

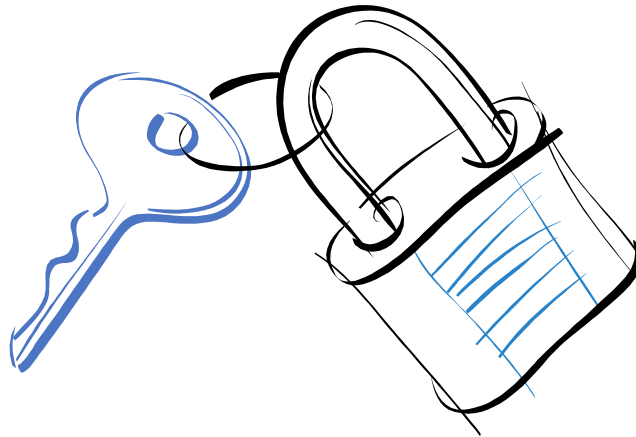
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**Michael Senoff Interviews Evan**



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## The Secret To Becoming A Millionaire Is Simply Using The Right Words!"

Evan is the Web Master and Search Engine Optimization (SEO) expert for a successful medium-sized firm in Sydney, Australia. He loves what he does but is in a quandary. Although he loves what he does, should he make the change to consulting, building upon an existing e-commerce web site owned and operated by himself and his fiancée, or bring some type information product to the market? In Evan’s words, “I’m going four different ways at once!”

This is an consulting interview that I did with Evan to try to help him to determine what he believes would be the best avenue. It’s nice to have so many options!

We discussed his current job responsibilities and he admits that being involved in so many of his employer’s integral functions is his first love. He makes a very good living, but are there better opportunities “out there” for a young man of Evan’s advanced and very marketable resources?

Evan explains his and his fiancée’s web site. You will hear how it came to be and what its current status is. I give Evan some ideas about how to market the web site and its products more effectively. You will hear some advice that I give him about creating an information product that would actually draw buyers to the site. I also give him my personal opinion about selling products that are commodities.

Lastly, we talk about Evan’s idea of becoming a consultant. After listening to so many of my audio recordings on [www.hardtofindseminars.com](http://www.hardtofindseminars.com), Evan had been leaning towards becoming an HMA Consultant. This is a great idea, but let’s go a step further. How about using the HMA techniques to create a consulting niche that Evan and his specialized expertise could fill, namely Search Engine Optimization and Information Technology functions?

I don’t want to give too much of this interview away but let’s suffice to say that if you’re on the fence about your career options, you should really listen to this informative interview. You may find yourself saying, “This guy sounds like me! Maybe I should...?” This recording is 36 minutes.

*START*

*Hi, it’s Michael Senoff with [HardtoFindSeminars.com](http://www.hardtofindseminars.com). Here’s another 36 minute recording with a gentleman named Evan who called me from Australia asking for some advice of which way, what direction, and what he should do as far as working his existing*

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*or getting into the marketing consultant business or helping his fiancé with their home-based clothing marketing business.*

Evan: Hi Michael. It’s Evan.

Michael: Hey, Evan, how are you?

Evan: Good, how are you?

Michael: Good, nice to meet by voice. What are you doing now?

Evan: Well, my biggest problem is I’m a jack of all trades, and not a master of anything. I’m lost. I’m in three different places at once. I don’t quite know how to find a forward direction.

Michael: Okay, how old are you?

Evan: I’m 26.

Michael: Are you done with school?

Evan: I’m done with school. I’ve actually got an application for a Master’s course in front of me right now. I’m considering a Master’s of Marketing Communication. Technically, I’m in IT now.

Michael: What do you do for a living?

Evan: Well, up until about six months ago, I was a Lotus Notes developer. I’m not sure if you’re familiar with Lotus Notes. Effectively, it’s a word file and document security type application for a rather large corporation.

As of six months ago, I changed my day job. I’m now very much more a full-time Internet type person. Effectively, I’m helping my day job company with their Internet stuff to really get them online, established, and pulling people from the Internet rather than telemarketing.

Michael: You’re doing search engine optimization, trying to capture business leads through the Internet for your company?

Evan: Exactly, my role has been to do search engine optimization.

Michael: Are you the only one working on this?

Evan: I am the only one working on what we call the Internet program.

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Michael: Okay, so you’re an employee for this company.

Evan: That’s correct, yes.

Michael: How long have you been working with them?

Evan: I’ve been here for about a year.

Michael: How big or small of a company is it?

Evan: There’s about 40, 41 people here.

Michael: So, let’s say you generate a lead for them. You may not know all of the details, but let’s say you capture a lead through your search engine optimization for this company, and they sell services and products that are wrapped around it. What type of money do you put in that company’s pocket for what you do?

Evan: I think it’s around 20k.

Michael: When you’re trying to capture leads, who are you trying to capture into your net or to get them into your company?

Evan: What we’re effectively trying to do, we’ve been exposed a lot to the American Internet marketing world people like Alex Mandozian and Armand Morin, and their associated companies, and what we try and do is we try and provide information of value so that we can start building a rapport with these people.

Effectively, what I’m doing in terms of search engine optimization is placing a direct marketing solicitation for information of some nature.

Michael: Okay, do you handle their website?

Evan: That’s correct.

Michael: You do. Who designs the website?

Evan: Effectively, the company’s had the corporate website since pretty much the get-go. I think initially they outsourced that to a web design company.

Michael: You’re the webmaster.

Evan: That’s correct.

Michael: You say you’re going in different directions. What do you ideally want to do?

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Evan: I’m really passionate about this.

Michael: You’re passionate about what you’re doing now with the company?

Evan: I’m involved in the marketing. I’m involved in the development of the content. I’m involved with the general traffic and conversion strategies. I really like that.

I guess where my challenge comes is that I’m doing it for my daytime employer. I can do it by myself, and also I’ve got a kids clothing business with my partner that I’d love to see take off.

Michael: Didn’t you send me the link? What was that called?

Evan: It was [BestDressedKids.com](http://BestDressedKids.com).

Michael: That’s right. I did go to that. Let me ask you this – you’ve been with them a year. Is there anyway you can quantify or have an idea of what your work has put in this company’s pockets? Does he give you feedback on deals that happen because of your work, because of your search engine optimization, because of your strategies that you’ve implemented for these guys?

Evan: When the sale is direct from the Internet, I’ve got to exposure to that, and so I can see that. I guess as I’ve only been doing it for six months and we’re doing it for information, it probably amounts to not very much at this stage. There’s been a few enquiries through our corporate website which I search engine optimized, but I don’t really know what’s happened to that. That’s gone into more traditional sales directions from there.

Michael: When you say if a deals goes down, it could make them about 20 grand, you don’t know how many deals have been done because of Internet leads?

Evan: I have no idea. What we’ve done up until the present is we’ve simply said, “Give us a call on the phone” and then it goes into traditional sales channels.

Michael: I see. So, you have no way of tracking that. So, you’re not tracking your Internet leads. You’re getting them, but you have no idea if these leads are converting into sales.

Evan: Off the corporate website, no idea. Off the actual direct sales website, we’ve had one up for about a month now, those ones I do know about.

Michael: So, you like this stuff. This is what you’re doing for your main job, and you enjoy it. Are they paying you some decent money?

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Evan: It’s a good return.

Michael: And, then you have your fiance’s clothing store?

Evan: That’s correct.

Michael: And, how’s that going for her? She has a retail location, right?

Evan: No.

Michael: Is it just online?

Evan: We’re pure online.

Michael: It’s all first quality clothes, not used clothes?

Evan: Absolutely.

Michael: Are you doing that together? Did she start that or what?

Evan: Effectively, she does the fashion. She’ll pick out the items to go on the website and acquire the stock, and then I’m the web guy behind it. So, I build the site. I do the SEO. I get the traffic to come, the conversion – that type of thing.

Michael: You had mentioned in your email.

Evan: Yeah, that it was getting some pretty decent traffic, in total in the sense of mailing lists and product sales it’s converting about one percent.

Michael: So, you’re getting a few sales here.

Evan: Yeah, about a sale a week.

Michael: And, you’re inventorying all the clothes?

Evan: Yes, absolutely.

Michael: This is a tough way to go. I can kind of relate because I used to have a tie-dyed t-shirt manufacturing business. I used to sell tie-dye clothing. So, I somewhat know. I had a retail store, but I also sold wholesale. Is your fiancé passionate about clothes?

Evan: She just loves them, yep.

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Michael: Does she have kids?

Evan: No.

Michael: I don’t know. Is it just a labor of love? Or does she want to make a good go of this as a business? Does she need to make money from this?

Evan: We really want to ramp this. Effectively, what we’ve done with the selling proposition out on the website is in Australia, there’s a lot of rural areas where people just can’t get access to high quality, well-designed clothing, and so what we’ve done is we’ve gone – well, every man, woman and child on the Internet in Australia is selling cheap, crap quality clothes. “Let’s build a site where we can offer high quality clothes for those that can’t get it without coming into a major city.”

Michael: All right, and you would know that really better than I. So, in a lot of areas in Australia, there are people who would like to dress their kids nicely, but it’s such a long distance to go get the nice clothes, they want a way to get it through the Internet. So, you’re solving that problem.

Evan: That’s right.

Michael: You know, there’s always stuff that can be done on the side. I’ll email this recording over because I did go over some stuff. The front page is confusing to me. I see the little girl there and I see, “The customer is always right by J.C. Penney” and it’s confusing. I think when someone comes there maybe a lot of people get into the site, but a lot of people are confused as to what they’re seeing, “What is this?” “What is this first page?” I’m guilty of it too even on my site. I have so much stuff up there.

But, “At Best Dressed Kids we share the same belief that you are always right because no one knows your kids like you do. We are tirelessly scouring the world to bring you the best children’s fashion on offer. From there, it’s up to you to choose from among these to make your kids best dressed kids.”

So, in the recording which I’ll send you, if I had asked, is that what your customers are looking for? Is that what’s important to them, that they’re kids are the best dressed kids? This is the market you’re going after, people who want high end clothes that do cost a little more than the normal clothes?

Evan: That’s correct.

Michael: What kind of margins are there on the clothing? Do you make fifty percent or can you double your money on it? Or not even that?

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Evan: We do a lot more business when we have a sale, but normal retail prices are making 40-50 percent mark up on the items.

Michael: I know when I had my tie-dye t-shirt business, there’s a lot of negatives in a business like this. If you compare it to, for instance, one of my business is selling information products, and the reason information products are great is because they’re not a commodity. You are selling somewhat of a commodity, and you’re making 40 percent. That doesn’t even include your cost, your time, your labor, your website. You have all this money tied up in your inventory. It’s not inventory that you can liquidate that quick if you needed to.

I always steer people into looking their business that has to do with developing an information product. Look at Alex Mandosian and Arman Morin. These guys, they’re millionaires, and they’re selling products that have some upfront costs in development, but it’s nothing. They’re just selling digital information, software and website access.

Look at the stuff I have on my site, audio recordings. This stuff is great because the margins are there. You don’t have all the negatives of inventory. With a website and search engine optimization, it’s just an endless cat and mouse game. Google is always changing their standards to what sites get indexed.

I had two of my sites that were banned from Google about six weeks ago. I mean banned. You could type [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), and you wouldn’t even get it on Google. It did stay up on Yahoo and some of the other ones, and you have no idea why it got banned.

Now, very luckily I got them listed, but it took a lot of work and a lot of contacting Google. Google handles billions of pages, and thank god, I’m back up on the listings with Google.

With search engines and stuff, it takes a lot of energy. It takes effort and money to get someone to your site. Now, once you get them to your site, when you’re going to sell them something, you’ve got to sell them something that you can make some good money on. Selling them some clothing where you’re going to make 20 or 30 or 40 or even \$50 a pop, it’s just a long road to go. There are easier ways to do it.

I’m not trying to talk you out of it. I’m just giving you my advice. Now, if your fiancé is just in love with clothes, there are still things she can do that center around clothes and I don’t know exactly what, but you can create and develop information products related to any subject you want.

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I’ll give you an example – I’m just throwing something off the top of my head, which is the way that I think with audio interviews. Whatever she likes about clothes, let’s say she likes the design of really nice children’s clothes. Well, I’m sure there’s some top designers all over the world who design children’s clothes, right? She could contact these people and do an audio interview with them about how to design great children’s clothes, what’s important, talk about the fabric, the stitching, the colors, how they were successful as designers.

Then, you can have ten audio recordings with children’s clothes designers, some of the most world renowned ones because it’s not hard to get interviews with designers, with anyone really. People are so willing to talk about their passion and what they do, and it’s not often that someone will come along and take an interest. When someone does come along and take interest, they’ll be glad to spend time with you and talk about what their passionate about. Would you agree?

Evan: Absolutely.

Michael: She can have an information product, and it’s a win-win for the designers. I’m just using this as an example because let’s say that she said this was going to be a product that she’s going to be marketing, “The Ten Greatest Children’s Clothes Designers.” Your fiancé could say that she’s publishing a book, and the designer would do it because there’s potential publicity for that designer because what if that book gets out in a big way and that designer’s information and their passion is in that book? That means more promotion, more sales for their clothes. So, why wouldn’t they do it?

I’m saying you could pick a market or a subject or an expertise and put something like this together for a great product with real value within a month’s time, if you’re willing to do the audio interviews.

Evan: In a sense, we do something like that. What we do at the moment is we have a bunch of feeder sites, and effectively we use them to bring people to our retail site. So, we have a site up there that looks through the designer’s eyes. What type of clothes they make, what makes them great – that type of thing. We also have another site out there that looks at the latest fashion trends, what’s coming, what’s big – that type of thing.

So, in a sense, we certainly haven’t gone to interviews, but we’ve got something like that.

Michael: Okay, you do, but it’s all leading to sell the clothes on this Best Dressed Kids site?

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Evan: Exactly, yes.

Michael: How long have you had this site up?

Evan: Since March, 2005.

Michael: And, what kind of sales is it generated so far?

Evan: We’re getting about one sale a week off about 350 uniques.

Michael: So, you have 350 unique visitors a week, and you’re getting one sale? So, all right, one sale and I don’t know what the average ticket of the item is. So, you may make \$30 or \$40.

Evan: That’s about right, yep.

Michael: I don’t know how much money you guys want to make, but it’s going to take a lot more traffic obviously.

Evan: Sure, I think at this stage, we’re doing the mailing lists to sell products, which certainly brings us some kind of hope that maybe someone’s looking for that type of thing, and they’ll be on our mailing list and they’ll come and buy.

Michael: Out of the 350 unique visitors a week, how many are you getting on your mailing list?

Evan: We’re getting about two on our mailing list.

Michael: Two. If you look at my site, you need some kind of pop-up right on that front page. Your front page really needs to be reworked because it’s confusing. The customer is always right by J.C. Penney. Does everyone in Australia know who J.C. Penney’s is?

Evan: Probably not.

Michael: You do? But, J.C. Penney’s is American. So, they’re going to say, “Well, who’s J.C. Penney?” It just doesn’t mean anything to most of the people, and the little girl on there, she’s cute and it’s attention getting, but it’s confusing. This page I think you could really improve. I’ll send you an audio of this recording, but you even said what you felt like your main niche was. “Would you like to have your child be the best dressed child in his class, but you live to far away from a major city to get the real quality clothes you wish you could have? Well, this website offers you topline children’s clothing that you don’t have to drive 200 or 300 miles to get. Come on in to the site and take a look at what we have.”

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You’ve got to tell them right up front what’s in the site and what’s in it for them and what the unique benefit is. You could do that more succinctly on the front page for sure. So, you’ve got a certain amount of customers. When your customers call and order, do you know why they’re ordering from your site? You believe it’s because they live so far away and that’s what you want the niche of the site to be – easy to access, nice clothing without driving or traveling. Have you ever talked to your customers to really find out what they like about this site and why they ordered from you guys online?

Evan: We really haven’t. My fiancé does keep barking up my tree, but we need to get a survey onto the site so we can find out what type of things people are looking for, why they’re shopping with us and what they like and what they don’t like. I guess my experience with online surveys, at least, is that you don’t get a response that quantifies your time.

Michael: Yeah, it’s got to be more proactive. If someone orders, are they ordering all 100 percent online? They’re not calling or anything?

Evan: That’s correct.

Michael: Is your fiancé home to take calls if someone was to call during the day or not really?

Evan: She’s available two days of the week. She works the other three days of the week. We’re generally out and about on the weekends as well. So, it’s not something that would easily be done.

Michael: Having a phone number probably would be a good idea to have it on there even if they get your voice mail or even if it’s a voicemail system where someone can leave a message saying they have a question because when someone wants to talk to you, let’s say they’re looking at something and they have a question, there’s no way to get in touch with you. You’ve got the contact, but you’ve got to fill a form out.

I know when I want to reach someone online, I can’t stand when there’s a form. I want to be able to pick up the phone, call, get an answer to my question. If I had a question about one of these dresses, and it’s something that’s not answered on the site, I’m going to pick up the phone and call. But, if there’s no way to get in touch with you guys, you’re probably losing customers by not having a phone number to call.

Evan: True.

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Michael: There’s so many things you could do to improve the site. You probably know this. It’s just a factor of time and doing it. I’m just talking about we’re different things that we’re talking about your sites, but you first started saying that you don’t know which direction to go. So, what your real problem is you don’t know if you should focus your attention on your fiancé’s site, building this business, or what? You had mentioned something about you had a lot of things going. What’s the problem about all that?

Evan: I’ve got my day job, which I love. I’ve got this website which certainly keeps me just sitting on the weekends, and at night, I guess one of the other things that you mentioned information products and certainly being exposed to people like Alex and Armand, there’s always that nagging in the back of your mind. On [HardtoFindSeminars.com](http://HardtoFindSeminars.com), there’s of course the invitation to become a marketing consulting. So, there’s four roads heading out from our home, and I’m smack in the middle.

Michael: You’re kind of obligated to your fiancé somewhat. If she wasn’t your fiancé, would you be working on this site? Do you know what I’m saying?

Evan: Sure.

Michael: I understand you’ve got your job. You’ve got to work your job for sure to pay your rent and everything. How much time are you putting into the Best Dressed Kids site?

Evan: Probably at this stage around ten to fifteen hours a week.

Michael: Okay, how much money do you guys have tied up in inventory?

Evan: Probably somewhere around fifteen, twenty thousand?

Michael: You’ve got that much inventory?

Evan: Yes.

Michael: Geez, did you all go to a show and buy?

Evan: We’ve just recently made a couple of orders through actual design houses. We sell some of it through eBay and we went on a trip to America last Christmas. We got some stuff when we were in the state as well.

Michael: So, you have been selling some on eBay?

Evan: We haven’t been selling the clothing on eBay, no. We’ve been sourcing some of the stuff for the store.

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Michael: Oh, I see. You’ve got a lot of money tied up inventory, and you need to move it.

Evan: Exactly. If there’s turnover, then you can’t pay the credit card bills at the end of the month.

Michael: Yeah, you need to move your inventory. See, this is a traditional problem when you’re talking about a business like this. The inventory will kill you. Just imagine that this business is going really good, do you know what’s going to happen? You’re going to need more inventory, and then guess what else you’re going to need? You’re going to need a place to put it. Where’s all your inventory right now?

Evan: It’s actually in our house.

Michael: You probably got boxes all over the place.

Evan: No doubt.

Michael: Okay, let’s just imagine that your business is really growing. Let’s say ten times twenty, thirty times the business. You’re going to need more inventory, and then you’re going to need a place to put. Then, you’re going to have some kind of warehouse. So, you’re going to have to open up some kind of store. As it grows, so does your liability.

I’ve done the retail. I’ve done inventory of shirts and pants and bandanas and all that. It was growing. I was selling wholesale to a lot of the department stores, and it was nightmare. I was doing okay, but I wasn’t doing that great because there were no margins. I got out of that, and once I got into the information products business it was just night and day.

There’s no hassle. You’re 26, so you may have a lot of energy right now. I’m 40, but as you get older, you look for less hassles and headaches in your life.

It’s like, you’ve heard of “be careful what you wish for”, you may wish for this business to be really big. Well, you may be turning over a lot of volume and you may be able to make it grow, but you’re dealing with customers. You’re dealing with returns. You’re dealing with individual orders – onesy, twosy stuff. The more customers you have, the more headaches you have.

I would just try and talk you out of this business. I know your fiancé is probably emotionally attached to children’s clothing and she loves it. I’m just telling you what I would do, and I hope I’m not hurting your feelings. I don’t want to hurt your fiancé’s feelings, but there are easier ways to go, and

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information products, software, something she may be able to find something or you can find something where you can show here the numbers where there’s less risk and more upside leverage because it’s an information product.

You probably can still remain around the children’s clothing is she’s really attached to it. If I were you, I’d keep your existing job, but I would think about developing an information product. Look at all those recordings on my site. I give a lot of those things away for free.

Let’s look at the HMA program. That took a long time to put together because I control the information, but I’m doing it with Richard. It’s really a joint venture partnership. He’s the expert, but he’s pretty clueless when it comes to the Internet. So, I’ve been able to create the marketing and the interviews with him.

Let’s look at a different information product, something that there’s some real margins because even though the HMA system, consulting system is \$3,900, there’s profit in it, but there’s not much profit compared to let’s say I take all my audio recordings on the subject of joint venture. I have a course that I sell on joint ventures. I don’t know if you’ve seen the sales letters for it, but it just a series of six or seven of my audio recordings that relate to joint ventures, and there’s some other bonuses there. It’s all digital.

At first we had it all on CD, and I was sending out CDs. I said, “You know what, forget this.” Because I was sending a hard copy CD because I believed there was going to be less returns when you send out a physical product, but I found this not to be true. There might be a light increase in returns with a digital product compared to a hard copy product like a CD or a mailing or whatever, but most people are pretty honest. If you give them a good quality product whether it’s digital, whether it’s not, they’re going to keep it, and they’re not going to return it.

But, this joint venture product of six audio recordings and all I do is send someone a link, and it’s a \$300 product. My offer’s pretty good kind of like your one dollar offer on that other site. It’s a totally risk free offer where I use subscription payments through PayPal. People can order this product and pay nothing and I send them the digital link to the product and they have 30 days to cancel their subscription and if they don’t cancel, their credit card is billed for \$297.

Look at the margins - \$297, I do a little work upfront to get the sales letter and get the product put together, but what cost do I have? Absolutely nothing. The click of a mouse button, and it’s all margins. I keep it all, and there’s no inventory. Isn’t that beautiful when you compare it to something like you’re

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doing or something like almost every other brick and mortar business out there?

Evan: Sure.

Michael: It takes a lot of work putting a product together. I would definitely recommend you do put together rather than buying into someone else’s product because you want the control of the intellectual property. You want it to be yours, but I’m sure if you think about it, you can come up with something, and if you don’t know how to write a sales letter, you can hire someone to write a sales letter. I can refer you to some great copywriters who could do a good job.

There’s no guarantee, but if you got a hungry market that’s really passionate about the product you develop, one sales letter that can be put up on a website can make you a lot of money. It could support you for the rest of your life. It really could.

Evan: That’s kind of what I’m looking for.

Michael: You’re young right now. You’re only 26. You’ve got plenty of time to screw up, but when I was 26, I was still entrepreneurial, but I didn’t know about this stuff I know about today. Information products – you’ve got the skills on the Internet. You’ve got a huge advantage over most people.

Do you know all these marketing gurus like Jay Abraham and them? They’re clueless when it comes to the Internet. Do you know Yanik Silver? Have you ever heard of him?

Evan: Absolutely.

Michael: He can’t even put up a webpage.

Evan: Alex Mandozian makes the same claim.

Michael: Yeah, that’s fine, but I can put up a webpage. I know I have a huge advantage being able to do that. At least, I believe I do because you can make changes quickly.

If you’re starting out and you can’t put up a webpage and you have a sales letter and you’re relying on your webmaster to do it all, you’re not going to make the changes you want because you know everytime you talk to him, he’s going to charge you money.

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So, you’ve got a great skill to be able to do all that stuff yourself. Now, have you listened to the HMA recordings?

Evan: I have listened to the HMA recordings, and I’ve gone through that list collection.

Michael: You’ve gone through all the transcripts.

Evan: Yep.

Michael: You’ve got enough content right there to probably go out and you’re right in Sydney. You have a lot of businesses out there. You could probably do some practice opportunity analysis and get yourself a client. Is that something you could see yourself doing?

Evan: Yep, that’s one of the avenues that I don’t know which one to go down.

Michael: If you can see yourself doing it, helping businesses, so many people are doing it so poorly, and really consulting is nothing but you just talk to the customer and find out what their problems are, and you just solve them. But, you’re solving them with just ideas not necessarily hard labor. You could use your skills with the Internet and search engine optimization.

You could take that whole HMA thing and you could be not a marketing consultant to anybody and everybody which it’s presented that way in the recordings, but you’re better off niching into a specific niche. If you’ve got some good skill in search engine optimization, that’s such a hungry market because everyone wants traffic on the Internet, and barely anyone knows how.

You could be a search engine optimization consultant, and you could use the HMA system to market yourself. You could develop your USP. Why should someone use you for search engine optimization rather than any of these other guys? You develop your USP. I’m sure you’ve come up with ideas after going through all the transcripts and the recordings.

What else are you thinking? Is it you’ve only have so much time, but you don’t know what to do?

Evan: I think that’s it. I think with my fiance’s website, you managed to talk me into keeping that as a hobby. I don’t like selling a \$27 and at the end of the day, it’s not going to help for the rest of your life.

Michael: Yeah, just do the numbers. You’re not going to get rich off of selling clothing. My father was in the, we used to call it the Smata business. I used to go

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around with my father. He had a big motorhome, and he had four kids so as we were growing up, he’d be gone all week.

I grew up in Atlanta, Georgia. So, Florida is the state right under Georgia. You probably know that, but he’d be traveling Florida, Georgia, Alabama, calling on the women’s clothing stores. He’d have the motorhome filled with his line of clothing. He was a rep. So, he would make a percentage on the line of clothing. It’s a tough way to make a living, and you’re doing it in such a non-proactive way. You’re just doing it through the Internet.

If your fiancé called on children’s stores, and just brought the inventory in, she could probably get rid of a lot of stuff that way, probably a lot more than on the Internet.

Evan: Okay, yep.

Michael: If you want to unload that inventory, you guys may want to consider doing that just loading up your car and calling on some stores and just liquidating some of that inventory to get some of your cash back.

Evan: I guess that still leaves information products or consulting.

Michael: Let me tell you, you’ve got to be the right type of person. I like doing consulting, but I hate making appointments and going to meet people. I just don’t do it. All my consulting is online, over the phone where I’m sitting at home comfortably. I can’t stand driving to go meet people not that it’s always a waste of time. I’m not into that.

So, you’ve got to ask yourself, what don’t you want to do. You’ve got to set the parameters of your consulting business. Now, if you’re a search engine optimization consultant, for example, why do you need to meet anyone? If someone wants better rankings, they don’t need to meet you face to face, do they?

Evan: No, they don’t.

Michael: No, they’ve got a website. We’re in the digital age here. There’s no reason you need to get in your car and go meet these clients. So, all your consulting can be online from home, if that’s what you want to do. You may hate being stuck in front of the computer. How many hours are you working at your main job?

Evan: At my main job, I’m here about forty.

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Michael: So, you’re fulltime. How do you see yourself breaking into consulting? Would you consider quitting your existing jobs?

Evan: I’d probably consider moving into an independent contract with my existing employer, and probably initially offering four day service a week which would free up one day a week. As opportunities progress, I guess my current employer would become just another client. It’s a bad way of putting it, but another client among my several others.

Michael: You listened to a lot of the stuff on consulting. What ideas have you had? What do you see yourself doing as a consultant? When you were listening and you were thinking about all this to yourself, what were you seeing yourself doing? Calling on any type of business, or did you see yourself niching something Internet related that you’re good at?

Evan: What I really liked about the system was working with set-ups rather than start ups and being able to actually find companies that have website that were either stagnant or were declining. I could probably go out there and find 100,000 dot.coms where the company put it up three years ago, and haven’t got a single enquiry through it. With my knowledge of being able to market, being able to the tech stuff, I guess rather than offering to do the traditional stuff like Yellow Pages, that type of thing, just work the Internet.

Michael: That would be a great way to go, and you don’t have to meet with people and it’s all on the phone, and all online, and there’s such a huge demand for it. Go look at fifty webpages, and you know 49 of them are doing it all wrong. You could have your checklist of the things that need to be done on a website that will optimize their site.

Do you know how Richard has seven different steps? You don’t have to follow that exactly, but you can have your own different steps for your SEO Consulting business. You tell the client you take them through seven different steps. The first step is lead capture, pop-up capturing, your visitors. You just make your steps, and then you charge the customer per step.

You tell them that you guarantee your work as long as they go through all the steps of your system. You customize it for your business, and if they don’t get their investment back after going through all the steps of your SEO consulting system, they get all their money back.

So, you make it risk-free. You charge them per step, and then if you’ve got websites and you’re starting to capture the data from these sites, one thing is because you know how to do it and they don’t, you could have control over that data. If you really turn on some good techniques and start bringing in a lot

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of data, you’re going to know if you can set up a contingency deal. You know what your work is going to produce, and if you like the person you’re working with, you can get in all kinds of joint ventures with these companies.

You’re going to have the control of the most important thing, and that’s the leads. That’s everything. You’d be in a real, what we call, toll booth position. That wouldn’t be too bad.

Evan: I’d honestly be happy to do that.

Michael: I’d be glad to sell you an HMA system. I really would. I can send you to a link for all the details. What I’ve put together – you’ve seen some of it – but, the tools I have for this, at least for the traditional consulting like what you’re hearing on the recordings, they’re fantastic. I’ve got interviews with marketing consultants on a section called “The HMA University”. You’ve probably seen a couple of them. I put a couple of them in my collection of audio recordings, but there’s a lot of interviews on the HMA University that I do just for the HMA consultants. They’re dynamic. That’s some great stuff. You know how I interview. I get all the good stuff out of them.

Evan: From what I heard, it’s been fantastic.

Michael: Good. It’s not hard. I’ll be honest with you, most of the people who have signed up haven’t done anything, and that’s just how it is in anything. Eighty percent of the real estate agents in the US or probably anywhere in the world, account for twenty percent of the business, and it’s only twenty percent who account for eighty percent. There’s a whole lot of losers out there, more losers than winners. The winners are really the people who just take action. It’s just as simple as that.

My site has had success only for one thing. I’m no genius, it’s just that I consistently took action, and that I found is really the secret of anything. Just make movement, do something, take action, make the calls.

Here’s another thing I learned, believe me I love to procrastinate. I’ll do anything to avoid certain things like the details of my site or proofreading my site or calling on customers, but I have learned if I’m not going to do it, I will pay somebody to do it. And, Elance, you’ve heard of Elance, right?

Evan: Absolutely.

Michael: That is your worldwide work force to hire anyone within hours to do anything you want, and do it cheap. You can get labor out of Indian, English speaking people, not that you want to take advantage of them, it’s still good money for them. People here in the US are really complaining about it, but I love it.

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You hear Armand Morin, Armand and them developing software for nothing. You’d pay hundreds of thousands of dollars to software programs where you are and where I am.

Evan: I used to be one of them, well, I guess I still am one of them. It pays the bills.

Michael: It sounds like you’ve got a lot of skills. You really do with the Internet. You should never go hungry. With knowing what you know with the website and search engine optimization, you could probably work search engine optimization for the rest of your life. But, I’m sure something with the Internet, there’s going to be such huge changes, who knows? It moves so fast.

Evan: I guess the marketing coupled with the tech – I think wherever it goes, I’ll be there because that’s my love.

Michael: I love this stuff, too because it’s almost like going to the casino. It’s like easy money. I don’t mean it in the negative way, but when you can look at a business that’s clueless and has no idea what they’re doing and they may be succeeding in spite of themselves – let’s say they’re mailing out 50,000 letters a month, but they’re making money with it. But, they have a bulk mail indicia on it, or they have an ugly, sticky label for the address or they don’t have a headline on their letter. These things, these ideas and these changes could just double, triple, quadruple a company. If you show them how to do that, you can get a piece of the action if you set it up right.

It’s such leverage when you can go into a business and have all the intimate knowledge of the inner workings of that business, and you’re just asking the questions. Business owners are so wrapped up, they can’t see the business for what it is because they’re so emotionally involved.

So, coming in from a fresh look being outside looking in, you see where the money is, and that’s why I called it the HMA – Hidden Marketing Assets. It’s like going on a treasure hunt. You’re looking for these hidden assets in the business, and you’re going to uncover them and you’re going to turn them into more money for the business. But, they can’t see them. They need someone to come in and look at them.

Evan: I’ve got the same issue with my website. If I develop something, I’ll need someone like yourself to come in and say, “Well, fix this.” But if I look at someone else’s-

Michael: It’s easy, isn’t it?

Evan: It is. It’s like one level of abstraction. It’s a subjectiveness.

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Michael: You’re absolutely right. It’s so much easier for me to look at someone else’s business and give advice and come up with good solutions than it is for my own because I’m too close to it. That’s why people need consultants. They need outside expertise.

Think about the HMA. If it’s something you want to, I’ll be glad to help you out the best I can. I was on the phone with Richard today. He was even telling me if you ever get into a jam or a problem, or you’ve got a question, I’ll have him call you. He’s willing to help all the HMA problem as much as he can as well. But, there’s so much great content on there. There’s a lot of content. It will take you probably a month to go through everything. But, you just keep going through it and keep going through it.

It’s a process not an event. You get out there and you start making some calls, and if you’re not going to make the calls, you pay someone to make the calls. Get them on Elance and I have a whole training on that.

Evan: It sounds like a lot of fun.

Michael: Has this been helpful?

Evan: Yes, it has.

Michael: See if you can move some of that inventory from your clothes. You’ve got to get some of that cash back. At the rate you’re going, it’s going to take a long time. You don’t want to lose that investment.

But, be supportive of your fiancé because she loves the business. I understand where you’re at. You just help her out the best you can. But, you know where the real money is. It’s in controlling your own product, or being able to consult and get a piece of someone’s business by using your consulting expertise and getting an ongoing piece of it, and setting it up right. I think the HMA stuff will help you do that.

Evan: Excellent. I will have to talk to her.

Michael: Well, talk to her, I’ll take this recording and I’ll get it converted. I’m not going to edit it, but I’ll just convert it and I’ll upload it, and you can download if you want your girlfriend to listen to it or if you want to relisten to it. So, you’ll have it.

Evan: Sure, that will be great. I really do appreciate it, Michael. It’s really given me a lot of direction when I really wasn’t to clear where I wanted to go.

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Michael: No problem. You’re young. You’re only 26. You’ve got plenty of time. You may as well get going on the right path now and the right path is doing something you like and that you’re passionate about that you want to be paid good for it. You don’t want to live for peanuts. Life is a lot nicer when you don’t have to worry about money and that you’re doing something you love.

You’re trying for a baby, and let me tell you. If your girlfriend does get pregnant and you have a kid, your life is really going to change. Then, you’re really not going to have time.

That’s why you need to do it right now before you have your kids because you’re going to be tempted to stay in that job because you’ve got a kid to support. You’ve to go for it now before the baby comes.

Evan: All right.

Michael: All right, let me let you go. I’ll email this to you. It’ll be about 24 hours, and we’ll talk later. Just shoot me an email. Okay?

Evan: Thanks Michael, bye.

*Here’s another bonus tip from Michael Senoff’s [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who is one of the world’s best marketing consultants, and I have 12 hours of audio interviews all on the subject of marketing consulting. We also have downloads to over 23 reports on the subject of marketing. In this section of recordings, you will find a multitude of ideas that will give you very valuable ideas on how to build and grow your business and also how to teach others how to grow their business with simple, no cost, low cost techniques. If you go back to [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), to the main page, you’ll see across the top in white, “Consulting Services”. If you click on that page, there’s a form that will take you into a private secret section of my site I’ve set up just for you with all these recordings. All you have to do is fill out your name and your information, and you’ll be whisked away to Consulting Secrets where we have thousands of dollars worth of free, downloadable audio recordings in mp3, in Flash, also the written printed transcripts in PDF that you can start learning from starting today. This information is hot. So, get on over to [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), check out Consulting Secrets.*

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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...

**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>)

To increase the sales and value of dozens of other products both new and used you can find at [hardtofindseminars.com](http://www.hardtofindseminars.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...

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.

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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.

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**

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## **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 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...”**

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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...”**

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.

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

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

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

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

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

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

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

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

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

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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.

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

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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.

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.

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**“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.

**“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.

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

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

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

If you live in another time zone and calling me on the phone is a problem you can email me at [msehoff1@san.rr.com](mailto: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,

A handwritten signature in blue ink that reads "Michael Senoff." The signature is written in a cursive style and is positioned to the right of a mouse cursor icon.

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.

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

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**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://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

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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 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 -

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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.

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

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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?

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!”***

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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 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...**

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/consulting.htm>

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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 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...

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**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>)

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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 unequalled, 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

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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 [msehoff1@san.rr.com](mailto:msehoff1@san.rr.com)

Your sincerely,



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

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

**Who Is Michael Senoff?** Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: "**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques.** He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called [www.ExecutiveAudioInstitute.com](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@hardtofindseminars.com](mailto: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

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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.hardtfindseminars.com/AudioclipRights.htm>

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**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.hardtfindseminars.com/AudioclipRights.htm>

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

**Title:** Hard to Find Ads

**Description:** <http://www.hardtfindads.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

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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.hardtfindads.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.

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**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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