

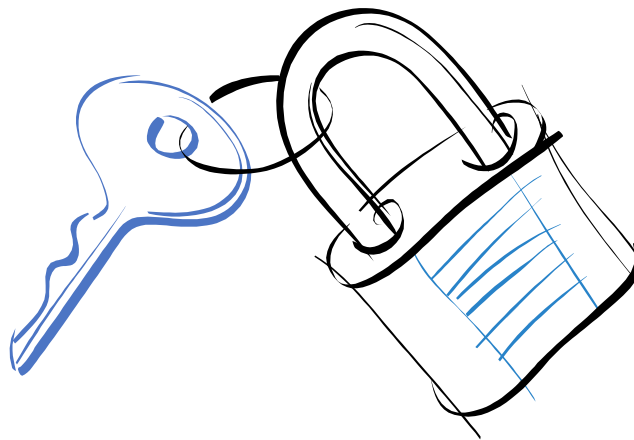
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**Michael Senoff Interviews Jeremy Scordia**



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## "Insider Information" - On Who's Really Making Money - Plus

Here is a short consultation I did with a 17-year old gentleman named Jeremy. Jeremy had already dabbled in Internet selling. After listening to one of my recordings on [www.hardtfindseminars.com](http://www.hardtfindseminars.com), he decided to research ways to get into the joint venture market.

I was impressed that Jeremy was so intent on learning JV's and becoming successful so I talked with him and gave him my personal recommendations about ways that he could enter this type of enterprise.

We discussed why it is so very important to negotiate JV's so that when you create your own information product, it is totally under your control.

Jeremy expressed his interest in creating an information product containing interviews of the top sellers on Ebay. I thought this was a great idea, probed further, and gave my recommendations of how to entice these top Ebay sellers and negotiate JV deals with them. Basically, the sky is the limit once you have your product in hand. Getting the interview is the easy part!

I talk about how I am moving to downloadable digital media products myself to make life easier. We also discuss how a novice interviewer, like I once was, can quickly overcome nervousness and how audio files can be edited to make the interview extremely professional and both parties sound like senior members of the Toastmasters Club.

Finally, Jeremy and I touch upon different audio interview packaging options once you have the products.

- Sell one or sell all at once.
- Have an audio “club” where customers buy a subscription to receive one or more new audios every month.
- Creating upsells.
- Selling the resale rights to your audios and my recommendations of what should be included in those audios to bring some customers back home to you, the original source.

This is a great interview for any person wanting to get into joint ventures and/or for someone who is considering creating information products from audio interviews. If you're one of these people, I know that you will

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

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come away from this recording with a new confidence in your own knowledge and abilities.

*This is Michael Senoff with HardtoFindSeminars.com. Here’s a recording with a gentleman named Jeremy Scorgia. Jeremy is 17 years old. He just ordered the Joint Venture system, and he called to confirm that he placed his order. Well, I decided to talk to him and give him all the advice I could on joint ventures. So, it’s a short 20 minute recording for Jeremy going over different aspects of what I would personally recommend him doing with joint ventures especially creating and controlling your own product. There’s all kinds of ways and things you can do by setting up joint ventures. I highly recommend you invest the extra time and effort in creating and controlling your own information product, and that’s what Jeremy and I talk about. We also talk about doing audio recordings like I do on my site and creating digital information products. We also discuss how to set up the joint venture with the people you do the audio recording. We also discuss PayPal and the eBay sellers, how they have immense databases all right there within their PayPal account, and how we can leverage and set up joint ventures with the people do recordings. I hope you find this helpful, and if you have any questions please call.*

Michael: Hello, this is Mike, may I help you?

Jeremy: Hi, I just ordered the Joint Venture Magic.

Michael: I just got your order. Is this Jeremy?

Jeremy: Yeah.

Michael: Yes, you ordered twice. You cancelled one, which is fine, and I just emailed you the link.

Jeremy: Okay, thanks.

Michael: All right. How you doing there?

Jeremy: Pretty good.

Michael: How did you hear about it?

Jeremy: I just looked around.

Michael: Did you listen to one of the audio recordings?

Jeremy: Yeah, I listened to the recording you had on HardToFindSeminars.com.

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Michael: And, then what did you do after listening to the recording?

Jeremy: I listened yesterday and then found it interesting, so I figured I’d give it a shot.

Michael: Was it one of the clips or the whole one?

Jeremy: The clips.

Michael: Then, did you download the transcript that had the letter there?

Jeremy: Yes.

Michael: And, then you read the letter?

Jeremy: Yes.

Michael: I just like to know how people are ordering. Do you have a business yourself?

Jeremy: I’m working. I’ve been into marketing for a few years. I’m still struggling a little.

Michael: Where are you from, New York?

Jeremy: New York, yes.

Michael: You’ve got that New York accent going. How old are you?

Jeremy: Seventeen.

Michael: Seventeen, all right. Let me tell you, you’re young. If you stick with this, there’s nothing more powerful than joint ventures, seriously.

Jeremy: I know, like Jason Cox, who does joint venture brokering.

Michael: Forget the brokering. I know his brokering deal, but the brokering deal, nine out of ten times you’re going to get screwed out of the deal. You’ve got to have control. You’ve got to tie up and control a product or a service. So, you can find any product or service. There’s no one who’s going to turn you down if you come to them and say, “Hey, you want to sell more products? I’d like to sell your product for you.” They’re going to say yes. You don’t have to be an employee.

Any guy who’s selling something knows that there’s potential for my sales, and they’ll gladly let you sell their product. So, that’s where you negotiate and tie up the product, right?

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Jeremy: Yeah.

Michael: And, then you go do your thing, and you just do it better than them, but you get everything in writing, and a lot of it’s explained. You probably have a lot of ideas already, but just listen to those recordings. Go through the stuff. If you end up keeping it, you don’t return it, you get an hour with me on the phone, and you’ll see all the bonuses once you go to the link.

Jeremy: Yeah, I think joint venture is the way to go for me, because it’s kind of hard to create a product if I don’t have any credibility being that I’m only 17. So, I think the way to use other people’s credibility and go that route.

Michael: That’s a great way to go, but there are advantages creating your own product. You can still create and control a product without credibility. You might find a book on Amazon.com that’s out of print. Let’s say you have subject. Do you have any hobbies or anything you’re into?

Jeremy: I play sports.

Michael: What do you play, basketball?

Jeremy: I play football.

Michael: Let’s just say there is a book from the 1970s on the greatest football player interviews of all time, and most of these books fail. They’re in the bookstores and they’re out.

Jeremy: They’re public domain, right?

Michael: Public domain is one way. That’s fine. There’s a lot of stuff in public domain that you can just claim as your own and go resell, repackage it, but books and stuff on Amazon that are out of print, you can contact the publisher and buy the rights to that for nothing. Products are a dime a dozen. You’ve just got to choose your market is what you really want to look at.

Jeremy: What I was talking about was actually writing my own product, because I know when people start out into their marketing whether they go into writing into their marketing books thinking that their going to make their money that way.

Michael: Well, you could write your own product. That’s a good way. That’s a lot of work writing it yourself, but if you just do what I do – interview people and just get it transcribed and talk to your own product. Let your expert talk your own product for you.

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Jeremy: I had an idea for an eBay Seller how he was successful like “Correspondent Magic” and “Million Dollar Emails”. What I was thinking of doing was interviewing say like the top five eBay experts, and then having that transcribed into an ebook and have it as a viral ebook.

Michael: Yep, you can do that, but you know what? You’re not going to get rich off ebooks. Ebooks are a dime a dozen. When you think ebook, people think, “Cheap, cheap cheap” Ebooks are free. Start thinking course. Start thinking seminar. Start thinking the word “system”. Those words command thousands of dollars. You could take any ebook and turn it into a seminar, add some audio, add some video, and reposition it, and get twenty, thirty, forty times what you can get for some old ebook.

Get that word out of your heard. Think seminar, system, course, education, business opportunity. That’s what you want to think because that’s where the money is.

But, yeah, you can certainly do that. So, let’s say you interview the five top eBay experts or ten top eBay experts, and you have audio interviews and you get it transcribed. Then, you put it into a three ring binder. Then, you put each interview on CD Rom. Now, you’ve got some meat in your product.

Jeremy: I’m not sure how it would work with a JV. I know how you’d do it. You’d probably give them a percentage.

Michael: You’re going to have a better chance doing joint ventures because it’s your product. People will do the interviews with you for free. Okay? So, you get the interviews for free. You pay to get it transcribed. So, you have total control on the product, and your cost on that product five CDs with a notebook may be ten bucks. It’s nothing – ten to fifteen dollars.

Then, because your cost is so low, you can go to anyone who’s selling a related product and do a JV with them, but you have the control over the product. So, no one’s going to screw you out of your cut because you’re the main source. It’s your product. Working extra hard to develop your own product, I would definitely recommend doing that.

The only reason people s because they don’t believe they have credibility, but you don’t need credibility to interview experts. They’re the ones with the credibility. You’re just the guy doing the interviews. Look at all the most famous people like Barbara Walters, Larry King, Peter Jennings – what do they do?

Jeremy: They interview people.

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Michael: They interview people. You see? They’ve got the thing, and they never claim to be experts. They’re just asking the questions. Doing all these interviews, that’s what I’m learning. You don’t want to be an expert. You just want to interview the experts.

So, then you can approach someone. You have the product. You have total control, and then you’re not going to get screwed. The biggest waste of time is putting these deals together, and a lot of people are dishonest or they’re not motivated. When you have the control, that’s really, really important. I definitely would go the extra mile.

How hard is it to record some calls? I’m recording this call right now, and what am I doing? I’m talking to you. I’m not wasting any time, maybe we could use this recording as extra training for some students or what have you. Then, I send it to a girl and she transcribes it. That really is a great way to go.

Jeremy: The thing I was thinking about was when you’re thinking of people to interview, you have to make sure they have a list, because I don’t have any lists.

Michael: Well, there’s a couple of a things. You could interview them just with the main goal of developing a product. You have the interview. You want them because they’re the expert. Now, that is a good idea. If they have a list, that’s even a bonus because these experts love being interviewed. They want to toot their own horn. They want to feel important, and when you put together a great interview and you get it edited and you’ve got a nice product, you can approach them and say, “How would you like to let your customers bond with you more?” And, if they’re successful on eBay, and they’re selling on eBay, they have their entire database in PayPal, because most of them are accepting payments through PayPal, right?

Jeremy: Yeah.

Michael: Do you have PayPal?

Jeremy: Yes.

Michael: You know you can download your entire database from the first time you ever placed an order, or sold or anything? Have you sold on eBay yourself?

Jeremy: Yes, I sold on eBay.

Michael: How long have you been selling one eBay?

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Jeremy: Not anymore. I used to sell cell phone accessories. I used to have a business doing that, but I stopped that.

Michael: Well, if you go into your PayPal account, and you’re going to hear a whole recording on this, me teaching somebody this in the joint venture thing – you go into your PayPal account and go into the history section, you can download every transaction that you did on eBay.

So, when someone buys from you on eBay, you have their email, their name, in some cases their address, if you’re shipping product. It’s all in Excel format. You can download it right to your computer.

So, let’s say you’re interviewing these big time eBay people. They have thousands of thousands of people in their database. They probably realize it. A lot of eBay people don’t even realize it. You didn’t even realize the whole database is right there. So you’ve got the entire email address. So, you approach them and say, “Hey, how would you like to bond with your customers more? Let’s tape this interview. Why don’t you send it out to your list? And, let your customers bond with you. They’ll love you for it.” Then you tell them that you’ve got four other interviews with other eBay experts, and if they’d like to buy the other four interviews, I’ll split it with you 50/50.

So, you’ve got their ego. He wants his customers to hear him, how great he is, and about all his products and services. He can do some selling in the interview, and then he sends it out to his list, and you make an offer to sell the other four or five or six or seven or eight interviews that you’ve done with other eBay experts.

Jeremy: The only thing I’m worried about is the offer, like what’s in it for them.

Michael: What’s in it for who?

Jeremy: The people that I’m doing the joint ventures with.

Michael: Split with them, 50/50. You’re going to do the interview with them for free. You tell them that you usually charge a thousand bucks to do one of these and edit it. It takes a lot of time. He’s going to be able to use the interview to build goodwill with his customers if he chooses to, but then you say, “Look, since we’re sending out the interview”, you tell him after the interview you’ll add on a little audio that says, “If you like this interview with John this eBay expert, you may enjoy six or seven other interviews I have done with other million dollar eBay sellers like this, this, and this.” And, you say, “For more information call” or you could have them go to a website with a little sales letter for your product, and any orders that come into you, you can control the flow of orders. They come into you, and you pay him his commission.

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Jeremy: You don’t give royalties on everything you sell. You usually just split it 50/50?

Michael: You’re the boss. There is no rule. I’ve done 50/50 splits. I’ve done 80/20 where I get 80 percent, and they get 20. You’re doing all the work. He probably, if he’s like most people, never keeps in touch with his customers, you see? So, you show him how keeping in touch with his customers is great for his business. Give his customers something of value, and you’ve produced it for him. You’ve put it in his lap. You’ve done all the work, and then, “Oh by the way, since we’re keeping in touch with your customers, let’s see if we can sell them something because we haven’t offered them anything in a long time.”

Jeremy: What I’m actually planning on doing is interviewing an eBay expert who’s also like a direct marketer. He has his own newsletter. He says he has about 80,000 subscribers. He knows that I’m just someone trying to do an interview. I don’t have a list, and I want to use his list and then give you him to make money that way. I don’t know if he’s going to give it to me.

Michael: The first thing you need to do is have something to hustle, have something to sell. So, look at creating your product. I’m sure he will be willing to do an interview with you. You can tell him you’re creating a product of interviews, a collection of the world’s greatest eBay sellers. He wants to be on that product because your intention is to market that product worldwide, and he knows this is a chance for him to have a credibility in the marketplace on a product. It is a chance for him to maybe promote something of his. So, he doesn’t know whether you’re going to be successful or not, but he’s banking on it that you will and any publicity is good publicity.

So, he’s looking at this as free publicity. All he’s got to do is let you interview him. That’s why people go on the radio and do interviews. That’s why all the talk shows like Oprah, everyone, they come in and they have an interview, but they’re always promoting something.

So, people love doing interviews because it’s like a carrot. That interview might bring them more business. It’s good for business.

So, them just doing an interview with you based on the promise that you’re putting together a product that you’re going to be marketing worldwide of eBay experts is enough for them to do the interview. You’re not going to have a problem finding people to do the interview with you.

Jeremy: What if I’m just marketing using their own list?

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Michael: Forget about the list. Let’s get your product together first. Then, you can approach him. He may say no, but you can say, “Look we put together a great interview. Would you be willing to do a deal? Would you be willing to send your audio interview out to your entire list? Or mention it in your newsletter?” And you can have the audio interview up online, kind of like my interviews. That’s easy to do. I can help you do that. Then, you have it online.

So, he mentions it in his newsletter, and he directs his newsletter to his audio interview with you. You can let him do that for free if you want or you can say, “Let’s offer your customers this package that I’ve put together of your interview plus six other eBay expert interviews for \$99, and any one of your customers or newsletter subscribers or people on your direct mail list or whatever, you’ll split it with him.” It doesn’t have to be 50/50. You can give him 30 percent of the sales.

Get your product done first. Then you have something to hustle, and then you have control over it. I would go that route. Bust your butt to get five or ten interviews with eBay experts. They don’t have to be great. They don’t have to be as good as mine.

What you do is you tell him, “Look, we plan on selling a lot of this product. You’re going to be positioned as one of the world’s best eBay experts. I need you to send me a list of your most common questions, the questions that come up over and over again.” Have them email you the list. So, when you do the interview, you’re just reading off their questions.

Jeremy: Right.

Michael: Now, are you confused a little bit or does that make sense?

Jeremy: It does make more sense now.

Michael: Get your product together first. You’ve got to have something to hustle. Now, I know the joint venture talks about not having a product. I’m just saying what I would recommend for a long term. You really want your own stuff. That’s why I’ve been working years to do my own interviews because no one can replace me. It’s original. I control it. It’s me. It’s my voice.

But, some people don’t want to screw with it, and that’s fine, and you can license other products. You could set up and do the joint venture brokering like Jason Cox talks about. It’s more risky. It is doable, and you can combine all three. There’s really all kinds of ways to go, but my recommendation really is get your own product and then do JVs.

Jeremy: Have you actually done interviews in niche markets that pertain to marketing?

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Michael: All across the board. If you go look at my website, I’ve got 117 hours. I’ve got interviews on all kinds of subjects. Have you seen the audio clip section? I do interviews on all kinds of stuff, but as I collect my interviews, I take these interviews and I repackage them.

So, as you do more and more audio recordings, the subjects can be pretty varied. So, if we take the recording we’re doing, it could be in a section of recordings that I have on consulting because I’m kind of consulting with you, or it can be in a section called “Joint Ventures”. So, you can take your audio recordings and kind of package them up. You see?

Another thing I’d recommend is go with digital products. I mean it’s beautiful not having to mess with shipping products. So, if you do your five or six interviews, you could put them on CDs. If someone’s going to refund, they’re going to refund whether it’s digital or hard copy.

Don’t be afraid of selling a digital product, just like you’re buying. You’re buying this joint venture course. It’s all digital. At first we were shipping it. It’s a pain to ship and keep track of the returns and everything. Make your life easier. I have found now that when I create products, at least most of them, if I can get away with it, they’re going to be all digital. I won’t have to ship anything. All I have to do is take your order and send you a link.

Jeremy: Wouldn’t you say you could get probably double the price if you sell a physical product?

Michael: Many say that, but I don’t believe that’s necessary true, and I also interviewed Yanik Silver and we talked about this. His refund rates are no more on his physical or digital products. If you provide a great product and good value, people aren’t going to return.

It is easier to return a digital product, and so what? You may have more returns, but making your life easier is what this whole business is about. You don’t want to tie yourself up with inventory and products.

Jeremy: The reason why I wanted to record the interviews and then put it into a package is I’ve never interviewed anyone before. I’m not sure how I’m going to be interviewing someone. I’m not sure if I’m going to be nervous or whatever.

Michael: Well, you’re going to be nervous. When I first started interviewing, I was nervous, but after a while, you’re not going to be nervous anymore. There’s no way around it. Are you interested in eBay?

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Jeremy: Yes.

Michael: Isn’t it interesting to learn how a guy just kicked ass on eBay?

Jeremy: Yeah.

Michael: So, just be interested. Talk to the guy and forget that you’re being recorded. I’ll give you some more advice. When you’re doing an interview, just talk to them like you and I are talking. Don’t talk to a crowd like you know they’re listening and don’t say, “Okay, I’m interviewing” well, you may have to do it if you’re present it that way, but you can do that later. Just have the questions in front of you, and if you’re nervous, just ask him the questions.

Now, when you’re nervous on your audio interviews, you’re going to be stuttering and stammering and going, “Ah, ah”. All that can be edited out. It will clean you up and make you sound like a toastmaster’s champion. Editing is in the magic. I stutter all over the place, but in my interviews some of them are just terrible, but we edit it. A lot of editing goes into the audio. I remove every um, ah, I can, because the person you’re interviewing comes out more credible. Some people talk real smooth and there’s not much editing. Some people are all choppy all over the place, and there is a lot of editing. You can either pay someone to do the editing for you, or learn how to do it. It’s very easy. It’s just time consuming, but it’s worth it because that audio interview is selling that person. It’s selling your work. It’s selling those other six interviews with eBay experts. If they like the one that they hear, they’re going to want more.

Jeremy: Right, but do you recommend that I sell all the individual interviews separately and then offer to buy them all together?

Michael: You are the boss. There are no rules. I recommend if you give them real good value – let’s say you did ten interviews, you did one every three days. In a month, you can have ten interviews. You can learn how to do the editing. It’s not hard. You do the editing. Do ten interviews, get them all transcribed, and then you’ve got a great product. Ten interviews with eBay experts that reveal all their secrets – sell them all as a package, have all ten of them up there. That’s one way you can do it.

I like selling a lot of value, just giving it all to them, but there might be better ways. There probably are. You can sell them a little membership thing where they pay a monthly fee, \$29.99 a month, and they get two new interviews every month, but you’re committed to doing them every month. Sometimes when you have to do something, you’re not into doing it.

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You could split it up. You could sell five and upsell another five. You could sell one at a time. You could sell the resell rights to all ten. Let’s say they pay a hundred bucks for all ten, but for \$300 they can have the rights to resell it. If you do sell the resell rights, at the end of each interview, you want have something to sell. So, on each interview, you want to have a little thing at the end that you edit in there that offers another product like maybe your Inner Circle interview club where you interview two new eBay experts every month. Always be selling. Always have something to sell on each product you create. Be thinking ahead like a chess game.

Jeremy: I was looking around for like conference calling that I could use.

Michael: For doing the recordings? All you need is a phone and a digital micro-cassette player.

Jeremy: That’s it?

Michael: Yeah, and a thing from Radio Shack.

Jeremy: And, that puts it into an mp3 or something.

Michael: I’ll tell you the one I use. It’s called an IC Recorder. It’s a Sony ICD-ST25 stereo. It’s a Sony IC Recorder. I got it at Circuit City for a hundred bucks. But, here’s what I would recommend. This one only takes batteries. You’ve got to keep putting triple A batteries in it. Get the one that you can plug in that recharges because you really go through a lot of batteries.

Now, it will come with software. So, when you’re doing an audio recording, it records you in Sony’s format, but you can convert it into a .wav file, and you’re do your editing in wav. Once you have it in a wav file, then you have software that you can convert it into an mp3 file.

If you keep the JV course, and you get to that point, I’ll go over all of that with you.

Jeremy: Thanks for the information.

Michael: All right, anything else while you got me on the phone?

Jeremy: Let me go and check out the course now.

*Here’s another bonus tip from Michael Senoff’s HardtoFindSeminars.com, and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who was one of the world’s best marketing consultants, and I have twelve hours of audio interviews all on the subject of marketing consulting. We also have downloads to over 23*

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*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 information, and you'll be whisked away to Consulting Secrets, where we have thousands of dollars worth of free, downloadable, audio recordings in mp3 and Flash, also the written printed transcripts in PDF that you can start learning from starting today. This information is hot! So, get on over to [HardtoFindSeminars.com](http://www.hardtofindseminars.com), check out Consulting Secrets.*

*I started in the business of buying and reselling hard to find seminars material. I have specialized in locating the very most expensive material which was by a marketer named Jay Abraham. Well, I purchased from the original owners, the original seminar material in the form of audio tapes, video tapes, books and courses, and I sell them to people like you for pennies on the dollar. So, someone may have paid \$20,000 to attend a seminar and sit five days in an uncomfortable chair, but they all come home with the audio tapes. Well, I from a personal need, didn't have the money, and I located hundreds of people who had these seminars, and I buy them and resell them to you. So, what that means for you is you could get a \$20,000 seminar for ten to twenty cents on the dollar from me. If you go to [HardtoFindSeminars.com](http://www.hardtofindseminars.com), go to the product page, and look for the section “Jay Abraham”, and you'll see a multitude of seminars that I have available waiting for you. So, if you want to take advantage and learn from the very best marketer in the world, Jay Abraham, and if you want to do it for a lot less money, head on over to [HardtoFindSeminars.com](http://www.hardtofindseminars.com), and I'm sure I'll have something that will fit your budget.*

***NEW Time Saving Service: The Easiest Way On Earth To Create A Series Of Powerful Audio Recordings For Your Own Information Product...***

**“If You Can Talk Into A Phone  
You Can Be Selling  
Your Own High Priced Audio Program  
In As Little As 7 Days...”**

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

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

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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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...

And I'm genuinely excited about the new service I've created to personally help you turn your book or concept into a powerful easy to sell audio information product.

This audio recording service is the easiest way on earth to create your own highly valuable information product in just weeks even as quickly as seven days.

How does it work?

**“I Call You On Your Ordinary Telephone  
And Interview You Live...  
On A Series Of Related HOT Topics  
About Your Niche Subject...”**

I record these telephone interviews and then I edit and hone the recordings to turn them into a highly professional product you can sell as a series of audio CDs, audio cassettes or MP3s you can offer as online downloads.

You don't need any special equipment.

You don't need any special skills.

The telephone in your home or your office is just fine. In fact we can even record you

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

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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 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.

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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...

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!

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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://hardtfindseminars.com) covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much, much more...

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

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

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

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

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

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

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**“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.

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.

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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...”**

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

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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.

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.

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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!

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

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

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

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

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

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

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### **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 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.

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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...**

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.

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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  
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).

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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.

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

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

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

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

Yours sincerely,

Michael Senoff.

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

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

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

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

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

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

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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  
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-

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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 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

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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 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...

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- 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...

- 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*

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*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?"

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**

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### **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 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...

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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 thousands of dollars value for your business in this short 15 minute consultation you'll be free to end the call – no charge, no obligation, no strings attached.

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

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

I'd hate for you to miss out so phone me now - Michael Senoff on **858-274-7851** or email me at [mSenoff1@san.rr.com](mailto:mSenoff1@san.rr.com)

Your sincerely,

Michael Senoff.

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

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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](mailto:msenoff1@san.rr.com)

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

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

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

**Title :** How to buy pre-owned Jay Abraham & Gary Halbert marketing books,

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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.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

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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 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

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course around this rare Claude Hopkins Ad collection. These ads are for serious copywriting students only. <http://www.ClaudeHopkinsAdvertising.com>

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