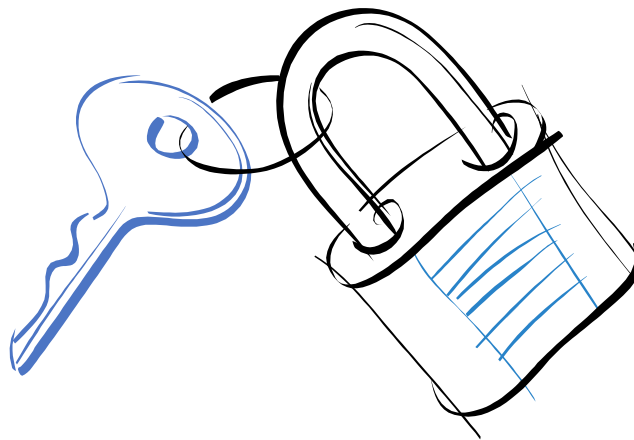

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Michael Senoff Interviews Beth



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

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Discover The Simple, Yet Little-Known Secrets For Creating Your Own Best-Selling Information Product In A Single Evening!

Beth may not realize this and I am not doctor, but she is in my opinion borderline OCD. Here is the story. Beth currently works as a bookkeeper for a school system in Georgia. Her personal goal is to have her own business and to work from home. Not only does she like to be extremely busy, but she had two children who will be going off to college soon and would like her business to generate the income that she would need to live the lifestyle of her dreams.

The problem is that Beth doesn't know what kind of business she could develop and make successful. She saw my web site, www.hardtfindseminars.com, and my offer for a free 15-minute consultation. She cast her fate to the wind and called me – never expecting that I would return her call. Of course I returned her call, and you are about to listen to my consultation with Beth.

You will hear how I ask questions about her business experience, her personal goals and the income she feels she would need. I then begin to probe about her specific business skills. Beth has been in the business world for many years and has many exceptional skills.

However, a few of her skills set off some bells for me:

- She loves to teach people.
- She loves to learn new software packages forwards and backwards.
- She is an expert in the use of Microsoft Excel's spread sheet product.

Beth is a very rare person because when she sets out to learn software, she reads the manuals cover to cover so that she is able to utilize every feature of the software. Most people either don't read manuals or just read enough to know how to accomplish what they need at a particular time.

Beth uses Excel in every part of her life. She uses it both at home (for budgets, credit and expense tracking) as well as at her job where she

has created Excel spread sheets to track everything about a grant that the school system received from the state. Beth has left no stone unturned in the gathering of state and federally mandated information reporting for state grants.

Beth doesn't believe she is an expert in the use of Excel – but she really is! What's even better is that she is passionate about using Excel to improve efficiency both in her home and at her job.

My solution was for Beth to claim herself as an Excel expert and to create an information product that would teach people better ways to use this powerful software product. She could actually train people over the phone from the comfort of her own home. I gave her some ideas of tools available that would help her to do this professionally and effectively.

Sounds great – but how would Beth introduce herself to prospects who might have a need for her service? There is always cold calling, but like most people, Beth doesn't like the idea of cold calling. She would like prospects to call her instead.

I advised Beth on exactly how this can be done:

1. Do research on where the needs for her services are. Determine where the hungry market is.
2. Find case studies, perhaps on the MS Excel site itself or in a MS Excel online forum, to discover what types of typical problems people are having when trying to figure out how to accomplish a task using Excel.
3. Look at the indices of books already written by other Excel experts to develop an outline for her information product.
4. Use Google to research the potential markets for her product and service.
5. Put the frustrations with Excel into a specific format for a sales letter.
6. I offered to help her create an audio interview, perhaps with some video or at least screen shots, that would be part of her sales letter package.
7. Write her biography and explain why she is the expert that can best help people to solve their problems with the use of Excel. Within this, I advised Beth to come up with a "catchy" name for herself that people would remember – something like "The Excel Queen."

Yes, it does sound like a lot of work, don't it? But each step is very, very doable and, in fact, must be done to create a great sales letter/sales message to send to prospects. Once the sales message and a presentation are created, she could test her product/service using a mailing list that could easily be obtained from one of several good sources like the SRDS. For more on this resource, go to [here](#)

Beth promised to work on the steps I advised her to do before we went on to create the audio interview portion of her sales message. I'm really looking forward to hearing from her again.

The advice that I gave Beth could be used to create any information product so I invite you to not only listen to this consultation, but to pay close attention to the steps I have outlined. You only need to have the passion and a niche product or service to get started

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Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.hardtofindseminars.com). Here’s another flash consult with a lady named Beth Boyer. Beth contacted me looking for some additional help on how to get started in the information products business. I hope you learn from this recording and enjoy!

Michael: We’re just going to talk and I’ll see if I can give the best advice I know how on whatever you’re doing. Did you jot down or take any notes or any specific things that you’re finding challenging, any ideas?

Beth: I’m kind of going two different directions without a direction at the same time, and that’s my biggest thing. Number one, I want to work from home. I want to work for myself. I have a lot of knowledge, not a lot of knowing how to apply that knowledge. So, I have to start from ground zero.

Michael: You want to work from home. Are you currently working right now?

Beth: I work part time because I have to not because I want to.

Michael: What are you doing?

Beth: I am a bookkeeper. That is my forte. I’ve done it for 20-some odd years.

Michael: Always working for someone else?

Beth: Always. Well, I didn’t while I raised my kids. Other than, yes, but even then I did home business typing and that kind of stuff. I’ve always stayed in the business world. That is what I know. I am also in a program – I don’t know if you’ve heard of them or not – but, it’s Nanotech.

Michael: Yes, I saw your website.

Beth: The only reason I’m in that because I 110 percent support their product. To my amazement, I have one person under me which is great. Basically, what I want to do with that is make people knowledgeable. That’s my point. If it turns into a money maker, great.

Michael: But, you had a good experience with the product.

Beth: Not only that, but I’ve seen what it can do for a lot of people, but people don’t know things. We are really misled and what I want to do is educate people. I can do that in a few ways. One is with this product and also with the business knowledge that I have. I am just truly amazed at how much people don’t know.

Michael: That’s right, a lot of people have no clue about business.

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Beth: Exactly, they really don’t. They walk blindly and they think they’re doing the right thing, and I know I’ve done it myself. That’s probably why I know as much as I do know.

Michael: Where are you getting your business knowledge, just by being around it?

Beth: From the old school of hard knocks. I also have a business and a technical degree as well later in life, but primarily basically from being around. I’m from the days of when computers were not in everybody’s office. As a matter of fact, the home computer just was not even thought of, and I took offices that didn’t have computers, got them set up so that everyone did have them on their desk even though I really didn’t know what I was doing just because I like technology.

Michael: Are you pretty computer savvy yourself?

Beth: I think so. I don’t know if anybody is “very”. I can do some programming. My really forte, if you will, were spreadsheets and databases.

Michael: We’ll talk about your skills and stuff, but what does Beth really want to do?

Beth: I really don’t know.

Michael: Let me ask you this – how much would you like to make, and don’t say as much as I can, where you feel comfortable? Can you set a realistic goal in dollars?

Beth: I have realistic goals set in fact. What my goals are, are this – that by March of 2006, I want \$100,000 to pay off all of my debts because I have two kids getting ready to start college. I know that by May, I’m going to have to have a substantial amount saved.

Michael: Where do they want to go?

Beth: My son who will be a senior this year, his primary objective is Stanford University or Duke or MIT.

Michael: Where are you, in Alabama?

Beth: I’m in Northern Alabama.

Michael: I went to the University of Alabama.

Beth: Oh, did you?

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Michael: Yeah, I graduated from the University.

Beth: Well, he’s looking possibly at Auburn as a local school, but that’s lowest on his list. I looked at his list this morning and said, “Oh, my god.” But, the thing is he can very well qualify for these schools. So, it is a real thing. It’s not just a pipe dream for him. He’s going to a preparatory school right now that he got himself into. He wants to go into law. He’s going to leave for San Jose in about seven days, and he’s spending time there. My daughter is a dance student. She wants to be a professional. She’s fifteen, and currently is in Houston, Texas, and she’s going to dance on the program, and hopes not this year but the following year go to a year round dance program.

I’m looking at losing both of my kids basically to college in the same year.

Michael: What does your husband do?

Beth: He is an electrical engineer and travels the country, and I don’t travel with him. That’s all he knows. That’s what he’s done and that’s what he’s comfortable with, and he thinks I’m totally out of my mind. I let him think that. That’s okay.

Michael: So, you have two kids going to college. You want something to keep busy and put some time and effort and do something you enjoy.

Now, let’s talk about your skills and what you’re really good at, some specifics. And, you’ve already told me something really important that you want to teach. It sounds like you’ve got some passion behind you, and you like to teach and you have the ability to teach, and what I’m thinking for you, maybe we could find something that you’re already very good at that you could teach other people and make some good money at the same time.

Beth: That would be nice. I haven’t found something that a million other people aren’t doing.

Michael: Well, sometimes when a million other people are doing it, other than the multi-level, sometimes that means something, but there could be a million other people doing something and you could still do it, but you’re just going to do it better than any of them.

Beth: Right, and that’s what I want. I want to do something that stands out. I don’t want to just do it with every other Jack and Jill out there.

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Michael: That’s right, but you know what? Those other million people doing it, you just be the best at it and all those other million people will be doing advertising for you.

Beth: That’s true.

Michael: On a small scale, so you can look at it that way. Sometimes the crowded places are good places to go to. But, we can talk more about that. Did you grow up in Alabama?

Beth: No.

Michael: Where are you from?

Beth: I was born in California, raised in Colorado, got married, left and went to the Northwest, and then I moved to the Southwest, and now I’m in the Southeast. We actually lived in Fort Worth, Texas when my kids were real, real small. Then, he got this job here in Alabama, and I said, “You’re crazy! You’re moving me to Alabama?”

Michael: So, you’re used to moving around.

Beth: Yeah, this is a long time ago. This is like twelve years ago. That’s when my son started kindergarten. I figured, “Well, that’s it. You’re on your own now. You’re not moving around.” So, this is where I’m at. This is also where I want to get out of. I’m stuck here.

Michael: Where do you want to go?

Beth: I don’t know where the ideal places are to go. The one place that keeps coming back to my mind though is I want to go to Tucson Arizona because number one, I’ve got a be in the South. I have to be where it’s warm. I don’t want to go anywhere where it snows. I like to be near water, but I don’t have to be on water. But, I just want a comfortable little place where I can just piddle around and do whatever I please. I don’t need anything extravagant. I just want to be able to pick up and go when I want and do what I want. No big deal.

Michael: If you were to go somewhere, what about your husband’s job?

Beth: That all comes with time. If I can get something that generates enough income, he can get out of the rat race that he’s in.

Michael: Is he not into it?

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Beth: He’s into it because he’s a workaholic. That’s all he knows. I think he was shown another way and it was proven to him especially through me, the one person in this world he actually trusts, I could probably make some changes that would healthy for us. Right now, he’s a question mark.

Michael: You’ve got enough to cover. You’ve got some mortgage or bills you have to get covered so you can survive, right?

Beth: Right.

Michael: How much are you talking about there excluding college and stuff?

Beth: Right.

Michael: Just survival, insurance, cars, do you need to make five grand?

Beth: I don’t have that. I will have it. Let’s just put it ballpark, I guess \$10,000 a month.

Michael: Ten grand a month.

Beth: It’s not more than that, but it may be less than that.

Michael: All right, let’s talk about Beth’s strengths. You were telling me you moved around a lot. What’s some of the jobs you were doing that you were talking school of hard knocks? What were some of those hard knocks you learned lessons from that you gained experience from, that you can share with me?

Beth: Okay. Well, number one, I’ll go back to this again, I have always been into the keyboard to speak. I was never interested really in the mainframe. I wanted that user friendly, just explain simple point blank to everyone around me. So, what I would do is I would take the Lotus book for instance, and I’d read it from front to back. I’d play with it. I’d make it do what I wanted it to do.

Michael: The software.

Beth: Right, the software, and I am a software. So, I trained the bookkeeper, “Look what you can do it?” Before I knew it, I had her hooked.

Michael: Showing the power within that software.

Beth: The technology.

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Michael: So, you did what 99.9 percent of the people would never do. You actually read the book.

Beth: I read the book. I plugged in the computer, and I showed them how. That’s probably my strongest position that I left. When I left there, there was computers on every desk. When I got there, there was one lonely old computer sitting in the room all by itself.

Michael: Where is ‘there’?

Beth: There was at Opus Corporation in Phoenix, Arizona.

Michael: What were you there, the bookkeeper?

Beth: Some kind of clerical something or other. I don’t even remember. That was many, many years ago, but I was doing clerical. I did bookkeeping and that kind of stuff. But, it was just sitting there, and I just would pick up the book. I took it home. I read it and I played with it.

Michael: So, you like that stuff.

Beth: I loved it. That’s what I liked to do.

Michael: What did you like about that?

Beth: I don’t know.

Michael: Do you like figuring out how to make things work?

Beth: I guess it’s just the power of being able to make it work.

Michael: The power of being able to make it work, or uncovering the power within the software.

Beth: Exactly. What can it really do? And, that’s what I like about getting my technology degree, was learning how to even create more power, and it’s not that I’m power oriented. It’s just that that’s available to use it, and people don’t.

Michael: No, they don’t. That’s a gift. A lot of people can do that and read through that book. You’d have to torture me to get me to sit down and have the ability to sit and read through a manual on how to operate a piece of software. I’ve never done it. I’ll just play around with it and just do enough just to get by, probably one or two or three percent. I’m sitting her taking notes on my

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Microsoft Works program that I had ten years ago, because that’s what I learned how to do. Do you see what I’m saying?

Beth: Yeah, I do.

Michael: Well, what’s a piece of software you know backwards and forwards, one that’s current?

Beth: Excel.

Michael: Okay, you know Excel backwards and forwards. I have Excel and I probably know about two percent of how to use that thing.

Beth: Oh man.

Michael: And, it’s a powerful piece of software.

Beth: It is powerful. I use it for everything in my life.

Michael: Tell me about it. What do you use it for?

Beth: I use it for my personal budget. I use it at work. I do a lot of tracking like for instance when I make my calls to Nanotech. I track how many calls I want to make, how many calls I actually make, how many people I talk to, how many I connected with, set an appointment with, and how many were interested. At the bottom of that sheet, there are percentages that tell me exactly where my business is going.

Michael: Is it easy to set up once you know how?

Beth: Exceptionally easy.

Michael: What does that do for you showing you those percentages?

Beth: It’s a motivator. It really is because I get on there and I watch those numbers grow, and that’s my only purpose for it. It’s just a self-discipline thing, if you will.

Michael: What else can you use Excel for?

Beth: I use Excel for any kind of budget you want to do.

Michael: Tell me about that.

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Beth: For instance, my home budget. I track all my monthly expenses. I know exactly where every penny of this household money goes.

Michael: It’s important, right?

Beth: Very important.

Michael: Why is it important?

Beth: Because I want to know where it’s going. I know where I need to cut back, and where I need to spend more. I also want to know how much the price of gas is actually going up every month.

Michael: Have you, in your life, not tracked your budget?

Beth: Oh man, yeah.

Michael: And, what happens when you don’t?

Beth: I’m trying to think when I haven’t, and it’s probably been 20 years since I haven’t. I’ve always tracked it.

Michael: If everyone tracked their budget, what do you think that would do for someone?

Beth: It’s a realization check. For instance, many people that I know that eat out at least once a day, most twice a day, if they knew how much money they were spending on each meal for a month as opposed to the cost of going to the grocery store, buying preparations and compared those two, look at how much money they would save, and where could that money go. That’s just one common example. There’s a billion others.

Michael: Tell me more about the budget. You set it up categories and columns and fields for all the different categories. Does Excel already have a budget in there, like a template budget?

Beth: I don’t use one. I put it in my own because I know how. I’m sure that they might be in there. I don’t know. I’m not into tutorials. To me, when you go in and you use what is existing, I might take that and play with it on some programs, but Excel I don’t. I think I have like in email programs and stuff. I may use part of what they have, but I’m more accustomed to what I want.

Another thing I do is I also track all of our credit. I know what condition my credit is in, how much our percentage rates are, what is being paid towards

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principle and how much is towards interest, what the balance is after I made that payment before I get my statement. I use it for everything.

At my job, I just finished with an afterschool program. I work for the school system, and we got a grant for an afterschool program from the Federal government.

Michael: The school system did?

Beth: The school system did. The program was four years. I set up everything on a computer to the point where I sent hours, a couple hours a day, and I could track every student activity they were in, how many days they were gone, how many days they were there. I could track anything that you need to put in any schedule report which I don’t know if you know anything about those, but they’re really intense. Anything they needed to know, all I needed to do was click a button.

Michael: What would someone do if they got a grant but no one did this?

Beth: It’s a long paper trail.

Michael: It’s requires some organization for this, right?

Beth: Right, and most of the programs don’t have anything as detailed as mine, and mine was probably very simple. I mean, there wasn’t anything extravagant, it was just a tracking system, but all I had to do was punch in Joe Smith, and I knew everything about Joe Smith.

Michael: For that school system, by having your detailed work, that tracking, how did the school system benefit from that?

Beth: They had everything they could every want. They not only had it on the computer, but they have it on paper form.

Michael: Why is that good?

Beth: Why is that good? If they come back and audit us ten years from now and say, “Wait a minute. There’s no information on this. What is this?”

Michael: If the government comes back and audits, does that happen?

Beth: Oh, yeah.

Michael: What do you know about that?

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Beth: This is on a federal level. The chances are it will never happen, but anything on a state level can be audited at any time.

Michael: Any grants, right?

Beth: Any grant whatsoever.

Michael: So, they want to make sure that the state is spending the grant properly.

Beth: Yeah, they have to know those funds are being spent in accordance with the grant and state and or federal guidelines.

Michael: What would you say out of all the grants that are given, how many people really have a system organized, detailed like that?

Beth: A lot of people purchase systems. They purchase software that will do a lot of their tracking for them. A lot of them seem to be keeping things up to date more than they are, just by doing a paper trail, filing everything, which I do that too.

This way I have heard that every person that was ever involved in our program is accounted for.

Michael: Tell me what else you use Excel for in your life, that makes life easier. Your budget, you used it at work for this grant. You gave me that example. You used it to monitor your interest rates and your mortgage payments. What else is really cool about Excel? How about managing a database?

Beth: I do that. I load everything. As a matter of face, I believe that I have that come in, whether they come in Excel format or not, they all get put there. I do that for downloading or uploading actually if there’s enough of them. That way, if you put it in Excel, you can transfer into any format that you want to. I use that distinct purpose especially where email is concerned or downloading and uploading because Excel can be changed into a webpage, a Word document. It could be changed into any format that you need. Whatever you need it can do that.

Michael: A database can.

Beth: The thing is you can take that and upload it into a database. That’s the thing I do use it for.

Michael: What are some of your favorite things about it besides some of the stuff we talked about?

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Beth: I can’t think of anything else because that pretty much covers it what it does.

Michael: So, you are an Excel expert.

Beth: I don’t call myself an expert in anything.

Michael: You’re an Excel expert. I’m telling you.

Beth: It does great chart by the way too. You can do presentations. I forgot about that part.

Michael: Excel can be used in almost any business.

Beth: Yeah, it can and it should be.

Michael: If a business administrator or owner could operate Excel at the level you operate, which you’re probably operating it somewhere between 80 and 90 percent, would you say?

Beth: Yeah.

Michael: Maybe you’re operating at 95 percent. I would guess. What do you think most people operate in Excel at?

Beth: Maybe 20 percent at max.

Michael: 20 percent, and look at the power. The tools that thing that can do for a business doing direct mail or email marketing or tracking all that, that’s like having fulltime employees almost.

Beth: Well, it is. It really is. Once it’s set up and it’s working, all you need is somebody to put in data or get your data from someplace else and put it in there yourself. It’s not hard to do.

Michael: How about sorting data?

Beth: It’s one of my most favorite features about it.

Michael: Let’s say I gave you a database of 100,000 names. What could you do with that data? Could you look at that data by using some of the features in Excel? Can you learn something from that list just by having the data? Let’s say it’s not organized in any way, and I gave you names, addresses, phone numbers, street, city. I guess the more data you have, the more you can do with it.

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Beth: Well, whether it’s in a database or in Excel format, you can sort it in any way you want to. If you need to know how many people are purchasing this one product, you can sort by product. If you need to know a certain area or a certain region, you can sort by that. Whatever your data contains, that’s what you can sort it into.

Michael: Can you delete double records with the click of a button?

Beth: Yes.

Michael: That’s Excel, and we’re going to come back to that, okay, because I’ve got a lot of ideas for you right there. What else are some hard knock stuff that you talked about that you learned in business?

Beth: Well, a lot of it comes with just the process of age of computers. Like I said, I’ve come from what is known as the Mag Card error. I don’t know how old you are if you even know what that is?

Michael: Mag Card?

Beth: Mag Card.

Michael: Yeah, I think I’ve heard of it.

Beth: It was a little magnetic card that you stuck into something that now looks like a CPU, and that little card held all the data for now it would be a word processing program. That’s all it would do. That’s all it did. I came from that, which was big time when I started doing that. Like I said, I’ve always been with computers. I’ve come from where the mainframe was the big thing to a PC on every desk.

For instance, when WordPerfect first came out over 20 years ago, that was big time stuff, and it was hard to learn. It was a very, very complicated program.

Michael: Did you learn it?

Beth: Of course I did. Yeah, I was determined I’m going to learn it, and I wanted to learn it because it was more than typing. It was a program. It was a way to process information a lot more efficiently, and I’m into efficiency. Anything that makes anything more efficient, that’s what I go out to learn, and that’s what I mean by school of hard knocks. It wasn’t hard. It was fun. But, it wasn’t go to a classroom, pick up a textbook, and you’re going to learn this. It was let’s learn everything I can as fast as I can so I can make something happen. I’m that way with just about everything.

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Michael: Is there anything else that you want to add besides your obsession with efficiency?

Beth: I believe in organization, efficiency, and what I call organized chaos. It seems like organization can get really boring, and I don’t do one thing at one time. My son thinks I’m crazy because I’ll sitting here and be on the phone and doing something all at the same time, but that’s how I operate. So, I keep myself constantly busy with the same boring stuff, and it’s not boring anymore.

Michael: What really bores you?

Beth: Sitting idle. I can not sit still.

Michael: Have you always been like that?

Beth: Yes.

Michael: Even when you were a kid?

Beth: Even when I was a kid. When I was a kid, I was basically mother of four. That may be where all of this started from. I was one of those that got four hours a night of sleep. Homework was not the priority. It was making sure I had a place to be after all the kids were picked up, and my job to go to. That was a whole different lifetime ago, but that might have been where it all came from.

That, and I have some fantastic, God bless their heart, God bless their souls, grandparents.

Michael: Your grandparents.

Beth: My mom and dad missed the train somewhere, but my grandparents were out of this world. They were from the buggy days. The first car that was the big to-do, the big Ford. But, these people were amazing people. I have to say that some of the stock was passed down because I could go right to my grandmother which I don’t have this trait myself, but she used to amaze me.

She could take two sticks from the yard, and create this masterpiece. I can’t do that, but I do it in my own way. I’m watching a lot of the things that I thought so greatly of my grandparents, and I’m looking at myself going, “I have those traits, not in the same thing.”

It’s cool watching my kids. There’s got to be something because I have two “out of this world” teenagers. It’s supposed to be the hardest time in life, and it’s wonderful.

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Michael: And, they’re doing great.

Beth: They’re fabulous. I have done, and I don’t do boredom real well, I do unexpected exceptionally well like this call. I was no way prepared for, but I’m talking a lot more than I thought I would.

Michael: You have some great skills. So, I have an idea. You can teach. You’re definitely passionate. Now, you’ve got to claim something. What I would do – first of all, there’s nothing better than selling information.

So, look at how you were led to that process buying information. The reason why you want to sell information or develop and create your own information product based on some expertise that you have and something that you enjoy and are passionate about, and you’ve got all those.

You’ve got a clear expertise. First of all, to name it you’ve got to claim it. What are you? Who are you? What’s unique about you? So, you’ve got to give yourself a title. You’ve got to claim yourself as an expert whether it’s the efficiency expert, or the Excel expert. You’ve got to decide what is your product and what is it going to do.

Let’s say you are an expert at training \$200,000 CEO secretaries on how to be more efficient operating Excel. So, let’s say you had high-end secretaries who were working for millionaires all over the country. I’m sure there’s plenty of them. You come in and train them whether it’s online or through the phone. You don’t even have to fly. It all can be done over the phone and through the Internet with some of the software programs. Do you know what I’m saying?

Beth: I do.

Michael: You can sit on your butt right in your home and be training high-end secretaries, high-end people who are using Excel to optimize it, and you can charge a lot of money for that.

Beth: I do know what you’re saying. I don’t know how to do it.

Michael: Anyone who is operating Excel today whether they’re working for a trillionaire, a millionaire, a hundred thousandaire or whatever need help in Excel, and they came to you, you can help them. Couldn’t you?

Beth: I could.

Michael: Without a doubt.

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Beth: Yes.

Michael: How would you do that? If I call you and said, “I need help with Excel. My boss is on me.” What process would you do? Forget money. Let’s say you’re going to do it for free. What would we do first for you to train me?

Beth: Understand where they’re at.

Michael: Okay, so, I would tell you what I’m doing, where I’m at, and I would tell you where I want to go.

Beth: Exactly.

Michael: To do the technical training, do you have any tools and ideas that would allow you to do it right from your home with me right now if we both have computers?

Beth: I’d do it over the phone. I haven’t really gotten into this video thing yet. I don’t know much about that. I could and I have, I have done one over the phone and it works. They’ll call me and they’ll ask me, so I do know how to do it over the phone.

Michael: There’s a company called Glance Networks. It’s like you’re glancing over my shoulder. So, if we both sign in, you take control over my computer screen. You have your Excel open. We’re both online, and I’m watching every move you make on the computer and we’re on the phone.

Beth: That is so cool.

Michael: Would that work?

Beth: Yes!

Michael: Glance is just one of them.

Beth: Again, I have not investigated those.

Michael: Tools are where it’s at. You know that.

Beth: Oh yeah.

Michael: And, there’s also PC Anywhere. Anywhere you have the ability to show someone what’s on your screen, anywhere in the world, and you have the phone. So, you have your tools to do training. Now, all you’ve got to do is get them to come to you and say, “I need help.” Right?

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Beth: Exactly.

Michael: How do we get your message and your expertise to them to let them know that you have the skill that the need, and they want?

Beth: That’s where I’m stuck. I’m not into the advertising and marketing, and I’m trying really hard, and it’s like the sales person of old going, “No!”

Michael: It’s really not complicated. It’s really easy. I’ve asked you a lot of questions, and we’re recording the call. I can edit this and go through the questions that all relate to Excel, a little bit about you, a little bit about your history, and I can come up with maybe 15-20 minutes on what makes you an expert at Excel just through I’ve probably asked you about 100 questions already.

Have you listened and seen any of my audio recordings up on my site?

Beth: Yes, I have.

Michael: Did you listen to anything?

Beth: I listened to one yesterday in fact about the pens.

Michael: Oh, about the pens, the invisible ink pens?

Beth: Yes, the invisible ink pens. I was laughing at that.

Michael: Did you hear me doing the calls?

Beth: Yes, I did.

Michael: Was it funny?

Beth: Yes, it was. You’re quick on the draw, let me tell you that. That’s the ones that I can not do. I’m too nice. I listen too closely, and that’s why I don’t make sales.

Michael: No, that’s okay. I don’t like making sales like that. It’s not something I choose to do. No one likes making cold calls like that.

Beth: I know they don’t. The people that I work they kind of help each other out anyway through this.

Michael: But, if you could do it. If it didn’t bother you, I was just demonstrating. If you’re willing to do it, this can be done. We must have been on the phone no

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longer than 15 minutes, and you heard them calling back. Two of those calls, we never talked to those people, resulted in orders. Do you remember him calling, “Saying, Mike I got my first order?” Do you remember that guy Abraham we talked to?

Beth: Yes.

Michael: That was one of the calls we called, and then there was another call that ordered another 200 pens, too. So, the purpose of that was to show someone, “Here’s the calls.” And, then you heard Lane calling me back saying, “I’ve got two orders from those 15 minutes of calls worth \$400.” I try and demonstrate in a lot of my recordings.

I did do that. When I first got started, and I was selling pens, that what’s I did. I hit the phones like that for hours and hours a day.

Beth: I can call and talk to people. I don’t have any problems picking up the phone. My problem is I can’t sell them. They have to see it. They have to believe in it.

Michael: And, that’s what good marketing is about. We were doing cold calls, the hardest selling there is.

Beth: Yeah, the call I heard.

Michael: That’s as hard as it gets. Good marketing brings them calling you.

Beth: That’s what I want. I want them calling me, and them requesting information from me.

Michael: That’s right. That’s doable, so if I called you and said, “I heard you’re an efficiency expert with Excel.” You wouldn’t have to think about what to say, would you?

Beth: No.

Michael: You’re already passionate. It’s ingrained you. You’re excited about it. That all will come through, just as when I was talking about those people about my invisible ink pens because I know. I totally believe in the product. I’ve sold thousands and thousands of them, and it wasn’t hard for me. It just came natural.

To you, it seems like, “God, I could never do that” because you don’t have the intimacy with the product.

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Beth: Exactly.

Michael: Just like me trying to sell someone on the efficiency of Excel. I would have no idea what to say. I don’t know it, but you do. That’s why it’s so important when you have something you know and you’re intimate about, you don’t have to think.

So, we know that you could help someone. Your marketing message is really just a story. Let me try and sum it up some way. How are you going to get clients?

Well, first of all, you have to find a prospect that you think would fit your service. So, let’s say you’re the Excel efficiency expert, and you know Excel better than almost any one in the world. You’re a top expert at it, and you can come in there and guarantee a 50 percent increase in efficiency which will result to hours in salary’s saved. You could come up with a different benefit that a potential client could gain from your expertise, right?

Beth: Right.

Michael: Good marketing is taking that message and canning and cloning it. So, let’s say you and I organize, like in the chapter of a book, an outline of a book, of Beth’s Excel Efficiency System. It would take some time. You’ve got to do research finding out where’s the pain in the marketplace, okay?

Beth: Yes.

Michael: Where are they having problems? And, that takes good research, and that could be done, finding out where the problems are through good research, and then you’re the solution to those problems, but we want common problems that our market is experiencing.

So, we create a sales message. Now, that sales message could be in the form of an audio interview. Let’s say we outline this and I had all the problems that we outlined, “20 Ways to Increase Your Efficiency in Excel”, and you and I did an interview and let’s you could do – there’s a program called Camtasia.

So, you have your Excel spreadsheet open on your computer. Camtasia is a software that allows you to record audio and to record the screen shots, and the files end up being pretty small. So, it allows you to create a movie of your screen. Just like Video Professor. You know you order those CDs?

You could do a little 20 questions of ways to increase your Excel efficiency, and you can create an AVI movie or a presentation that someone can watch just like those multi-level things. You know the little movie? You can do all

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that, or you can do just audio where you wouldn’t need a video part, or you can have transcripts, “Ten Big Mistakes Most Excel Users are Making That’s Costing them a Fortune.”

We’d structure that, and we do it in audio, like an interview format, and we give them a lot of great advice, a lot of great tips, a lot of tools. We give them some value that they can put in their pocket right there. You know most people don’t want to take the time to learn, and then you’ve positioned yourself as an expert.

Now, the good marketing comes in. We’ve got to deliver that message to a prospect, to a potential list of people. It takes some research, “Well, who would that market be?” But, let’s take this for example, and you could do this with any piece of software.

Every person who orders Excel, that list is available on the rental market, and you can get what’s called Hotline lists. You could go to what’s called the SRDS, Standard Rate and Data Service. You can find all the recent hotline buyers, people who have purchased Excel – even though geographical location really makes no difference – let’s say you wanted people anywhere within 250 miles from you and your zip code, businesses that purchased Excel. I don’t know what the selects would be. You may be able to get million dollar corporations. Then, you have a mailing list.

I don’t know what data is available, but the whole idea is you could take your report, “The Ten Things Secretaries are Doing Wrong with Excel that’s Costing a Bundle.” Or, do it to the CEO of the company, or the President of the company. You could have your report in there. You could have an audio CD or on the CD you could have that video presentation. Then, you have a sales letter.

There’s your message that you know that if someone’s in pain and they get that, in audio format, in a sales letter, in a transcript format, or in a video presentation – you give it all different ways. It will cost you two bucks to get the package out. You get it to them, and you know if they’re in pain, and they listen to you, you’re going to have a customer. When good marketing comes in, it’s just mathematics.

Let’s say you tested that list, and let’s say the list was people who just bought a premium version of Excel. Does Excel have a high-end version?

Beth: They probably do.

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Michael: You just have to do some research and find out who would be the best people to mail it to. Would it be the CEOs? Would it be mailing it to males? You could get the demographics.

Beth: Now, that I think about, more and more people are having to do their own. They don’t rely on a secretary or somebody to do it. They are relying on themselves to track that data, because their boss said that they have to do that.

My husband had to learn Excel because of that because there no longer is that clerical staff. They have somebody who answers the phone, but she’s worthless after that.

Michael: Well, certainly. I mean, if people are ordering Excel, they’re ordering it for a reason. In the letter, you can hit the hot buttons once you do the research. “Are you struggling with the pain of learning Excel because you’re boss is yelling?” You hit all the hot points, but good marketing is just getting your sales message to a hungry market.

Beth: Right. Now, the only concern I have, and this is one of the reasons I have not been to this direction. With anything that I know how to do is the fact you’ve got all these young kids, that anybody who’s under 25 has learned Excel through school. They are required to. So, they know it.

Michael: Do they?

Beth: Yes, they do. They don’t know all the tricks of the trade. They know the basics. They can make anything happen. They have books. They’ve had the training, and it doesn’t take but one semester of training to learn Excel. It’s like learning how to type. It’s the same type of thing. They’re teaching that in school.

Michael: Well, they may learn how to use their 20-30 percent. You’re not worried about those people who don’t need your services. You’re only worried about the people who do.

Beth: Okay.

Michael: Do you see what I’m saying? And, the difference between paying all your bills and living the lifestyle you want is only having 1.5 to two percent of those people raising their hand out of a hundred. With the list the size of Excel, and I don’t know exactly what it was.

Let’s just assume that they have every month for numbers like 50,000 new buyers in the United States. That’s every month, the hotline because you want to get your message to the people who just ordered is as quickly as possible.

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They just ordered it. It came. It’s probably loaded up on their computer or whatever. Do you see what I’m saying?

You can do a simple letter saying, “I understand you just ordered Excel. If you need some help in learning how to use it, give me a call. Call this 24 hour recorded message or go to this website, Excelhelp.com.” You make your own website, and you can have your presentation.

“I understand you just ordered Excel. My name is Beth, and I’m an efficiency expert when it comes to using Excel. When I first starting learning Excel, I had an extremely hard time, but I’m the type of person who actually read the entire book, not once, but three times, and that qualifies me as an expert. Another thing is I love teaching people how to use it. I can show you things about Excel that you would’ve never dreamed possible, and your boss is going to love you for it. So, for a free 15 minute consultation, why don’t you give me a call? Here’s my number. You’ll log in. You’ll see exactly what’s on my screen and I’ll show you ten of my most secrets tricks about using Excel to make it more efficient, to make your life easier, to make your boss like you more. It will give you the ability to relax during lunch hour and not stress over entering all this data the hard way.”

A simple letter like that could keep you busy for years. It’s just mathematics. So, you find the list of the potential prospects. I’m using this example of Excel buyers. It sounds like the most logical, but it not necessarily is. You can get into specific paths and who is using Excel. You could probably go to Excel’s website, and they probably have all kinds of case studies of who is using it.

Beth: I’m sure, yeah.

Michael: What are they using it for? And, let’s say you find an article How Mortgage Broker Uses Excel – for some really weird, obscure thing, and you can take that story and you can use that as a promotional piece to market to all the mortgage brokers.

“My name is Beth. I just read a story about this mortgage broker in Houston, Texas who is using Excel to do this, and did you know he saves this much money per year operating his mortgage business? Well, I would like to show you how in this free 15 minute consultation.”

It’s just introducing yourself to a prospect who may have pain, just like we’re talking now. You saw my recording, and you saw one of the pages that offered a free 15 minute consultation, and we’re talking now.

You just want a chance to get in front of them whether it’s on the phone or whether they watch your presentation that’s been honed, and that has been

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researched and proven that if someone watches that and they’re in pain, you’ve got them.

I don’t know. I haven’t done the research, but I don’t think there’s too many people claiming that their efficiency experts in Excel. I’m saying it’s really important to niche. Pick one thing. Be an expert at one thing. That’s your niche. That your specialty. Beth doesn’t know Jack about anything else, but when it comes to Excel, you are a wizard, and that’s what people want to pay for.

Rather than being a software consultant or an efficiency expert. It’s too general. So be specific, and then people remember, “Oh, Beth, she’s the Excel expert.” Do you know what I’m saying?

Beth: I do, I do.

Michael: Is it kind of coming together a little bit?

Beth: Yeah, it is. I have all these doubts, but that’s me. I don’t look at myself as an expert in anything. Like I said, I have a lot of knowledge, and I’m good at lots of different things, not great at anything.

Michael: Now, here’s the real important thing. This will determine everything. There are a lot of geniuses out there, a lot of experts in all kinds of things, but they don’t believe that they’re an expert, and you just said it. It comes down to your confidence. How do you feel about yourself? If you don’t believe you’re an expert, you may not come across as an expert. I believe you are just from hearing you, just from talking to you. I’ll tell you, you can position yourself as an expert, and no one is going to doubt you. I am sure you are.

If you told me you read that whole book, I’m telling you, 99 percent of the population don’t read books like that.

Beth: They don’t. I know that.

Michael: Do you know Nightengale Conant? The people who make all the tapes?

Beth: Yes.

Michael: 98 percent of the people never get passed the first tape, and 90-some percent of the people never get passed the first chapter of their book. That is the reality in the world with people today. Most people don’t do shit. That’s just how it is. You’re a rare bird already just by the stuff you’ve told me. You are an expert. So, what’s in your head? Can you get the confidence enough about yourself?

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Beth: I think in the position of doing it, it’s getting there. I think that’s where all my fears actually lie. It’s the transformation of going from what I know, taking it, and getting to the point of applying it. I know I can apply it. It’s just that huge step in between, and that’s what I call marketing. This is real. Suck it in and see what you know. It’s that kind of thing.

It’s not that I really doubt that I can do it because I don’t. I really think I could. Just listening to myself talk to you, obviously I know something. That should give me a little kicker right there, and I can do that easily with anybody. Like I said, I do it now. People call me when they want to know, “Why does this screen do this?” And I can tell them why.

I am a user friendly person. I am not from the programming side. I can program, but I come from the other side, the user end. Most people don’t understand the programming side. They want to.

Michael: No, they don’t care.

Beth: And, that’s where I feel the confidence is the fact that okay, I can make this person understand from their point of view, not from my point of view, and not from the person who wrote the program’s point of view, but from theirs. And, that’s where my confidence lies.

Michael: Because you’ve been there.

Beth: Yes, and I like being there. It’s a comfortable place to be. That’s where most people like being, and I like having the knowledge to support that though. Everything you’re saying sounds wonderful.

Michael: So, it’s just a matter of doing it.

Beth: It’s just a matter of doing it, and I guess just taking that first step.

Michael: You may not even know specifically what to do.

Beth: And, I don’t. I think that might be it.

Michael: If you want, I can direct you. I can tell you exactly what you need to do, and if you want, I’ll create an audio sales presentation with you. But, you’re going to have to do the homework. I’ll tell you exactly what you need to do.

Beth: Okay.

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Michael: Here’s your homework. We need content to talk about in the audio program. What we really need to do is some research on where the pain is when it comes to Excel. Now, here’s a couple of ideas for you to do. Number one – go to Excel’s website, and read some of the case stories, some of the unique ways people are using Excel, things that say, “Wow that’s interesting.” Look at who they are, and what business they’re in, and ask yourself, “Is there a large market for this? Or is it a market that has money?” Could you teach all of those type people how to do it? Do you see?

Beth: I got it, yes.

Michael: That’s number one. Number two – go to Amazon.com, and type in “The Idiot’s Guide for Excel.”

Beth: I wonder if that existed out there. I wondered if that was there.

Michael: I bet it’s there, or “Excel for Dummies”

Beth: There’s got to be something out there.

Michael: Because both those books are written by so-called experts at Excel, and on Amazon.com, you can look at the index of the subjects they talk about.

Beth: Oh, cool.

Michael: And, look for ideas, because they’ve already done the research for you in putting the book together.

Beth: Exactly.

Michael: You’re going to find tips in there, and I want to pull out really cool stuff that’s going to benefit someone who has Excel who’s using it for business, and it gives you ideas of things to talk about in our sales presentation, in our interview which is disguised as a sales presentation, okay?

Beth: Okay.

Michael: That’s number two. Go to some Excel user groups, Excel forums, read through some of the postings, find out where some of the most common questions are coming from. This is your market talking. They’re going to tell you what they want help with in Excel.

What you’re doing is you’re researching the market. Where are the pains? Where is Excel failing in educating? Where are people frustrated? These are the questions we want to answer.

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Google Answers is a place you could hire an expert. There’s all kinds of researchers. You’ll find people who type their questions in about Excel. Go to Google type in the search engine, “Help with Excel” Or “Questions about Excel”, keywords that will pull up frustrations, okay?

Beth: Right.

Michael: So, you’re going to collect frustrations. You’re going to collect unique uses for Excel with large markets. You’re just going to do some homework, and then you’re going to organize those for me.

Beth: Okay.

Michael: Then, I want you to take those frustrations and put them into question form, meaning if someone says, “I can’t figure out how to use the database.” You want to give away some great value in this recording, things that are going to blow them away. If they only knew how to do that, they could’ve been saving – you may have someone who says, “I’ve been entering all my data by hand typing it into my notepad, and then I’ve been copying and pasting it into Excel.”

Beth: People do do that.

Michael: Yeah, you can think of this, “Ten Stupid Mistakes People Make Using Excel.” Write the ten answers down, and then when we do the interview, we write the answers in question format.

So, I can do an interview with you on these things, and we’ll organize and create an audio interview. Audio is great. We can give a lot of content with audio without showing the actual screen, but maybe we can even demonstrate with screen capture which we can do when we do that as well.

Beth: Yeah, that would be good.

Michael: Or, what you can do, once we have the audio, you can go play back the audio, open up your Excel and just follow along as you’re listening, do that later.

Beth: Yeah.

Michael: So, we can create a very high impact sales message in the form of an audio recording. I’ll edit it for you. So, we’ll clean it up so it sounds real professional. We’ll put an intro. Here’s another thing I need you to. You can write a little biography on yourself all positioned around you. You’ve got to come up with a title. Who are you? Something easy to remember.

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Beth: I know.

Michael: Okay, you can call yourself “The Excel Queen”.

Beth: I have a fictitious business name of “Beth’s Business Emporium” because that’s the only thing out of the million things I’ve written down.

Michael: Beth’s Business Emporium. You need something easier to remember.

Beth: Yeah, I know that. That’s not written in stone or anything.

Michael: That’s fine. You can operate under that business name.

Beth: I want something that does that whatever that does for me. I don’t know what that is.

Michael: I’m thinking you need something that creates a word picture in the people’s mind so they don’t forget you.

Beth: And, that’s why Emporium is why I think I stuck with because that’s what I envision.

Michael: So, that’s going to be your first homework. You do that, organize some of these things, come up with questions, and then you get that to me. You can email it to me in an Excel file if you want, and then I’ll look at that, and then we’ll craft out and create an audio infomercial, okay?

Beth: All right.

Michael: And, then we have a little tool just like Excel to sell people on your services automatically. Once you have the audio, then you can transcribe it so you have a written report. You’ve got the audio, and then we could put some video to it and it all can be up online, on a CD, DVD or whatever.

Now, you have your sales message that’s going to sell people, that’s going to get people to call.

Beth: Okay, custom from you. Now, what are you getting all of this?

Michael: I do a lot of stuff for free. What I get out of it, we’ll use it as a case study. I’ll clean this up, and I’d like to use this audio recording on my website. What we’ll do is we’ll create the audio interview. Maybe I’ll just use it as a case study so to show people, demonstrate, how to create an information product, how to find someone who doesn’t know what they want to do, how to talk

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with them, coach them, guide them in creating and developing their own information product. If you’re willing to do this, we’ll just continue to talk. I’ll record the calls and then I’ll have a blueprint taking someone from not knowing what to do, and hopefully we can make you really successful, to getting you to your goals. I will be the guy who helps you do that, and I have a product.

Beth: I like this.

Michael: Wouldn’t that be fun?

Beth: A dream come true. Yes, this is wonderful.

Michael: So, I’ll get to use you as my case study, and then I can do whatever I want with this, sell it or whatever.

Beth: Okay, that would be wonderful.

Michael: Is that a deal?

Beth: Yes, I’m all for that, and I don’t have any problem doing homework.

Michael: Sounds like you don’t, and I don’t either. I love this stuff.

Beth: Yes, this is cool. I’m really glad you called me. I never anticipated that you would.

Michael: I do. I call people back. I really think if we do this right, we could have your phone ringing off the hook.

Beth: That is so cool.

Michael: Maybe just for the hell of it, I’ll do a little research on my side just to see what I could find.

Beth: Okay, all right. Well, I appreciate it.

Michael: You got it. I’ll talk to you later, bye.

Beth: Bye.

You know if you’re looking for a product that you could really hustle, something that you’re learning from all the techniques, you may want to check out another website I have. It’s called [IDPen.com](http://www.IDPen.com), and what you’re going to find out at [IDPen.com](http://www.IDPen.com) is one of my very first businesses. It’s a business I started in my one bedroom apartment when I had

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absolutely no money, and I needed a product to sell. It’s a pen that I manufacture right out of my house. I’ve been doing this for ten years without any machinery or any equipment. I have a pen that I can manufacture for 17 cents and resell by the hundreds, wholesale for \$1.50 each. It’s a product that has kept food on my table and kept the bills paid for ten years, and it’s an exciting opportunity, that if you’re looking for something to hustle to use your copywriting skills or direct mail education, it may be something you want to go check out. So, go head on over to IDPen.com. There at the front page, you’ll hear me do telemarketing. You can hear me get sales right on the front page. It’s fascinating stuff, and I urge you if you’re looking for something to hustle to go check it out.

That’s the end of this flash consult with Beth Boyer. I hope it’s been helpful in giving you ideas on how to create and develop and sell and market your own information products.

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 is one of the world’s best marketing consultants, and I have 12 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 your information, and you’ll be whisked away to Consulting Secrets where we have thousands of dollars worth of free, downloadable audio recordings in mp3, in 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.

I started in the business of buying and reselling hard to find seminars material. I have specialized in locating the very most expensive material which was by a marketer named Jay Abraham. Well, I purchased from the original owners, the original seminar material in the form of audio tapes, video tapes, books and courses, and I sell them to people like you for pennies on the dollar. So, someone may have paid \$20,000 to attend a seminar and sit five days in an uncomfortable chair, but they all come home with the audio tapes. Well, I from a personal need, didn’t have the money, and I located hundreds of people who had these seminars, and I buy them and resell them to you. So, what that means for you is you could get a \$20,000 seminar for ten to twenty cents on the dollar from me. If you go to HardtoFindSeminars.com, go to the product page, and look for the section “Jay Abraham”, and you’ll see a multitude of seminars that I have available waiting for you. So, if you want to take advantage and learn from the very best marketer in the world, Jay Abraham, and if you want to do it for a lot less money, head on over to HardToFindSeminars.com, and I’m sure I’ll have something that will fit your budget.

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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 [hardtfindseminars.com](http://www.hardtfindseminars.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

35

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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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.

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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.

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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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 Martin Howey's Topline 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 [hardtfindseminars.com](http://www.hardtfindseminars.com) covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much, much more...

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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.

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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 Spontenaiity...”**

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

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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.

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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...

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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.

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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

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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...

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...”**

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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.

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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 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.

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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.

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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.

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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. 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@hardtfindseminars.com or at (858) 274-7851 For Michael's full biography and story go [here](#)

Site : <http://www.hardtfindseminars.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 \$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

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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>

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>

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 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

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<http://www.hardtfindads.com>, you can get free access to 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 magazine 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 examples 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.

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 Hopkins’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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