

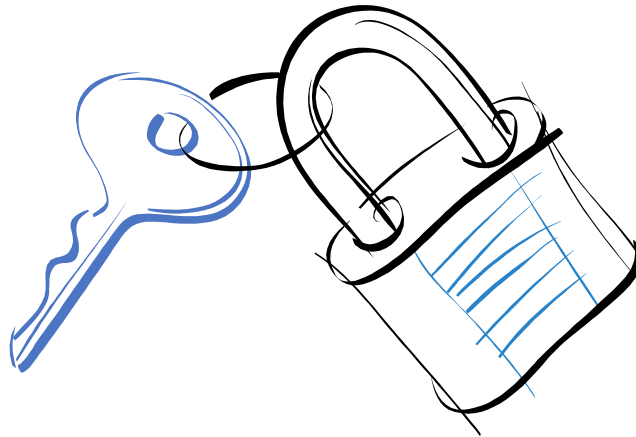
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*Presents*  
*Accelerated Product Development*  
*Flash Consulting Series*

**Michael Senoff Interviews Mark C.**



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

Michael Senoff

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## Making Hard Decisions With Soft Information

One of the things that I like best in life is helping people – especially helping people with ideas on how to start their own businesses and how to make money. Mark Cook called me requesting some answers to the list of questions below. What kinds of information products could he create and sell?

What did I think about his plan to get a piece of the sales of automobiles?

What did I think about his plan to get a piece of sales in the travel industry?

Whose information products pertaining to marketing could he sell? Mine, perhaps?

He asks more about lead generation in different types of industries but tells me that he has no idea what he would sell. This is known as putting the cart before the horse.

I tell him that he should learn more about marketing and suggest studying Jay Abraham or listening to the many audios that are on my web site for free.

I give him ideas about how to assist sellers of high priced items, such as homes, to make the sale and give him a percentage.

What do I think about franchises? I give him several ideas about getting a piece of franchise opportunities (i.e. marketing) and he asks who he would sell to?

What do I think about someone else’s marketing course?

What do I think about lead generation using his local Chamber of Commerce?

With every question that Mark asked, I gave him my best advice and even offered to assist him with resources where he could learn more.

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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.hardtofindseminars.com/consulting.htm>

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Yet, I was disappointed because it seemed that none of my advice was taking root with him.

Listen to the consultation and you decide. Any comments you have would be appreciated. You can send me an email at [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com)

You often hear me say that creating your own information product and marketing it properly is a great business for just about anyone. However, I want to emphasize that starting any business is hard work. It requires good planning, lots of research, precise execution, and effective marketing. There is no easy way and there are no free rides.

I am always happy to assist people to realize their dreams, but please take note of my advice because it contains many keys to proven success that have been kindly shared with me from business moguls and marketing geniuses. This recording is 30 minutes. Enjoy. Back to top

*Hi, this is Michael Senoff with HardToFindSeminars.com. Here is another consult I did with a customer of mine named Mark C. Mark C. bought a mortgage marketing course from me, and called me and asked me, “Mike, what is the best MLM to get into and what is the best Internet marketing product I would recommend him buy.” So, we started talking and I wanted to know why, why did he want this? He indicated that he just signed up with a new Multi-Level Marketing company. Well, I really believe there are a lot better ways to make money or to spend your time than promoting a multi-level marketing company for reasons you’ll hear in this interview. We also talk about ways that he can find products that he can sell for a lot of money, that he can make a lot of profit. You’ll hear what he’s doing now, and you’ll hear the suggestions I make to him, and I think you’ll see that some of the advice that I give to him, you can use and use your time more valuably. I hope you enjoy!*

Michael: We’ve talked before, haven’t we?

Mark: Yes, sir.

Michael: I remember. How’s everything going?

Mark: I’m doing all right.

Michael: I got your message – the best Internet and best MLM.

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Mark: Yes.

Michael: You bought the loan package from Don, that’s right.

Mark: Yes.

Michael: Don sent that to you. Is everything good?

Mark: Yes.

Michael: So, what’s happening? Have you implemented some of the loan stuff?

Mark: Yes, I made about \$2,000.

Michael: You made \$2,000 from it?

Mark: Yes, sir.

Michael: What techniques did you use?

Mark: Sending out to the professionals like financial advisors. I already had a mailing list instead of just going to library because you can go to the library and get a mailing list of nearby financial advisors.

Michael: You can get a mailing list, go online at InfoUSA, okay?

Mark: That’s where they sell mailing lists?

Michael: Yeah, they about own every other mailing list. Now, you’re going to pay anywhere between 20 and 30 cents a name with them. They’re pretty expensive, but I have a lady who I met who can get you name for about five cents a piece, anything out of the InfoUSA database. Just send me an email when you get online. Just put Mark Cook, “Mike send me your contact for leads.” I’ll send you her name and number.

InfoUSA, the same leads that they sell to the public business, they offer a service called ReferenceUSA. They own it, and they offer list service for libraries across the world to subscribe to. So, you can go into a library that subscribes to ReferenceUSA and download 50 to a hundred of the same leads from their database, the exact same leads people would pay 25 to 30 cents for. You can download them 50 to a hundred at a time for free. The only negative is they limit you, but she’ll go into a library and do multiple downloads for you and build you a list of whatever you want for maybe half the price.

So, I’ll hook you up with her, and she’s real nice, and she’ll take care of you.

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Mark: Okay.

Michael: MLM, what do you think about getting into MLM?

Mark: I’m already in with a company called Five-Link. Do you remember Excel Communications? They’re no longer in business.

Michael: Oh, Excel’s no longer in business?

Mark: Yeah, they can’t compete with the companies offering flat rate phone service.

Michael: How long have they been out of business?

Mark: Since last year in November.

Michael: I didn’t know that. They’ve been around a long time, too.

Mark: Yeah, so most of them went over to ACN.

Michael: ACN? What do they do?

Mark: Same thing, but they offer flat rate service, Internet service, some satellite, and a couple of other products. I offer everything and all the cell phone companies.

Michael: I don’t like MLM.

Mark: Yeah, I remember what you said about MLM.

Michael: I just don’t like it. There’s not enough margin. You need to have your own product where you make all the money instead of making the company money. The best MLM is, in my opinion, no MLM. Do your own MLM is you’re going to do one.

Mark: Okay, the two people I heard talk about MLM marketing was Marlon Sanders and Corey Rudl, the one who passed away.

Michael: Right, but you can still get Corey Rudl stuff. I have some of his stuff. I have a course of his, videos and I think some tapes and manuals and stuff. It’s basic marketing philosophy. You can find this stuff all over the place. I think what’s really important is just understanding marketing. Forget Internet marketing, marketing is marketing whether you use the Internet – the Internet is just a tool to deliver your message.

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So, let me ask you – why would you want to learn Internet Marketing? Do you have any specific ideas? What makes you even decide about that?

Mark: That’s what my website is on.

Michael: Okay, you have a website.

Mark: And, everything you have to order is off the website.

Michael: All right, everything you order you call a phone number and you order it off a website.

Mark: Actually, you have to speak me directly off the website.

Michael: You don’t want to do that?

Mark: Right.

Michael: So, you’re multi-level?

Mark: Yes. I can sign them up by calling me, and I’ll sign them up through my website.

Michael: Doesn’t this company have tools for the distributors already set up? The multi-level company that you’re in, don’t they have Internet and website tools to help you grow your business?

Mark: No, they just give you the website, and tell you to buy some business cards.

Michael: I would get with a different multi-level, one that’s been around that is really using the Internet to build businesses.

Mark: Okay.

Michael: Seriously, because a good Internet company, if they’ve been around and they know what they’re doing online, they should have all your automatic tools. You shouldn’t have to do anything. You sign up as a distributor and you get all this stuff. You get presentations to put people in front of. This should all be automatic.

Mark: Yes, I’m sorry, they do have the presentations.

Michael: How’s your upline?

Mark: My upline is a senior vice president.

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Michael: Is he willing to help you?

Mark: Yeah, he’s willing to help me.

Michael: If you had someone hot and they were interested in this thing, would he talk to them and sell them.

Mark: Yeah, I have to prove a point first before I go into him.

Michael: Are you just starting out?

Mark: Yes.

Michael: Do you know of any new distributors who are gung-ho, who have all the time in the world, who like meeting people and signing people up?

Mark: Actually, I’ve been signing up customers and only have fifteen customers.

Michael: You’ve been signing up customers?

Mark: Yes.

Michael: But, do you know anyone else who would be willing to do the meetings for you and put them under you?

Mark: No.

Michael: Okay. Multi-level – they’re too transient. How long do you expect these customers to stay with you?

Mark: They’re not going to change their phone service anytime.

Michael: I think there’s better ways to go. I’d like to see you invest your time and learn how to write a good salesletter, learn copywriting, really master marketing. Look at the product. You spent \$600 some dollars for that course, right?

Mark: Yes.

Michael: Just look at it on this side. You’ve got great value no matter what you paid, but now look at it on Don’s side. It only probably cost him \$30 to make that course. What sold you on the course?

Mark: Leads.

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Michael: Getting leads. You were struggling with getting leads and customers. That’s what every business wants to know, how to get customers, how to get more customers more effectively with less pain. That market is a very strong market. You could create an information product for multi-level people. You could find a leader. Whoever’s making the most money or has the most success with your current multi-level marketing company, you can interview the hell out of him about how he got successful, and that can be an information product that you can sell to all the distributors in the company already there. How about that for an idea?

Mark: Sounds good.

Michael: Is there some people making serious money?

Mark: Yeah, Jim Kelly, the senior vice president with the company. He’s probably packing in sixty to seventy thousand dollars a month.

Michael: Did he build it himself or is it just because he’s at the top?

Mark: He built it himself.

Michael: I’d bet he would love to do an interview with you. I’m just trying to give you ideas. You could interview the hell out of him. You could take that interview, transcribe it, and you could take all the important keys that he talked about and create a little one page cheat sheet, an action plan, and you can have yourself a product you can put in a three-ring binder. You can interview a couple other people in different lines of the MLM, and interview them and have two or three or four or five interviews with the top leaders in that company.

Now, do you think Jim Kelly would like all his distributors to hear these recordings of how other people have become successful?

Mark: Yes.

Michael: So, you’re going to own the rights to the product. You could set it all up on a website, five different audio recordings or just give them ten minute clips. Let someone listen to the Jim Kelly interview and if they’re interested in hearing the other four interviews, they can buy them from you.

Mark: Oh, okay.

Michael: Imagine if it’s just audio recordings and downloads like what’s on my site, and all you have is your time investment and then whatever you sell is all pure profit. You may get Jim Kelly because he’s done so well. You’ve taken the

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time to really interview him, and if it’s a great interview, he may let the entire downline hear it for free, and then the only condition is that if they like that interview, that you can make them an offer to buy the other four or five interviews that you did with the other leaders in the company. Win-win-win for everybody.

You don’t have to build up a downline. He already built it up. You get to access all those millions of dollars in promotions that he built up that huge multi-level company all starting himself probably with a lot of hard work, and he just gives you all the customers’ names. Do you know what I’m saying?

Mark: Yes.

Michael: There’s easier and better ways to go about. Information products are fantastic.

Mark: Okay, everybody knows IloveMLMs.com or Art Zelnock.

Michael: Yeah, I’ve heard of him.

Mark: Okay, I don’t even know what questions to ask.

Michael: What you do is you tell them to give you the questions. “Just all I need is an outline. Give me the 20 most common questions that people ask you about your success, and write them down.” And, then all you just start with number one, and you just do it. If you’re not comfortable doing it, you can hire someone out to do it.

Mark: Okay.

Michael: You let your people make the outline because he’s the one who’s rich making \$70,000 a month. So, he’s going to know the questions that people are asking him, “How did you do that?” “How’d you get started?”

Go look at my interviews and look at the questions that I ask people. Print the transcripts out, and just put a collection of the questions I ask. “What did your dad do?” “How did you get into it?” “How long were you there?” “Did you like what you were doing?” “What were you doing before you had success?” “What was the hardest thing about getting started?” “Are you the type of person who’s a self-starter?” “What advice would you give to someone who’s in your situation?” “What’s great about MLM?” “What are the negatives about traditional business?”

You can come up with tons of questions, and as they start giving you their answers, you dig deeper. You may say, “Well, I had my trucking company. We were losing a lot of money.” And, I’ll say, “But, wait, why were you using

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a lot of money.” You say, “Why, how?”. Do you know how a little kid says, “Why daddy, why, why, why?” And, you just keeping going?

Mark: Yes.

Michael: You just keep doing that to them. If you get a lot of raw footage, he’ll start going into a trance talking about himself and he’s reminiscing about his story and everything. He’ll love it. He’ll get going in it.

Mark: Okay, and you also have something there. I think it’s like \$35,000 worth of information. What’s that about?

Michael: Did you read the letter?

Mark: I read part of it and then I had to run out.

Michael: It’s just all these resources – free website, free software – stuff that people don’t know about that I have learned about just over all my years being online on the Internet, stuff that just saves you a ton of money. It’s just free stuff. I go through ten different packages that you’re going to get.

You know when the plumber comes into the house and says the drains are blocked. He goes downstairs and all he does is takes this monkey wrench along the pipe, and then he just hits it and gives you a bill for a hundred bucks. You’re like, “A hundred dollars? All you did was hit the pipe. What’s this for?” He says, “One dollar for hitting on the pipe, and \$99 for knowing where to hit.”

I’ll give the perfect example. I’ve a got a Jacuzzi out back, and the thing was leaking water. So, I called this company to come out and fix my spa. I had the thing open. He just glanced at the thing, and he knew where my problem was right away, and it was just a little gasket right at the area where the pipe goes into the Jacuzzi motor, and he replaced a little piece of rubber. It only cost me about \$60 because they charge for coming out, but this guy had been fixing Jacuzzis for 20-something years. He knew exactly where most of these things leak. I couldn’t believe he found it so quick.

So, these links are knowing where to hit, knowing where the free stuff, and that’s what it is. It’s a compilation of links and free stuff with a description after each one, and then there’s four hours of audio interviews I did that go over 67 links that discuss why they’re great. It’s just some amazing stuff. It all started when I started interviewing this guy Luis Aroz, one of the guys on my interviews.

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Mark: Okay, and what do you think about search engine marketing, or optimization keyword coach.

Michael: Yes, absolutely important.

Mark: Okay, since I have network marketing, MLM, how much 400,000 some searches on network marketing.

Michael: Forget it, you don’t have a chance. Unless you’re really ready to spend some big bucks. You can’t compete with all the companies. Every multi-level marketing company is competing for those terms, and you’re going to pay big, big money. You can not afford it, not right now. You’re going to have to use guerilla marketing techniques, you know?

You just need to learn marketing. You’ve got the mortgage marketing. All those mortgage marketing tips can be applied for your MLM business. The keyword stuff is going to break you, and it’s always changing. There’s better ways.

Mark: Would postcard marketing work?

Michael: I would rather see you do your marketing over the phone.

Mark: Over the phone?

Michael: Yes, get a list of people in multi-level marketing companies.

Mark: I’m looking at now thinking about what you told me because I’m only getting six percent on a residual income.

Michael: It’s not enough.

Mark: No.

Michael: Forget it.

Mark: I’ll have to get a thousand customers to get three thousand dollars a month.

Michael: Look, your company is going to be out of business. I’ll bet it is. There’s a 98 percent chance it will. So, you’re busting your ass, getting all these customers, making that company money, and then they go out of business and you’ll be lucky if you can switch all your customers over.

It’s not a waste of time because you learn a lot. You’ll make some mistakes, but why not just go to where the money is? There’s just not enough margins.

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You’re going out to sign these people up. Aren’t you going to meet them face to face?

Mark: Yes.

Michael: So, you sign them up. What do you make when you sign them up? Like \$50 or anything up front?

Mark: No, nothing up front.

Michael: You’re hoping you can make a little six percent residual on their phone bill, right?

Mark: Yes.

Michael: So, if they have a \$60 phone bill, you’re going to make a lousy four dollars.

Mark: Right.

Michael: You could be making presentations selling something for a thousand dollars at that same time to people. If you’re going out and meeting people for a hope that their phone bill is going to make you four dollars, that is not a good use of your time. You could be hustling and selling something for a different market for the same amount of time. You’re meeting with them for an hour explaining all this stuff, signing paperwork, driving across town, going to appointments that cancel, they call in they’re not there. Have you been to some that no one shows up? That is a waste of time.

Why not go and meet someone who’s interested in something? Long distance phone bill is not an important thing in people’s life, I don’t think. Why not sell someone something that sells for a thousand bucks? There’s people doing it every day for \$500. So, if you make ten appointments a week, and you sell two, you’ve made two grand.

Mark: What product can I sell that costs something like that? Tell me some examples out there. I need some information.

Michael: Well, information products could be sold for that. You could sell consulting services. You could sell business opportunities.

Mark: Say if I sell something for you?

Michael: No, you could do it for yourself. I could sell a package that teaches you how to be a marketing consultant, but you don’t need my thing. You can learn the stuff you’re learning on my website. You can go listen to all my recordings in

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the Consulting Secrets stuff, and you would have an outline of a questionnaire to go in and do an audit on a business. You could sell the business audit.

You could have a telemarketer call on business and ask them if they’d like to grow their business, and have a telemarketer do all this. You could sell your business audit where you come in and analyze the business by asking the business owner all these questions on their business, and you’d outline hidden marketing assets, things that they’re not optimizing. I’ve got a whole PowerPoint presentation that shows you how to do all that.

Anything can be sold. Cars can be sold.

Mark: I’m trying to get into the car industry. I’m waiting for them to call me back. I just found a website freetravel.com. Have you ever heard of that?

Michael: No.

Mark: It’s myfreetravel.com. Three day and night hotel accommodations.

Michael: But, you’re looking at all these things to generate leads like free certificates and postcards where it’s an extra step, where you could just pick up the phone and let’s say, “Meet with someone and sell them.” Why don’t you just skip all the lead generating stuff, and just call someone on the phone that you know has bought something similar to what you’re going to sell already?

Mark: I can sell them a marketing course, and I send them – well, do you have a marketing course of your own?

Michael: I do not. I give away all my stuff for free.

Mark: That’s right. Who else’s recording could I give away or sell?

Michael: Well, you can make your own. You can compile your own. You could do an interview with different marketers and create your own. Doing the interviews is a great way to create your products because you don’t have to write it. You just talk it. You just ask a bunch of questions and then you just have it transcribed, and there’s your product.

Mark: Right.

Michael: There’s so many things you can do. That’s the problem for most people. They don’t know what to do, but I really highly push information products and being the creator and developer of your own product that you have control over, that you create, and you make all the money on that costs just pennies to make and that all you’re doing is selling and making profits.

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Mark: Okay.

Michael: I wouldn’t sell cars. There’s no margins in cars. Every one and their mother is selling cars. There’s risk involved. There’s insurance. You’ve got to go to the DMV and get the title. That stuff eats up your time.

Mark: Okay.

Michael: You don’t want to be driving all over town doing that stuff. You want to be able to sit in front of your computer and make money without ever having to leave if you don’t want to.

Mark: Okay. I’m on Yahoo! It says, “Find your local businesses around your area” like hair salons. Can I use that a resource by calling the owners of the company?

Michael: And, what are you going to sell them?

Mark: I have no idea. I’m using that as a marketing tool.

Michael: Yes, as long as you have a name and number, yeah. You can buy the lead. You can look in the Yellow Pages and start calling the Yellow Pages. It depends. You’ve got to be calling on a particular market. I think you need to study more general marketing. Have you studied any Jay Abraham stuff?

Mark: No, I haven’t. I have one of his marketing courses.

Michael: What do you have?

Mark: Something “Over the Fences”

Michael: Oh, “Swinging Over Fences.” I think you just need to listen to all the audio recordings on my site, and just think about some of the stuff you hear. In some cases, you might not need anything anymore. You just need to make a decision, but if you’re going to sell something sell something that you can make a dime with. This Excel stuff, for two dollars or three dollars every time you sign someone up, that is not going to happen.

Mark: Okay.

Michael: I know you’ve got fifteen people, and a lot of people maybe don’t use the phone too much. It’s a hard way to go about it. There’s things everyday sold for tens of thousands of dollars. There’s homes being sold for millions of dollars. You can go on eBay and find a house that’s listed for a million dollars

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that didn’t sell and contact the owner and say, “Would you like me to help you sell your house?”

Mark: Oh, really?

Michael: Anything on eBay that doesn’t sell. Do you know how to look at a completed auction? Do you know how to search completed auctions?

Mark: No, how do you do that?

Michael: Well, you can go on eBay. Let’s say you searched, “homes” in your zip code, and you search completed auctions. Those will show you all the auctions of the houses that didn’t sell. So, you email the guy who listed the auction and say, “I know your house didn’t sell. Would you like help selling it? Or are you going to relist the auction?” You find someone who’s frustrated because their ad was so bad, so terrible, that it would never sell because they don’t know a thing about marketing or selling. They don’t know what a headline is. They don’t know how to put good photographs up there.

Mark: Oh, okay.

Michael: So, you may say, “Well, how do I know how to do it?” Well, go find an expert who’s already selling lots of homes on eBay, and they’re out there and interview him or go to his website or find out what he’s doing, and then you can just repost the auction in a new way. Do a good headline and just make a deal with the homeowner and say, “I’ll pay for the auction. If I sell your house, would you be willing to pay me a finder’s fee of the three percent of the million dollar house?” So, what’s three percent of a million? It’s \$30,000.

How many people is it going to take you to make \$30,000 signing them up?

Mark: At least a couple million.

Michael: You think like peanuts, you get peanuts. Start thinking bigger.

Mark: What about franchises?

Michael: Here’s a great idea, and I’ve had this idea. If I had more time or there were ten of me, I would do it. I would go to young new franchises, and I would contact the franchise company and I would see if could get the rights to market and sell their franchises, and there are business opportunities out there that have relationships with franchises that you can sell their franchises for a nice upfront fee. You can make ten, fifteen, twenty thousand bucks on every one you sell. So, you could become a sales rep for a particular franchise, and do very well. Absolutely.

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The best young and upcoming franchises, go to Entrepreneur.com, look at the top five hundred franchises. Look at ones that really look interesting that maybe are new franchises, and contact the owner. These guys are in business to sell franchises. You could become a sales rep and sell a franchise and make yourself ten, fifteen, twenty grand. They may even provide you the leads. You’re selling a business opportunity. Absolutely, that’s a great way to go. That’s a high ticket item.

There’s McDonald’s selling for millions of dollars for franchises. There’s Subway that must sell for several hundred thousands of dollars. Someone’s making commission on those sales. There’s Dip’n Dots. There’s all kinds of franchises. Go to Franchise.com. Go to Entrepreneur.com Look at all the franchises out there. They’ll show you the numbers, how many franchises there are. Look for the ones that aren’t growing that much that have a high dollar figure, and if it’s out there, there’s people that you can sell it to with good marketing.

Mark: Yeah, who would I sell a franchise to?

Michael: People looking for business opportunities. Here’s an idea. You can get the trade show catalogue – let’s say a business opportunity trade show just went on in San Diego last month. Well, you can call the Civic Center and say, “Can I get a directory for the Business Opportunity Trade Show that went on last month?”

So, let’s say you get the exhibit booklet of every single exhibitor that showed at this trade show last month. All right?

Mark: Okay.

Michael: Now, these exhibitors put out fish bowls and they generate leads at their trade show exhibit. Did you know that?

Mark: Yes.

Michael: Well, did you know that probably 90 percent of them never follow up on any of the leads? You could call these companies and you could ask if they’d be willing to sell you the leads, or you could call these companies that have franchise that’s non-competing with the one you’re trying to sell. There’s still people looking for business opportunity. You can buy the leads from the franchise that the people say they weren’t interested in.

There’s lists out there of people who subscribe to business opportunity magazines or franchise opportunity publications. There’s lists of people

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looking for franchises, looking for good business opportunities. They’re out there. If you look at the SRDS, you can find a list to anything you want. You have people raising their hand saying, “I’m interested in franchise.” So, if you contact them and say, “I’m Mark Cook, and I know you’re interested in a franchise. Do you have a couple of minutes for me to explain something I think you may be interested in?” And, then you go to it.

But, you don’t do that all by yourself by phone, you do it through automatic marketing like a direct mail letter or 24 hour recorded messages or a website or an audio interview with the owner of the franchise telling his story of the hard beginnings and how it got started, and how many existing franchises are seeing double digit returns in their investment, and how much fun it is. You can put a marketing package together that is yours designed to sell that franchise.

Mark: Understood. There’s a guy by the name of David Fry. Have you ever heard of him?

Michael: Yeah, sure have. I know David.

Mark: What do you think about his referral marketing?

Michael: It’s good, complete, referral marketing course. It’s a good investment.

Mark: And, the ones who are going to the Chamber of Commerce and Better Business Opportunity, can I get in contact with those people who come there and look for a business product?

Michael: Absolutely, every Chamber of Commerce has a list, and you can call the Chamber and if you became a member in your town, you can get a list of those people who are members of the Chamber of Commerce and you can have access to those lists, yes.

Mark: Okay.

Michael: You can get a list of anything you want if you use your head and just ask for it. You’ve got to decide on a product, and I wouldn’t sell a product unless you can make some really good money with it. I would just set a limit for you. I would say, “Do not sell a product unless you can make yourself at least \$3,000 profit in your pocket.” Don’t even look at anything lower. So, that’s going to force you to look at higher opportunity things like business opportunities, franchises, high end cars, maybe timeshares.

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Go look on eBay. Go look at the things that are selling for multiple thousands of dollars. Search the auctions and look for all the \$10,000 auctions. See what’s being sold. Is that helpful?

Mark: Oh my, yes.

*Hi, this is Michael Senoff with HardToFindSeminars.com. I hope you enjoyed this consultation with Mark. Please email me at [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com) if you’d like to hear other consultations with my customers. Enjoy!*

*Here is another tip for you and it has to do with swipe file, and I’m going to hand you a lifetime membership of a swipe file you can not beat. If you go over to my website HardtoFindAds.com, you will find a free resource waiting for you with over 800 hard to find ads. Now, these aren’t pretty, fluffy ads that you’re going to find in Madison Avenue at all the advertising agencies. These are hard core, copy intensive, direct response ads – ads including Gary Halbert, a huge collection of Brian Keith Voyles, entire best collection of ads that you can download, ads by Eugene Schwartz, ads by Ben Suarez, ads by John Carleton that you can view up close, you can read the text, and you can use to develop and create your own direct mail promotions. So, get on over to HardtoFindAds.com. You’ll be glad you did.*

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

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

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

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

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

Hi I'm Michael Senoff,

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

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

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of [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've recorded hundreds of hours of interviews with the world's leading business experts and information marketers including Jay Conrad Levinson, Carl Galetti, Joe Vitale, Herschell Gordon Lewis, Brian Keith Voiles and more...

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

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

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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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How does it work?

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

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

You don't need any special equipment.

You don't need any special skills.

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

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

And it gets better...

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

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

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

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

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

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

Nothing could be simpler or easier.

In a few weeks even a few days you'll have an information product you can sell for \$100,

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

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

Ask yourself this question...

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

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

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

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

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

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

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credibility.

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

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

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

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

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

Recently I've used audio...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

You could do the same...

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

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

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

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

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

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

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

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

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convenient for you.

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

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

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

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

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

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

And that's just the beginning...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

That's just 10 to 15 hours of work on your part for a massive, high value audio

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

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

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

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

The audio is yours.

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

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

And it gets better...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

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

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

1. Creation of your audio program - we'll record five separate high value, media friendly audio recordings worth \$3,997...
2. Your “Audio Infomercial” to help sell your information product worth \$1,500 to

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\$2,500...

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

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

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

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

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

But I'm NOT at all desperate for business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

If you live in another time zone and calling me on the phone is a problem you can

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email me at [msenoff1@san.rr.com](mailto:msenoff1@san.rr.com) with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

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

Yours sincerely,

*Michael Senoff.*

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

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

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

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

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

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

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

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

**"Would You Like  
To Find  
A 100% Guaranteed**

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

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

I've run and still run several successful business ventures myself – I've made real profits

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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.

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**

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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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 -  
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.

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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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...

- 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

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- 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:

“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...

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**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 unequalled...

**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

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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  
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!**

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

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

Your sincerely,



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

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

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

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

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

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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>

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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 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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