Of Golconda - Arguably The Richest Diamond Mine In History!**

Ali Hafed had searched the world for his diamond mine when all he needed to do was look right beneath his feet on his own farm.

He overlooked acres of diamonds within easy grasp and died alone - a dejected, miserable wretched man.

Now here's the question I want to put to you?

### **Are You Overlooking The Acres Of Diamonds In Your Business?**

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Is there a wealth of hidden assets and opportunities you're overlooking that we might find in less than 60 minutes?

A wealth that could help transform your business profits so you could live the life you dreamed of when you first got into business...

**Would You Like To  
Find Your Acres Of Diamonds -  
Your \$7,000 Plus Profit Windfall  
100% Guaranteed!**

Here is the exceptional offer I'm going to make you...

I'll invest an hour of my time and expertise with you brainstorming cutting edge, profit multiplying marketing ideas and advice.

In this idea packed 60 minutes I'll help you...

- Discover a wealth of overlooked, highly valuable hidden assets in your business – your acres of diamonds.
- Reveal your businesses superior unique approach to market and service your clients and customers and create a powerful, unbeatable advantage over your competitors in the marketplace...
- Employ a simple, low cost method to create substantial new sales without finding a single new customer or client.
- Explore the endless possibilities of bartering to bring in a whole range of products and services for you and your business without outlaying any cash...
- Discover the biggest secret to compel new customers and clients to buy from you without hesitation – it's so simple yet so many businesses never learn to seize the incredible power of this secret.
- Create one simple line that'll help you increase your sales and profits by 10% to 30% or more...

How much can this information help you and your business?

Read what one of my clients Mark Hendricks, a prominent internet marketing expert from Trilby, Florida has to say about my service...

*“Thanks very much for responding quickly to my emails and phone call, answering my specific questions about the package, and getting it shipped to me so quickly.*

*“It's refreshing to find someone who still cares about delivering excellent service to their*

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customers.

***“By The Way, The Information  
Has Already Been Worth  
100 Times The Money I Paid For It!”***

And the benefits you'll get in your one hour consultation go on...

I'll help you uncover the overwhelming power of *joint ventures* in your business to...

- Create a flood of new customers and clients
- Penetrate new markets easily and rapidly
- Slash or even eliminate your advertising costs
  
- Find and acquire new distribution outlets – often completely free of charge...
- Reduce your costs and overheads
- Allow for rapid business expansion – without your own capital or staff...

And because I honestly, genuinely care about your business success I'll do everything I can to help you completely transform your business marketing efforts...

You can read just a few of my many hundreds of testimonials from happy clients I've helped here ([LINK TO TESTIMONIALS](#)).

Like Russ Sherry from Sherry Training Consultants...

*“Michael: It truly is a pleasure to interact with you. Your timely and informative responses have helped me greatly. ”*

*“In fact, I was amazed recently that you not only consulted professionally but also counseled me not to make an additional purchase I was set to make. You showed me that my recent purchase on its way to me covered the same material. ”*

*“It saved me money. Talk about a truly honest and helpful consultant! Michael I would, without reservation suggest that anyone who's contemplating a business venture or needs marketing materials talk to you. ”*

I could go on for over fifty pages and I'd still only give you a tiny snapshot of the benefits I've been blessed to give to clients like you.

But let's get into the special deal I have for you if you act today...

Keep reading because I'm about to make you the most exceptional, unheard of, risk free offer in the marketing world today. And then I'll go one step further and make this offer even better...

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**First I'll Give You  
A One Hour Personal Profit Blasting  
Mind Blowing Marketing Brainstorming Session  
For Your Business For Just \$700...**

And when we're finished identifying key areas and strategies for powering your profits I'll ask you a simple question:

“What has this session been worth to you?”

If you can't tell me my advice and suggestions have helped you identify potential profits of at least 10 times the \$700 consulting fee I insist that you don't pay.

Let me make this clear...

**I'll Help You Discover  
Over \$7,000 Value In Your One Hour Marketing Consultation  
Or You Won't Pay One Red Cent!**

That's how confident I am you'll be thrilled at the end of your one hour marketing consultation and eager to pay the very modest, bargain \$700 fee.

But this exceptional deal doesn't end with your guaranteed \$7,000 value...

When you pay \$700 for your one hour marketing consultation I'll give you a gift of...

**\$700 Worth  
Of Pre-Owned Business And Marketing  
Tapes, Books, CDs Or Videos  
Absolutely FREE!**

So when you pay for a one hour consultation with me you'll also receive \$700 worth of the highest quality books, tapes, CDs and videos from leading marketing and business leaders like Jay Abraham, Gary Halbert, Bill Myers and more.

Your pre-owned marketing and business materials will be hand picked from my extensive stock especially to help you deal with your unique business challenges – to help you power your business profits in the fastest possible time.

**Better Still  
These Pre-Owned Marketing Materials  
Are Priced At  
Just Cents On The Dollar...**

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You'll have genuine, pre-owned, high value tapes, books, videos or CDs you can resell in the future at an exceptional price – usually for more than the full \$700 price you paid for my consultation!

And to make your one hour consultation completely risk free read my unequaled...

**Two Year  
100% Money Back Guarantee!**

I really care about helping you succeed and achieve what you truly want and deserve in business.

To demonstrate that I'm genuinely sincere about getting you real results...

If you apply the advice I give you and the information in your books, tapes, videos or CDs and you don't make AT LEAST TWICE WHAT YOU PAID I absolutely insist on refunding 100% of your money.

Just let me know how you've tried it and that it hasn't worked for you and send me back the marketing materials.

I'll even pay for your return postage!

But there's even more.

Not only do you get my unequaled, unheard of \$7,000 value guarantee AND your two year results guarantee I have one more special gift for you – completely obligation and cost free...

This is a gift you can claim even if you're not ready to book a \$700 consultation...

I figure if you've read this far then you're serious about powering your business results and you'll appreciate my valuable time...

**So If You Call Me Or  
Email Me Now I'll Give You  
A Completely Obligation Free, Cost Free  
15 Minute Marketing Consultation  
Worth \$175-00**

How can I afford to give you 15 minutes of my valuable time completely free without obligation?

It's quite simple.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/consulting.htm>

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Call me on 858-274-7851 or email [msenoff1@san.rr.com](mailto:msenoff1@san.rr.com)

### ***A listing of my other web site and resources.***

**Who Is Michael Senoff?** Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: "**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called [www.ExecutiveAudioInstitute.com](http://www.ExecutiveAudioInstitute.com). Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at [Michael@hardtofindseminars.com](mailto:Michael@hardtofindseminars.com) or at (858) 274-7851 For Michael's full biography and story go [here](#)

**Site :** <http://www.hardtofindseminars.com>

**Title :** How to buy pre-owned Jay Abraham & Gary Halbert marketing books, seminars, audio tapes, videos for pennies on the dollar?

**Description:** If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a

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\$20,000 seminar, but did not have the money. I wasn’t about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don’t have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtofindseminars.com/AudioclipRights.htm>

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**Site:** <http://www.ExecutiveAudioInstitute.com>

**Title:** <http://www.ExecutiveAudioInstitute.com> offers you free rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts

**Description:** Street-smart marketing advice from marketing pros and business people who clawed their way to the top. Warning, not for the wishy-washy person who is looking for ways to make a few hundred dollars extra a week. This is an institute of learning and a shrine for serious marketing and business students only to learn how to dominate their marketplace using direct marketing and result getting advertising. It’s a site accessible to any business who wants to train their salesmen, wife, employees or customers how to get more from their business. Web and marketing rights to this huge collection (117 hours of audio content, mp3 downloads, and transcripts) is available for the asking. This includes the rights to give away for free over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing advice in the world. Details go to <http://www.hardtofindseminars.com/AudioclipRights.htm>

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**Site:** <http://www.hardtofindads.com>

**Title:** Hard to Find Ads

**Description:** <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world's largest editorial style advertising swipe file. This is **NOT** a course on

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copywriting... It's not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What's here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-style ad can out pull an image-type ad 5-1, just because it's editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I've deemed it editorial-type advertising because it's so powerful. It's an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It's the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It's another great free resource from Michael Senoff.

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**Site:** <http://www.ClaudeHopkinsAdvertising.com>

**Title:** Claude Hopkins Rare Ad Collection See & study 57 actual print ads

**Description:** Claude Hopkins Rare Ad Collection See & study 57 actual print ads. Claude Hopkins is known as the greatest copywriter of all times. He had a career back from the early 1900s all the way to the 1950s. There are several books out on the market by Hopkins. One is called “My Life in Advertising” and the other is called “Scientific Advertising.” These are two of the greatest books on the subject of advertising and marketing ever written. I would recommend them to anyone who wants to get a great fundamental education on marketing and copywriting. Claude Hopkin’s books talk about all his life experiences that he went through and his most successful advertising campaigns. Up until now his ads have never been found. I went out and researched with the help of a research historian and located 60 of his lost original print ads from the early 1900s. These are the same ads he talks about in his two books. These ads were extremely hard to find. It's the world's largest collection of Claude Hopkins' print actual ads. I decided to share this collection with the world, so we built an entire course around this rare Claude Hopkins Ad collection. These ads are for serious copywriting students only. <http://www.ClaudeHopkinsAdvertising.com>

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