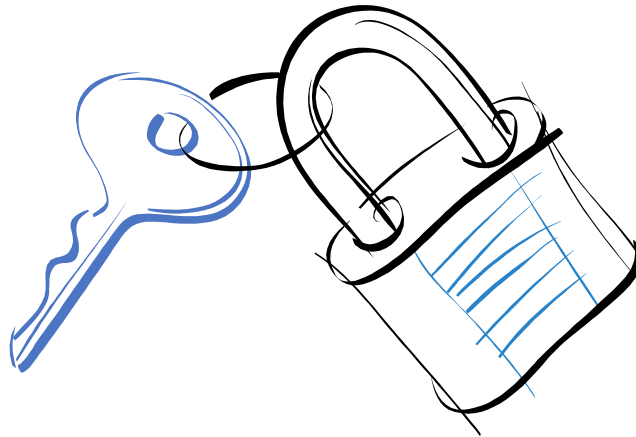

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Flash Consulting Series

Michael Senoff Interviews Carlin B.



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Winners Are Successful Business People. Would You Like To Know Our Formula?

This is a phone consultation I did with Carlin B from Jacksonville Florida. Carlin became one of my customers after this call. In the call we talk about anything and everything that is current, relevant, and important to marketing.

This conversation runs the gambit from how to approach businesses with your product or service to specific marketing techniques for you to try. It is one of my older interviews and I have decided to include it in the “Flash Consulting” series and as always the information you’ll hear is unrehearsed and undeniably potent. Because conversations like this are so down-to-earth and real they will motivate you to try out new ideas and give you the confidence to market your product or service with authority and conviction.

The power of hearing first hand what someone else is doing to successfully market their product is unequivocal, and it will undoubtedly fire you up and inspire you to market effectively and profitably. This recording is 28 minutes.

Here’s a recording with Carlin. Carlin called me looking for some pre-owned Jay Abraham material. He is part owner of a sales training franchise here in the United States. Carlin is in front of potential prospects for sales training all day for small and medium sized businesses, and he wanted to learn some marketing skills from Jay Abraham. So, he contacted me looking for some pre-owned marketing materials. In this conversation, we talk about where he’s at in his business. Why he wants to offer something different than the one time sales training. We give him ideas on how to create his existing sales training products into resellable information products like videos and audiotapes, and it’s a nice example of how to sell someone some marketing consulting materials because it results in a nice sale. You’ll hear it from start to finish. The call’s about 28 minutes long, and I’m sure this is information you’ll benefit from. Enjoy!

Michael: All right, so tell me, what’s going on?

Carlin: Let’s see. I was kind of introduced to Jay Abraham via the Power Talk.

Michael: Through Anthony Robbins?

Carlin: From Anthony Robbins, correct, and that led me to want to look into furthering my education to marketing. So, I got on Jay Abraham’s website and I called, and they gave me what they feel is the best pathway, if you will, in reference to become a protégé on what he teaches.

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So, they gave me, “The first thing you need to do is buy this book, and then you listen to these tapes, and then you read this book, and then you listen to these tapes, and then you listen to these tapes.” Basically, “and then go to these seminars.” They kind of laid it out for me.

I got your website from a friend of mine. He told me to check it out because you could get discounted tapes and materials. So, I went to your website and that’s kind of where we’re at.

I did want to tell you this. I am just now starting – I’ve been going to a professional development program called, “Selling Solutions.” It’s a franchise of Sandler Sales.

Michael: Okay, I’ve heard of Sandler.

Carlin: I’ve been doing that for about four years, and he’s asked me to become a partner with him. So, right now, I’m in outside sales selling technology products, software and hardware to manufacturing companies.

Michael: Okay.

Carlin: And, I’m leaving that arena and I’m going to go into business with this other individual who’s doing business development. He’s really only focusing on sales training.

What I want to be able to do is offer my client another column of value added service and that’s in reference to helping them with marketing.

Michael: Oh yeah, that would be great. So, you’re definitely going to do this?

Carlin: Oh, yeah, it’s done.

Michael: It’s done.

Carlin: I’m going to do this.

Michael: So, now, what’s the franchise called?

Carlin: It’s called Selling Solutions.

Michael: So, you’re now part owner of a Selling Solutions franchise.

Carlin: Right, well I’ve got to tell you this also, just in case it changes anything. What I’m doing is tomorrow I’m incorporating my own business, and he is actually

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instead of me being an employee of Selling Solutions, he’s just going to pay my corporation.

Michael: Okay.

Carlin: It’s kind of a partnership program anyway what we worked out.

Michael: And, you feel good about working with this partner?

Carlin: Oh, absolutely.

Michael: And, you trust him and everything.

Carlin: Oh, big time.

Michael: Okay, that sounds exciting. So, are you out there, have you done any of the selling of the training yet?

Carlin: The only thing I’ve done is helped him bring in a few companies. There’s probably five companies that I helped him bring in just from my referrals that I would give him, and then we’d follow up on them. I’d be like his inside sales champion to help him close the order.

Michael: What kind of money is there in selling that?

Carlin: Are you asking in reference to annual income?

Michael: No, just like when you get an account. What do you make on an account? How is it structured? Is everything different?

Carlin: Well, when you say what do you make as far as gross profit, I can tell you a typical sale would be – what you do is your clientele is a small to medium sized business and you really go after talking to the president. That’s who you want to get in front of, and then normally he’ll typically have two or more sales people, and the training is about ten grand per sales person. We also offer assessments of your current sales people, and offer service to where if someone is trying to hire a new salesperson that they take these assessment tests to determine if they’re a good hire for you.

Michael: So, the owner is going to pay you ten grand per salesperson who goes through the training?

Carlin: That’s correct.

Michael: And, how long is the training?

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Carlin: It’s a year long.

Michael: Do they train out of their home office or do they go somewhere for the training?

Carlin: If we do a customized training in their office it’s a little bit more than that. The ten grand is for them to come to our training center and spend two hours a week at that training center for a period of one year.

Michael: Two hours a week they have to come to your training center?

Carlin: Right.

Michael: Okay, that sounds pretty good. Who’s doing the training, you and your partner?

Carlin: Right.

Michael: Okay, so you’re doing the training weekly. How many days a week are you doing trainings?

Carlin: Two, I think he just started three days a week as a matter of fact because there’s really two parts to the program. There’s a quick start which is a twelve week program that you could sell as a, what I would call a monkey’s paw. If somebody didn’t want to commit to the entire program, you could sell a lecture program. It’s a getting started program, if you will. That’s a twelve week, but then after that you graduate – if you pass that, you graduate into what they call the President’s Club which then lasts you for the rest of the year.

Michael: How much is the twelve week one?

Carlin: I think it’s six grand.

Michael: Six thousand?

Carlin: Yes, it’s a lot.

Michael: Let me ask you this, the franchise – how limited are you as far as your marketing and stuff? Does the franchise control everything you do? Do you have to get everything approved by them?

Carlin: That’s a really good question, and I think if you’re going to use Sandler in anywhere in it, or you’re going to draw a picture of any aspect of the Sandler

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franchise, you do need to work through them on it. I think, but I’m not positive. That’s a very good question. I’m just assuming that it would be like that.

Michael: Are you all operating under the name Sandler, or your name?

Carlin: Selling Solutions.

Michael: Selling Solutions, but it is a Sandler franchise.

Carlin: That is correct.

Michael: Do you pay a royalty to Sandler?

Carlin: Yes.

Michael: Okay, you pay a monthly franchise fee?

Carlin: Yes.

Michael: Can I ask how much that is?

Carlin: I’d have to look that up. I’m not sure.

Michael: Is it high?

Carlin: Not a lot.

Michael: It isn’t a lot?

Carlin: No.

Michael: What kind of percentage do you have to pay to them every month?

Carlin: I think it’s only \$300 a month.

Michael: Okay, insignificant, not much.

Carlin: Pretty insignificant. Right, it’s like \$50,000 for the franchise, and then they make money off of all the materials and things like that, but it’s pretty insignificant.

Michael: And, they provide all the sales and training materials.

Carlin: Correct.

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Michael: And, you guys just follow their curriculum.

Carlin: Right. There’s also two partners in the business. There’s one called Sandler and there’s another one called objective management and that’s the one that’s all the web based sales assessments to where what they do is they take a – we match up a company let’s say an owner of a business, we ask the owner of the business to visit this website and answer these questions, and what he’s doing is creating a profile of his business and the ideal salesperson.

Then, when he gets a potential higher, he will ask the potential higher to go to the website and take this assessment test.

Michael: It’s like a personality type profile.

Carlin: Kind of, right, yes. It asks basic sales questions to see where the strengths and the weaknesses are, and then he gets a detailed report showing him strengths and weaknesses and whether he is a good hire or not.

Michael: Okay, this is this product that you can sell, correct?

Carlin: Correct.

Michael: What do you sell that for per person?

Carlin: That right there is \$250 to take the test, and I think it’s \$500. I haven’t started.

Michael: That’s okay, ballpark.

Carlin: It’s \$500 for the owner to go online and create his personality profile.

Michael: Okay, I got you. That’s a nice back end. So, what does Abraham recommend you guys study?

Carlin: The path that they gave me was first read the “Getting Everything You Can” book which I’ve done that. Then, the said to get tapes on “How to Get From Where You are to Where You Want to Be”.

Michael: Okay.

Carlin: Are you familiar with that?

Michael: Sure.

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Carlin: And, then there’s I think there’s a book or a tape. There’s something Called, Mister X”.

Michael: Okay.

Carlin: And, then “Marketing Edge Volume One”, and then “Mastermind of Marketing”.

Michael: And, then “Mastermind Marketing.” Those are all great products, and it’s a good recommendation. It will teach you how to think like Jay Abraham. There’s no doubt. I don’t know if you need all of it at once, but definitely – how do you like to learn? Are you a reader or an audio person or what?

Carlin: Probably audio more than read.

Michael: Do you have a tape player in your car?

Carlin: Yes, a CD player and a tape player in my car.

Michael: Is your partner interested in learning this too or just more you?

Carlin: He’s interested, but it’s definitely me driving it.

Michael: Okay.

Carlin: Big time me, and that’s another reason why I kind of set up my own corporation so if he feels like that this is something he doesn’t want to do, that’s okay with me.

Michael: Now, does Sandler have a problem with you – this may be something you want to just check into just for your own sake – is Sandler, the franchise, going to restrict you from doing anything with your customers that you generate through their system? Do you have any idea?

Carlin: I don’t think so because – I can tell you the Objective Management is not part of Sandler, and I don’t see any restrictions for that.

Michael: Okay.

Carlin: But, maybe – can I get you to elaborate a little bit on what you mean by restrict?

Michael: I’m just wondering. You really ought to read the small print in all these franchise agreements, and you’ve got to get that original franchise agreement. Just find out, is there anything in there restricting you from doing anything

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with a client that you generate through the Sandler system? Just to cover your butt. You just want to make sure.

Carlin: That’s very good advice.

Michael: Well, I think your idea is great because if you’re out there generating clients, sales training is definitely important. You can make some nice money on that, and the personality profiling and matching. I think that’s a good back-end also, but you’re smart into learning and trying to study and understand marketing because once you’ve got these business owners, and you’ve got them committing to sales training, once you start to understand this marketing stuff, you’ll be able to see hidden opportunities in their business that they have no idea exist that can make you ten, twenty, thirty times what you’re going to make off the training.

Carlin: That is exactly what I was thinking. When I was listening to the CDs and the tape, that is exactly what I was thinking. But, the biggest problem with the Sandler model, the Sandler franchise model is the back-end is extremely weak.

With the marketing, once I get – not if – once I get where I want to be in the marketing, the back-end is just phenomenal.

Michael: It’s endless. You do one or two of these deals, you’re probably not even going to want to screw with the Sandler thing, and then you have your own corporation set up, and it will probably turn into – you can be a marketing consultant for them, and sales training. It doesn’t matter. You could offer both.

Carlin: I like the sales training and it’s nice and you get to work with people and work with them on an annual basis and help them achieve their goals professionally and personal. It’s kind of you get a little bit of life coaching in there with it, but I’ve got to figure out how to charge for that. I get a lot of fulfillment out of that.

Michael: Well, I can start you off slow. You don’t need to get all that stuff at once. You said you read the book. I think I’ve got even maybe some better recommendations for audio tapes to start out with. Do you have any idea of what kind of investment you’re looking at that you want to put into some educational materials to start you? You want to start off slow, \$300, \$400, \$500, \$1,000? If I can put together a very complete package for a thousand bucks worth of material. You’re going to save tons off of what you’re going to pay from Jay Abraham.

Carlin: No problem at all.

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Michael: If you want me to put together a package for a thousand bucks, I’ll put you a package so complete you’ll never have to buy another piece of information on Jay Abraham marketing. You’ll have an encyclopedia of ideas written and audio and video.

Carlin: Great. That would be awesome. Let me ask you another question just thinking off the top of my head here. What if I’m in front of these clients? I’m green. I’ve listened to this tapes and stuff, but I’m green. It really takes experience. Is there anything that you can do, that you and I can work out in reference to saying, “You know, let me get this client to fill out this on this questionnaire if you will, how they go about the business?” Send, it up to you, and for some fee you look at it, and you and I get on the phone and you say, “Okay, Carlin, tell me what you think.” And, you and I bounce things off and obviously you need to get paid for all this.

Michael: I don’t mind that, but you’re going to be able to do it all yourself. I promise you. I’m going to give you in this package I’ve got two different products which will give you every single question that you need to ask. All you’ve got to do is take these questions, this series of questions which are the same questions which Jay Abraham would ask a potential client and you’re going to have the client do all the work.

I’m going to also provide you with some audio content that will blow you away. This is some interviews that I’ve done with marketing consultants, and I’ve got one in particular that will just – you will be drooling after you hear it. I promise you because you’re going to see how to be marketing consultant. I have an hour and a half conversation with a gentleman by the name of Richard I’ll hook you up with that a little later. I’ll put you in touch with the exact information, the step by step how to do it.

So, there’s two different things I’ll put in your package which will give you a detail questionnaire, that you’ll have the client fill out on their time, and it’s a process where you’re not going to be wasting your time in front of these clients. If the client wants to improve his marketing, he’s going to be doing all the work and I’m going to show you in this audio recording that will show you exactly how to qualify and have them qualify themselves step by step in doing this.

Once you see the answers to the questions that they fill out on their time, you’re going to know if it’s what we call a set-up. A set-up is a business you want to work with. The bottom line is you want to work with businesses that have a lot of customers, that have goodwill with their customers, that have poor advertising and marketing.

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So, where you can step in and be able to see what they’re doing wrong and just change a couple little things that they’re not doing, that are almost effortless on your part, but once you get an agreement with them that you’re going to improve their sales through some of your marketing consulting, you just make those little tiny changes which could mean the world to their business and to your commissions for doing that for them.

Carlin: Heck, yeah.

Michael: You’re not going to be building companies. You’re not going to be working with start-ups. You only want to look for companies that have customers, that are generating sales, that have ongoing marketing, but you can identify some small things that they’re doing wrong or not doing at all that can make a big difference. Do you know what I’m saying?

I’ll have that questionnaire for you within the package that you can provide to them that will let them fill it out so you can identify if this is a business that you want to work with.

Carlin: That’s awesome.

Michael: But, I’m also, if you come to me and say, “Mike, here’s an interesting situation. We just sold some sales training to these guys. They’ve got X number of customers.” I would be glad – you can become my client. I’m here. You can call me. I’ll talk to you over the phone. I’ll give you my two cents worth and what I think about it, and I’ll do that for free. You can just tell me what’s going on and I’ll give you my advice.

Carlin: I’m like a self-improvement junkie from Tony Robbins to you name it so I’m sure there’s a lot of stuff not just in marketing that you can show me. Lead my way.

Michael: I’m the same way – Zig Zigler and Secrets of Closing the Sale and Brian Tracey and all that stuff.

Carlin: Anything and everything. I get up and run everyday. I have my CD player strapped to my waist as I go, and listen to the whole CD.

Michael: Let me tell you, this is the best stuff. When I was starting I thought sales was it, knowing how to sell, knowing how to be a professional salesman was where the power was. I didn’t really know marketing. I had never been exposed to it, but once I saw marketing you understand that you’re selling skills – it’s very vital. It’s the most important thing, but once you understand marketing that takes those selling skills and all the stuff you’ve learned how to sell and how to be a good salesman, how to close the sale, and how to

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establish rapport and all that. It shows you how to geometrically just multiply yourself.

You see, sales is the most important thing. You’ve got to know how to be a good salesman and if you can do that yourself and selling whatever product and service you have now that you have marketing, marketing is going to show you how to take that sales and leverage yourself and be able to duplicate yourself.

That’s all marketing is is getting your sales message, which you need that skill, multiplied out to as many people as possible with the least amount of effort for the lowest amount of cost. That’s whether you’re selling a product, a service, an idea or whatever.

That’s the most powerful stuff. That’s why I just focused and stayed with this marketing because there’s so much power with it compared to sales or NLP and all that stuff.

Carlin: Right, I’m definitely turned on by it, believe me, big time. I’m turned on by this stuff. I’m energized and ready to learn and ready to do whatever I’ve got to do. I mean, I’m at the point, I might as well say, “Hey you know of a good seminar or something” put that in there Carlin. Go through this material and I highly recommend you do this. There’s a seminar in Denver and it costs two grand, go to it.

Michael: Any idea is worth something. Now, I want you to understand your time is so valuable, and how old are you now?

Carlin: 37.

Michael: Are you married?

Carlin: Yes, sir.

Michael: Kids?

Carlin: No, kids, but that time clocks ticking.

Michael: Well, you’ll see, once you have kids you’re going to realize how valuable your time is, and you’re not going to want to be schlepping to seminars across the country, or flying and sitting in hotel rooms on uncomfortable chairs. You’re going to just want study on your own time.

Carlin: I have one more thing to ask. You might want to include some information on this if it’s not already in there. Another idea I’ve had for creating a website,

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something that I’ve been really good with, been doing for a lot of years that – especially my wife, but most of my friends also, they’re actually just bringing people to me. I’ve been doing it for free. It’s consulting people on how to interview and how to get the right mindset.

I’ve been really working with people – not the people that are making the six figures because they pretty well already know it. The people who are going for the \$40,000 jobs that have never been taught – they’re not the type to listen to motivational tapes everyday. Do you know what I’m saying? Just helping them do interviews, and helping them do interviews at companies that’s interviewing them.

Let’s say my wife has a friend and she has an opportunity for a job.

Michael: You teach her how to interview when she goes on an interview.

Carlin: Exactly.

Michael: Okay.

Carlin: And, I’ve got a knack for doing that, and I’m like, “You know, I should figure out how to do a website, and capitalize on that.”

Michael: What you’re going to learn and what I teach a lot on my website and to my students is how to take your talents, like your knack of interviewing and how to create an information product that you can sell.

Jay Abraham’s marketing is nothing but information products. What are information products? There are information products on video. There are information products on audio, and there are information products packaged in all different ways, but it’s all information. You’re just getting in different methods because some people are more privy to reading. Some people like audio. Some people like video because everyone’s different, right?

So, that’s what he’s doing. He’s in the information products business. I teach people and what you’re talking about right now is and what you’re doing right now with your sales training is an information products business.

Now, you’re bringing these people every week to your training, right?

Carlin: Right.

Michael: Here’s one small thing you can do. You hire someone or get somebody in there with a video camera, and videotape your training, and then after a year you’ll have 52 videotapes of your trainings. Now, if you’re allowed to do this

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with Sandler, you’ve got an information product that you can sell to all those people that don’t want to show up to these classes on video.

Carlin: Right.

Michael: And, you can sell it on a website. You can sell it through direct mail. You can sell it anyway you want. You could also take the audio from the video and have it on audiotape. Then, you can take the transcript of everyone of the audiotapes in your training and have your written materials, just like Jay Abraham does, because it’s no different.

Now, you can sell it to anybody, anywhere in the world and you’re not limited by your geographical area of your franchise.

Carlin: That’s a very good point because I do remember thinking to myself when Jay Abraham actually said on the tape that he tapes a session with clients and then puts it on his website. He actually said that.

Michael: Well, I’m recording you, and this is going to become a product somewhere down the road. I’m capturing it forever, okay? If I choose to put this up on my website, if someone calls me down the road looking for advice on how to be a consultant, I can point them to this, and I’ve already spent the time on the phone with you, but I won’t ever have to do it again because I can direct them to our audio recording that lives on forever.

Carlin: That’s beautiful.

Michael: I’ll take the audio recording, I’ll send it to my typist, and I’ll have it transcribed, and then there’s downloadable transcripts. Now, I can take all my audio recordings where I’ve talked about joint ventures, yours and the one with Martin Howey that I’m going to send you soon, and the one with Bianca on joint venturing and the other three or four, and now I’ve got a tape set on joint ventures.

It’s just mixing and matching and creating products. You’re the boss. You just use your creativity and no matter what you do in your business, you should be capturing it on tape or on video. Then, you have just taken away your geographical restrictions of the franchise because you can sell now anywhere in the world. You just put them up, and what does it cost you to put it on audiotape, a dollar, video \$1.50. It’s information.

People don’t have to show up to the class every week. When I hear that, that’s a big turn-off. Who’s got time? That’s like 52 weeks out of the year; they’ve got to go to class. That’s just painful. That’s like going to school again. Do you know what I’m saying?

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Carlin: I hear you.

Michael: I’m sure most people don’t make it through the whole year.

Carlin: Oh, no.

Michael: They drop out, don’t they?

Carlin: Yes.

Michael: So, make it easy on them. Say, “Look, if you’ve got a family and busy and you’re working nights and you can’t make it.” You could say, “If you don’t make it one week.” As part of the service, you can offer the video tape of the training for an extra fee. That can be an upsell. Or they can have the whole class, the whole year’s training on video or audio or whatever they choose and you can sell that for five grand because that’s all Jay’s doing. He’s selling a seminar that’s already been, but he’s giving you the home study version, which is nothing but the audio and videotapes from the seminar.

Carlin: Right.

Michael: So, that’s how you leverage yourself.

Carlin: Well, fantastic. So, what’s the next step?

Michael: If you’ll trust me to put together a package for you for a thousand bucks, I will do. What I’ll do is I’ll give it a little thought and I’ll put together an email with a description of what you’ll be getting. I’m thinking of combining several seminars, videotape information, and if you like Tony Robbins, I’ve got these two videos called Optimization. It’s when Jay Abraham was at Tony Robbins’ Life Mastery Seminar, and he did this two and a half hour presentation to all his Life Mastery things on marketing. It’s a great primer. It’s a great thing to see how Jay thinks and you can see him talking. It was just one of those presentations that he captured when he was just at his best. He was like mobbed for hours after the presentation.

I’ll put together all the Jay Abraham you need.

Carlin: Cool.

Michael: Okay?

Carlin: And, anybody else. I totally trust you. Just send me an email, and I’m ready whenever.

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I want to thank you for listening to [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). If you want to get in touch with any of the people interview, please contact Michael@hardtofindseminars.com by email, or you can call 858-274-7851.

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.

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.

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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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 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.

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

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

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

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

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

Nothing could be simpler or easier.

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

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

Ask yourself this question...

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

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

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

What makes the HMA system for marketing consultants so special?

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

The difference is the hours of audio I make available - both to prospects so they

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can see the value of the product before they buy and as a hugely valuable added resource to buyers.

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

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

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

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

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

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

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

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

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

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

Recently I've used audio...

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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 covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much, much more...

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

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

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

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

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

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

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

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

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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 you time in the recording studio down to a minimum.

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

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

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

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

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

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

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

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

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

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

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your investment of time and money.

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

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

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

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

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

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

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

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

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

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

The audio is yours.

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

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

And it gets better...

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

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

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

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

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

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

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

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

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

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

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

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

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

I normally charge \$700 an hour for my marketing advice but I'll give you my time

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and my marketing expertise to help you turn your audio information product into a cash generator for you.

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

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

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

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

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

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

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

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

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

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

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

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

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

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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.

But I'm NOT at all desperate for business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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recorded.

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

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

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

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

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

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

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

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

Yours sincerely,

Michael Senoff.

Michael Senoff - CEO 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

30

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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@hardtofindseminars.com or

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

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

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

Description: If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtofindseminars.com/AudioclipRights.htm>

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.

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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>

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>)

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 <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 copyrighting. Claude Hopkin's books talk about all his life experiences that

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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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Published by:

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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