

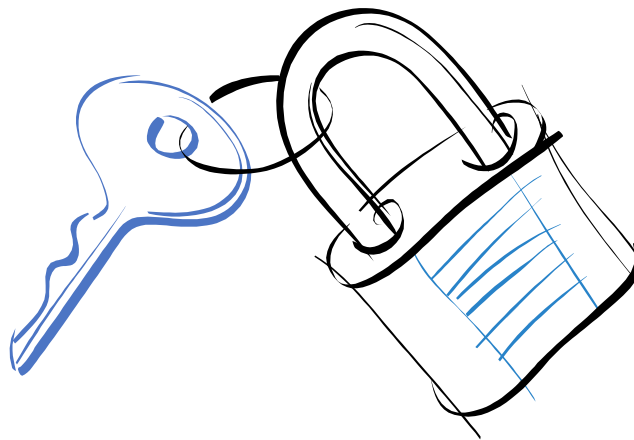
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**Michael Senoff Interviews Louis**



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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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## **"A Surprising New Discovery For Those Who've Always Suspected They Had The "Right Stuff To Succeed In Their Own Businesses... But Who Haven't Yet Quite Got Going"**

A gentleman by the name of Louis contacted me for advice about how to successfully market a new product that is to be used in his professional home cleaning restoration business. This product easily and successfully removes odors from smoke damage incurred from fires in the home.

Louis stated that he had purchased the rights to market this odor removal product in the United States for his type of business – only.

When I inquired about what he paid for these “exclusive” rights, Louis reluctantly admitted that he had paid a whopping \$50,000! I also discovered that Louis’ exclusive agreement entitled him to purchase the product from the manufacturer for about 50% less than retail price.

It pained me to tell Louis that he was being gouged. With this pricing set-up, Louis’ margins were such that he couldn’t ever realize great success. You will hear me explain what the margins of a chemical product actually should be and how he could accomplish more lucrative margins.

As if this wasn’t bad enough, the manufacturer packages the product for Louis. Although Louis’ brand name is on the product, the name of the manufacturer is also on the product. With this, Louis does not have the total control over the product that he really needs. Anyone could see the manufacturer’s name and then go around Louis to purchase the same product for a lower price – and there goes his unenviable margin to boot.

The main ingredient of the product has not been patented which means that the same odor removal product could be formulated elsewhere at Louis’ request. Listen as I suggested that Louis work to

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get his money back and contact another formulator so that Louis has total control.

We then discuss the actual marketing of the product, whether he uses his current source or develops his own product. You will hear me stress the importance of a Unique Selling Proposition: Why should someone buy Louis’ product rather than that of a competitor?

I give him some ideas for possible USP items and point out many options that he would have if he had exclusive control over his own product.

I know that I didn’t tell Louis what he wanted to hear. However, I feel that I told Louis what he needed to hear in order to succeed with this or any other product.

This recording is a good lesson for anyone who is thinking of starting a business with a product. You need a well thought out USP and, most important, you need TOTAL CONTROL of your own product! Learn and enjoy! Back to top

*Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). Here is a recording about a very important topic about owning and controlling your own product. In this example, Louis called me asking for some marketing advice for a product he had invested \$50,000 in for the marketing rights for a particular industry of a product that I found is not as exclusive as the company represented. In this recording, you’ll hear me give Louis advice on how to get his money back for the investment he made, and also some advice on how he can get the product manufactured for himself. If he follows my direction on this, he’ll have huge margins on the product that he has and total control opening up worldwide opportunities for the marketing of this product. I hope you find this recording beneficial. Enjoy!*

Louis: Hello, this is Louis.

Michael: Hey, Louis. This is Mike Senoff here returning your call.

Louis: Hey Mike.

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Michael: How are you?

Louis: Good. How’s it going?

Michael: Doing really good, and yourself?

Louis: Well, I’m just like an old steer, just keep on trying.

Michael: That’s what you’ve got to do. Don’t quit. Don’t quit. What can I help you with?

Louis: I have a product that I just picked the marketing rights to.

Michael: Okay, what is that?

Louis: It’s an odor neutralizer. The market that I want to go through is the cleaning and restoration industry, professional.

Michael: So, it’s an odor neutralizer. Is it an aerosol?

Louis: It’s a liquid, yes.

Michael: And, what kinds of rights did you buy?

Louis: I bought the national marketing rights to the cleaning and restoration industry.

Michael: You’re protected. No one else can sell this product under any name to that industry?

Louis: Correct.

Michael: Can I ask what kind of investment it was?

Louis: You can ask. \$50,000.

Michael: Fifty grand. How did you find out about this product?

Louis: I’m in the cleaning and restoration industry right now, and I came across who the mass distributor was. I did a win loss for this people, and they showed me the product. I used it on some fire losses and some water losses, and the product works fabulous.

Michael: It performed really good?

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Louis: Very good.

Michael: So, you’ve been around this industry and you’ve seen stuff like this come and go?

Louis: I’ve never seen anything that worked as good as this. I’ve seen a lot of products.

Michael: Now, you worked on it with a fire loss.

Louis: Yes.

Michael: Tell me the specific example. There was a fire in the home?

Louis: Yeah, there was a fire in the kitchen, and there was smoke damage throughout the house. We went in with this product, wiped down all the surfaces with it, and it neutralized all the odors. There was no reodorizing, no heavy fragrances. It actually just smelled like a spring day.

Michael: Really? Is it an organic type product? How does it work so well? Do you know?

Louis: It’s a proprietary formula that they have developed. Basically, it’s a trade secret of how they do it, but stabilized chlorine dioxide is the active ingredient, and the way they’ve been able to stabilize it, it doesn’t chlorinate. Other products out there that are unstabilized chlorine dioxide, what they will actually break down and chlorinate products, and that’s not safe.

Michael: So, it’s a stabilized chlorine dioxide. Is it a patented product, or not?

Louis: Not patented, just a trade secret.

Michael: Okay.

Louis: Their ability to do it is how they do it.

Michael: Let me ask you a question. You’re in Utah, right?

Louis: Yes, I am.

Michael: By any chance, the company that has the development on this formula, are they out of Utah as well?

Louis: They’re out of Texas.

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Michael: Because there is a multi-level marketing company called Neways, and they have a mouthwash which I used for years and years. I had a buddy who was a distributor of it, and it is a stabilized chlorine dioxide mouthwash, and this stuff really is incredible.

So, when you say stabilized chlorine dioxide, I understand. Mouthwash was just one of the consumer uses, but there’s all kinds of uses for this type product. It may be something you want to get a bottle of any check it out.

Did you just recently buy into this?

Louis: Yeah, I did.

Michael: Are you locked into it? Meaning, what if I said, without paying \$50,000, you could get the same product that has the same result. Could you get your money back or are you stuck?

Louis: I’m pretty much stuck.

Michael: What do you get for fifty grand?

Louis: I get the ability to market this product to the United States.

Michael: Do you have to buy it from them?

Louis: I do.

Michael: And, what kind of prices are there? Do you buy it by the 55 gallon drum, the bottle?

Louis: It’s already packaged for me. They package it and everything whatever sizes I want – anywhere from four ounces to a 55 gallon drum.

Michael: What would someone in the restoration business – how much are they going to order? Like a five gallon thing? Or buy the gallon? Or by the quart spray bottle or what?

Louis: They buy it by the gallon, four gallons.

Michael: For instance, when you used it, how much did you pay for a gallon of it?

Louis: I paid \$45 for a gallon.

Michael: Forty-five bucks?

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Louis: Nine to one dilution.

Michael: Oh, there’s nine to one dilution. So, it’s going to last you a long time.

Louis: It goes a long way. You just add it to whatever cleaner you have, and it neutralizes the odors as you clean.

Michael: Okay. How much do you get to buy it for as a distributor? What’s your cost on it a gallon? You paid \$45 retail. What’s your cost now?

Louis: I get them fifty percent off.

Michael: That’s it.

Louis: Yeah.

Michael: Okay, go ahead. Now that I’ve got an idea of your profit margins and what you’re able to do and everything. Is it already branded by name?

Louis: It’s branded, and it’s going to be a professional formula. We’re actually making it into even a higher concentration right now so we can use the price point down. We’re going to be selling the gallon for \$99.95 which would actually be five of those \$45 gallons we talked about.

Michael: Okay, who’s brand name is it? Your brand name?

Louis: Yes.

Michael: Is that the company’s name or your name?

Louis: That’s the name of the company.

Michael: The company you bought it from?

Louis: Yes.

Michael: Okay, but when you market it, is their company name on the bottle or your name?

Louis: My name.

Michael: So, there’s no way for the person who buys this stuff to get back with the company?

Louis: Yeah, there is.

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Michael: How?

Louis: If they look it up.

Michael: You definitely don’t want to do that. If you pay fifty grand for the rights, you don’t want their name on it anywhere.

Louis: Okay.

Michael: You want your private label on that product. You want your phone number on that product. If it’s manufactured in their plant, and you have to have it where it says it’s manufactured, you could have it, “Manufactured and private labeled by” or “Manufactured for your company name”.

If you’re going to be making all your efforts in marketing this product, you don’t want anyway for them to go around you back to the main manufacturer.

Louis: Okay.

Michael: That’s number one. Number two, just from what you told me, and we’ll talk more about it, there’s no patent on this stuff. Chemical formulas, stabilized chlorine dioxide – I guarantee you, any formulator can make you this formula. I can guarantee you stabilized chlorine dioxide is already used in odor control within the sanitation industry. Did you do any research on stabilized chlorine dioxide?

Louis: I did.

Michael: And, what did you find?

Louis: I found out there’s a lot of companies out there that have the chlorine or the chlorite parts, like the breakdown of the chlorine dioxide, but they don’t actually have the stabilized version. That’s why the client stabilizes is the chloride to the chlorate.

Michael: Can you take this stuff and put it in your mouth?

Louis: Yeah, you can.

Michael: And, have you done it?

Louis: I have.

Michael: Did it have a little mint flavor or no?

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Louis: No.

Michael: It tastes almost like water, right?

Louis: Yeah.

Michael: You know what? This mouthwash, I guarantee you is the same thing. It’s stabilized chlorine dioxide. This company Neways is a Utah company right where you are. The owner’s name is Barry Mower, and they’re probably doing about five million a year, maybe not even that much, and he’s a chemist. And, you could probably go to him, and get some quantities, and ask him to private label it for you. I guarantee you that there’s a formulator right in your town that could make that product for you.

Now, you’ve invest fifty grand. If you knew that you could find the same product and keep your fifty grand and do all your own marketing where you have all the control, wouldn’t you want that money back?

Louis: Oh, yeah.

Michael: That’s what I’m saying. That’s a lot of money. Is there anyway you can get that back, do you think, if you pushed it?

Louis: If I pushed it, I probably could.

Michael: Are there people you’re involved with that would make you hesitant to do that, relationships that you set up?

Louis: Yeah, I have people involved with me as well as the mass distributor.

Michael: Here’s the thing. You’re talking about chemical formulas. Look, you spent fifty grand. You want to introduce this to your industry, right?

Louis: Right.

Michael: You’re going to be putting all this effort into marketing something that you’ve got no control over the product, plus this stuff cost pennies to make. In my opinion, you’re getting gouged. You’re buying at a fifty percent off. You shouldn’t be marketing any product like this unless you can make five or ten times. Some chemical formulas, you make ten to twenty times cost. This stuff doesn’t cost anything to make, and you can find it somewhere else.

Now, if you don’t want to try and get your money back, you can start doing your marketing and stuff. You can start selling it and offering it, and once you

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built up and you know you’ve got something viable, you can go find your own formula because why would you want to pay \$20 for a gallon when you can pay two dollars for a gallon?

Why work and put all your efforts into making this company rich when you should be making yourself rich, when you have the ability to go formulate the product just like they did. It’s available. I’m telling you.

Louis: I believe Neways has a stabilized chlorine dioxide, and they’re about \$45 a gallon.

Michael: That’s retail.

Louis: Oh, I know.

Michael: Did you check theirs?

Louis: I haven’t actually.

Michael: I would test it. If you give me your address, I’ve got a couple of bottles of it sitting right here. Just put a sprayer on it, and test it side by side. See if you can tell which one performs better.

Now, if yours performs better, then you may have to stay with it, but I’m betting you can find something comparable that performs just as well. So, if you can do that, wouldn’t you want to try and get control over it yourself or at least get your costs down?

Louis: Definitely.

Michael: Before you start putting all this effort and time – that’s the only thing you have is your time, and it’s a very valuable commodity – I’d love to see you find the product, private label it from someone else, get another formulator, negotiate. I guarantee you’ll find a couple other people. I’ve got some other contacts who may be able to formulate it for you, and then get your money back and put that \$50,000 into your marketing.

I think if you did more research, you could’ve found this stuff, and a formulator would’ve formulated and would be willing to make it up for you. Instead of \$50,000 on marketing rights – it’s not an exclusive product. That’s the thing.

If this thing was patented and no one else could make it, and you couldn’t get it anywhere else, I’d say \$50,000 may be worth it, but, they can’t offer you any protection from someone else. I could go in starting tomorrow and start

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competing against you in the same industry, and there’s not a thing you or that company could do about it because they really have no real protection. They claim they have an exclusive product, but I don’t believe they do.

Did they tell you they had some kind of exclusivity on this product?

Louis: Well, they’re the manufacturer of this form of stabilized chlorine dioxide.

Michael: This form, okay.

Louis: I know there’s other stabilized chlorine dioxides out there, or they claim to be stabilized chlorine dioxide, but I’ve looked at the MSDS sheets on these things and they’re not that really stable because they chlorinate. Once they start to break down, they turn into a chlorinated whatever.

Michael: I know this Neways product doesn’t. He’s a chemist. I think it would be worth to either hire someone for a couple grand to do the research for you. Since, you’ve already spent fifty, but if you can get that fifty back, I’d get it back and do your own research because this is all about marketing. It’s not sourcing the product. You can source the product anywhere. I’m telling you.

But, we can talk more about the marketing of it. That’s just that part of it. That would be my advice to you.

Louis: Okay.

Michael: Even though you’re going to hurt some feelings with some people, but you know what? This is business. I don’t know what they’ve told you or maybe you got real excited, but I think if you’d really looked around, you could’ve saved yourself some money because you could develop this product yourself or get it from someone else. That’s all I’m saying.

Louis: Okay.

Michael: Aside from that, let’s say you got your product. You’re excited about it, and now you want to introduce it to your cleaning industry.

Louis: Yes.

Michael: What questions do you have about that?

Louis: I’m looking at going after franchises using it out to that type of group, and then going after the main industry itself. It works on lots of different things. It works on pet odors. It works on smoke odors. It works on lots of different odors. And, the odor control industry is a pretty big market.

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The professionals I’ve noticed, at this point, it doesn’t really matter what the cost is as long as it actually does something to a point I should say. There’s a point where people are like, “Ah, no. We’ll just keep using the same old stuff.” But, they want a product they can provide a service with, and that’s where this product comes in.

From a restoration standpoint, I can go into a house, and clean it and get it back to odor free, pre-loss condition, without any problems. You don’t have the ozone after you use product because it just neutralizes all the odor.

Michael: How much research have you done on the marketplace within your industry, seeing what else is out there, other odor control and odor removal?

Louis: There’s a lot of products out there, but as far as in the professional arena, there’s only one product out there that claims to be a stabilized chlorine dioxide, and if you look at the MSDS, you’ve got to where a chlorinated aspirator cartridge. So, it’s not that stable.

It can fog in the air, and it won’t degrade into a chlorinated material, and that’s selling for about \$27 a gallon. So, it’s half the price, but it’s not safe. They don’t even hardly push that product anymore, and that product is actually made.

Michael: Have you looked in the pet industry, the pet odor elimination?

Louis: Yes.

Michael: And, did you find anything in there?

Louis: I did. Most of the stuff that they’re using right now in pet odor removal is either an enzyme or it uses acids to break down the urine salts, or they use encapsulation and masking agent.

Michael: Well, what you have to do before you do any marketing is you really have to develop the uniqueness of the product from your competitors. See, with your pricing, if you want to go to a distributor, another odor elimination product, because you have control over your industry but you don’t have control with your pricing. They’re giving it to you at fifty percent off, but when you want to go to a distributor who has thousands of outlets that he can get it into, he’s got to market out and then by the time it gets to the end users, it’s just maybe prohibitive. There’s not enough margins in it.

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There may be, but your margins sure would be better if you controlled and were able to produce or get the product for pennies rather than so much, you see?

Louis: Yes.

Michael: Your best leverage is getting it into someone who’s already distributing an odor elimination product that you can go in there and prove the results of yours is better, and you can give them a better price. You can sell on price, and you can sell on performance. So, if you can demonstrate to them that yours is better, your price is better, your packaging maybe better, then you can get something in to a large distribution channel and make some good money very quickly.

But, you really need the leverage of having control over the product because let’s say a company has distribution to thousands of stores, and there’s a lot of dollars involved. You don’t think the company’s going to ask themselves, “Well, maybe I can just get this product private labeled myself?” What’s going to keep them from going out trying to do the same thing?

But, anyway, what you need to do is you need to develop the USP. What is unique about that product? Why should someone in the cleaning restoration industry use your product? What’s the reason why they should buy yours rather than anyone else? And, you’re giving me some feedback that this is really stabilized, and what that means is it doesn’t turn into a chlorinated product, meaning you don’t want to be restoring a home and having your employees breathing in an unstabilized chlorine that could be poisonous to your body.

That’s why you only want to use a truly stabilized chlorine dioxide when eliminating odor. Another reason is, “Ours eliminates odor without have to reodorize saving money on additional chemicals.” “Ours virtually eliminates all odors without any masking agent.” Or “Getting the job done faster for less money.” You’ve got to bring out these unique features of why your product is better, and then you need to get that message to your prospect.

Getting a product into a distribution channel is really simple. You’ve got the supply. You’ve got the demand which is going to be the existing customers buying odor eliminating products, and then you’re introducing the details of the product. “Here’s what I have. Here’s what it does. Here’s why you should buy it.” Boom, and then you need to get that message out to as many potential people who have a demand for this product as possible.

As you do that, people are going to come to it and be interested in what you have. It’s really as simple as that, but again, and I don’t want to talk about it

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too much more is that you want control over your own product, you really do. And you want control over the margins, too.

Louis: And, I also need to control the name.

Michael: Absolutely, yeah. You paid fifty grand. What did you get for fifty grand?

Louis: I have the marketing rights to the United States.

Michael: You have the marketing rights to the United States, just for your industry.

Louis: Just for my industry a vertical market.

Michael: Does it say that they can not introduce a product under any condition, any names?

Louis: Actually, I’m having my attorney review it as we speak.

Michael: You used it, and you contacted them, right?

Louis: Yes.

Michael: And, they are the manufacturer?

Louis: Yeah.

Michael: How are they selling theirs right now? What other industries?

Louis: The hotel industry, the nursing home industry – they actually sell it overseas, too.

Michael: And, they sell it overseas, okay. Do you see how they’re in the driver’s position? They’re the manufacturer. Look what you can do when you’re the controller of your own product, when you’re the manufacturer. You can sell licensing rights for fifty grand. You can sell international rights. You can sell hotel rights. You can do whatever you want. They can do whatever they want because their the main source. You see?

That’s what you want to strive for in any product you start marketing. You’re in an industry that you’re familiar with, but what I’m telling you is I would get your money back, and I would just start over and rethink. Get your money back. Get your attorney to write a letter. Get your money back. Get your money back. Get your money back. Get your money back. And, then get control of your own product.

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It doesn’t even have to be this product. It can be another chemical product that you could sell, but the main thing you want is complete ownership and control of your own product. Then, all your efforts that you put in are going to be protected, and then you can do some of the things that they’re doing. You could sell licenses. You could sell worldwide rights. You could farm it all out, and then you’ve got yourself a real business. Right now, I don’t think you have a real business.

I’m just telling you this because you’re at the starting stages. That would be my advice to you.

Now, you don’t have to follow my advice, and if you just wanted to keep marketing it, now you just need to start hustling. Pull out the product benefits, and get that in a message whether it’s an advertisement, or an email, or a letter, and get that information to potential prospects.

If you wanted to hire me or hire one of my consultants, we could work out something. They could help you do that if you’re interested. It’s either you have time or money. You have the money to pay someone to do it for you, or you do it yourself.

But, then again, that’s also real important is having a Unique Selling Proposition. There’s reasons why that potential buyer, whether it’s a distributor or an end user in the home restoration business, will buy your product. That message is going to be the foundation of your whole business.

So, that’s something you shouldn’t skimp on is developing that USP. There’s a process in doing that. It’s a four step process, and it takes a lot of research, but that’s something I could do for you, or you could have someone else do that for you.

Louis: What would that run me?

Michael: For a USP for a product like this would run you about \$2,500, and it would probably take me about thirty days to do it, or you could do it yourself because I have a lot of information on my site that talks about USP. You can do it on your own, too.

Louis: Well, that’s why I called you because I had read some of your stuff, some of your stuff on the Internet, and I thought, “Well, now that I’ve really got something here, I’ve got to call Mike.”

Michael: I may have not told you what you want to hear, but if you have something in the pit of your stomach saying, “You know what? He may be right. Maybe I should get my money back.” Then, do it. Just do it. It’s only going to hurt for

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a little bit. Get the money back. Get your investment back. It’s a lot of money, and then just take a step back.

If you get your money back, I’ll help you find this and source it. Okay? And, then you can be in the driver’s seat.

Now, if you really want to make a go at this, and we can find it for you, and get it sourced for you, and you want to work something out, maybe I’ll help you with some marketing and we could do a joint venture or something, and then certainly, the additional profits and the margins of the product will easily pay for that.

Louis: Okay.

Michael: Someone is manufacturing it already, a very stabilized form. It’s just a negotiation. They can make it for you, and they can ship it. Then, you’re in business, and then you make all the money and you don’t have anyone over your head controlling you. You’re in the driver’s seat. There will be a lot more money for you in the future for sure, and you’ll have that control. That’s really, really, really important.

Now, I didn’t always think this way, but I do now. I’m constantly learning and growing and this is really, really important.

Give it some thought, and I’m not going anywhere. I’m here. So, call me back, email me, let me know what you decide to do.

Louis: I’ll do it.

Michael: Okay, great. Thanks so much. Bye.

Louis: Bye.

*Hi, it’s Michael Senoff with [HardToFindSeminars.com](http://www.HardtToFindSeminars.com). That’s the end of this recording with Louis. If you have any questions, please contact me at [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com).*

*Here’s another bonus tip from Michael Senoff’s [HardToFindSeminars.com](http://www.HardtToFindSeminars.com), and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who is one of the world’s best marketing consultants, and I have twelve hours of audio interviews all on the subject of marketing consulting. We also have downloads to over twenty free reports on the subject of marketing. In this section of recordings, you will find a multitude of ideas that will give you very valuable ideas on how to build and grow your business, and also how to teach others how to grow their business, with simple, no cost, low cost techniques. If you go back to [HardtoFindSeminars.com](http://www.HardtToFindSeminars.com), to the main page, you’ll*

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*see across the top in white “Consulting Services”. If you click on that page, there’s a form that will take you into a private secret section of my site I’ve set up just for you with all these recordings. All you have to do is fill out your name and your information, and you’ll be whisked away to Consulting Secrets where we have thousands of dollars worth of free, downloadable audio recordings in mp3, in Flash, also the written, printed transcripts in PDF that you can start learning from starting today. This information is hot, so get on over to [HardtoFindSeminars.com](http://HardtoFindSeminars.com), check out Consulting Secrets.*

***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.

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

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

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

How does it work?

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

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

You don't need any special equipment.

You don't need any special skills.

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

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

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## **Will Be PACKED With Hot Information Locked Inside Your Head Right Now...”**

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

I'll give you a guideline of what each audio will be in advance. All you'll need to do is make some quick notes (I'll explain how) and I'll do the rest.

Nothing could be simpler or easier.

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

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

Ask yourself this question...

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

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

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

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**

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

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## **for your information product by adding audio?...”**

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

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

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

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

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

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

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

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

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.

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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 [hardtofindseminars.com](http://hardtofindseminars.com) covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much, much more...

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

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

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

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

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

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

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

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

You could do the same...

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

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

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

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

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

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

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

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

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

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

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

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

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

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\$5,000.

And that's just the beginning...

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

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

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

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

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

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

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

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

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

Even if you do it all yourself and it works out perfectly (and I can guarantee you 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.

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

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

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

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

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

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

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

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

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

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

The audio is yours.

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

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

And it gets better...

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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!

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

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

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

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

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

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

### **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

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and my marketing expertise to help you turn your audio information product into a cash generator for you.

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

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

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

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

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

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

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

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

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

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

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

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

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second's thought.

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

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

NO hassles and NO cost!

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

### **Your Personalized Audio Product Creation Service Includes...**

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

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

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

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.

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

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

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

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

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

**“I Want To Be Sure  
Your Product Will Make Money For You  
AND Be A High Value Product  
For Your Clients...”**

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

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

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

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

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

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

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

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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 [msehoff1@san.rr.com](mailto:msehoff1@san.rr.com) with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

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

Yours sincerely,

Michael Senoff.

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

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

My audio product creation service is the simplest, most cost and time

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efficient way for you to start selling your audio program FAST.

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

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

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

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

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

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

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

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

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

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charge and obligation but only if you act now...

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

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

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

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

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

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

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

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

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

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

And as a special gift I'm going to give you \$700 worth of the best, most specific pre-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...

**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>)

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

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

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

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

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

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

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

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

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

**Always Searching For The River  
With White Sands Between High Mountains**

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

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

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

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

And right there in the white sands of that stream between two high mountains on Ali 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!**

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

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

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

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

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

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

### **Would You Like To Find Your Acres Of Diamonds - Your \$7,000 Plus Profit Windfall 100% Guaranteed!**

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

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

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

- Discover a wealth of overlooked, highly valuable hidden assets in your business – your acres of diamonds.
- Reveal your businesses superior unique approach to market and service your clients and customers and create a powerful, unbeatable advantage over your competitors in the marketplace...
- Employ a simple, low cost method to create substantial new sales without finding a single new customer or client.
- Explore the endless possibilities of bartering to bring in a whole range of products and services for you and your business without outlaying any cash...
- 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

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more...

How much can this information help you and your business?

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

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

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

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

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

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

- Create a flood of new customers and clients
- Penetrate new markets easily and rapidly
- Slash or even eliminate your advertising costs
  
- Find and acquire new distribution outlets – often completely free of charge...
- Reduce your costs and overheads
- Allow for rapid business expansion – without your own capital or staff...

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

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

Like Russ Sherry from Sherry Training Consultants...

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

*“In fact, I was amazed recently that you not only consulted professionally but also 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*

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*marketing materials talk to you.”*

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

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

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

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

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

“What has this session been worth to you?”

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

Let me make this clear...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I'll even pay for your return postage!

But there's even more.

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

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

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**

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

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

It's quite simple.

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

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

In the unlikely event you're not thrilled and you can't see thousands or even tens of thousands of dollars value for your business in this short 15 minute consultation you'll be free to end the call – no charge, no obligation, no strings attached.

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

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

I'd hate for you to miss out so phone me now - Michael Senoff on **858-274-7851** or email me at [msenoff1@san.rr.com](mailto:msenoff1@san.rr.com)

Your sincerely,

Michael Senoff.

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

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

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

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

Call me on 858-274-7851 or email [msenoff1@san.rr.com](mailto:msenoff1@san.rr.com)

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

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

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**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,

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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>

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**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 copyrighting. 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

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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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