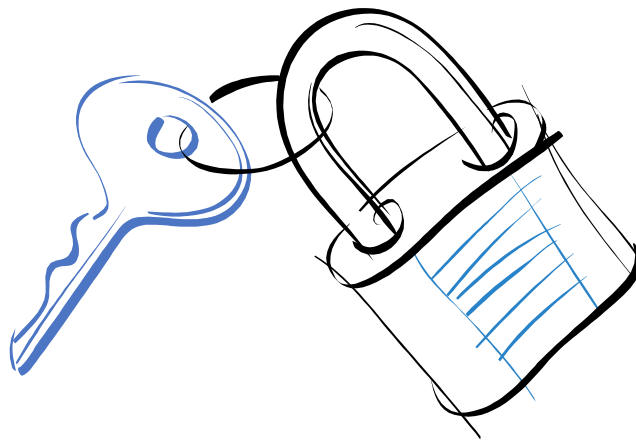

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A handwritten signature in blue ink that reads "Michael Senoff." The signature is written in a cursive, flowing style.

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I absolutely enjoy talking with intelligent young people with an entrepreneurial spirit! Although being an entrepreneur may be innate to their personalities, they may not have had the opportunity to study the “in’s and out’s” of various aspects of operating a successful business. When this is the case, their minds are like sponges when I give them advice or spring new ideas on them that could help them or at least to get them into the habit of thinking in different ways.

Here is an interview/consultation that I did with Kyle. Kyle is a burgeoning cartoonist and illustrator based in southern California. He and I had talked before about his business and he was just touching base with me about an absolutely new business idea that he came up with as well as the state of his cartoonist business.

Listen to his innovative idea about joint venturing with florists to sell more flowers during the usually slower times of the year. We discussed sales letters, who to mail the letters to in a test, and an inexpensive way to obtain leads for your test mailing. By measuring and analyzing the test results, Kyle’s system could be presented to local florists. You will hear my suggestion about creating an information product that could be sent to florists all around the country presenting successful joint ventures.

You will also hear about utilizing a 100% online service offered by the United States Postal Service whereby you provide them with your sales letter and your database of leads. The Post Office will then print the letters, stuff them into windowed envelopes, and send them to the people in your database.

The remaining portion of the recording deals with Kyle’s cartoonist and illustration business. He was in a quandary because, since his niche is making presentations to school assemblies, times are very slow in the summer when school is not in session.

I give him some ideas:

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Approaching private summer camps to make presentations or conduct classes.

Creating joint ventures with other people doing assemblies in non-competitive industries to endorse one another to each person’s customer list.

How Kyle could offer private or group illustration lessons by making calls to his existing customer list.

Possible side businesses and joint venturing to fill the gap until schools are back in session.

Right now, the sky is the limit with Kyle. He told me that he was going to follow through with some of the ideas we talked about and promised to get back to me with his stories of success. This recording is 19 minutes long.

Hi, this is Michael Senoff with HardtoFindSeminars.com. Here’s a short 25 minute recording with Kyle from San Diego. I’ve talked to Kyle before and we keep in touch and he called me early in the summer to ask my advice about an idea he had for selling a system for flower shop owners. We also talk about some ideas about his illustration business and some ways to make some quick money during the summer. I think you’ll find this consult helpful, and if you have any other questions please let me know. Enjoy!

Michael: I want to do recordings. A couple of things I know you emailed me about your idea for the flowers.

Kyle: That probably is the biggest thing.

Michael: Tell me what this idea is and how it came about.

Kyle: I went to Jay Conrad Livingston’s site, and then I was reading the daily tips.

Michael: Did you sign up with him?

Kyle: I signed up for the weekly tips. I didn’t sign up for the association. So, he had one guy and he said that during the slow season of his flower shop, which was January for him, he would put a sign outside that said, “How made is she?” So, he said that his business just totally went up during that month because of that sign.

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Michael: Because people were curious and they came in the store?

Kyle: Yes.

Michael: So, he had put the sign out and it said, “How mad is she?”

Kyle: Yes, and so I figured out that was called the Ziegernick affect.

Michael: What is that affect supposed to be?

Kyle: Basically, an unfinished thought in the brain that makes the person want to know more. I was laying in bed and this thought I came to me, and I said, “Why instead of just having a sign, don’t we send a letter to businessmen at the office?” And, then basically just use that as a headline and then going into selling them on the fact that the best time to give flowers is just random, but no one ever thinks to do it.

Michael: Yeah, selling flowers direct mail, that may be a good idea. So, you wanted to test the idea, see if it works, and then license that method for selling flowers to the florists.

Kyle: Well, I don’t know how I would do it. Would I license it?

Michael: Well, I would think that if you’ve got a letter that could produce a result, and you could show that that letter pulls in a certain amount of dollar sales and profit for every letter mailed, if it’s such a winning letter, and it “pays out” meaning if you mail a hundred letters, it makes you a hundred dollars in profit through the sales of flower whether that’s your commission from a flower store that you make an arrangement for, or whether you’re the supplier of flowers or whether you’re selling flowers through direct mail or whatever. The letter being mailed out in an automatic fashion, if it wins and produces a result that’s profitable, you’re sitting on a gold mine.

That’s one way you can take that method. You could do it yourself, document, have some case studies. Let’s say you had four or five flower shops that you let try this method in their geographical area and you said, “I’ll give you the rights to use this. In exchange, you’ll pay for the mailing or we’ll split the cost of the mailing.” You could test maybe a hundred pieces or 200 pieces to businessmen in a geographical area right around the flower shop. You can measure the results. On the letter, you’ll have some kind of coupon that will have them bring it in, so the results can be measured. They can test the results conclusively. Then, you can look at the profit.

You could have four or five case studies, and in trade for you allowing them to do this, a couple of things come to mind. You can share in the profits if you

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make this arrangement, but one thing to get it going is you tell the flower store owners that you’ll do this, but you have to give them permission to use their case study and you’ll have to allow them to be interviewed about the success of this method. So, you could use that to promote it to other flower stores around the country. That may be a great idea.

If you could get five people to agree and they have the success, I’d be willing to do interviews for you, a ten minute interview with four or five different flower shop owners and you’ll have yourself a nice audio product or you can transcribe it and have a written product that can be designed into a sales letter to sell the system to other people for some good upfront money or you having the letter and not letting that out to the flower owners is pretty powerful, and you could keep control and handle all the mailing and just approach flower store owners and say, “Hey, I’ve got a way that will double your flower sales with absolutely no effort on your part. I’ll product you the result. All you’ve got to do is be able to keep up with the supply and we have a way to measure it.” You just set up joint ventures where they pay you a percentage. Do you like that?

Kyle: Yeah, that’s a good way.

Michael: Keep the intellectual property of the letter, but there’s always a possibility the flower store owner may get the letter when the guy brings it in and your secret will be exposed.

Kyle: It’s like what Jay Conrad Livingston said. He said, “You can’t be scared of somebody stealing it because no one will know what to do with it once they have it.”

Michael: That is true. They have to know who to mail it out to, how to mail it out. I’ll just give you one idea. If you want to do this and test it, I would test it by using an effortless way to mail and that’s using the United States Post Office online mailing system. So, you can do a simple one page letter and you can design it in Microsoft Word, and you can have your database. You order your leads. So, you get businessmen in a certain geographical area around the flower store. That may be the prospects.

You get the data – the name, address, city, state, zip code. You upload the database into the US Post Office system. You upload your word file, click the button, pay with your credit card – Boom! The letter goes out in a double window envelope, one page tri-folded. You don’t touch a thing. It’s all mailed automatically.

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“Michael Recommends”. These are all my tools and resources that I recommend and it’s the United States Post Office. You’ll see a description for it, and if you click on it, it will take you right to the place to get signed up. Kyle, I’m telling you it is beautiful.

I’m now looking for more pre-owned Jay Abraham stuff, and I just sent 600 of them out yesterday all through this online system. It is awesome. So, when you’re looking at doing a mailing like this whether it’s for your flowers or for anything, you want something that you don’t have to screw around with licking envelopes, stuffing. This is just effortless, automatic.

Now, there is a couple of negatives, but I think the positives will outweigh the negatives. The negative is it doesn’t put a live stamp on it. It’s a window envelope, which isn’t that big of a negative. It allows you to do a return address with your address city state and zip code. If you want a name on there, you can put it, but sometimes having the curiosity effect will help you get the thing opened. And, they just do a stamp that says, “pre-sorted first class.” It’s not a live stamp, but it’s like a black square and it says, “pre-sorted first class.” So, it doesn’t have that look and personal feel of that Gary Halbert A-Pile mail, but still the ease and the effortless I think makes up for that.

Kyle: Yeah, it’s something that I don’t have to do while I’m doing my drawing.

Michael: Absolutely. All you need is your database and your Microsoft Word and a credit card. They don’t rip you off. They charge you just actual postage and the fulfillment fees are very reasonable. You could also do postcards through that system as well. So, there’s a simple way to get the letter out, and now your only thing is test it.

I’ll give you another resource. You would need to buy leads in a geographical area, right? Do you have an idea where you would get those? Do you have any software that has that or would you need a supplier for the leads?

Kyle: I think I would use Dun & Bradstreet.

Michael: I’ve got a lady, and I’ll email you her name and her number. Now, the biggest lead compiler in the world at this time is InfoUSA, and if you go to InfoUSA.com, you can find all kinds of mailing lists, especially lists like that where you’re just getting business people. There’s all kinds of lists. You can get anything you want there, but it could be pretty expensive maybe 15-20-25 cents a lead depending on how many you’re getting.

But, I’ve got a lady who can get that for you for about half the price, and InfoUSA has a product called ReferenceUSA which is their same exact database that libraries across the country subscribe to. So, people can go into

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the library and pull down 50 to 100 leads for free. It’s part of the service that the library provides the public, but the library pays for the subscription and they can’t be taken advantage of because it’s limited to the number of leads you can download.

But, she’ll go into the library and do multiple downloads and sell you the leads for a lot less money, and I’ll email you her name and number.

Kyle: Okay.

Michael: I like the idea. If you do put the letter together, send it to me, and I would recommend that you keep it short and sweet.

Kyle: I wrote it.

Michael: Okay, what have you got?

Kyle: It’s only one page long, but it was pretty nice. It has looking up where you can buy a wholesale flowers. Just enough to send out a hundred letters.

Michael: We’re in the same city. You’ve got all kinds of these little Mexican flower stands all over the place. Can’t you find one of the owners of these flower stands and send it out in a geographical area right around them? Just pick one to do a test. Say, “How would you like to have more sales in flowers?” And, you just tell them what you want to do. You want to try and build their business through a letter that you want to send out to people right around your flower stand, and “I wanted to let you know I’d like to do this, but you need to be ready to supply the flowers for these customers. Are you willing to do it?” Why would they say no?

If you’re mailing out to a geographical location, you can use the name of the flower store, and you can say, “We’re the one that looks like a shack right in front of the Target store.” So, you can identify who they are. So, the people in the area will know exactly what flower place you’re talking about.

Do you know of a couple right in your area?

Kyle: Yeah, I know of some.

Michael: Yeah, they’re all over the place. So, pick one and stop by and go talk to the owner, or call information. See if you can get the owner by phone. It may take you five to get one to say yes, but all you want is a test. That may be a great idea.

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Now, a direct mail letter, all you can do is try it. There may not be enough margins in it. What does a thing of flowers sell for? A hundred letters is going to cost you about \$50 to send out, and you get one percent which in some cases could be pretty good for a direct mail project. One guy comes in with the coupon and buys a thing of flowers for \$16, and it’s a loser. If you get two percent, it’s still a loser. If you get three percent, it’s still a loser.

You’re going to need something like five percent response to make a profit at least on the front-end. You’ve got to test it and make sure it works, that’s all.

Kyle: Well, my cartoon business, either it’s just because it’s slow since it’s summer and I’m trying to figure out how I can get more business.

Michael: Why can’t you do shows for camps?

Kyle: Because they all bring in their own people.

Michael: To do illustration.

Kyle: Yes.

Michael: Do the camps have illustrators to do this?

Kyle: Yes, not good ones.

Michael: Well, have you every approached camps? They bring in their own people, but why not have them bring in you. Do you mean the people that they bring in they don’t have to pay for them?

Kyle: I don’t think so. A lot of them are just volunteer parents who took an art class in college.

Michael: How do you know camps bring in all their own people? What are you basing it on?

Kyle: I’m basing it on just what I’ve read on their website.

Michael: You’ve been to multiple camps and you see that they have illustration as one of their things.

Kyle: Yeah, they’re just volunteers and they’re usually a parent or somebody like that.

Michael: I would check into it, especially camps. My kid’s in camp. They go on field trips every week. They go to the science center. They go to the park. They’re

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always looking for stuff to do with the kids. It sounds like a great thing, and I would certainly send that letter out to some of the camps. We’re about halfway finished with the camp this year, but I don’t see why camps wouldn’t do it. I would definitely explore that further.

Kyle: What type of camp are they in?

Michael: He’s in a private camp.

Kyle: Okay.

Michael: But, there’s private camp all over the place. There’s got to be hundreds of them.

Kyle: I wasn’t going to those ones. I was going to like the camp down at the park and rec.

Michael: No, I’m talking about private camps. Look, what happens when kids are out of school for the summer?

Kyle: I don’t know. I thought they were in the Y and stuff.

Michael: Well, the Y is one option, but there’s private camps. They’re expensive as hell too. They’re paid camps. You pay thousands of bucks over the summer to put your kid in camp. There’s surfing camps. There’s art camps. There’s baseball camps. There’s sport camps. There’s science camps. There’s all kinds of camps.

You could search Google and type in “camp San Diego”, find out what you come up with. And, camp isn’t like curriculum where they’re studying all this stuff in school. It’s all play stuff, all creative, all arts and crafts. You just give your letter to the camp administrator, the same thing with school. I think that would be perfect.

I may be wrong. You’re going to have to research it, but yeah, camps.

Kyle: I didn’t know there were private ones.

Michael: No, and YMCA, that’s not free. That costs money. All those YMCA programs cost money. Possibly, if you wanted to, you may be able to get involved with the YMCA and offer that as one of the camps for the school illustration. You can check with them on that.

Kyle: That’s a good idea.

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Michael: But, your letter – you should be able to do the same thing for the school as it does for the camp. It doesn’t matter that it’s a school or camp. You’re offering something to teach and entertain the kids. It may be a little too late this summer, but you can do the research this summer. You still have time. You can probably get a letter out in the mail in the next few days. But, next year certainly you should plan on that.

Kyle: Okay, I’ll do that.

Michael: So, you’ve got to ask yourself, “Where are kids during the summer?” And, still a lot of kids are in summer school, too. I know there’s still kids in school. The public schools aren’t still open, but you’ve got to ask yourself, “What are the kids doing all summer? Where are they?”

Kyle: The other thing is I want to figure out other ways to get business than just a letter because I’ve been going on school websites like the PTAs and the PTOs. They’re the ones that book me, and they’re all asking questions and then they’re responding and saying, “Well, our school gets slammed with a bunch of solicitations from people wanting to do assemblies. So, it shouldn’t be hard for you to find new people to do them for you.”

But, I’m thinking if they’re getting slammed, I have to go in with some sort of unconventional way to really make the thing hit.

Michael: You’re saying you want a different way other than the letter.

Kyle: Yes, I want more I guess what Jay calls fillers. There’s a few magazines, but they’re just so expensive to advertise in.

Michael: Right, joint ventures. So, go look in the back of magazines and see who else is doing something for the school. Then, what you need is you want to try and get so warm referrals. I don’t know what magazines you’re looking in, maybe the family magazines.

Kyle: I was looking in Principal and PTO Today.

Michael: Who’s advertising in there?

Kyle: I don’t know I haven’t got an issue. I’ve just been reading their website.

Michael: You’ve got to find out whoever is already in front of the schools doing assemblies with a non-competing thing. Give me an example of another assembly that the school’s pay for other than your illustration.

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Kyle: See, here’s the thing. I have a guy in Michigan. He’s in charge of booking people all over Southern California.

Michael: For?

Kyle: For an agency. He works for an agency and he books the assembly down here. So, I keep trying to tell him you either upsell your clients to me after you’ve sold them on theirs because they’re not buying the full years worth of assemblies. They’re just buying one or two from him, but I would give him \$150 a sale because that’s what he makes for his regular ones, and he won’t do it.

Michael: He’s not a prospect, next. Who else do the schools book for assemblies? What other type assemblies are schools having?

Kyle: There’s tons of them.

Michael: Like what?

Kyle: There’s undersea slide shows. There’s science ones. There’s space ones. There’s magicians. There’s clowns. There’s things like that.

Michael: A lot of people would think that these are your competitors, but these people can also be partners of yours, and it could go two ways. Let’s say you met a clown and they’re being booked all over at different schools. One very simple way is you can approach them, explain that you do illustrations. You and them share a very common business. You both do assemblies at school. How would you like to trade customer lists? Or how would you like to get each other business? And, here’s how it works.

You would have to have some trust at first, but it can be very simple and really powerful. You could say that you’ll send out a letter to your customer list endorsing you. You’ll endorse the clown, and that clown has to agree to do the same thing for you. You would just match your list and make sure you’re not sending out to schools they’re already doing business with.

So, you approach them and say, “How’s business? Isn’t it hard getting new business, new accounts?” And, just say, “Look, I’ve got this crazy idea. Let me run this by you. You’re in schools that I’m not in. I’ve been in schools that you’re not in. Why don’t we trade customer lists? I’ll endorse your clown business to the administrators that I’ve done assemblies for, and then you endorse my illustration that you’ve done assemblies for, and we can work together. We can also each include a flier when we do our assemblies endorsing each other. So, in essence, we’re both promoting each other as a trade.” Does that sound powerful?

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Kyle: Yes.

Michael: You do that with the clowns. You could approach the science people. Whoever is doing assemblies, they’re all small businesses just like you. They’re all having a hard time. They’re all facing the pain and agony of getting new clients. You just approach them. Tell them who you are. You’re all in a fraternity, you know. Isn’t that a lot better than going cold?

Kyle: Yeah, it is.

Michael: You said your letter was affective. Your letter was a winning letter during the school year, right?

Kyle: Yeah, it is, but at the same time, I don’t have the money to roll it out to get my maximum number of assemblies.

Michael: To mail the letter?

Kyle: Yes.

Michael: How many letters would you need to mail out to max it out?

Kyle: I’m not sure.

Michael: How many schools are there that you would mail to that are potential prospects for you?

Kyle: Well, there’s prospects nationwide, and there’s 50,000 at least.

Michael: But, you’re talking about going locally, physically doing them, right?

Kyle: Yes.

Michael: Just in the San Diego area, or are you talking about selling your information products?

Kyle: I’m talking about doing assemblies, going and visiting schools.

Michael: All right, then you’re not going nationwide. You’re just interested here.

Kyle: No, I am going nationwide.

Michael: Oh, you’re ready to go nationwide?

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Kyle: Yeah, I have something set up in Indiana for March.

Michael: Are you going to fly out there to do an assembly?

Kyle: I’ve been to Arizona.

Michael: Oh, I didn’t know you’re flying nationally. What’s the minimum amount of people you’d go out to do it? How much are you going to make on an assembly like in Arizona?

Kyle: Well, it depends because the schools will pay travel. When I do the ones in Arizona, I got \$897. That covered all the travel, and then it’s \$500 which is what I was charging out here.

Michael: Well, that’s a simple one hour flight.

Kyle: The Indiana one I have five schools paying.

Michael: Five schools in Indiana?

Kyle: Yes, and it’s a three day thing.

Michael: Okay, so you’ll go out there for three days. Well, that’s pretty good. How did you land that one?

Kyle: I just mailed my letter out, and then I just called the other ones around it.

Michael: Oh, you said you’re going to be out doing an assembly for this school, would you like to book me while I’m in town?

Kyle: Yes.

Michael: Perfect. So, you can go national. Have you milked San Diego County?

Kyle: Because the San Diego County ones don’t book assemblies.

Michael: They don’t book assemblies?

Kyle: No.

Michael: What do you mean they don’t book? You were booking them last year, weren’t you?

Kyle: Not the ones in San Diego. I was doing a lot of Anaheim and Orange County.

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Michael: I see, and it’s just their policy. They don’t pay for outside assemblies.

Kyle: Well, they do, but they use the ones that they’ve been using for 20 years.

Michael: Okay. So, hit Anaheim. Do stuff that’s close by. There must be hundreds of schools just in Anaheim.

Kyle: Well, yeah, obviously I do mainly here, but the fact of the matter is it’s getting them to call. I want the letter to pull more.

Michael: Did you figure out what the letter was pulling?

Kyle: Probably getting five or six percent.

Michael: So, for every you send out, you can get five replies and how many will you book about?

Kyle: Probably two or three.

Michael: What’s wrong with that? So, fifty bucks to mail a letter, and you’re going to book three assemblies that are easily going to make you \$1,500. That’s pulling ten times cost.

Kyle: I know, but I’m greedy and I want to be able to 200 assemblies.

Michael: But, your thing is cash flow. Cash flow isn’t there. So, you’ve got to wait until the assemblies are scheduled and done, and you don’t have any cash right now to spend.

Kyle: Pretty much. Just because of my insurance, messing up my knees, that all being expensive, and general living expenses.

Michael: Well, you need someone to back you. You need an investor. Or you can do it the hard way. You’ve got to put in your time and just make the phone calls yourself, but if you’ve got a letter that’s doing five percent, your parents, will they lend you money?

Kyle: They might. I don’t know.

Michael: Your parents, are they supportive of what you’re doing?

Kyle: They are now. They weren’t in the beginning, but now they are.

Michael: Have you ever borrowed money from them?

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Kyle: No, I took myself out of their wallets when I was fifteen, sixteen.

Michael: But, you live at home, right?

Kyle: Yes.

Michael: You’re not working during the summer?

Kyle: No, not enough. I actually just went to the Boy Scouts. They’re trying to approve my flier, and I was actually going to call them when I’m off the phone with you to see if they’ll approve it. Basically, it’s one of Brian Voyles letters that got 36 percent. I transformed it from a birthday letter to the Cub Scouts.

Michael: How about private lessons? Have you ever thought of that?

Kyle: I have, but I don’t know where to do it.

Michael: You can meet at the library. There’s libraries everywhere. Quiet, bring your pad and paper, public place, meet at a library, wherever they are. There’s libraries everywhere.

Kyle: Okay.

Michael: Who could you approach on private lessons? And, again, I would go get that family magazine. It’s just chock full of ads. Do you know what I’m talking about?

Kyle: I have that magazine. I always wanted to advertise in it.

Michael: So, go look in the back and see who’s giving private lessons for something, whether it’s private singing lessons or private dance lessons. You call these business owners up and just explain what you’re doing and make them offer. Say, “Look, I’ve got a really great way to get business for you and new business for me. Let me introduce myself.” And, tell them what you do. Say, “I’ve been giving illustration assemblies all over the country for X amount of years, and I’m now doing private lessons during the summer.”

It may take ten calls to get one, but if you find someone who likes the idea, and they’ve already got students, and the student has a talent for something.

Kyle: How much would I charge for that?

Michael: For private drawing lessons, what do you think would be worth your time to go out and meet with a kid and do a private hour illustration lesson?

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Kyle: Well, right now, I’m worth anything.

Michael: Well, I think \$30 an hour is fair.

Kyle: Okay, I’ve never taken them. So, I don’t know.

Michael: Call up and see what private dance lessons cost, see what private music lessons cost.

Kyle: Okay.

Michael: Find out what tutoring cost. It should be at least \$15 an hour, but selling it an hour at a time is not a good idea. You want to sell it like a six week session, just like a physical trainer. Yeah, you want to sell a package. You don’t want to just sell it an hour at a time. They sign up with you, it’s for six sessions, twenty bucks a session. That’s \$120.

Now, you’re doing onesy, onesy which isn’t near as effective as doing your groups, but I’m just thinking of something that you can make some cash with and maybe that’s not a good leverage of your time.

Kyle: Well, it could be just for now because it’s in the summer, and I need money until August. Basically, when August comes, I’m fine. Right now, I’m just kind of bored with not being able to present. So, that’s that.

Michael: Do you have a list of names you can mail your letter to for assemblies?

Kyle: Yeah.

Michael: Would people respond to them during the summer?

Kyle: No, see that’s the thing. The post office holds all school mail until the school’s back in session because no one’s at the school to receive it. So, you have to mail it right at the beginning of the year.

Michael: I’ve got an idea for you. Do you know that computer cleaning letter in the back of the Ad Magic book?

Kyle: Yes.

Michael: Do you remember – if you look at the response on that letter, it was astronomical. Everyone has a computer. I’m looking at mine, and it’s disgusting. People’s computers need to be cleaned of dust every couple of months. Maybe you can do that as a side business. The letter’s already written.

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Test it out even if you have to go around to businesses and put fliers on the door. See if you can get some computer cleaning gigs.

Kyle: I can put an ad in the Computer Edge Magazine.

Michael: Use direct mail, that was a direct mail piece, and it’s already written. Go read through it and look at the response it produced. Figure out how he did. All you’ve got to do is get the guy’s computer, open it up. Could you figure out how to clean a computer?

Kyle: Probably.

Michael: You just take it, and you get the canned air, and you blow it. But, you’ve got to figure out what you’re doing, and you’ve got to figure out how to effectively clean a computer. I can give you my computer guy’s name, and he’ll tell you how to do it.

Kyle: Yeah, my friend built my entire computer. So, now I know how to open it up, go in there, remove the dust from the fans.

Michael: Here’s an idea. You go to anyone who builds computer, who has a customer list, and say, “How would you like me to come help you sell some of your computer services?” All you do is you tell him to give you his customer list and let me mail out this computer cleaning letter.

So, you mail it out on your behalf. It’s a proven letter. “I’ll go out and clean the client’s computer, and while I’m there I’m sure they’ll start asking me questions about other services and products and features that I’ll pitch on your behalf, and then we can split the profit if it brings you any business.” How about that?

Kyle: That’s pretty simple to do.

Michael: There’s all kinds of people building computers. Say, “I’ve got a way for you to get more business.” I’m just trying to throw some ideas at you. All of them have to do with joint ventures and accessing someone else’s database and someone else’s list, but I gave that to my computer cleaners. “You want to make some money? Here’s a proven letter.” Go look back in that book so you can try that.

Kyle: Okay.

Michael: The best investment you can do is learning that Ad Magic course and learning how to write a kick-ass sales letter. Then, you can sell anything. As long as

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you can write copy, and you know how to do it, you can sell anything. It doesn’t matter. You can sell it all by mail.

Kyle: Yeah, I’m going to look at the computer cleaning thing and figure out exactly what I would need to do, and I am also going to try to do the thing in the library. I know some parents have asked me before if I do private ones, but I never had an idea of where to hold them.

Michael: Do you have the list of all the kids who filled out your little form?

Kyle: Yeah, I have probably five or six hundred kids on that.

Michael: All right here in San Diego? You can get on the phone and start calling these parents and say, “This is Kyle. Your kid filled out the form for my illustration club. I’m going to be doing a private drawing lesson at this private library.” Make it geographical and, “I’d like to invite Johnny to come. It’s going to be a two hour session. It’s \$30. We’ll have other kids there, and I wanted to give you an invite.”

Kyle: Okay.

Michael: There’s your customers. They’re there. Parents are looking for stuff to do with their kids during the summer.

Kyle: Okay, and actually I can get them in the morning.

Michael: You can start calling them tomorrow and just say you’re doing a private exclusive illustration class at whatever, find a place, or what you can do, you can approach the parent and if they’re willing to host the drawing class at their house, then you’ve got a place to do it, and you let that kid go free and you invite other kids.

Kyle: That’s a good idea.

Michael: You can say, “As a host, your kid gets to go free. We’ll provide snacks and maybe a lunch or something.” Maybe you can order a pizza or something. So, the host family provides maybe a pizza and lunch and their kid gets to sit in on an illustration class. That’s an idea. I don’t know.

Kyle: I think that’s a good idea.

Michael: Then, you’ve got a place. You’ve got someone to buy pizza. You give them a free illustration. You invite the kid to the class. So, it’s more like an afternoon or morning event where other kids can interact with you and stuff. That would be cool. You can start that tomorrow.

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Kyle: Yes.

Michael: Your customers are right there. They’re looking for stuff to do with their kids. So, make it worth your while. Then, figure if you can set one of these up. Every day you get five kids to come or six kids, I mean \$20 a kids, and then you knock it out all at once. That would be great. Get ten kids, that’s \$200 for an afternoon. If you have to call 30 parents, why not? If they’re not sure about the time, say, “What would be the best time?”

Kyle: Okay, I’m going to do that.

Michael: Do it and call me back, I want to hear the results.

Kyle: All right, I will.

Michael: All right, Kyle.

Kyle: Have a good one.

There’s an interview in the section of the audio recordings at HardToFindSeminars.com. It’s with a business buying expert. His name is Art Hamel. If you go back to my site HardToFindSeminars.com, and go to the products section along the left side in light blue, you will see a list of topics. Look for the one that says, “Business Buying”. Click on that link and you’ll be taken to about seven hours of exclusive interviews with Arthur Hamel. Arthur Hamel has purchased multi-million dollar businesses, over 200 of them in his lifetime, and he will tell you how to do the same thing. It’s some fascinating content, and I wanted you to know about it.

That’s the end of this recording with Kyle out of San Diego. I hope you found this helpful, and if you would like to be interviewed by me, and present your problems and challenges for your business, please email me at Michael@hardtofindseminars.com.

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

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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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Friday, 3:30 PM

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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 - 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

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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
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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 or 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
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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.

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

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

Ask yourself this question...

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

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

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

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

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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.

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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...

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

You could do the same...

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

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

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

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

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

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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...

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

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

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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?

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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...

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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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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audio creation service.

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

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

Your Personalized Audio Product Creation Service Includes...

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

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

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

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

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

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

But I'm NOT at all desperate for business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

If you live in another time zone and calling me on the phone is a problem you can email me at msehoff1@san.rr.com with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

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

Yours sincerely,



Michael Senoff - CEO www.hardtfindseminars.com

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

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

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

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

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

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

Read On To Claim \$700 Worth Of World Class Pre Owned Marketing

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Books, CDs, Tapes Or Videos Absolutely FREE...

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

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

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

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

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

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

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

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

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

Jay Conrad Levinson, Carl Galletti,

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**Joe Vitale, Brian Keith Voiles, Herschell Gordon Lewis
And More...**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Always Searching For The River With White Sands Between High Mountains

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

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

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

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

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

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

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

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

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

Are You Overlooking The Acres Of Diamonds In Your Business?

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

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

Would You Like To Find Your Acres Of Diamonds -

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Your \$7,000 Plus Profit Windfall 100% Guaranteed!

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

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

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

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

How much can this information help you and your business?

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

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

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

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

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

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

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

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

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

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

Like Russ Sherry from Sherry Training Consultants...

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

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

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

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

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

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

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

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

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“What has this session been worth to you?”

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

Let me make this clear...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I'll even pay for your return postage!

But there's even more.

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

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

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

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

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

It's quite simple.

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

You'll be so excited you'll immediately book your full one hour \$700 consultation 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.

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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

Your sincerely,

Michael Senoff.

Michael Senoff – www.hardtfindseminars.com

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

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

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

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

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

A listing of my other web site and resources.

Who Is Michael Senoff? Michael is a husband and father of two young boys in

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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. Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at Michael@hardtofindseminars.com or at (858) 274-7851 For Michael's full biography and story go [here](#)

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

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

Description: If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtofindseminars.com/AudioclipRights.htm>

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

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

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

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

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

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

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

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