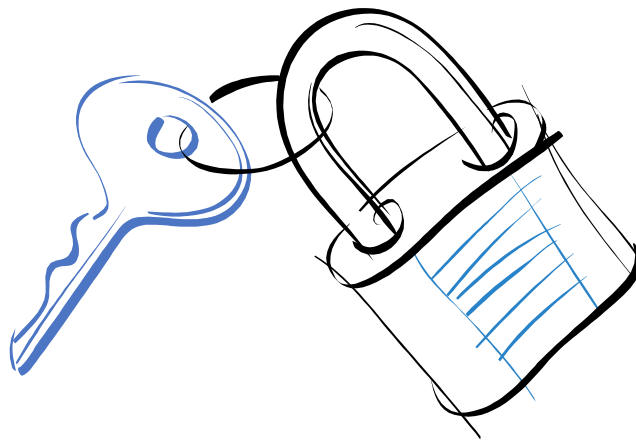

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Presents
Accelerated Product Development
Flash Consulting Series

Michael Senoff Interviews Bruce



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

Michael Senoff

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What's Your Best Chance To Make Money On The Internet? The Answer Below May Surprise You

Bruce is an attorney who owns and operates a business to sell the documents necessary to file for uncontested divorces in any state. He has three or four competitors who provide the same service. Although Bruce’s business is profitable, he wants to take it to the next step by implementing some marketing techniques in order to increase his revenues.

He found www.hardtofindseminars.com through a marketing forum and liked what he saw in the way of the immense cache of free materials that I have available. He was also very, very curious about this Jay Abraham fellow who I talk about so much. Bruce decided to give me a call to learn more.

In this recording, you’ll hear about Bruce’s business, his competition, how he is using pay-per-click services on search engines to drive people to his web site, and how those pay-per-click charges are really eating away at his revenues.

Bruce is my perfect customer. He is a business person in need of good advice and great marketing techniques that he could use to grow his business and to beat his competition.

You will hear me discuss just a few of the techniques taught by Jay Abraham that make so much sense and that are so doable. Bruce becomes so eager to purchase some of my pre-owned Jay Abraham materials that he practically makes the sale himself. All I had to do was to be a good listener, give some good honest advice, and talk a bit about some of Jay Abraham’s successful techniques!

See how easy it is to sell consulting services and products to the right person – a person hungry to grow his or her business and who is open to learning and implementing new ideas. I hope you enjoy it.

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Michael: If I put together a custom package knowing that you’re a beginning Jay Abraham student, I could put a combination of reading material, a combination of video, a combination of audio tape that I feel would give you all Jay’s major contributions to marketing. Would you feel comfortable investing a thousand bucks if I could put together a stellar package?

Bruce: I would.

Music

This is Michael Senoff with HardtoFindSeminars.com. This is a short recording with a gentleman named Bruce.

Michael: Hey, Bruce. It’s Mike Senoff here in San Diego.

Bruce: Hi Mike. Thanks for calling. How are you?

Michael: I’m doing pretty good. Is this a good time for you?

Bruce: Yes it is.

Michael: How’d you hear about me?

Bruce: I got a course from John Reece, and in this course your name was brought up as somebody who has great archives and he gave us your website and I went on it and I looked at it. I become interested some of things, and I just thought I would give you a call.

Michael: Oh, man that’s awesome.

Bruce: It really wasn’t initiative to talk about this thing. It was that his students were talking and part of the course that I got from him was a forum that he created, and on the forum, several of the students brought up the fact that you had archives plus Jay Abraham, and that’s the stuff that really got it.

Michael: So, that’s on the online forum.

Bruce: Yes.

Michael: Good. Did you go through his whole course yet? I have one coming. I didn’t buy it from him originally, but I bought a used one that’s on the way to me.

Bruce: I’ve gone through about half of it, and I’ve got some good things from it. But, the main reason I wanted to give you a call, Mike, was basically to find out if some of the stuff that Abraham has would be beneficial to me.

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Michael: Okay, tell me what are you doing? And, what are you trying to do?

Bruce: I have been on the Internet for two years in January, and I have really a specialty niche. I have a law background.

Michael: You’re an attorney?

Bruce: Not practicing, but I am an attorney. What I have done is I have developed a website called Docupro which basically offers uncontested divorce documents to people who are looking for uncontested divorces so they don’t have to spend big money with attorneys.

Michael: You have a website that offers all the paperwork for someone who wants a quick divorce.

Bruce: That is correct. What they can do is they can go out to website, they order the service. They fill out a questionnaire. Then I have a staff of people who take care of the documents because I have purchased and have all the state-specific documents for each state in the United States. I prepare these documents and email them out to them. They can download them, sign them, bring them to the court, file them, and get their divorce. I do all this for \$167.

Michael: Were you a divorce attorney?

Bruce: No, I was just a general practitioner at the time. I haven’t practiced law in 25 years.

Michael: That sounds like a great idea. How is it going?

Bruce: It’s going well. I’m averaging somewhere between 15 and 18 sales per day. My gross income for last year was \$350,000. I’m netting about \$125,000, and as I say it’s doing fine, but I really want to get to the next step in marketing to see if I can double, triple and so forth. That’s the main reason I’m calling to see if I can get some marketing ideas, and to see what you might suggest.

Michael: How have you been getting your existing business over the last couple of years?

Bruce: Primarily with pay-per-click advertising.

Michael: Where are most of your expenses, your advertising?

Bruce: Yeah. The advertising budget right now is about \$25,000 a month, Michael.

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Michael: Give me a search word on Google where I’m going to find you.

Bruce: Divorce.

Michael: Okay, divorce. Okay, and I’m over in the sponsored links.

Bruce: That should be one of the top ones.

Michael: There it is – Docupro – complete divorce service. We are fast, easy and cheap. It’s risk free, and guaranteed - \$167. Okay, \$25,000 a month. What’s it costing you per click on these Google ads?

Bruce: The Google ad is roughly between a \$1.70 and \$1.90. It depends upon the ups and downs of it. Overture is costing me about \$1.60 a click, and I’m on pay-per-click links.

Michael: Yeah, I’ve heard of that.

Bruce: The whole thing is running about \$25,000 a month, and I’m grossing somewhere between \$50-\$55 a month.

Michael: You’re grossing from what?

Bruce: I’m doubling my income. It’s \$25,000 a month that I’m spending on advertising is grossing me \$50,000 a month.

Michael: Oh, you’re doubling. I see. How much testing have you done with your pay-per-click links?

Bruce: Quite a bit recently. That’s the main thing that I’ve got from the John Reece collection – testing and doing testing, and I can assign a track which is a tracking program. I’ve been following it for the last two months, and my ROI as I mentioned is about 210 to 215 percent for the last three months.

Michael: Okay, I’ve got you. Have you studied any Jay Abraham stuff before?

Bruce: I have not. I have been looking over the last couple of days at different things that you have, and I was interested.

Michael: How do you like to learn best? Are you a reader, audio tape, video or what or a combination?

Bruce: Combination yes. I do a lot of reading, but I have been listening to all of your audios, and I can do that. I can do videos. I can do them all. There’s not one better than the other for me.

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Michael: Are you in the car a lot?

Bruce: No, I’m not.

Michael: You’re not in the car. Okay, so either way. Did you go to John Reece’s seminar or you just bought it?

Bruce: I did not go. For just under a thousand dollars, he offered me the course, and I bought it from there, and I’ve been following it through.

Michael: Okay, you want to take it to the next level. You want to increase your revenue. What else is frustrating about this business, if anything?

Bruce: What’s frustrating to me about the business is I’m in competition with four other companies doing the same thing, and I’m right up there with them, but the cost of the advertising goes up with the competition with each other. That’s one of the things that I like to do is try to keep the marketing that is unique to what I’ll be doing compared to what they’re doing.

Michael: Is your competition Legal Zoom? Is that one of them?

Bruce: Legal Zoom is one of them. Complete Case is another one of them.

Michael: Rapid Law?

Bruce: Yeah, those are the three major ones that are in competition with me, that are out there that offer quick two to four week divorces. There’s Nevada Law, but that’s really not my competition.

Michael: Is anyone using the public records or direct mail to do any of this?

Bruce: I’m not aware of anybody doing that. That’s one of the things that I saw that I might have an interest in, and I wasn’t sure.

Michael: So, do you think all these guys are just using the keywords to generate their business?

Bruce: I do, yes.

Michael: You’ve looked at your competition. How do you compare? What do you think? Is it all pretty much the same stuff?

Bruce: Yeah, it’s the documents that you get that are all basically the same because they’re state specific documents. My price is 35-40 percent lower. The others

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charge \$250-\$300. I charge \$167 for mine. That gives me a little bit of an advantage competitive wise, price wise.

Complete Case is a conglomerate that when I was the first one on the Internet doing this, Complete Case basically called me four years ago when I was first starting asking information, and then they got an endowment from a company for a million dollars and they automated their whole system. I’m just a one individual person. I couldn’t afford that type of thing. So, I take three to five days to get my documents done by human beings. They’ve got an all automated system where they plug in the information, and it’s automatically put on the document and they get it back in 24 hours.

Michael: So, let me ask you this. When someone signs up with your service, it’s \$167, or if someone signs up with any of these services, what are some of the challenges they’re going to have by using this service? If they use Complete Case because it’s automated, are they going to have some problems that could potentially arise?

Bruce: Yes, I’ve talked with customers and a lot of the problems that they have is that because it’s an automated thing that’s doing it, changes that have to be made can’t be made because the documents get printed to them and they have trouble getting back in there and doing the documents over, where I have human beings that can take care of them. So, that’s there biggest problem.

Michael: And, you have telephone support if someone needs to talk to someone?

Bruce: I have telephone support, live chat. They can call and that’s one of the areas that I have. Customer service is much more available with me than some of these other couple of companies.

Michael: Well, you know what? Just from my initial impression here, it’s like you’ve got four people competing on price. It’s almost like a commodity now, and you’re just fighting over the clicks. And, I’m telling you if you start understanding the concepts that Jay Abraham teaches and has been teaching so well, you’ll have a whole new world open up to you where you will be able to position yourself not as a commodity.

One very simple way to increase your revenue is to increase your price. It’s just as simple as that, but you have to show people why you’re more expensive. Have you ever tested a higher price before in the past?

Bruce: I have. I was where the other companies where for a while, and because of their automation, I found my sales dipping a little bit because of that.

Michael: What price did you go up to?

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Bruce: I was at \$249.

Michael: You were \$249, and so the overall gross was dipping even though you were the higher price?

Bruce: It stayed the same. It’s the same now as it was at \$167, it was the same as \$249. I was getting less sales, yeah.

Michael: But, you were doing probably less work at \$249. I mean if you were making the same 50 grand a month, and you were at \$249 instead of \$167, you were actually making more money because you had less work load. Do you know what I’m saying?

But, there’s all kinds of things. Jay Abraham’s really big on testing, and believe it or not, you may be able to go up to \$375, and take on less work, and outline some unique benefits that your service offers that all of this competition doesn’t offer, and to set yourself apart. It’s called a Unique Selling Proposition. Have you ever heard of that?

Bruce: I have not.

Michael: Unique Selling Proposition is something like Domino’s Pizza. Domino’s Pizza when they came out, they said, “Hot, Fresh Pizza delivered to your door in 30 minutes or it’s free.” – as simple as that. The same thing with FedEx. Remember the old FedEx commercials like, “When you absolutely, positively have to have your package the next day call FedEx.” There’s simple things that stick in the people’s mind. It’s one unique benefit that separates you from your competition. Once you claim it, your competition can’t claim it or they’ll look like copycats.

It’s concepts that he teaches that are all intellectual that can be implemented in a great way, and if you’ve got the eagerness to study this stuff, and if you can follow through and implement the ideas, there’s no doubt you can do some great things with the business.

Bruce: I have the eagerness to do that, and I have the time, and I would like to do exactly that, and what I would like if I can is a recommendation of what ones I can get from you.

Michael: Okay, why don’t I do this? If I put together a custom package knowing that you’re a beginning Jay Abraham student – I can put a combination of reading material, a combination of video, a combination of audio tape that I feel would give you all Jay’s major contributions to marketing.

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He keeps doing seminars on and on, but 70 percent of them are the same. You can only slice this and dice this stuff up so much. But, would you feel comfortable investing a thousand bucks if I could put together a stellar package?

Bruce: I would.

Michael: I’ll put together a package for you. I’ve got your website. I’ve obviously got your email, and not only do I offer the books and tapes, I’ll even consult with you. I’d be willing to give you my two cents on some things you can do also.

Bruce: That would be fine if you could compile that for me.

Michael: Okay, you’ve got it. I’ll email that over to you later tonight or tomorrow morning, and we’ll go from there.

Bruce: Okay.

Michael: Talk to you later, bye.

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

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

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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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Friday, 3:30 PM

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

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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...”**

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>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

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

You could do the same...

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

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

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

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

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

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

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

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

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

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

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

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

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

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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 your time in the recording studio down to a minimum.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The audio is yours.

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

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

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And it gets better...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

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

Your Personalized Audio Product Creation Service Includes...

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

A grand total of over \$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.

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But I'm NOT at all desperate for business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

If you live in another time zone and calling me on the phone is a problem you can email me at msenoff1@san.rr.com with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

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

Yours sincerely,

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.

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

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

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

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

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

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

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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 them on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtfindseminars.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

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<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 <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-style ad can out pull an image-type ad 5-1, just because it's editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I've deemed it editorial-type advertising because it's so powerful. It's an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It's the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It's another great free resource from Michael Senoff.

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

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

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

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Michael Senoff
JS&M Sales & Marketing Inc.
4735 Claremont Sq. #361
San Diego, CA 92117
1-800-237-0634 Office
858-274-2579 Fax
michael@hardtofindseminars.com
<http://www.hardtofindseminars.com/MarketingConsulting.html>

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