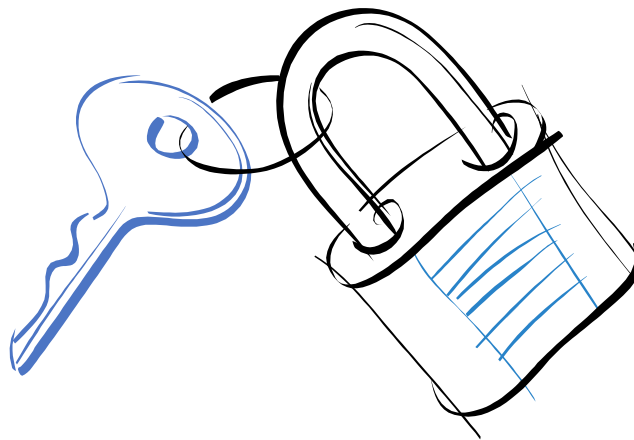

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Michael Senoff Interviews Ken



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Telling Ken How To Make Money

Ken was working for an insurance company as a sales representative selling annuity products. His ultimate goal was to have his own business as a financial planner but he needed to save up some money first.

He found my web site address, www.hardtofindseminars.com, on Ebay when he was looking for pre-owned Jay Abraham materials. When he went to my web site and saw that I offered free 15-minute consultations, he thought, “Why not?” and called my office. It’s funny because Ken was incredulous that I actually called him back. He never expected that my free consultation was real!

I discovered the reason that Ken had been looking for Jay Abraham materials was that he was having great difficulties finding prospective customers for the insurance products he was selling. He wasn’t making any money and was getting further away from realizing his dream of becoming a financial planner.

In this recording, you will hear some ideas I had for Ken regarding lead generation. It all boils down to this: Use other people’s leads because it’s easier and cheaper! Let someone else do all the expensive advertising! Let someone else spend the time and energy pounding the pavement!

It turns out that before Ken had gotten into the insurance industry, he had owned and operated a dry cleaning establishment. He still had his list of former customers. Bingo! Why not write a personalized letter to these former dry cleaning customers telling the compelling story of how he got into the insurance business and promote his annuity products to them?

You’ll hear my advice about how the letter could be worded, what types of material could be included with the letter, and how the letter should be mailed. It’s great hearing how excited Ken got over this idea!

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Finally, Ken and I talked about the great audio interviews that I have on my web site. These audios and accompanying transcriptions contain invaluable information on many subjects and best of all – they are FREE. I told Ken of one audio that is specific to the insurance industry that might help him to achieve success.

Michael: Look at this. Jay Abraham did a lot of marketing to get you on that call, right? He had to have a copywriter write the email. He had to send it out to thousands of people. I don’t know how you originally got on his list. See, I’ve leveraged all his efforts, and now who’s talking to me? You are. Who paid for all that?

Ken: He did.

Michael: He did. Do you see what I’m saying?

Ken: Yes.

Michael: Well, that’s what you do with your insurance customers. You use other people’s time and use other people’s money and use other people’s efforts. Let them pay for all the marketing and advertising.

Music

Sarah: This is Sarah, how can I help you?

Ken: Hi, Sarah, how are you doing?

Sarah: Good, how are you?

Ken: Good, thanks. Is Michael available?

Sarah: No, he’s not available at the moment. Is there a message I can take to have him call you back?

Ken: He actually does call back?

Sarah: Yeah, he does actually.

Ken: Oh, wow, cool. I was on the Internet and found his seminar page. There was something for a Jay Abraham seminar. I filled out one of those things for the CD. If he has anytime can he call?

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Sarah: Sure, what is your name?

Ken: Ken. I’m pretty impressed so far.

Sarah: Well, that’s good.

Ken: Are you his wife?

Sarah: No, I’m just his assistant.

Ken: Okay.

Sarah: I’m his assistant.

Ken: There you go.

Sarah: As soon as he’s available, I’ll have him give you a call back. It shouldn’t be too much longer.

Ken: That’s great. I really appreciate it. What’s your name?

Sarah: My name is Sarah.

Ken: Thanks Sarah.

Sarah: No problem at all.

Ken: Have a wonderful day?

Ken: Hello?

Michael: Hey, Ken.

Ken: Yeah?

Michael: It’s Michael Senoff calling you back.

Ken: How are you doing there?

Michael: I’m doing good, how are you?

Ken: Good, thanks.

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Michael: Good, I got the message from Sarah, and she told me I better call you back or I’d be in trouble.

Ken: There you go.

Michael: I always return my calls.

Ken: I’m sure. I was actually thinking something a bit slicker and more marketing – you know what I’m saying.

Michael: Yeah, I do know what you’re saying.

Ken: Tells me to call back, and then slam, bam, thank you ma’am.

Michael: I try and stay away from that.

Ken: She said, “No, he’s not here right now. Would you like him to call you back?” I was like, “Yeah, that’s cool.”

Michael: Well, you’re a potential customer, aren’t you? I got to treat my people right, and what I have found is the faster you call someone back, the more impressed they are because in today’s world, it’s almost impossible to get someone to sell you something. Even when people have money to buy, people don’t call you back. It’s ridiculous. I treat my people right.

Ken: Yeah.

Michael: Did you find my HardtoFindSeminars.com website?

Ken: Yes.

Michael: How did you do that? Were you searching or what?

Ken: I was Googling Jay Abraham, and I think you showed up on the list, or it was just a link on one of the other things I was looking at.

Michael: Well.

Ken: It might have been on eBay.

Michael: Oh, it was on eBay, good. I use eBay to generate leads.

Ken: I figured that.

Michael: So, what got you looking for Jay Abraham stuff?

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Ken: I recognized him as one of the top dogs. I recently got into a new career that being insurance and I’d like to eventually more of a financial planner type thing, but I’m starting out in insurance. I’ve spent weeks working for different things like systems or something that can make lead generation a little bit more like a business than just calling my friends and saying, “Hey, do you want insurance?”

Michael: So, you’re currently signed up as a sales rep selling life insurance?

Ken: Correct.

Michael: How long have you been in it?

Ken: I haven’t received my license from the state yet.

Michael: Have you taken your test and everything?

Ken: Yes.

Michael: Do you know if you passed it?

Ken: I did pass.

Michael: What got you into insurance?

Ken: I used to own a dry cleaners, and about a year ago I sold it. Well, I want a career for one, and I want something that I could feel good about representing that’s why I went into insurance. But, the none the less, I think of it as a financial service which has huge upside potential. But, I also wanted something where I could make money.

Michael: So, you’re in life insurance. Does that offer the sales and ability to sell financial services?

Ken: Not yet. Not until I go on my own.

Michael: Insurance is a tough gig, man. Statistically, the retention rate of new insurance agents – if I was talking to ten people, a year from now, nine of them would be gone. You got the passion for it that much and the determination and the drive to really stick with it? I’m not questioning your interest in it, but statistically the odds are against you. I’m just saying.

Ken: I will find a product. I’m in Pittsburgh. We are very conservative. There’s a lot of old people here. They may not be filthy rich, but a lot of them just saved

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their whole lives and they have money. Even if it’s just fifty, seventy thousand dollar CD, but I’m just going to go after that. I’m going to get out on my own and start doing seminars and this and that.

Michael: I have an idea for you. It’s going to be a lot harder to go get new customers from scratch, right? You must have hundreds of insurance agents who have been in the industry, life insurance people, right in your area, who are probably very poor marketers. You might want to approach someone within an existing agency with existing customers and go to work under them, and instead of you pounding the pavement trying to get new prospects, you just rework their existing prospects, which I guarantee you 90 percent of them never do.

Ken: I have an offer on the table from a guy who has a Nationwide agency with tens of thousands of P&C, property and casualty. He has like eight locations. He offered me to come in there and he’ll pay for the marketing, just hammer his P&C people and get out there and look for them.

Michael: Is he doing it himself?

Ken: When someone calls in and asks for an investment thing, then he does it. He does not market it to them. He does not inquire.

Michael: I’d do that in a heartbeat compared to trying to build your own agency.

Ken: There’s a repulsively ethical streak in me, and their products are not-

Michael: They’re not that great?

Ken: No, it’s a P&C business. Over the years, they added life insurance to it.

Michael: He’s limited to what products? Property and Casualty.

Ken: Everything Nationwide has.

Michael: All the big boys are pretty much all the same. They really are, aren’t they? I’m sure there are some better than others.

Ken: We have an annuity here at 2.5 percent over a hundred thousand. We’re the biggest insurance company on the planet, and we have like four annuities. One of which is 3.5 percent, guaranteed 1.5, but it’s paying currently like 3.5 to 4.25 which is not a lot, but it’s certainly better than any CD. But, if you drop over a hundred thousand it pays you an extra three points. You can go on the Internet and in four minutes find products from big companies. They’re

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certainly not in financial publications, but they pay nine, ten, eleven percent the first year.

Michael: What does his pay?

Ken: Ours pays a total of six percent the first year. So, they’re not competitive in that way.

Michael: Here’s another idea. Why don’t you consider buying someone’s customers or something or buying the leads to someone’s customers? Let’s say you worked a deal out with that guy and you said, “Look, you’re selling property and casual one time. You’re barely ever upselling them. You’re concentrating on all new business. Let’s do this. I’ve got some annuity products that are paying nine percent, why don’t we do a deal? You endorse me for a higher yielding annuity product, and explain to your customers I can’t sell it because I’m limited to my agency, but I want to refer you to someone who really maybe able to help you with annuity product.”

So, he’s using his extra customers that he’s not reselling to anyway, and then he endorses you and you do a deal with him.

Ken: I don’t think Rich would do that, but that’s a great idea to go this typical second or third generation mock insurance agencies. Father built it up sixty years ago, and they’ve just been riding it out the last 25 years. Yeah, and then go in there and say, “Look, I’ll find a good product.” And, then go in there and smack them down.

Michael: The whole idea is don’t build it from scratch. Go use someone else’s resources. You’ve already done the blood, sweat and tears and pounding the pavement, pounding the phone, paid for all the advertising. Get the customers and start selling to the customers. That’s going to be ten times easier. And, it’s about ten times less expensive to sell an existing customer than it is to get a new one. That’s what’s going to burn you out is getting new customers.

Ken: I have a database of about 25 to three thousand people that were my customers in dry cleaning, and I can work with them. They’re not where they would be new insurance people, but every one of them would know me. I’d send a letter, “Remember me, the big guy who used to own the dry cleaner. Thank you so much for your support over the years. Here’s the career I’ve settled in on.”

Michael: When you sold it, you didn’t sell your customer list?

Ken: Oh, no.

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Michael: Absolutely, you can do it more appealing than that. Do people remember you from there?

Ken: Yeah, I’m six foot nine, damn good looking.

Michael: Six foot nine, damn good looking hunk who owned the dry cleaners on 34th and Main sells dry cleaning business and becomes annuity expert. Dear Friend – you know me from the dry cleaning business down on 64th and Main. As you can see, attached to this letter is a dollar bill. The reason I’ve attached this is for two reasons. One because I needed some way to absolutely capture your attention and number two is because what I have to tell you has to do with money.

Here’s what it’s all about. I owned this dry cleaning business for eight years. I worked my ass – this and this. I had problems here – you go into the story of you owning and how finally a guy walked in – however you sold it. Go through the story, and then you say, “But, why should you care?” And, then you tell them your story, “Now, I’m an expert in annuities, and let me tell you what I learned from washing dirty shirts for eight years. Now, let me reveal some dirty laundry about your investments.”

Ken: Right.

Michael: Something like that.

Ken: That’s great actually. That was phenomenal.

Michael: Because I study this stuff. I’ve got letters and templates. I’ve got stuff that you can model and do, and a letter like that to your customer, that could definitely attract attention. They’ll know who you are. You make a compelling story, and you get the message to them whether it’s through that letter or website or an audio recording or what have you.

You can do that with your existing customers. That’s a great place to start. Test, send out 200 of them. Do it in a number ten envelope, hand address it. They’d recognize your dry cleaning if they got a letter from you. Put your name and address. “This dry cleaner is sending me a letter. Did I leave some dirty socks there or something?” Do you know what I mean? You can put a picture in there of you standing in your new business, to personalize it like a real photo. Get them duplicated for three or four cents a piece, put them in there, and you write a personal letter like you were writing to your brother and tell your story.

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It really takes some effort, but that one letter could really help. If you mailed out a hundred, and you got a feel of it, maybe a profit with a commission on an annuity. It doesn’t take many deals to make some good money on that.

Ken: No, it doesn’t if you’re getting paid seven percent on \$50,000.

Michael: Do you have a good relationship with the guy who bought the dry cleaner?

Ken: Good enough, yeah.

Michael: You’ve got to give them a reason to call you. Fifteen minute, full-service dirty laundry investment audit if you call within the next 24 hours. I’ll pay for a week’s worth of your fluff and folds, or whatever. Buy them something. You bribe them to at least get them to call, and then you can have a secretary like the girl who answered the phone. She’s my assistant, but I’ve never met her in my life. I pay her a hundred bucks a month to answer my phone.

Ken: A hundred dollars a month?

Michael: A hundred bucks a month.

Ken: That’s pretty damn cheap.

Michael: She’s good. She runs the service right out of her home. I have my calls forwarded to her. She takes the call. She emails me the message. I hear the actual message when it comes in. I hear a recording of it. So, these things are all-

Ken: That is slick as snot.

Michael: Isn’t that cool?

Ken: That is extremely cool.

Michael: Three bucks a day to have someone answer your phones for eight hours.

Ken: They sound professional.

Michael: I can monitor how she’s doing. If she’s not doing good, I call her and tell her.

Ken: No, she did great.

Michael: She is. The audio file is emailed to me instantly.

Ken: Oh, the audio is.

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Michael: It’s a great service. You can set this up. I can show you how to get someone to do the same thing. Or you can do your mailing and you can have someone handle all your calls and you can hear the messages and you can call them back. You just set up a system. They’re calling you about your dirty laundry audit. If they’re local, you set up a time. If they want to do the audit online, you can have the forms on line or the email. Your assistant can do all that, and then you can analyze their portfolio and just call these people back or get someone else to do that.

Ken: You are good. You’ve obviously done your homework and know your business.

Michael: It’s all leveraging and automating and creating a system.

Ken: Do you still own your little shirt business through your retail stores?

Michael: No, that was when I was in college. That was many years ago.

Ken: You full focus now is seminars.

Michael: Yes, buying and selling seminars. I’ve got some other businesses, too.

Ken: You do JV’s with people?

Michael: Yeah, I sure do. I have people all the time coming to me. I’m always open to listen to what someone has deals and stuff.

Ken: Jay Abraham, the Big Box.

Michael: Right, the Big Box.

Ken: Those are thousands and thousands of dollars. What do you sell it for?

Michael: I sell that for a thousand bucks, more than 20 cents on the dollar. You would pay thousands. That Big Box Seminar would be easily five grand to go, or five grand just for the home study. I have to remember what’s in that. I think that’s the Mastermind Marketing. That was a five thousand dollar seminar, and that’s one of the cheap ones.

Ken: Do you think he’s the best there is?

Michael: Yes, he is the best. If you like the way he sounds and everything and you go through this stuff, you wouldn’t need to study anyone else.

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Ken: I listened to his teleconference yesterday. He did one of these bait and switch things. I mean, he’s truly great.

Michael: How do you like to study? Are you a reader, audio, video?

Ken: Any of the above, but I like reading and I like listening.

Michael: Ideas I’ve been giving you are just simple concepts, stuff that I’ve integrated that I’ve learned from him. You’ve just got to get it into your head where it’s second nature, and you start thinking like that. It’s like being thrifty. You think thrifty. People always want to try and save money, but you’re thinking of ways to save time and effort and money when it comes to marketing, and you use other people’s time and use other people’s money and use other people’s effort.

Look at this. Jay Abraham did a lot of marketing to get you on that call, right? He had to have a copywriter write the email. He had to send it out to thousands of people. I don’t know how you originally got on his list. See, I’ve leveraged all his efforts, and now who’s talking to me? You are. Who paid for all that?

Ken: He did.

Michael: He did. Do you see what I’m saying?

Ken: Yeah.

Michael: Well, that’s what you do with your insurance customers. Let them pay for all the marketing and advertising.

Ken: I think I’m just going to go in for a year or two years or whatever, make money with Rich’s firm with his thousands of customers because I don’t have the money to send a thousand letters right now. I’m not going to go into my whole story.

Michael: Yeah, let them do it. That CD I’m going to send you. I’ve got the form. Everything on that CD is on my site right now on the audio clips, and there’s more because on the website you can download the recordings, you can play the mp3s, or you can listen to it online. The CD just has mp3s. Just read the descriptions of the stuff that sounds good. Are you online now?

Ken: Now, but is this hardtofindseminars.com?

Michael: Yes, go to HardtoFindSeminars.com/audioclips.htm. It’s the fifth recording down. The headline of the recording is called “In Personal, the Hottest Low-

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Cost, High-Return Marketing Secrets and Strategies to Double Your Business in the Next Six Months.” In this recording, you could read the transcripts or you could play it. It talks about 97 percent of salesmen make no attempt to sell the product. But, there’s a story in here that he talks about the number one insurance guy in the world, a guy named Brian Yoh. You’ll hear how he does it. He’s number one in the world, and he’s a good one.

So, check that out. If you’re big into the audio recordings, you can learn a lot of stuff here for free. None of them are Jay Abraham recordings, but there’s still a lot of great stuff.

Ken: What you’re sending me will have this on it?

Michael: No, actually, the CD doesn’t have this one. You can put it in mp3 CD player, but right here you have everything. You have all the recordings that are on the CD here. You can download them on your computer, print them out, whatever. There’s more here than really what’s on the CD.

Ken: I’m going to start printing them out. I have one, an interview with Banish.

Michael: On joint ventures, yes.

Ken: Cool, but it’s the first one. The second one’s 58 pages. I better not print that one. I was thinking you might want to shrink these down a little bit.

Michael: Well, it’s worse than paper.

Ken: I hear you, but I will go print the one up with the insurance thing number five. I guess it’s a good idea just to go in there, sit down and talk to Rich and just save up my money and then go on my own. Do you have a webpage that has all the seminars?

Michael: Yeah, I do. I know where you’re at. You’re at the beginning stages. So, what I do for a lot of customers, I’ll just put together a package for you. If you say, “Mike, I’ve got \$300. I’ve got \$500, put together a big box for me.” I’ll do it, and you won’t be disappointed. I’ll give you a combination of audio, video, depending on how much you want to spend. I’ll put together some great stuff by Jay Abraham.

Ken: I’m sure. Does he have any that are specific? He never does anything industry specific.

Michael: I do have some industry specific stuff and some consultation transcripts, consultations he’s done with insurance agents. We’re all selling people. It

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doesn’t matter what the product is. All the marketing techniques will work for everyone.

Ken: Do you live in LA?

Michael: San Diego.

Ken: You’re an impressive guy. How old are you?

Michael: I’m 39.

Ken: You just come across genuine as hell. It’s not common anymore.

Michael: You’re right. It is not.

Ken: Do you like Dan Kennedy?

Michael: Yeah, I do. He’s great. I like them all, every one has something to offer. Hearing the stuff from different people helps you too. Listen to that one with Jim Cecil, that one I told you. That will blow you away.

Ken: I will do that.

Michael: And, then just email me when you’re ready to start off with some Jay Abraham stuff, call me. Go through my recordings first. That’ll keep you busy.

Ken: Within a month I’ll have money. I’m not going to go into the details, but I am in a bind.

Michael: I understand.

Ken: I appreciate it Michael very, very much.

Michael: You’re very welcome. Have a good day. Bye.

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

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you go to HardtoFindSeminars.com, go to the product page, and look for the section “Jay Abraham”, and you’ll see a multitude of seminars that I have available waiting for you. So, if you want to take advantage and learn from the very best marketer in the world, Jay Abraham, and if you want to do it for a lot less money, head on over to HardToFindSeminars.com, and I’m sure I’ll have something that will fit your budget.

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 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, 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, check out Consulting Secrets.

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

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

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

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

Hi I'm Michael Senoff,

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

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

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.

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How does it work?

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

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

You don't need any special equipment.

You don't need any special skills.

The telephone in your home or your office is just fine. In fact we can even record you when you're on the road or even while you're on vacation.

All you have to do is get to an ordinary telephone.

And it gets better...

This is not some hashed up service where I throw together any old audio.

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

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

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

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

I'll give you a guideline of what each audio will be in advance. All you'll need to do is 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,

19

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\$200, \$500 even thousands of dollars.

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

Ask yourself this question...

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

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

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

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

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

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credibility.

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

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

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

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

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

Recently I've used audio...

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

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

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

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

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

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

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

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

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

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

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

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

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

You could do the same...

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

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

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

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

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

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

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

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convenient for you.

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

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

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

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

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

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

And that's just the beginning...

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

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

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

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...

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

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

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

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

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

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

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

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

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

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

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

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product you can sell at a good price - anywhere from \$100 to \$500 even more depending on your market.

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

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

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

The audio is yours.

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

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

And it gets better...

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

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

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

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

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

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

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...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

In summary if you qualify to become one of my special preferred clients this is what you'll get...

Your Personalized Audio Product Creation Service Includes...

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

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\$2,500...

3. My marketing advice "as we go" worth \$700 to \$3,500 or more...

4. Full written transcripts of every audio worth \$500 to \$1,500...

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

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

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

But I'm NOT at all desperate for business.

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

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

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

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

**“I Want To Be Sure
Your Product Will Make Money For You
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.

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

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

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

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

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

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

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

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

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

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

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

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email me at 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 - CEO www.hardtfindseminars.com

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

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

But I only have time for a very limited number of clients.

If you really do have a great product and you want to give your clients the highest value information you possibly can then I'd hate to see you miss out on this chance to get your audio information product made quickly and easily.

Call me right now on **858-274-7851...**

Or you can email me 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.

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Your Own High Priced Audio Program
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From the desk of Michael Senoff
Friday, 3:30 PM

Hi I'm Michael Senoff,

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

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

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of hardtofindseminars.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.

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31

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You don't need any special skills.

The telephone in your home or your office is just fine. In fact we can even record you when you're on the road or even while you're on vacation.

All you have to do is get to an ordinary telephone.

And it gets better...

This is not some hashed up service where I throw together any old audio.

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

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

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With Hot Information Locked Inside
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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 to 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...

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Your Information Product At \$3,900...?”**

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

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtfindseminars.com/consulting.htm>)

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

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

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

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**

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Information Product While You're Asleep - Literally!...”

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

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

Recently I've used audio...

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

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

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

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

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

To increase the sales and value of dozens of other products both new and used you can find at hardtfindseminars.com 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.

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

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

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

You could do the same...

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

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

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

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

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

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

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

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paper or on audio yourself - if you ever get it down.

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

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

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

And that's just the beginning...

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

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

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

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

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

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

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

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

And do you know how to prepare someone else for an interview, make sure the

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interview stays on track and that they don't spend the whole time giving you an empty audio that's nothing more than a pitch for their products?

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

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

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

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

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

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

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.

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The audio is yours.

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

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

And it gets better...

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

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

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

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

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

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

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

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unlikely you'll exceed it unless you're running a HUGE online business).

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

In summary if you qualify to become one of my special preferred clients this is what you'll get...

Your Personalized Audio Product Creation Service Includes...

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...

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

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

But I'm NOT at all desperate for business.

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

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

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

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

**“I Want To Be Sure
Your Product Will Make Money For You
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

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increase the value of your information products.

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

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

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

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

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

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

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

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 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,

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Michael Senoff.

Michael Senoff - CEO www.hardtfindseminars.com

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

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

But I only have time for a very limited number of clients.

If you really do have a great product and you want to give your clients the highest value information you possibly can then I'd hate to see you miss out on this chance to get your audio information product made quickly and easily.

Call me right now on **858-274-7851...**

Or you can email me msenoff1@san.rr.com with "Audio Product Consult" in the subject line and claim your gift half hour consultation on how to create your high value audio information product.

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%

43

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guaranteed profit windfall of \$7,000, \$20,000, \$100,000 OR MORE in your business then this is the most important letter you'll ever read. Here's why...

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

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

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

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

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

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

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

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

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

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personally, one on one, to...

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

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

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

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

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

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

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

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

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

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

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

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

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

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

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

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

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

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

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

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

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

**Would You Like To
Find Your Acres Of Diamonds -
Your \$7,000 Plus Profit Windfall
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

46

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marketplace...

- Employ a simple, low cost method to create substantial new sales without finding a single new customer or client.
- Explore the endless possibilities of bartering to bring in a whole range of products and services for you and your business without outlaying any cash...
- Discover the biggest secret to compel new customers and clients to buy from you without hesitation – it’s so simple yet so many businesses never learn to seize the incredible power of this secret.
- Create one simple line that’ll help you increase your sales and profits by 10% to 30% or more...

How much can this information help you and your business?

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

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

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

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

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

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

- 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](#)).

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Like Russ Sherry from Sherry Training Consultants...

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

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

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

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

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

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

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

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

“What has this session been worth to you?”

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.

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

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

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

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

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

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

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

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

Two Year
100% Money Back Guarantee!

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

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

But there's even more.

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

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

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

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

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

It's quite simple.

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

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

In the unlikely event you're not thrilled and you can't see thousands or even tens of 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

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Your sincerely,



Michael Senoff – www.hardtfindseminars.com

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

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

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

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

Call me on 858-274-7851 or email msenoff1@san.rr.com

A listing of my other web site and resources.

Who Is Michael Senoff? Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for 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

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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exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called www.ExecutiveAudioInstitute.com. Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at Michael@hardtfindseminars.com or at (858) 274-7851 For Michael’s full biography and story go [here](#)

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

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

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

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

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Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts

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

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

Title: Hard to Find Ads

Description: <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world’s largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It’s not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What’s here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and ‘60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-style ad can out pull an image-type ad 5-1, just because it’s editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I’ve deemed it editorial-type advertising because it’s so powerful. It’s an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It’s the 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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