

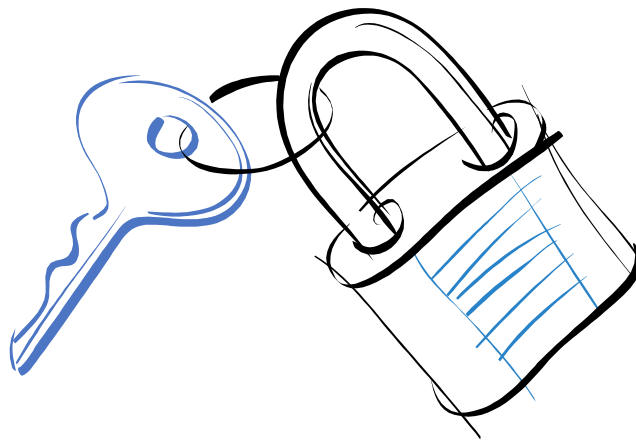
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**Michael Senoff Interviews Mark**



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## "How To Jump-start Your Copywriting Business To Get Clients Fast."

This is a consultation that I did with a gentleman named Mark who needed some advice in “kick starting” is copywriting business. This short recording is packed with great information for new and veteran copywriters! You may get some ideas for business avenues that you haven’t thought of before.

At the beginning of our conversation, Mark was mainly concerned about what the name of his copywriting business should be. His first thought was to use his surname. However, he believed that his surname might be too unusual for someone to pronounce. You’ll hear how we discuss sole proprietorships and the option of incorporating after getting started, obtaining customers, and making some money. Find out what Mark finally decides to use as his business name.

Listen as I give Mark an idea about obtaining copywriting work by researching Ebay. Look for closed auctions for big ticket items where the item did not sell. Look at the Ebay ad to see what could have made the item sell. Sometimes it is simply because there was no research done on the item and thus, there was not a good description of the item or its features.

Contact the seller by email and negotiate to re-write the ad and re-run the auction. If the item sells, you would get a negotiated percentage of the sales price. Of course, you would need an option agreement and some sort of non-disclosure agreement as well as software that would prohibit the seller from printing or copying your ad – but you’ll hear me explain the details of everything you would need to accomplish this. Listen as I give example of a generic email that could be modified for any auction and sent to sellers.

I advise Mark to research unsuccessful closed auctions for boats, houses, machinery, and other high priced items. And don’t just stay with Ebay. Look into the real estate market for beautiful homes that just aren’t selling. Most of the time, real estate ads just don’t do a good enough job of explaining the real advantages of owning that particular home. The very best way to advertise a home is to

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interview the current homeowner about the home itself, the neighborhood, the schools, etc. – important things that real families are interested in.

Listen to my own experience with using written copy in conjunction with audio for both a product and for real estate.

Mark certainly loved that idea and was going to start researching completed auctions for big ticket items on Ebay right away! The key is to identify poor ads for great products. You must also learn to negotiate well and then you will have a great niche market!

Near the end of this audio, listen as I describe a Bonus Resource on my web site, [www.hardtfindseminars.com](http://www.hardtfindseminars.com). It’s more than 15 hours of copywriting audios from my best interviews with copywriting experts such as Brian Keith Voiles, Eugene Schwartz, and many others. This is a “must have” set of materials for both new and existing copywriters that will reveal copywriting secrets and make your business more successful. Enjoy!

Michael: If I were you, I would focus on large ticket items. I wouldn’t work on a project that you couldn’t make at least a thousand, two thousand, five thousand, ten thousand. Just think big. It’s all the same work. It’s just bigger numbers, and there’s stuff all day. There are people trying to sell stuff everywhere.

Music

*Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.hardtfindseminars.com). Here’s a short twenty minute recording with a gentleman named Mark. If you’re interested in learning how to kick start your copywriting business, you’ll want to pay close attention. Mark had called me looking for some ideas on how to get going in his copywriting business, and had some specific questions in regards to what he should name it. This is my best advice to Mark on the subject and I hope you enjoy.*

Michael: Hello, this is Mike.

Mark: Hey, Mike. This is Mark.

Michael: Hey, Mark. How are you?

Mark: Doing all right.

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Michael: Well, I have some time now, if you’ve got some time. Is this going to work out for you?

Mark: Yes.

Michael: “Hi Michael, first I want you to know that I thoroughly enjoy the mp3s I’m getting. I’m devouring the interviews with Brian Keith Voyles, and a number of different ones related to copywriting, such a wealth of experience and knowledge that I aim to put to use real soon.

I need your advice. I am in planning stages of opening a copywriting business. I can relate to a lot of the interviews you’ve had with the guy from Minnesota. Incidentally, I am also from Minnesota, but I live in Chicago area.

I’m teetering between using my own name for the business, and using a name like ‘Copy Adventure’ or ‘Copy Advisor’. My last name is rather unusual and I’m wondering if pronouncing it will turn a customer off. The advantage I see to using my own name though is I won’t have to register an assumed name.

I want to be able to encompass what I plan to do for customers either in my business name or maybe a mission statement. I’m going to be targeting small business owners, perhaps more specifically new business owner, and offer a better value for their budget.

I’m studying whatever I can get my hands on from you and so many other pros including Voyles’ material. I’m awaiting the arrival of Killer Copywriting by Jeff Paul.

I want to have an online presence, but I’ll be targeting local businesses, too. One of my plans is to send businesses a survey to ask them what they would like to see their advertising companies do differently – something like that – and see how I can fill the need, and create a recipe to sell them on.

I am creating sales letters and business cards that will encompass those needs and show people that can benefit and motivate them to buy. Am I on the right track?

This letter is longer than I had planned, but I’m trying to put things in place as soon as possible. I hope to be up and running by October 1<sup>st</sup>, and I’m having difficulty getting going while still putting food on the table and paying the bills. I hope this isn’t taking too much of your time. Any help on your part would be appreciated.”

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All right, as far as your name – I would just use your name. One of the best pieces of advice I got from one of my customers, and you know when you fill out the form for the free CD on my site, did you ever get the free CD on my site?

Mark: Not yet, but I just took the tour today. I had never done it before.

Michael: Sure, well, there’s a section called “Free CD”, and you’ve got to fill out a boat load of information, but to get the CD, I require somebody to give me advice on how to better the site.

A long time ago, one of the recommendations was instead of just saying, “[HardToFindSeminars.com](http://www.HardToFindSeminars.com)”, he told me to use my name, “Michael Senoff’s [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com)”, and that was one of the best little pieces of advice because no matter what you’re doing – if you’re copywriting or promoting or talking, you own your name. Do you know what I’m saying?

Mark: Right.

Michael: I would just use your name. What you could do is, on all your letterhead and on your business card, you could just spell it D-O-L-L, just for your business. So, you don’t have to keep saying, “pronounced doll.” Do you know what I mean?

Mark: I see.

Michael: That’s one idea. Or just spell it the way it is. Let people mispronounce it. Don’t worry about it.

Mark: Yeah, maybe it’s more trivial than I make it.

Michael: I wouldn’t worry about it. Your name isn’t going to stop anyone who’s serious about wanting to grow their business. It’s just irrelevant, but you can operate under your name at first as a sole proprietor until you get your business going, and you don’t have to mess with any of the stuff. Get your business going, and then worry about all the details. That would be my recommendation. Make some money first. Get some clients. Make some money.

As a sole proprietor, you’re going to have business expenses getting it going, anything you make you may want to put a lot of it back into the business. Once you start getting going and then you’re making some good money and you want to protect any kind of assets that you have, liability wise, then you’ll maybe want to incorporate and protect that.

Now, are you married with kids?

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Mark: I am married, yes.

Michael: No kids?

Mark: No kids.

Michael: Okay, and do you own a house?

Mark: No, we’re renting.

Michael: God forbid you got sued. Do you have assets that they can take away from you?

Mark: Not much, no.

Michael: Then, you have nothing to worry about. You want to set yourself up and protect yourself when you have stuff you can lose. If you don’t have anything to lose, you don’t have anything to lose. So, I would just start as a sole proprietor.

Mark: Yeah, that’s what I was going to do anyway, but I was a little iffy on whether or not to use a D/B/A.

Michael: Ah, D/B/A, that’s if you want to call it something different and you may believe that you need some fancy business name to make yourself more professional so people will do business with you, but that’s irrelevant.

They’re doing business with you not because of your name. They’re doing business with you because your copywriting is going to make them more money, period.

Mark: Yeah, I’m discovering that. That seems to be a common thread in all the interviews that I listened to.

Michael: They don’t care about you. They want what you can do because they want what you can do to make them more money so they can have a better life and make more money and have more time. That is the bottom line. They want to use you.

So, I wouldn’t get caught up on that.

Mark: Okay. All right, that’s a load off my mind.

Michael: All right, good. Do you feel like you have a knack for the copywriting?

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Mark: Yeah, I’m not going to say I have it down pat. Obviously, I have a lot to learn, but I am trying to use what I learn. If I have something to sell on eBay, I’ll try to use some of those same principles when I list something. I’ve had some success with that, and also, I had a couple small copywriting jobs.

One of them was a sales letter to promote a new ebook that a guy wrote, and it’s an assignment through another outsourcing company. I’ve been trying to get the guy to give me a testimonial because I don’t even know what the guy thought of the letter. So, I was trying to get some feedback and use that for backing for testimonials for my services as well.

Michael: That’s fine. It’s always nice to have testimonials. Here’s an idea for you that you could keep yourself so busy doing copywriting and it relates to eBay.

You can look for items that are selling on eBay, more expensive items in different categories, and look for people who are selling the same item over and over again, and look for poor copywritten products – products that are selling for maybe \$400 or \$500 or \$300 or \$200, and then you can contact that seller through eBay.

What you could do is first, you could just do his eBay ad. You know how to use an HTML letter and all that?

Mark: Kind of. I’ve been looking at that a little bit, but I’m not real savvy with it.

Michael: Look for eBay ads of things that are selling over and over again, but look for ones that are very poorly written, and use your copywriting skills to rewrite the ad, and then you can contact that seller and then just simply say, “I’ve been looking at your eBay ad for the last couple of weeks or the last couple of months, and although you have a good ad, there’s a lot of things that you can do to make this auction sell better and sell at a higher price and sell more often. What I’ve done is I’ve taken the liberty of rewriting your ad, and I’d like to get your opinion on it.”

Then, what you can do is you can put it up on a webpage, and you can let him know in that initial email that this is copy written information. What you can maybe even do is have him sign a simple Non-Disclosure that he can’t use what you’re about to show him. So, he doesn’t steal it. Just show him a little Non-Disclosure form. Put it up on your website, and then you can get some simple software that will allow you to protect the page, meaning he can’t copy and paste or print the page so it’s just view only.

Do you know how to use Adobe PDF?

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Mark: You mean the reader?

Michael: The actual software.

Mark: I have somewhere a free program that will convert.

Michael: You’d have to get the original Adobe PDF software. But, what you can do is you could create the ad for them and convert it into Adobe PDF as a ‘view only’ where they can’t print it and they can’t copy and paste it. So, it’s all on image.

You want to show him your work, but you don’t want him to be able to copy and paste it, you see? Just to protect yourself. And, then you can get his opinion and you can sell that to him, or you could negotiate. You could say, “I’ll let you use my sales letter to sell your product. Why don’t you test it on one or two of your auctions? And, then you pay me a percentage on everything you sell for using my sales letter.”

There’s so many eBay ads. You could look for boats and homes that are selling for tens of thousands of dollars, twenty, thirty, forty thousand dollars, and contact the seller. You could look at the completed auctions for a subject, and you may as well look for the stuff that sells for ten, fifteen, twenty thousand dollars. Then, you can contact the seller of that completed auction and say, “Hey, did you ever sell that boat?” It may be a beautiful boat, but maybe the guy put no copy at all and just put the title and the boat.

Let’s say he had great pictures, but he had no copy, no benefits, no descriptions. Say, “Did you ever sell the boat?” “Nah, I never sold it. It’s still sitting here.” You call him a week after the auction ends, and make sure that he didn’t relist it.

You could negotiate with these people and say, “Let me help you sell your boat. I’ll write an ad to sell the boat, and if we sell the boat, you split it with me. You pay me \$2,000 or \$3,000 or \$4,000, whatever.”

Mark: That’s a great idea.

Michael: You will never run out of potential things you can sell. I’ll tell you. I had this idea. Me and a buddy of mine, a copywriter – I was searching completed auctions, and I was looking for businesses that were for sale.

There was this one guy had this auction, terrible copywriting. He had a patented product. It was called a Scooter, and what this was, it was a little plastic thing that was like a kickstand for the Razor scooters that the kids ride around on, you know, the little wheel. It’s like a roller blade wheel. You could

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park this scooter so it stands up without having to lay it down on the ground. Are you with me?

Mark: Sure.

Michael: The guy wanted \$20,000 for the mold and for the business. He had some accounts and everything. We wrote a fifteen page copywritten letter. I did an intensive interview on audio with him, and then we relisted the auction at \$75,000. We only had about sixty days to try and sell it. We were producing some pretty good qualified leads, and I really believe if we had more time, we would’ve sold it. We could’ve made \$50,000 on the deal.

So, what does it matter if you’re selling a one dollar widget or a house that sells for two million? I mean, you may as well go for the real expensive stuff. So, if you search different categories of eBay and you search it by the highest price, look for the stuff for a lot of money. Look for an item or a piece of property or a piece of machinery for the industrial industry.

Each project’s going to be a research project on its own, but if it’s something that can make you ten or fifteen or twenty thousand bucks if you sell it with your letter. Let’s say it’s a piece of machinery for injection molders or something. You research the market, and then you can write your sales copy and send it out in the mail and try to sell it.

But, you’ve got to find people who want to sell stuff, and eBay is the perfect place to do that.

Now, you’ve got to make an agreement with them that you get an option to sell it, and there’s an agreement I’ll send you. It’s the Option Agreement which you can fill out with your potential seller that gives you the option to try and sell his item for a number of days. You can fill it in.

He signs it and he’s giving you title to the item for a certain amount of time. So, it legally keeps you safe and it says you have 120 days to sell this item. You also have the right to renew the option, and you outline the whole agreement. So, it’s a legal document that protects you while your putting your effort and work into it.

Mark: It keeps them from bailing out.

Michael: Yeah, that’s right. So, it’s just an agreement. It’s an option for you to take title and sell the item. It gives you the specific amount of time. If you don’t sell it, everything reverts back to him. If you do sell it, then you agree on the commission.

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Mark: Brilliant.

Michael: Yeah, it’s real simple. If you’ve got the skill to write, and you’re willing to take the time to write and really research the benefits and the features, that’s not hard to do. Any item out there – you can find someone who’s already done the work, just search the keyword. You’ll find people who are selling the item pretty good already and you just modify it.

Mark: That’s a fantastic idea. I’m going to explore that.

Michael: Yeah, you should try that. So, if I were you, I would focus on large ticket items. I wouldn’t work on a project that you can’t make at least a thousand, two thousand, five thousand, ten thousand. Just think big. It’s all the same work. It’s just bigger numbers, and there’s stuff all day. There’s people trying to sell stuff everywhere.

I’ve got a real estate buddy who sells million dollar homes here in San Diego, and we drop our kids off at the same school. He was telling me how he’s working his butt off and he’s got no time. He needs to leverage himself. I said, “Why don’t you do this? You give me the million dollar home that the seller is still living in and they’ve lived there for a couple of years, and then tell them that you want your partner to interview them because we’re going to help you sell your house faster.”

So, I’m doing the same thing with my audio that you would with copywriting. You see? I’d just talk a sales letter. So, I’m going to interview the existing owner of the home about all the details about their house and what it’s like living there, and the restaurants they went to, and why they liked it so much why they’re moving, how the schools were – all the things that new home buyer would want to know.

Wouldn’t a new home buyer want to hear it directly from someone who’s lived in the area, in the house for three years rather than someone real estate agent just showing them the walls and the kitchen and the bathroom? Then, you’re talking a six percent commission on a million dollar house, and then I’m just going to negotiate a percentage of the commission with him.

So, you can do this stuff, too with homes. You could sell homes through sales letters.

Mark: It’s a gold mine.

Michael: It is. There’s people who have been trying to sell their house for so long that they don’t know how to sell it. All they have is a real estate agent, all these unprofessional sales people. They’re not even sales people. They’re just

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showers. They just take the people by and show them the house. They’re not selling the house because they don’t know anything about the house.

The person to sell the house is the person who was living there previously. I’ve got specific examples in my family. My father’s trying to sell a beautiful log cabin up in the north Georgia mountains, but he’s got it listed with agents. It’s only been shown three or four time. He could sell that house if he really wanted to.

My brother moved to the United Kingdom. He’s got a gorgeous house in Atlanta, Georgia that’s been on the market, and it’s perfect for anyone with kids. It’s a great neighborhood. There’s so many great things about that area, but that’s sitting unsold.

You may want to focus on the real estate industry. Try and sell homes through long copy direct mail letters, but interview the sellers first, and then just create your copy around the interview.

Mark: Yeah, it makes sense.

Michael: Don’t think small. Think big. Big numbers so you can make some good money. So, if you worked on one project a month, and you can make ten or fifteen grand on a project. That would be a nice living.

Mark: Yeah, definitely, there’s good potential there.

Michael: I team up with some copywriters who love it. I don’t like it. I like talking. It’s easier for me. I like to talk my letters. Have you listened to the Eugene Schwartz recording?

Mark: No, I haven’t come across that one, yet.

Michael: That’s on my copywriting page. I’ll email you the link. You’ve got to listen to Eugene Schwartz. This guy is the master. You’ve got to listen to all these recordings on copywriting, but Eugene Schwartz is probably the best one.

I’ve given you some ideas to get going. You should never be hurting for business. That’s for sure.

Mark: I’m really glad that I had an opportunity to talk to you because I have had a real tight spot with one income, and it’s hard to break away and take a day off and focus on business things.

Michael: What’s your job right now?

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Mark: I do a lot of computer work in data entry. I work with about three or four different programs to abstract data and create delivery reports. I have one of the bigger accounts that this company has. A lot of computer work.

Michael: You don’t like it that much?

Mark: Well, I like certain aspects of it, but the job as a whole is rather tedious after a while. It’s not real exciting. It just helps pay the bills.

Michael: You’ve got to cover your bread and butter. Unfortunately, you’ve got to keep the rent going. I would encourage you, when you get home go onto eBay, and go search the auctions with some high dollar stuff, but more importantly search for the completed auctions. And, eBay is just one place. With your skill of copywriting, you can sell anything.

Mark: Yeah, I’ve always believed that. I tell you. I’ve been in a lot of jobs, too. I’ve never been real settled into many things except creating things, and I wish I had come across copywriting long ago. I would probably be still doing it now.

Michael: Send me some samples of some of the stuff you’ve done, and we’ll keep in touch because I don’t love copywriting, but I love to work with copywriters who love copywriting. The combination of creating copy from audio – from some of my audio recordings, you can create entire products. I have stuff that’s not even on the site that you haven’t seen.

The way I’ve been working with this other copywriter is I’ll create an audio recording. Then, he’ll create a sales letter around it selling it. You can create a whole product around that, but it makes your job easier because when I’m interviewing someone, I’m doing the research right there. I have it all transcribed. So, you build your letter around the transcripts.

The guy I’m interviewing really writes your letter for you. You’ve just got to format a good headline, good sub, intro, and all the other important elements.

I’ll send you this recording, and I’ll also send you that option agreement, and I’ll also send you the link to the Eugene Schwartz recording, all right?

Mark: That sounds great.

Michael: Any other questions you can think of while you’ve got me on the phone?

Mark: Yeah, it sounds like I could be, like you said, quite busy with this one little – I’ll call it experiment for now with the eBay. Do you think that could be plenty as a niche market?

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Michael: There are millions of auctions going on, absolutely. EBay is just a simple way for you to do the research, and it’s people trying to sell stuff. Do you know how to search completed auctions?

Mark: Yeah, I think so. I haven’t done it, but I’m sure I could find my way around it.

Michael: Along the left, it will say, “Completed Auctions”. So, a completed auction is an auction that completed, but I guarantee you 98 percent of them never sell their item, and you can see. Go look at the completed auctions, and you’ll see if it sold. Just search the completed auctions, and then sort it by price.

Look at some of the really expensive stuff. Now, there’s people selling ideas, patents and stuff for millions of dollars. That’s ridiculous. You’ve got to know that the price they’re offering matches what they have to sell, you see? You’ve got to look at their price. It’s got to be realistic, but as long as the price is realistic and you can look at the ad, the eBay auction, and look at elements in that auction that are obvious to you why the thing never sold – like they didn’t give any description, they didn’t answer all the questions. You can identify a poor ad, can’t you?

Mark: Sure.

Michael: So, you might see a poor ad, but a great product, and then what you’re going to need is the confidence in negotiating. That will come as you get going, and don’t fall in love with anything because there’s hundreds and hundreds of people you can work with. So, you need to design just a standard letter when you’re emailing these people that says, “My name is Mark. I was on eBay last night. I saw your item did not sell. I’d like to know are you going to be relisting it or would you like me to help you sell the item? I may be able to help you out. If so, here’s my proposal.”

You can write all this out in an email, and you can explain that, “My expertise is in writing and designing and selling items off of eBay. Here’s how it works. We agree that you’ll give me 90 days to sell your item. So, you give me control over the item. You can’t list it within that time. I will create a sales letter around the item, and put my efforts into selling it.”

You just outline it all for them, and just have a cookie cutter letter that outlines all the benefits and all the terms and everything you’re going to do, and if you find five or ten a night and you email each one of those people, you’ll have people saying, “Let’s do it.”

The one I did with that scooter port, he was the first person I contacted and he said yes. It was no problem.

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That should keep you busy.

Mark: Yeah, it seems like that should be an ongoing market, too. I probably wouldn’t have to do anything else for a good long time.

Michael: No, you wouldn’t.

Mark: Well, I’m definitely going to try that.

Michael: All right, well, give it a go, and keep in touch, and let me know how it goes. Have a nice weekend.

Mark: You too Mike. Thanks for your time.

Michael: No problem at all, goodbye.

*Here is another bonus resource for you, and it’s about a section on my site that has about fifteen hours of audio interviews with copywriting experts including Brian Keith Voyles, including Carl Galletti, including Eugene Schwartz. You will not find this content anywhere. It will take you to an entire collection of audio recordings, mp3 downloads and transcripts of some of my best interviews on the subject of copywriting. You’ll be able to play them, download them, print the transcripts, and it’s a collection you will not find anywhere else. If you want an education on copywriting, you will not find anything better than this.*

*That’s the end of my consult with Mark on how to get his copywriting business going. I hope this has been helpful for you. Please check back to the site often for new recordings on [HardtoFindSeminars.com](http://HardtoFindSeminars.com), and if you need to get in touch with anyone we interview, please email me at [Michael@hardtofindseminars.com](mailto:Michael@hardtofindseminars.com).*

***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...”**

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'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.

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.

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

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

Ask yourself this question...

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

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

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

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

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

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

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

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

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

**“You Could Be Giving  
Half A Dozen Highly Qualified Prospects  
A PERFECT Sales Presentation For Your**

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

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

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

Recently I've used audio...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

You could do the same...

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

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

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

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

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

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

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

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

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

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

You could take months, even years to get this high quality information down on

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

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

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

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

And that's just the beginning...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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The audio is yours.

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

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

And it gets better...

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

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

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

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

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

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

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

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

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

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

I'll even host your audio infomercial for a full 12 months completely free as part of your audio product creation package. (There is a download limit but it's highly

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

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

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

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

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

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

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

But I'm NOT at all desperate for business.

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

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

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

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

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

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

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

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

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

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

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increase the value of your information products.

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

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

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

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

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

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

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

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

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

If you live in another time zone and calling me on the phone is a problem you can email me at [msenoff1@san.rr.com](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,

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*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  
\$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...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

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

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

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

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

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

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

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

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

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

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

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

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

- Discover a wealth of overlooked, highly valuable hidden assets in your business – your acres of diamonds.
- Reveal your businesses superior unique approach to market and service your clients and customers and create a powerful, unbeatable advantage over your competitors in the marketplace...

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

How much can this information help you and your business?

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

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

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

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

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

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

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

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

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

Like Russ Sherry from Sherry Training 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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*"Michael: It truly is a pleasure to interact with you. Your timely and informative responses have helped me greatly. "*

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

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

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

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

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

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

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

"What has this session been worth to you?"

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

Let me make this clear...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

I'll even pay for your return postage!

But there's even more.

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

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

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

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

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

It's quite simple.

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

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

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

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

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

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

Your sincerely,

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*Michael Senoff.*

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 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

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

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

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

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

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

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

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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

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**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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