

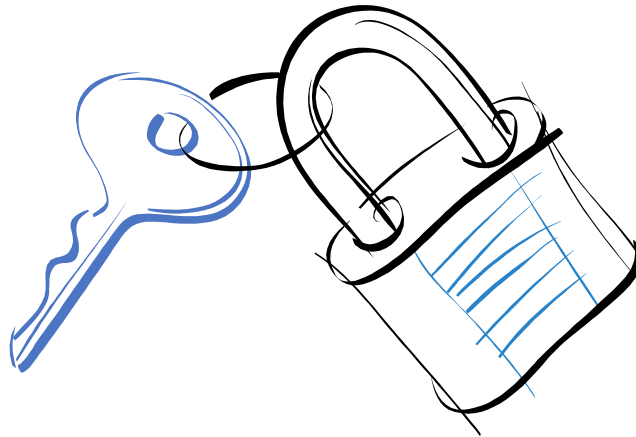
---

---

# Hardtofindseminars.com

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

**Michael Senoff Interviews Dale King**



# If You're Serious About Becoming Great At Marketing *FAST* — You Need to Know About Consulting Secrets...

It's the place top consultants go  
to see what's working...and why.  
Now this powerful, professional online  
resource is available to you — anytime you need it.  
I promise you, the impact it'll have on  
you will be profound.

Sign up below for your risk-free trial of  
the *All New* Consulting Secrets now!

**Yes !** I want my hours of free streaming audio training, word-for-  
word transcripts, and my **3 GIANT FREE GIFTS**. I  
understand it's all free with my trial subscription.

From this day forward I will win in business by **NEVER** losing.

Consulting Secrets brings you everything you need to enjoy greater  
wealth, and better business understanding. Now you can quickly and  
easily consult with leading experts in the marketing consulting field.

You get the very best information from the very best sources --  
without the influence of advertising -- so you only get the truth.

Please sign up for a risk-free trial of Consulting Secrets. You get  
immediate online access to hours of free expert consulting advice,  
streaming audio recordings, interviews, reports, and downloads. You  
won't get annoying pop ups, banner advertising or spam e-mail

And you'll receive **3 GIANT FREE GIFTS**

For marketing purposes, ALL of the typical obligations or "hidden"  
catches you might expect have been removed from this FREE

invitation. Yes, this is a REAL free offer. The kind you never thought you would see again.

- **FREE GIFT #1: A FREE 6-MONTH (6 issues) gift subscription to *CONSULTING* -- America's #1 Audio Interview Magazine on Inside consulting Information! (with thousands of fanatically loyal listeners).**
- **FREE GIFT #2: 15 of our all-time GREATEST Insider Business Reports...*the complete "Atlas business collection"* absolutely FREE.**
- **FREE GIFT #3: A copy of our newest blockbuster, "*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 exist anywhere).**

Grab everything now before this limited offer stops by registering online at Consulting Secrets.

This is truly a risk-free offer.



Michael Senoff

PS. When you become an HMA trained Marketing Consultant, you will have the **reprint** and **resale rights** of this report. You keep all the profits. You'll learn how to use this report as a tool to get clients. Enjoy this wonderful report in the following pages below

Click on the link below for more reprint rights information

<http://www.hardtfindseminars.com/HowToConsulting.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.hardtfindseminars.com/consulting.htm>)

## **A Little Mistake That Cost An Advertising Sales Rep \$60,000 A Year**

Here is a consultation that I did with a gentleman by the name of Dale King. Dale had gotten into the billboard business. He had purchased and upgraded a sophisticated electronic billboard that he placed in a popular hotel to advertise local retailers.

Dale explains that, although his billboard can advertise up to one hundred retailers, he only obtained less a dozen advertisers when he first began his business. Additionally, since he found his customers through cold calling, it was back-breaking, unrewarding work that has not even allowed Dale to make his initial investment back.

In his frustration, Dale thought that I might have some suggestions for him to make the billboard business a success. He wanted to know how to sell more ads – and quickly.

We discussed the options of both telemarketing and direct mail. For telemarketing, we covered the following important elements:

- Finding someone to do his telemarketing for him at a very reasonable cost.
- How to monitor your telemarketer to ensure that their job is being done properly.
- How to develop a “script” that your telemarketer can use when contacting prospects.

For direct mail, we discussed:

- The importance of a great sales letter.
- How to create a great sales letter.
- How investing in a good copywriter can get you more sales.

Dale is also involved in outdoor billboards in and out of his immediate geographic area. You will hear how you can apply the same direct mail principles to this type of business for maximum sales results.

Finally, Dale discusses his other business of buying annuities. You will learn how buying annuities can generate income but how difficult it is to find annuities

4

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.hardtfindseminars.com/consulting.htm>)

to purchase. You will ultimately hear my advice to Dale with regard to his annuity business.

This is a very interesting consultation for anyone who wants to start a business or for someone who is looking to increase sales in an existing business. The problems, solutions, and ideas that Dale and I discuss can be applied to just about any type of business. This is a call that will get your creative juices flowing as you think about applying some of these ideas to your own personal situation. Enjoy!

Michael: So, it’s all about leverage. Take yourself out of the picture. Let direct mail do it. Let the telemarketer do it. It’s just sifting looking for the most important people, but crafting that sales letter could be critical. Once you get it to work, if you mail it out to 600 people, and you fill up ten spaces, then that’s six grand a year.

Now, do you think if it worked for your Ramada Inn Billboard, and for every 600 letters, you bring in six grand, twenty times. For every dollar you spend, you bring in twenty. Do you think if it worked right there, you may want to get another one of these things and do it in another area?

### *Music*

*Hi, this is Michael Senoff from HardToFindSeminars.com. Here’s a short 20 minute consultation that I did with a gentleman named Dale King. Dale King had invested in one of these large billboard advertising units that you place in hotels and different retail locations where you sell advertising, and he asked my opinion about how he can grow the business effectively without facing the humiliation and pain of walking in cold selling this item direct. I think you’ll find some of my ideas on leverage and taking yourself out of the picture to sell advertising spaces will be helpful, and hopefully you’ll be able to use them for the products and services that you’re selling currently. Enjoy!*

Michael: So, what is this company you’ve got started up?

Dale: It is a billboard company. That’s how it started. I went into a hotel, and when I went into the hotel I sold them on the idea of letting me put up a board, and it’s a back-lit board with 50 ads on it.

Michael: How big are the ads?

Dale: They’re four by six.

Michael: Did you buy a franchise deal?

Dale: It wasn’t really a franchise, but it was-

**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>)

Michael: A biz-op?

Dale: Yes.

Michael: How much did you pay for it?

Dale: Too much.

Michael: How much?

Dale: I think around six or seven thousand.

Michael: All right, six or seven thousand. It was a biz-op. they were going to show you how to make your money selling advertising.

Dale: Yes.

Michael: What did you get for that? Did you get the boards?

Dale: I got the boards.

Michael: How many did you get?

Dale: One.

Michael: Just one for six grand?

Dale: Yes.

Michael: And if you wanted another one, that would’ve been six grand?

Dale: Yes.

Michael: What’s the dimensions of this thing? How big?

Dale: Five by three and a half.

Michael: Five by three and a half.

Dale: It has a shelf on it, and it has a phone on it that connects directly to the advertiser. We have a few extra things because this hotel is one of the more popular hotels in the area, and the other thing is right next to our board is an Internet terminal, and it’s free.

**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>)

Michael: Is that yours or someone else’s?

Dale: It’s the hotel’s.

Michael: Okay.

Dale: And, it does have an LCD ticker tape across the top, though we never use that. What I’ve been thinking about doing is increasing the size of the ads so more copy can be put on the ads.

Michael: Okay, so you’ve got this board, and it’s back lit, and you’ve got the ads. How many spaces for the ads?

Dale: Well, right now there’s 50, but I’ve put in another addition to it. I put an LCD screen on the board, and that changes it has about 24 ads on that, and I can change that everyday over the Internet.

Michael: Okay, got it. That’s a nice idea. So, you got a very popular hotel there in Syracuse, New York, and do you have to pay the hotel to put it in there?

Dale: No.

Michael: They let you put it in there just as a service to their customers?

Dale: Right, because on the LCD part I put the weather and sports and news.

Michael: Was this your idea?

Dale: Yes.

Michael: How much extra did that cost you to get that all modified?

Dale: Well, I did most of the work, but I pay about \$70 a year for the service that connects it to the Internet.

Michael: Okay, very nice. Do you use their Internet connection?

Dale: No, it’s done over the telephone. The service that I use is SIFA. They’re for people who want to send pictures to their grandmother or something. You just send it to their houses. It calls up at about eleven o’clock at night or whenever you want it to, and download your new pictures. It’s pretty good. I just modified it.

Michael: That’s very good. Okay, before you put it in, did you have all the ads sold?

**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.hardtfindseminars.com/consulting.htm>)

Dale: No.

Michael: So, how many ads did you have sold when you put it in?

Dale: Half dozen.

Michael: All right, how much are the advertisers paying for how long?

Dale: All the ads have expired, but the ads are still there, and they were paying anywhere from \$600 to \$1,000.

Michael: For the year?

Dale: Yes.

Michael: And, how many had you sold?

Dale: About half a dozen.

Michael: Just half a dozen only?

Dale: Right.

Michael: Did you make your investment back at least?

Dale: No.

Michael: Not quite?

Dale: No.

Michael: Half-way there?

Dale: No.

Michael: If you sold six of them and the average price of the ad was – some you gave away, some you sold real low.

Dale: Let’s say the average price was \$600.

Michael: So, \$600, and if you did six, that’s \$3,600.

Dale: Yes.

**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>)

Michael: If you paid six grand for thing, and you had it modified, and your LCD. So you’re not quite back in the black yet. So, you’ve got to sell more ads, right?

Dale: Right.

Michael: So, that’s one business. If you get all the ads sold, how many spaces are there again?

Dale: Fifty spaces on the board, and then there’s another 24 on the screen that flashes.

Michael: So, if you sold all fifty spaces at a thousand bucks, you’d have \$50,000 in income a year as long as you kept them happy, and you additional how many more on the screen?

Dale: About 24.

Michael: Okay, so, you’re in the advertising selling business, now. You’ve got space. Does the hotel really get a lot of traffic there?

Dale: Yeah, they’re probably a good percent occupancy.

Michael: When you sold the advertising, how did you do that? Did you go walking in cold?

Dale: Cold.

Michael: It took you a long time?

Dale: A long time.

Michael: So, it was brutal work.

Dale: Yeah.

Michael: Do you like doing this?

Dale: Not that way.

Michael: Are you in love with this billboard?

Dale: No.

Michael: Why don’t you just scrap it up and chalk up a loss for experience. Sell it.

**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>)

Dale: Well, where do I go now?

Michael: Well, maybe you can look into another business. What else do you do?

Dale: Well, I also buy annuities and mortgages, very few mortgages anymore, but I try to buy annuities. I own real estate. The annuities is a tough business. I buy a few now and then. It’s spotty. I just need something else besides my real estate.

Michael: What kind of money are you bringing in with the real estate and everything combined?

Dale: About \$110,000 a year.

Michael: It’s not like you’re trying to get your rent paid.

Dale: No, I got money.

Michael: Okay, so this billboard thing-

Dale: I guess it’s the type of thing that I feel I’m obligated because I went into it to do something with it, but you’ve got a point. I’ve thought about that a lot. I also have two billboards. One of them is rented, and I get \$1,800 a month for that, and the other one was rented. It’s vacant right now.

Michael: Okay. Have you ever done any direct mail?

Dale: No.

Michael: Well, I think you can fill this thing up through some direct mail. Let me ask you this. Who’s on the board? Who did you sell the advertising spots to?

Dale: Well, I had McDonald’s on there, a pizza place.

Michael: You’re in Syracuse. There’s a lot of stuff around there, right?

Dale: Yes.

Michael: And, what kind of a hotel is it? Is it a vacation hotel or what?

Dale: No, it’s a Ramada Inn close to downtown Syracuse.

Michael: In that Ramada, is there one of those things that have all the little cardboard things of all the things to do.

**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.hardtfindseminars.com/consulting.htm>)

Dale: Yeah, there’s one of those, but that is hid. My board is right next to the front desk.

Michael: So, that thing is hid. Have you ever just pulled all those things and called on those advertisers?

Dale: No, that’s a good point though.

Michael: You’ve got those things – with every hotel, all the sightseeing places where they pay money to put their little cardboard stuff. Call them up, ask them how it’s working, and say, “How would you like to expand your advertising for less money?” Find out what they charge. You shouldn’t be doing the calling. You need to hire somebody – a sixteen year old kid to do all this for you.

Dale: It’s been a real challenge finding someone that will work.

Michael: You’re not going to the right place. Have you ever gone on Elance.com?

Dale: No.

Michael: Okay, you need to go visit elance.com. You know what eBay is right?

Dale: Yes.

Michael: eBay, you can buy anything and everything. It’s like a million garage sales, right?

Dale: Right.

Michael: Elance is the same thing, but you can hire anybody, all freelance. Elance meaning freelance. You can hire telemarketers in any part of the country. You can hire accountants, bookkeepers, website developers, anything. So, you can go on Elance. It’s free to post a job. You can read the site yourself. You’ll see what it’s about. You can say, “I need a telemarketer to work from seven to ten, preferably out of New York.” But, it doesn’t matter. You can have someone call from anywhere in the country. I’ll show you how. “And, you’ll be making calls on businesses. I will provide you the leads. You’ll be calling three hours a day, or two hours a day or one hour a day, three days a week from your home. I’ll provide you a calling card number. I pay for all the long distance calls and I’ll pay you seven dollars an hour.”

You put that job up and within an hour, you’re going to have people saying, “I’m interested in your job.” If you’re going to pay them by the hour, you’re going to monitor their calls. I’m going to send you to a website that you can instantly get a calling card number. This is a pretty sophisticated calling

**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>)

service. It’s very inexpensive. The calls are only going to cost you three or four cents a minute.

So, let’s say I responded to your ad. I said, “Hey, I’m interested in doing this Dale. How does it work?” You’re going to say, “Mike, I need your phone number that you’ll be making your calls from.” So, you’ll take my phone number, and then you go into this control panel of this calling card service. You’re going to buy like \$25 worth of calls at four cents a minute. Once you go into this thing, you’re going to program my number in and then I can make calls from my phone. You’re going to provide me all the leads. I can make calls from my phone, and then you’re going to be able to go into this website and monitor all the calls I’m making. So, you’re going to be able to check up on these people no matter where they are anywhere in the country that they’re really making the calls because you’re paying them by the hour. So, no one can steal from you. No one can cheat you, and you tell them, “Your calls are monitored, and you know if they’re working or not.”

It’s all being billed to you because you’re buying the long distance time ahead of time. Does that make sense?

Dale: Sure.

Michael: So, there’s three solutions. You can hire anyone in the country. You can post a job for free. You’ll have people bidding on your job. Once you get someone who’s interested, you make sure they have an email address and you email them the leads. We’ll talk about that in a second, and we’ll write out a script of what they’re going to say, and we give them people that they can call on.

Let them do the grunt work. If they can make two hours of calls, don’t you think they can get at least one person who’s halfway interested in this thing.

Dale: Oh yeah. How many calls would you expect them to make in this time?

Michael: In an hour, they could probably make twenty, thirty calls in an hour. I don’t know. A lot of times, they’re not there. It depends on who we’re calling on, but what we want to do is identify the best person to call on.

Dale: Well, I bought a list of businesses in the area. They made a circle around the hotel, and so I’ve got that list.

Michael: How many names?

Dale: I think it’s around 600.

**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>)

Michael: Fine, that’s a great start. Now, that’s one way you can do it through telemarketing, and you can say, “Hello, Mrs. Jones. This is Dale King. You’re located on 2480 East Lake, and we have a billboard.” We can come up with a script. How would you like to have more customers from the Ramada Inn come on into your restaurant and eat every night? They may say fine.

You just tell them just like when you pitched it the first time. Do you have a script?

Dale: Yes.

Michael: So, you have someone else do that grunt work. You’re paying a girl seven bucks an hour, so they’re doing all the work. They’re doing all the cold-calling, and once they get someone who’s interested, they take that name and number and then you call them. You know they’re qualified and you can go see them.

If that advertiser’s worth a thousand bucks a year, isn’t that worth it?

Dale: Sure.

Michael: You can break their payments up into a hundred bucks a month or something like that. So, that’s one way to do it, and that’s pretty painless. You’re just investing in their time, getting them to do the painful grunt work which you hate doing, which everyone hates doing. Then, you’re just looking and weeding out the most qualified people. Then, you go in and close them.

Dale: Okay.

Michael: So, that’s one way. Another way is you’ve got those 600 names. You can do a direct mail letter. Let’s say you took a photograph of the Ramada Inn and anyone in that local area would recognize it. So, you photograph that Ramada Inn and then you get a photograph of your billboard. Then, you have the name.

So, you say, “Dear John. My name is Dale King.” Take your script and make a sales letter. I don’t know exactly what we would say. You basically make an offer. You’d have a photograph of the Ramada Inn in with the letter, photograph of your advertising thing, and you just sell them on it. Let them know in a simple letter. You send out 600 letters. You’ve got some mailing and stuffing and envelopes, but that’s another way to call on 600 automatically without pain or rejection and all that. The people who are interested call you back.

Dale: That’s perfect.

**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.hardtfindseminars.com/consulting.htm>)

Michael: So, it’s all about leverage. Take yourself out of the picture. Let direct mail do it. Let a telemarketer do it. It’s just sifting, looking for the most important people, but crafting that sales letter could be critical. Once you get it to work – if you mail it out to 600 people, and you fill up ten spaces, let’s say you get ten people to raise their hand and say, “I’m interested.” Then, that’s six grand a year.

So, you mail out 600 letters, and let’s say it just cost you only \$300, 50 cents a letter with your postage and everything. You just pulled in almost twenty times cost. You invested \$300 in postage, but you have \$6,000 in sales. Now, do you think if it worked for your Ramada Inn billboard and for every 600 letters you bring in six grand twenty times. So, for every dollar you spend you bring in twenty. I’m just giving you a hypothetical. Do you think if it worked right there, you might want to get another one of these things and do it in another area?

Dale: Definitely.

Michael: Do you think it would work anywhere in the country?

Dale: Yes, it would. What I have is a lot of people with outdoor boards, and they’re looking for someone to help them find customers.

Michael: How many outdoor boards do they have?

Dale: Oh, fifty of them.

Michael: And, they’re sitting on them unadvertised?

Dale: Right.

Michael: And, they’re all over Syracuse?

Dale: No, these are in Pennsylvania.

Michael: Oh, are they already on buildings and stuff?

Dale: Yes, most of them are rural.

Michael: Direct mail, buddy, direct mail and a good copywriter. If you can’t write the letter, I could direct you to a very good copywriter, a couple of them who can do it for you. It’s all in the words you say. It’s all in the letter. It’s all in the offer, but once you get that offer to work and that letter, you’ve got yourself a gold mine that you can turn on and turn off.

**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>)

Dale: Just buy lists?

Michael: Yes. You just do the formula. If it’s going to work for your Ramada, you just get a list of a geographical area. You can get that list for nothing. I just mailed out 500 letters last night all through the US post office online, all online. Do you know you can do that?

Dale: No.

Michael: If you go to my website to the Internet tools, you’ll see it. You can design your letter in Microsoft Word.

Dale: What’s your website?

Michael: HardtoFindSeminars.com.

Dale: Okay.

Michael: I’ll email you the link, okay – design your letter in Microsoft Word, and then you upload, and then you upload your list, and you can mail it in a windowed number ten envelope, and boom they send it all out for you. You pay for everything online, and it goes it. You don’t have to lick a stamp or nothing.

Dale: Wow, that’s a great way to do it.

Michael: Yeah, that’s great. You can mail from anywhere in the world, as long as you have a credit card. So, anything you want to sell can be sold. You need a good sales pitch and that’s the hardest part. That takes research, really understanding what an advertiser buyer wants, having some reasons why, but it shouldn’t be too hard, and you may have to test four or five of them to get a letter that pulls in a response that pays out more than it costs to send out. Has that been helpful?

Dale: Immensely.

Michael: Anything else you need help in at all?

Dale: Well, what I’m going to try to do is find more annuities from lawsuits that people had won, and they’re given an annuity for the settlement.

Michael: Are settlements usually done in annuities?

**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>)

Dale: Some of them, and they want more money now. Well, they have to be recent because you have to take them to a court to do it. The tough thing is finding them.

Michael: Finding annuities.

Dale: Through attorneys, they generally don’t care at that point and the people don’t come back to the attorney who received it. The way we find them so far has been advertising in the Penny Saver.

Michael: Yeah, and what do you say? Cash in your annuity? And, people know what that is.

Dale: Yeah, there’s one big company out there, and they’ve got two ads in that paper.

Michael: So, if I have an annuity for ten grand coming to me overtime, you’re going to do what?

Dale: I’ll buy a piece of it because you could never buy the whole thing.

Michael: So, what would you say? You say, “Mike, I’ll buy \$5,000 of it.”

Dale: Yes.

Michael: And, then you’d pay me how much?

Dale: Well, it’s just time value of money. It depends how large the payments are, how long they are. There’s a lot of factors involved in it.

Michael: So, you want to find more of these.

Dale: Right.

Michael: So, the Penny Saver is one way, and attorneys know about these?

Dale: Yeah, they know about them because they actually create them.

Michael: Well, can you mail to the attorneys?

Dale: Yeah, I can mail to them, but what’s their incentive if I’m asking them for who they created them for?

Michael: How much money is in those things?

**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>)

Dale: They’re usually over a hundred grand. I’ll buy up maybe half of it, fifty grand.

Michael: How much can your profit off of it?

Dale: I profit about three or four thousand dollars.

Michael: On fifty grand?

Dale: Yes.

Michael: How safe is it though?

Dale: That’s if I instantly profit. If I hold it, I earn more. What I do is I buy them and then I resell them.

Michael: Oh, you’ll resell them. I’d rather see you send out 600 letters and bring in \$6,000 in sales for advertising and just do that. That’s instant. You don’t have to wait for your money. Why not focus on something like that? Get a good direct mail that can sell advertising to the local area with these boards. Do you know what I mean?

Dale: Yeah.

Michael: If you want money quick, direct mail, direct response is the quickest way to generate funds. Send out a letter. You can have orders coming in three days, if it’s the right letter. You don’t even have to be an expert copywriter. You need an expert to do that for you – design the letter and write it for you, and you just take care of everything. It’s just like a little money machine.

Dale: Where do I find a copywriter?

Michael: I could refer several to you.

Dale: What kind of money does that take?

Michael: If you were to write a letter for your billboard, I would think you probably would want to do something no longer than two or three pages and maybe include some photographs. I could refer a guy to you who would probably do it for a couple grand.

Dale: Great.

Michael: Would you like me to do that, refer it over?

Dale: Yes.

**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.hardtfindseminars.com/consulting.htm>)

Michael: I can have him give you a call. That would be fantastic. I’m telling you, all you need is that one letter.

Dale: Then, that’s what I’ll do.

Michael: Okay, but I think that would be a good way to go. I’ll have him give you a call, and I don’t know busy he is, but he’s very, very good. He does a lot of work for me. All right?

Dale: Sure.

Michael: Okay.

Dale: Can I help you?

Michael: Just tell your friends about my website. I’ll also email you that link for the postage thing, and just keep in touch. Let me know of your success.

Dale: Okay, maybe I’ll need something else later on then.

Michael: Okay, call me anytime. Email me, call me, that’s the best way to do it.

Dale: Thank you.

Michael: You’re very welcome.

*You may not know what barter is or what the trade industry is, but it’s a tremendous, a multi-billion dollar industry and I’ve come up with a loophole on how to take advantage of this industry and literally put thousands and thousands of dollars worth of savings into your pocket. You can hear me do it for real in this 15 minute recording, I will show you how I saved for personal expenses almost ten thousand dollars with only about 15 minutes of telephone calls. I promise you, you’ve never heard anything like this, and instead of me telling you how to do it, I show you how. You can listen to me do it for real. So, head on over to the Products section at [HardToFindSeminars.com](http://HardToFindSeminars.com), in the light blue column on the left, click on the link that says, “Barter Secrets” and you can hear it all in action. I think you’re going to find this fascinating.*

*That’s the end of this recording consultation with Dale King. If you have any questions or would like any help at all, feel free to call me or email me at [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com). Make sure you search around the site as I’m always placing new audio interviews and recordings all through the site. I hope you have a great day.*

**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>)

*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](http://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](http://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.

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...

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.hardtfindseminars.com/consulting.htm>)

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.

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

**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>)

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

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

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

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

Nothing could be simpler or easier.

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

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

Ask yourself this question...

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

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

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

What makes the HMA system for marketing consultants so special?

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

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

**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>)

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

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

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

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

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

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

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

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

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

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

Recently I've used audio...

To sell over \$100,000 worth of 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...

**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.hardtfindseminars.com/consulting.htm>)

To sell over 200 copies of the Art Hamel business buying system ranging in price from \$299 to \$599 each.

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

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

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

To increase the sales and value of dozens of other products both new and used you can find at [hardtfindseminars.com](http://hardtfindseminars.com) covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much, much more...

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

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

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

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

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

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

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

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

You could do the same...

**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>)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**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>)

And that's just the beginning...

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

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

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

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

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

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

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

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

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

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

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

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

**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.hardtfindseminars.com/consulting.htm>)

interview you by phone...

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

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

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

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

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

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

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

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

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

The audio is yours.

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

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

And it gets better...

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

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>)

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

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

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

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

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

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

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

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

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

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

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

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

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

**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>)

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

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

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

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

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

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

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

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

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

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

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

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

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

**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.hardtfindseminars.com/consulting.htm>)

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.

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

**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>)

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

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

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

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

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

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

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

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

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

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

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

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

**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.hardtfindseminars.com/consulting.htm>)

**“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](mailto:msenoff1@san.rr.com) with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

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

Yours sincerely,

Michael Senoff.

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

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

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

**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>)

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](mailto:msenoff1@san.rr.com) with "Audio Product Consult" in the subject line and claim your gift half hour consultation on how to create your high value audio information product.

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

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

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

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

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

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

**Let Me Tell You A Little About Why I'm  
Uniquely Qualified To Help You**

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>)

**Find Enormous Profits In Your Business  
In The Shortest Time Possible  
And At Minimum Risk...**

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

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

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

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

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

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

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

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

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

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

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

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

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

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.hardtfindseminars.com/consulting.htm>

gardens.

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

**He Wanted His Own Diamond Mine  
To Propel Him  
From Modest Wealth To The Wealth Of Kings!**

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

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

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

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

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

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

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

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

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

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

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

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

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

**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.hardtfindseminars.com/consulting.htm>)

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

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

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

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

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

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

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

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

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

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

How much can this information help you and your business?

**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.hardtfindseminars.com/consulting.htm>)

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

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

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

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

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

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

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

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

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

Like Russ Sherry from Sherry Training Consultants...

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

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

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

I could go on for over fifty pages and I’d still only give you a tiny snapshot of the benefits

**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.hardtfindseminars.com/consulting.htm>)

I've been blessed to give to clients like you.

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

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

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

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

“What has this session been worth to you?”

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

Let me make this clear...

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

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

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

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

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

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

Your pre-owned marketing and business materials will be hand picked from my extensive stock especially to help you deal with your unique business challenges – to help you

37

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.hardtfindseminars.com/consulting.htm>)

power your business profits in the fastest possible time.

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

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

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

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

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

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

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

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

I'll even pay for your return postage!

But there's even more.

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

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

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

**So If You Call Me Or  
Email Me Now I'll Give You  
A Completely Obligation Free, Cost Free  
15 Minute Marketing Consultation**

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.hardtfindseminars.com/consulting.htm>

### **Worth \$175-00**

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

It's quite simple.

I know after 15 minutes speaking to me about your unique business problems and opportunities you'll be blown away with the high value ideas, information and resources I can supply you...

You'll be so excited you'll immediately book your full one hour \$700 consultation complete with your \$7,000 Guarantee, your Two Year Results Guarantee and \$700 worth of pre-owned marketing books, tapes and more from the world's leading marketing masters.

In the unlikely event you're not thrilled and you can't see thousands or even tens of thousands of dollars value for your business in this short 15 minute consultation you'll be free to end the call – no charge, no obligation, no strings attached.

### **But If You Want To Claim Your \$150 Gift Telephone Consultation You Must Act Now!**

My time is limited and I can only offer you your profit revealing, 15 minute, no obligation gift marketing consultation until my calendar is full.

I'd hate for you to miss out so phone me now - Michael Senoff on **858-274-7851** or email me at [msenoff1@san.rr.com](mailto:mсенoff1@san.rr.com)

Your sincerely,



Michael Senoff – [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

P.S. I'm the only marketing consultant in the world confident enough to guarantee you \$7,000 value for a \$700 telephone consultation, give you a two year results based 100% guarantee...AND give you \$700 worth of the finest pre-owned marketing books, CDs and tapes you'll buy anywhere.

But for a limited time you don't even have to commit to paying one red cent!

**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.hardtfindseminars.com/consulting.htm>)

**Remember If You Call Me Or Email Me Now  
You Can Claim Your \$175 Fifteen Minute Gift Consultation  
With No Obligation And No Cost...**

But this offer can only last while I still have the time available to do these consultations so act now.

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

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

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

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

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

**Description:** If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of

40

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>)

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.hardtofindseminars.com/AudioclipRights.htm>

---

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

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

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

---

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

**Title:** Hard to Find Ads

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

41

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>)

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>

---

# Copyright Notices

Copyright © 2004-2005 by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

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](mailto:michael@hardtofindseminars.com)  
<http://www.hardtofindseminars.com/MarketingConsulting.html>

## Legal Notices

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.