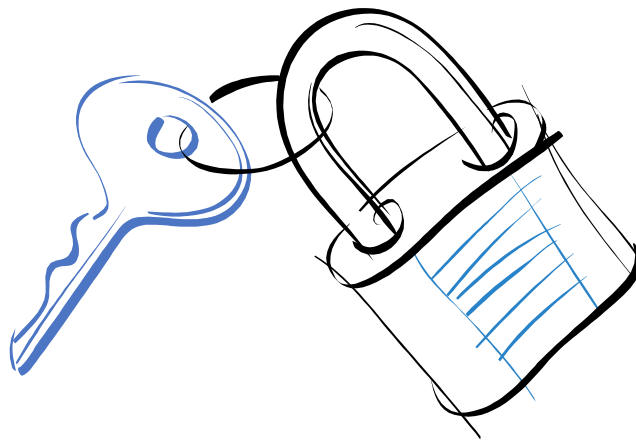

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Michael Senoff Interviews Eric B.



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There Are 3 Secrets To Direct Mail Success. (And You Already Know 2 Of Them.) Listen Now...

This is a follow-up consultation that I did with Eric B. Eric’s first business didn’t work out for reasons beyond his control, but that didn’t keep Eric’s mind from reeling with ideas for direct mail businesses that he wanted to bounce off of me and questions that he had about the various steps necessary to set up his new business.

In Eric’s excitement, his first questions were about product fulfillment and credit card processors. You will hear my suggestions about these, but what he should do first in terms of setting up a business DBA and a business account at the bank. Throughout this consultation, you will hear how I stress the importance of creating a successful sales letter. It’s all in the marketing.

- What constitutes a great sales letter
- Options for hiring a good copywriter, if necessary
- Mailing lists
- What are Hot Lines and why they are so very important?

We touch on the packaging and pricing of products and how offering products through auto-ship can be lucrative. I offer some “do’s” and “don’ts” about product trial offers that Eric had been considering.

I give Eric the formula of how to initially test a sales letter and how to tell if you’ve got a winner on your hands.

We get into detail about what your product should actually cost you and what the shipping and handling costs to the customer should include.

For a business just starting out, it is important to be available to answer each and every customer call so as not to lose a sale. Here’s where I give Eric some ideas of very inexpensive services that he can use so he not only does not miss a customer call, but can actually continue his research of the market by talking with potential customers.

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A few gems offered in this interview are resources that have archives of previous sales letter and ad material that a person can look at, buy, or buy the rights to. If researched and utilized correctly, this type of material would practically eliminate your need for a high-priced copywriter!

We finally talk about how, instead of starting his own business, how Eric could actually become a consultant to existing businesses who already have their infrastructure built. With Eric’s business knowledge, great sales letters, and ad material, he could become a consultant and negotiate consulting fees or actually buying a percentage of the company based on his performance in obtaining more sales. Why have the headaches of starting and maintaining your own new business when you can be the brains behind making more businesses successful and eventually becoming a part owner or entire owner of that business?

This is an eye-opening consultation for a person who is considering starting a new direct mail business. Eric and I went through the details step-by-step for an easy to follow outline for success. Even if you are a veteran direct mail marketer, you won’t want to miss this. Enjoy.

Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.hardtofindseminars.com). Here’s another 30 minute flash consult with a gentleman named Eric. Eric is a customer of mine, and he called me to get some advice about direct mail mailing lists. We talk about several issues related to direct mail, mailing lists and copywriting. I hope you enjoy!

Michael: I know what happened with the business deal. The deal didn’t go down. There were concerns on both parts. So, where are you at right now?

Eric: Well, what I started to do is I started to say, “You know what? I understand a lot of ins and out of the health industry, and I have contact with people who actually can make compounds.” So, I’m just actually working on all the systems right now. For instance, making sure I have a company that can take care of the orders. I don’t know if you use a To Checkout or one of those on your website. I can’t remember.

Michael: I use PayPal, but To Checkout is one option. They’re pretty expensive as far as the fees they charge, but you can get yourself set up with a credit card processor pretty easily even if you have poor credit. I would recommend Card Service International. Card Service International will get you started.

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Who do you bank with right now?

Eric: Bank of America.

Michael: You can call Bank of America. Tell them that you’re starting a business. If you want to do this you’ve got to get a D/B/A and open up a business account. Go down, get a D/B/A, call is something generic. Call it “Health Labs Industries” or whatever, “Brinks Health Products” something generic where you can have multiple products under that.

So, get a fictitious business name, and go register it down at the county courthouse, and then bring that paperwork back to the bank. Open up a simple business account, and then once you have a business account open, you can put a couple hundred bucks in there, and then talk to the branch manager and tell him you’re interested in taking Visa and MasterCard for your bank account.

At least start it. You’re going to have to test something. You’re going to have to test the sales letter. You’re going to have to see if you’ve got a winning sales promotion if you’re going to test it in the direct mail, and you can test small. So, even if you did only twenty or thirty or forty orders, you and your wife can operate it right out of the house.

Once you know you have a test and a statistical sample with a certain mailing list, then if you know you’ve got a winner, then you can get all set up in more of the big time and have a fulfillment company do all that. But, really the first step is really testing and seeing if you have a winning promotion.

Eric: I get you. I’ve got the cart before the horse.

Michael: Exactly. Test it and see if you have a winner. Once you have a winner, the money is there. It’s just waiting for you to mail out more. It may take you six months to get a sales letter that proves to pay out.

Eric: See, that leads me to where I was going to go with you. Are you a joint venture partner with anyone in that industry like myself?

Michael: No, not at this time, I’m not.

Eric: Is that an idea that has attraction for you?

Michael: I’m always open to hear deals. I’ve got a lot of projects going on, and I’m open to it, but I’m not interested in really having too many partners because if you came to me with some kind of proposal, I’m open to it. But, I can pretty much create and develop any kind of product myself and keep all of the profit.

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I’ve got that ability. Why would I do it and split it with someone when I can feed my family twice as much with my own efforts? That’s kind of where I’m right now.

Eric: I completely understand.

Michael: Yeah, you can’t blame me, and you would do the same.

Eric: I would do the same.

Michael: What did you have in mind? What would be ideal for you?

Eric: The thing is it’s different. I understand that copy is extremely important, and that starts with a test. I’m talking about copywriting and you’re not cheap.

Michael: No, I’m not.

Eric: That’s why from the standpoint what you would charge for your sales letter if you’ve ever taking a company position in lieu of cash and ongoing royalties from the company.

Michael: With copywriting, the sales letter is really everything, and if I was to do copywriting or create a sales letter, however I did, I would really want to be paid upfront. But, I’m really not for hire, but it doesn’t mean you can’t find other copywriters.

Now, I can refer you to a copywriter actually, who does a pretty good job. He’s not the best of the best, but he’s pretty serious. He’s out of England, and he’s done a couple of letters for me. There’s a lot of excitement in him. I think he’s a little lazy. He could really do his research a little bit more, but it wouldn’t be a bad start, and I’m sure he’s hurting for work. He’s out in England, and he would definitely, if I referred you to him, be willing to put something together that may work out.

Now, if you want to work something out on a joint venture that way, I could entertain something like that where if I hook you up with him, I endorsed you. He did the work for you, and I negotiated it all for you, then I would take a joint venture position in that.

Eric: I’d be more than happy to do something like that, Michael. I have no problem.

Michael: That I can do. I have a guy who is hungry for work, and I’ve tried him out on a couple of things and he’s done a pretty good job, pretty talented.

Eric: Pretty good testing that you got from it?

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Michael: Well, I haven’t even tested the letters, but I can tell good work when I see it.

Eric: Real good copy?

Michael: Yeah, it’s pretty good.

Eric: See the thing is I’m thinking and this is where I think you can really help me because you’re very much online. Would I be smart to start with online or offline? Because the business was basically all offline. They had atrocious amount of expense, but they made an atrocious amount of money.

Michael: The company you were looking at buying, you had a lot of insider information. I said, “What was their number one product?” And, you told me it was this green drink. So, why not just start with something like that? Go with a green drink.

Now, you’ve got the copy that sold their green drink, right?

Eric: Right.

Michael: I’m not saying steal it. You can’t steal it because it’s copyrighted, but you can dissect that and look at that letter and you could provide that letter to the copywriter, and say, “Here’s a letter that’s proven out pretty successful, and give him all the details on it, and have him recreate it in his own way.”

So, you’ve got a winning formula right there. Do you know some of the details on that green drink sales letter? It’s a green powder drink that gives you all the nutrients.

Eric: Absolutely. It gives a break down of them. Of course, they have their own proprietary one. They’ve added things that they think enhanced it. And of course, it would be easy for me to throw another product in that to make my own proprietary one, and a product that I believe would extend the ability for the product to work probably very, very cheaply.

Now, what they do is they type in the sales letter. They do an exhaustive job of explaining the benefits.

Michael: Is it a direct mail sales letter or is it in their catalogue?

Eric: They do the catalogue, and then they do post cards.

Michael: They have this as a hard-hitting letter in an envelope just for one product, or are they trying to sell multiple products?

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Eric: They usually do letters with envelopes.

Michael: Where are the sales in this green drink coming from?

Eric: When you say where, do you mean as far as what the segment of the market?

Michael: How are sales being generated for the green drink?

Eric: Catalogue sales accounted for last year, \$246,412 of their sales. The catalogue actually is a separate category.

Michael: For the green drink or for all their products.

Eric: For all their products, and then the green drink which was probably basically more or launch a separate launch with this own package, they did 2.9 million.

Michael: With the green drink?

Eric: Yes.

Michael: Were they selling to existing customers or cold lists?

Eric: They have a house list, and they say it’s nearing 65 to 70,000 people.

Michael: Is their list on the rental market?

Eric: Yes it is. I was at the library yesterday and got some information. I was using the SRDS. They have a minimum order of 5,000. The average unit of sale is \$125 on this list. It was a huge. 59,208 product buyers in the last 24 months, and in the last 12 months of 2004 – 46,734 buyers. Then, they list hotline buyers which I need to find out more about.

Michael: How many hotline buyers?

Eric: In the fourth quarter, 2004 – 21,393.

Michael: And, this is buyers from any of their products in their catalogue.

Eric: Yes.

Michael: Do they give you selects by product or anything?

Eric: This info is through Rubin Response.

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Michael: Oh, okay.

Eric: I actually met a VP from there. He flew down to meet with everybody there. So, I’m sure that it would be possible to get that. I bet you I could probably approach him saying, “Hey, I want this list. I spoke to you when you were there.”

Michael: You could rent that list, or you could rent other lists. The list, yes, is very important, but it’s your sales piece - your promotion, your sales letter selling the product. Have you seen a sales piece for that green drink?

Eric: Yes, I have.

Michael: How many pages is it?

Eric: The green drink, I know they have a post card and then at least a page or two.

Michael: That’s it to sell the product?

Eric: Yes, once it was separated from the catalogue, it wasn’t that big of a sales letter, two pages front and back and then it had a postcard with the offer on it.

Michael: Who was their market? Who was buying it?

Eric: Basically over 50 – the baby boomer market who were getting ready to retire.

Michael: What were the main benefits of it?

Eric: To create an environment where cancers and other major health problems like that would not be able to take root, and energy.

Michael: So, this is the thing you want to take, this green drink or your own version of it?

Eric: Absolutely. I saw the shortfall in there. I saw some things that I’d like to do better. For instance, I’ll give you an example. Of course, you can shoot them down as I tell you if they don’t make sense. One thing that I saw was that they offer the better deal and the best deal – good, better, best. One, three, six and twelve, and of course, you may need it longer. It’s more expensive, but the last one, the biggest one with twelve in it actually was including free shipping and you get a free \$20 gift certificate. That’s pretty much standard, I’m sure.

But, one thing that I thought that was interesting they do offer auto-ship. Of course, it’s not prominent. It’s not something that they pushed. I would’ve thought that it would’ve been more something to utilize.

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Another thing, I’m thinking to myself, “Okay, let’s say that a customer wanted to buy one to try it out.” So, let’s say that three, six or twelve might be interesting into them but it’s just they might not have the money right now. Why not have some kind of a flex-pay? For instance, for the twelve at three to six payments. Why not have a flex pay on the three of two payments? Just something you can give more to the consumer where they’re able to spread it out.

But, also another thing I was thinking about, lowering the risk. Obviously, there’s guarantees. These people give 90 days on the food product. I have read and then researched and found that they say that – I don’t know if it’s QVC or HSN things where they get a lifetime guarantee. Returns only go up to a certain degree, but sales really jump.

Michael: These are all hidden marketing assets. Now, that you’ve looked at this business that they’re not optimizing.

Eric: And another thing, at a certain purchase point, order with us. Try it, we won’t bill your credit card for 30 days. You get the authorization, but you just don’t bill it for 30 days.

Michael: Yeah, you could do that, but you don’t really want to wait for your money. If you want to test this thing, you need to get the money to finance the whole business, unless you can get your product price down.

You have an example of a minimum 500 containers of the green drink powder at \$13.78. How big of a container is this?

Eric: That was for the ten ounce.

Michael: You need to get this price down I think.

Eric: I went to Vitamin World yesterday. They had a 9.4 with their label on it. I don’t know if they actually have a copyright on that product, but it’s \$19.78 for a container. And, then the first week of the month, you get buy one get one free, buy one get one half off.

Michael: Is this \$13.78, is this your cost on the product?

Eric: Actually, they start as low at 12.78, I think. It was my cost.

Michael: And, what’s the product retail for? What’s the company selling it for?

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Eric: This company is selling it for \$49.95 at one container depending on how many containers you buy.

Michael: You need to get your price down to under five bucks I think, and I think you can do it. Go search around. The benefits of the product is important definitely, but the benefits are what you’re selling, and if it’s not a green drink, maybe it could be something else, another product that delivers the same benefits like Spirulina, Blue Green Algae. There’s all kinds of – it could be Aloe Vera juice, Aloe Vera concentrate. It could be any of these products. Just find something that costs less, but delivers great benefits. Aloe Vera is a fantastic product. There’s all kinds of stuff.

Eric: What you’re saying is absolutely true. One of their key products and it’s expensive, is human growth hormone HTH.

Michael: I’d stay away from that one.

Eric: Really?

Michael: Yeah, because there’s a lot of heat on that with the government. EBay is regulated now. You can’t use the words. There’s all kinds of regulations with that HTH stuff.

Eric: Huh, I know there was a lot of heat for the ephedrine products. I didn’t realize the HTH stuff on eBay.

Michael: Oh, definitely. Aloe Vera has got a great history of healing. There’s some romance to it.

Eric: They don’t have it. That’s interesting.

Michael: Go search Aloe Vera juice. It’s totally consumable. Just because this company had a green drink that’s successful doesn’t mean you have to stick with that. You can find any product out there on the market, some products that have great marketing, great copy, and just be a competitor. There’s room, just do it better.

Eric: That’s true, and some of the ideas I had are improvements on what they’re doing. Aloe Vera, yeah the whole family has taken that. It was just for my burns. I had some bad burns once.

Michael: Absolutely. There’s Aloe Vera farms. There’s product lines of nothing but Aloe Vera. You want something that’s consumable, that has benefits. Go through the SRDS, look up Aloe Vera. I’m just giving you examples. Find something that’s already working and just compete, borrow and modify.

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Eric: Exactly, and that would be a fairly inexpensive compound that even if I added one or two elements to it for my own proprietary compound, it wouldn’t be ten or twelve or fifteen bucks a bottle.

Michael: That’s right. You have to have at least over ten times cost in your product. The cost of your product should be covered in your shipping and handling.

Eric: Exactly.

Michael: And, then everything else should be pure profit.

Eric: There’s a website Certified Natural Laboratories. It’s as low as \$48 a bottle. I can get the product for as low as \$2.50 a bottle made.

Michael: Certified National Laboratories?

Eric: Certified Natural.

Michael: What do they make, the sublingual stuff?

Eric: These are all caps. At least, from this standpoint these are all an economy line and a premium line. I could use their labels. Of course, I would want my own label, but they’ll ship for dirt cheap.

Michael: And, they have all kinds of stuff?

Eric: Oh my goodness, everything from breast enhancement, male enhancement, sexual health for men and women.

Michael: You have to send me the link. Basically, the products are a dime a dozen. You can find them already formulated. People will drop ship and everything for you?

Eric: For example, they send 48 in a case of their economy product, \$2.50 a bottle. I think the shipping was like five dollars a case, which hardly adds anything to the product, a little bit more than a dime. So, what I was thinking was my shipping and handling of \$6.95, let’s say, that’s what my competitor has. That would cover the cost of the product. It would cover the shipping, and the labeling.

Michael: The product’s important, but it’s all the marketing.

Eric: The sizzle not the steak.

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Michael: That’s right. So, that’s what you’ve got to think.

Eric: It’s really good. It’s kind of galvanizing to talk about it because what I don’t want to do, Michael, is I don’t want to mess around and I don’t want to say, “Well, I have to have a whole bunch of money to do this.”

Now, when you do a test, is there a point where it’s pointless to test?

Michael: You don’t want to waste your money on a test. I heard you want to test something large enough to where you can generate at least 20 orders. But, let’s say if it’s 5,000 in names and it’s 15 cents a name. So, it’s \$150 a thousand. So, you’re going to spend \$750 on your names, but you don’t have to mail all your names. You could just mail 500 of them. So, it’s going to cost you \$750 and \$250 for the mailing. It’s going to cost you about \$1,000 to test the sales letter to a market. Depending on the price of your product, if you can pull two percent, the difference between a huge mega-winner and a loser can be just a tenth of a percent.

So, if you mail out a thousand and you get two percent that will be 20 orders out to the hotlines, the best names there on the list. For example, let’s say you’re renting from a list that has 40,000 hotlines every month, and you pull a two percent. It makes you a certain amount of money. You have right there 40,000 new people to mail out to every month.

When you’re choosing your list, make sure it has a nice large universe – lots of hotlines, lots of new customers. That hotline is the most recent customer of that list renter. So, if it’s my list, the hotline would be someone who’s bought from me in the last 30 days, or the last 60 days.

If you’re going to mail to someone, you want to mail to someone who’s hot. If my list is a list of people who bought a diet aid to lose weight, and you have a product that would maybe enhance the diet aid or it’s another diet aid or something related to diet and exercise – equipment or an exercise video, you’re going to want me while I’m hot. I just spent money with my credit card on a diet aid. So, you’re going to hit me up right then as soon as you can. If you wait, I may be off my diet.

So, the hotline names are more responsive. They’re the most recent customers because recency is important when you’re trying to sell someone. The best time to sell someone is right at the same time they bought. Every day that goes by, they cool off. You’ve got to get them while their in heat.

Eric: Let me ask you this. This is really an important question. Remember I was telling you about the \$6.95 shipping and handling that this company does. People don’t even blink at it, and it’s only charged if they only get the one

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item. So, let’s say the product only cost me \$2.50. I sell it for \$25, and of course I’m talking about \$2.50 for the product and all the labeling and all the shipping and everything is covered by the shipping and handling. How’s \$6.95 shipping and handling for \$25 product?

Michael: I think people expect to pay the average of \$6.95 for shipping for anything. I would sell the product for more. I think \$25 is too cheap. I don’t care what it is. It should be maybe a \$59 or \$69 product.

Eric: I get you.

Michael: But, your cost of the product is \$2.50. You can ship it for probably \$2.50. you can pay all your administrative support, handling, taking the data, all that stuff, and that should all be covered in \$6.95 shipping and handling fee.

Eric: Really.

Michael: It’s shipping and handling, not just shipping. So, you can charge whatever you want for handling. So, your \$6.95 will cover your entire cost of everything except your advertising.

Eric: That’s really interesting Michael. As far as pricing, you threw a price point out there. Should I test price points?

Michael: Lead with something, and I would start higher than lower. You’ve got test each thing individually. Someone wants it. Is \$25 compared to \$60 really going to make a difference if there’s a risk reversal in there?

Eric: No.

Michael: You’ve got to have the margins in there. If you do a good job, if you have the right copywriter, your work should be put into the sales letter that’s selling whatever you have, and if it’s a multi-page letter – four pages, five, six, seven – the more you tell, the more you sell. Then, you can justify the cost of that product in your sales letter. You can get \$69. You may be able to get \$109. It just depends.

Eric: You know, that’s very interesting, and boy would that be awesome. I could use the auto-ship in the multi-packs.

Michael: You can only have an auto-ship option if you want until they cancel. You don’t give them a choice, and they’re just on auto-ship.

Eric: Have you seen that to be pretty successful with people you talk with?

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Michael: That Vincent James guy I interviewed, that’s exactly how he did it. He only offered them an auto-ship option until further notice. If you look at all the TV commercials like Duffy Rankerd selling the acne products, all those are auto-ship.

Eric: Boy, you gave me some really good ideas. You said start it small. I had a secondary line in my house and I got it a long time ago. It was dedicated to the fax. I’ll probably hook that back up.

Michael: For a fax number, a dedicated line?

Eric: Yes.

Michael: Well, you don’t have to do that. If you go to my site and go to “Michael Recommends” there’s a service where you can get your own 800-number. So, it’s an automatic voice mail. You can use a voice mail service, but you can forward this 800-number to anywhere. So, are you online right now?

Eric: No, I’m not. I’m visiting my wife’s grandparents. They don’t have a computer.

Michael: Okay, well, when you get back online, go to www.hardtofindseminars.com, do you know where that section is? It’s called, “Michael Recommends”. The company is called www.Kall8.com. You can get an 800-number within minutes, or even a non-800 number where the calls come into that, and you could have it directed to your cell phone wherever you are. You can direct that number to wherever you want it to go to.

So, let’s say you do that mailing and you have that 800-number on there, and you mail it today and you know calls would be coming in the next four or five days. You have it go to your home line. Have it go to your cell phone. Just be able to pick up the phone and talk to those customers and pull out information and find out what made them call. Did they read the whole letter? What do they like about it? What interested them the most? What questions do they have? Because your market’s going to tell you what you need to do to modify the letter.

Eric: Exactly.

Michael: It’s all in the research.

Eric: Yes, to begin with, this is going to be heavy-duty need to get the calls no matter where I’m at, what I’m doing.

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Michael: You need the letter. The copywriter, the letter is the most important thing. If you do some research, you can go to Denny Hatch. He’s got a couple books out called Method Marketing. This guy has an archive of old direct mail pieces. He has over 500,000 direct mail pieces, all catalogued and archived, and you can go look at some of the old direct mail pieces, and you can buy the piece from him for \$40 or \$50. He’ll fax it to you.

You may be able to find a piece that was pretty successful in the past that’s not being mailed anymore for whatever reason – maybe the company went bankrupt, maybe it never had a copyright, maybe you can find out who owns the copyright to it, and you can license the use of that letter that’s not being used.

You may be able to find very successful promotions and letters that aren’t being used and either modify them or buy the rights to be able to use them and developed your own product.

On www.hardtofindads.com, you have full page successful newspapers advertisements. I bought a bunch of old National Enquirers from the 1990s, and I was just flipping through them. I bought them off eBay, and you look at the full page promotions in there. Just because they’re not in there anymore doesn’t mean that they weren’t successful.

So, I would maybe go to the library. Now, it depends how you want to sell it. Space advertising is one way, but I would start with direct mail. Just type in “Denny Hatch” www.targetmarketing.com.

Eric: Is it all one word?

Michael: No, type in Denny Hatch. You’ll find his website. So, I’ll email you a link, and then contact them and they have a whole section on sales letters. You can talk to one of their advisors there. Tell them what you’re looking for. You’re looking for old direct mail pieces selling herbal products or green drinks. They’ll have it.

You can buy the old letter and look at it and dissect it, and find out who was mailing it. You may be able to buy the rights to it, or modify it or give it to your copywriter and say, “Here’s something that was successful.” It may be a sales letter selling an Aloe Vera product which you may want to take and modify for a green drink or vice versa.

Let’s say they were energy pills, but it gave vitality and had vitamins and minerals which all the benefits are going to be the same to the human body no matter what the thing is, and modify it to your product. Have your copywriter just modify it, or you can even modify it. It’s all been done before.

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Eric: Yes, and why reinvent the wheel? Of course, I have to tell you I’m very involved with my congregation and I have meetings. It concerns me because I don’t want to send the wrong message right away if I’m not available. If I’m doing this or I’m doing that I’m not available to take a call, and that’s a sales loss.

Michael: Oh yeah, if you’re doing a test, you better make sure there’s someone there to answer the phone.

Eric: It can’t be a provider because you can’t give them scripts for information on all those products.

Michael: What do you mean you’re involved with your congregation?

Eric: I may get a call at seven thirty or eight o’clock at night.

Michael: If you have to hire someone locally, or do you have any family there. If you use a Kall8 number, and forward it to whoever’s handling the calls, the calls are recorded so you can monitor the person who’s handling your calls and you tell them that you’re going to be monitoring how they handle the calls. You can have a script of what they need to say.

Those audio recordings are sent to you via email. So, you can monitor that person. You’ve just got to make sure that someone’s handling the call on your test. It should be you.

Eric: Yes, absolutely, and I want it to be. Kall8 sounds like a really good product.

Michael: Well, at least you’ll know that if someone dials that number and they hang up, Kall8 is wonderful because it picks up all the caller IDs, even if they’re not supposed to pick caller IDs. So, it gives you or your telemarketer a chance to see the number where the call came from, and if you missed it or they hang up, you can call them back and say, “Hey, I know you just called. Were you calling about the green drink?” and, then you just say, “I was on the other line. I missed your call. How can I help you?”

Eric: Kall8 is pretty inexpensive.

Michael: Very inexpensive. It’s great. This service has saved me thousands of dollars because I have people who call for expensive packages that I sell and they hang up. I just call back and I have the caller ID. It’s emailed to me instantly I say, “Hey, I know you just called. I missed your call. This is Mike. How can I help you?” I’m able to find out what they want. In some cases by me calling back it’s resulted in large dollar sales.

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Eric: Because of a health issue in the past, my credit looks excellent now, but I had to file before.

Michael: You had to file bankruptcy?

Eric: Yes.

Michael: In many cases, there’s merchant providers who can still do that. Now, if that doesn’t work – if someone has a credit card and they really love the product, you can set it up through PayPal or Checkout. There’s other options.

Eric: I thought it would hurt me a little bit.

Michael: It will probably be a little more frustrating, but I think there are merchant providers that will service people who went through bankruptcy. You may pay higher points, but they are available.

Eric: I think Checkout’s 5.5 percent, but like you said, if the product’s \$59 or \$69 or more, early on using that is not a problem.

Michael: You’d have to check with PayPal. I don’t know all the legalities on it, but if someone has a Visa or MasterCard, you may be able to just log into PayPal and then you’d have to set an account up. You just may have to work those details out.

Eric: I’ll work with that.

Michael: The most important thing is testing a letter, getting a product in a letter, a promotion put together and then test it. If it’s not winning based on your price, then there’s no need to do anything.

Eric: Right, just go into another product.

Michael: Yeah, or just revamp or try it again.

Eric: Now, the copywriter in England you were talking about-

Michael: Now, that we’ve talked, I’m thinking you’re better off finding an existing promotion and just modifying it yourself.

Eric: Okay, that’d be not hard. Like you said, there’s plenty of ads.

Michael: Start with Denny Hatch Target Marketing.

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Eric: I was wondering if you could just point me in that direction.

Michael: This is probably the better way to go.

Eric: And, then as time goes on with other products if I can’t get it this way, then I’ll have money to spend.

Michael: It’s the “Whose mailing what?” archive. You just have to do a search on Google, Denny Hatch, you’ll find it. It is a vast library of direct mail data and packages, more direct mail intelligence, easy search capabilities, thousands of scanned images, all seamless online ordering. For over twenty years, the “Whose mailing what?” archive has been the leader in the direct mail intelligence, now online and searchable database with direct mail package details and scanned images. The “Whose mailing what?” archive lets you see the mailing packages other companies have mailed in order to learn from their tests and direct mail controls. This is perfect for you.

Eric: It is. That is perfect. I’m going to set up the business, and then I’m going to go ahead and get Kall8 set up. Check with PayPal, check with the merchant services at my bank first because I do a lot with them down there. This is something that they can do for me. Then, I’m going to talk to Certified Natural, find out if they have an aloe first of all and some of the other products like that, but you were saying not necessarily green drink.

Michael: Call Certified Natural, ask them what they’re biggest seller is. Go call these private labelers. Talk to them. What’s selling? Tell them you’re interested in private labeling a line of products. What’s hot? What’s selling?

Eric: The top five, the top three.

Michael: Yeah, the top one. What has meaning right now?

Eric: Wait for them to create a market, and then you jump on the market. You said the copy will do it. Have them help to get all the benefits on the paper for all these products? Questions that people will ask to make sure I’ll be able to answer any questions people will be asking about the product. That’s not hard. That’s really a good idea, and it sounds like this and not go bankrupt.

Michael: There’s so many things you can do. It’s like I said, you can go in and consult. You could find someone who’s already got a business to just get on their mailing list. See what their letters look like. See if their successful themselves, and use the stuff we talked about to rev up the sales.

You may be able to buy into a business already existing. There’s thousands of little mom and pop people trying to make a buck off these herbal products.

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They already have the Visa MasterCard terminals. They already are set up. They already have their formulas. They already have their private labels.

You can go in as a consultant, and offer to buy their company based on a performance. Just have them stay on with you. Just like what you were going to do, but instead of a million dollar company even if it’s a little company doing \$50,000 a year, \$20,000 a year, their infrastructure is all set up which you don’t have.

Eric: Yeah, websites, everything.

Michael: That’s going to save you time.

Eric: That’s true. I have a friend who has that right now.

Michael: Work a deal with them and you could be the brains in the background. Hammer out an agreement that when you build this company to a certain level, that you take a percentage of ownership or all of it or whatever. These people have already invested their time and the labor and getting the credit card terminals. Do it under their name. You work on a commission. Have them pay you a percentage out of gross sales or profits. Let them run it.

What do you want to run the company for? It’s a nightmare. All you need is a sales letter that works.

Eric: Isn’t that amazing?

Michael: Leverage off the efforts of others. Let them run it. You don’t want to run a company. What a nightmare. They just want more sales. You help them get more sales. That’s what I would do.

Eric: I might do it that way. My current is in that area. I could see possibilities, and I’m wired that way just from all my research and studying I’ve done and the materials I’ve got from you, and services that you offer.

Michael: These things we talked about, I’ll send you this recording. You can relisten to it and take some notes and do it that way. You don’t want to run a company. You want to find someone who’s already got something that’s not working, but the infrastructure is set up. Then, you want to go to Who’s Mailing What?, and look at their letters. You’ve got to research and find something that’s successful, a letter that was very successful in the past selling a product that would give you or potential market the same benefits.

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Then, you’ve got to find your product where you can have the cost of the product and the fulfillment and the shipping all covered in the price of the shipping and handling.

Your main thing is testing that letter and making sure you have control of intellectual property on that letter. That’s the money maker is that sales letter.

Eric: That’s right because I can license it.

Michael: Yeah, you can license it or you can use it and modify it, all of the above.

Eric: They can’t license it because I’ve got. Ah, that made sense.

Michael: Does that sound easier to do than starting and building a whole company from scratch?

Eric: Yes, it does, and I’ve got the time to do that, too.

Michael: Do some search on Google. Talk to some people selling herbal products. Talk to some of the private labelers. You’ve got to do your research. Ask them what’s hot, what’s going on. It’s all research.

Eric: I don’t want to just jump out there and do what most businesses do, spend all this money, put all the time in, to come and find out it’s so much easier.

Michael: Yes, that’s right.

Eric: It’s funny. I’ve been writing a lot of notes down, but I appreciate you sending me this recording because I will get more information.

Michael: I’ll send it to you, no problem at all. I’ll email it over to you.

Eric: You’ve got a very valuable business. Do you know that?

Michael: Thank you.

Eric: The reviews on the Internet about you, they’re always excellent.

Michael: That’s what we want.

Eric: This is going well.

Michael: I enjoy it. There’s always something to do. I need to do what you’re doing. I need to just get a product, write a killer sales letter and make millions, but I’m crazy because I just want to keep doing audio interviews. I’ve got a great site

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right now, but I want to double it. Once it’s all set up, then I’m ready to do my marketing which I haven’t done in year. I want the infrastructure all set up and everything which I’m doing it’s going good.

Eric: It’s interesting what you said I can actually get a client, have them add products that I’ve researched, and have sales letter, add to revenue that way. That’s perfect. That really makes a lot of sense.

Michael: That’s the way to go.

Eric: It is. That way I don’t have to touch it. I don’t have to worry about it.

Michael: It’s all automatic. Anything else you can think of that’s on your mind.

Eric: I can’t wait to test it because that was a concern to me. You covered the 800-contacts, pricing, things that were on my mind.

Michael: We can always talk more.

Eric: I really appreciate you being available. I’m really tired of working. That company I believe it closed. See, that’s another thing has a non-compete. He’s sitting there with all this money, millions of dollars, and we get along fine. I had actually thought about approaching him and asking him if he wants to do something because he has all contacts for all the products.

Michael: Well, work it out.

Eric: Yeah, I’ll work it out. Okay, let me let you go.

Michael: Call me if you need anything. I’ll email this over to you.

Eric: Sweet, okay, bye.

If you go back to my site and in the products page, along the light blue section down on the left, you’re going to see another link that has a lot of value, and it all has to do with joint ventures. Go to that page, and you’re going to hear about an offer on a joint venture system like no other. If you read the letter there, it will describe all the benefits and the offer is virtually risk free, meaning you can order my joint venture system, have it sent to you without paying a dime, have 30 days to review it, to digest all the information and only if you’re happy with it after 30 days do you pay. It’s an offer you can’t lose on, and if you’re enjoying this content, you’re really going to love what I have waiting for you on the joint venture link at the products page at HardtoFindSeminars.com. Go check it out. I think you’ll really enjoy it.

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That's the end of this recording with Eric. I hope this has been helpful to you. Please look around the site, and make sure you look for new recordings related to marketing, direct mail, and advertising. Thanks for listening.

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In As Little As 7 Days...”**

If you'd like a personalized service to turn your book, report or even just a concept in your mind into a high priced audio program you can sell as soon as a week from today then **this is the most important letter you'll ever read. Here's why...**

From the desk of Michael Senoff
Friday, 3:30 PM

Hi I'm Michael Senoff,

If you qualify and you act immediately at the end of this report you can claim a half hour telephone consultation with me worth \$350 completely FREE of charge or obligation.

I'll give you 30 minutes of my valuable time and explain to you exactly how to turn your unique book or idea into a powerful audio information product...

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of [hardtfindseminars.com](http://www.hardtfindseminars.com) - the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I've recorded hundreds of hours of interviews with the world's leading business experts and information marketers including Jay Conrad Levinson, Carl Galetti, Joe Vitale, Herschell Gordon Lewis, Brian Keith Voiles and more...

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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.

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

25

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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.

“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...

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

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

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

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

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

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

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

Recently I've used audio...

To sell over \$100,000 worth of Martin Howey's Topline consulting system seminar in less than 6 months. This training system was sold originally at a \$10,000 price tag then the price went up to \$15,000...

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

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

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

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

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

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much more...

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

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

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

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

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

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

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

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

You could do the same...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

And that's just the beginning...

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

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

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

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

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

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

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

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

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

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

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

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

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

**“Have Me
Make Sure You're Creating
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.

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>)

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

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

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

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

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

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

The audio is yours.

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

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

And it gets better...

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

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

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

When you're thrilled with your first recording you simply pay me the balance of \$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!

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

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

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

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

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

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

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

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

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

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

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

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audio creation service.

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

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...

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

A grand total of over \$6,200 value and you can get started recording your audio program for just \$697 - a tiny fraction of that price...

But before you call me to take advantage of this amazing deal it's important to understand that my time is limited and I am very selective about the clients I will take on.

The only reason I have the time to work with a few selected clients is because using audio for the promotion of my products and services is so effective at creating sales for me on auto pilot.

But I'm NOT at all desperate for business.

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

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

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

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

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AND Be A High Value Product For Your Clients...”

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

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

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

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

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

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

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

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

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

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

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

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

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I 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 - CEO www.hardtfindseminars.com

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

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

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 msehoff1@san.rr.com with "Audio Product Consult" in the subject line and claim your gift half hour consultation on how to create your high value audio information product.

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

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“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://www.hardtofindseminars.com) – the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

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

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

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

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

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**

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And More...

You can listen to all these cutting edge interviews completely free at hardtofindseminars.com.

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

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

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

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

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

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

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

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

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

He Wanted His Own Diamond Mine To Propel Him 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

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Palestine and then Europe.

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

Always Searching For The River With White Sands Between High Mountains

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

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

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

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

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

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

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

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

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

Are You Overlooking The Acres Of Diamonds In Your Business?

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

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100% Guaranteed!

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

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

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

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

How much can this information help you and your business?

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

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

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

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- Create a flood of new customers and clients
- Penetrate new markets easily and rapidly
- Slash or even eliminate your advertising costs

- Find and acquire new distribution outlets – often completely free of charge...
- Reduce your costs and overheads
- Allow for rapid business expansion – without your own capital or staff...

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

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

Like Russ Sherry from Sherry Training Consultants...

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

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

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

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

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

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

**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?”

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

Let me make this clear...

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

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

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

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

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

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

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

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

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

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business.

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

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

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

I'll even pay for your return postage!

But there's even more.

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

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

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

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

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

It's quite simple.

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

43

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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

Your sincerely,

Michael Senoff.

Michael Senoff – 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!

**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

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

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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 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>

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>)

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

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

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

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

Title: Hard to Find Ads

Description: <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world’s largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It’s not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What’s here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <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

46

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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largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It’s another great free resource from Michael Senoff.

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

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

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

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