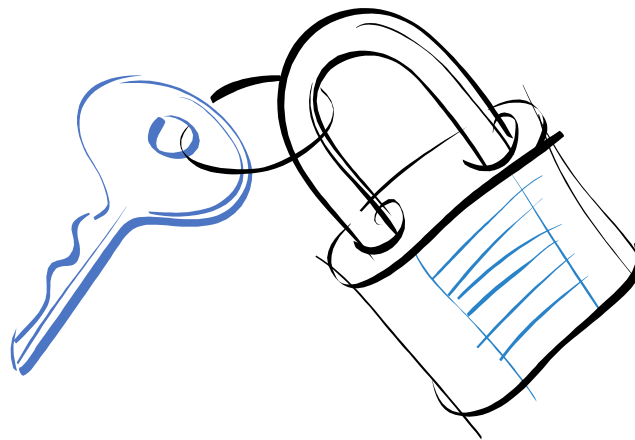

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Michael Senoff Interviews Peter



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How To Make Enormous Amounts Of Money Packaging & Marketing Information

If you ever wondered what Michael Senoff would say about MLM opportunities, you’ve come to the right place!

Here is a short consultation that I did with a gentleman named Peter who has become a representative for an MLM company that sells food and vitamin supplements to promote better health.

The reason Peter called was because he wanted to know quicker, better ways to promote his MLM business – things seemed to be moving too slow for his needs. He had discovered a company that, for a handsome price, would not only show him the secrets to successful MLM marketing, but guarantee his success as well.

Now, everyone is entitled to his or her opinion. Peter called me and asked what I thought and I gave him my opinion about this company’s offer to sell him secrets. I also gave him my strong advice about the MLM industry.

My reviews about MLM opportunities are less than stellar, to put it mildly.

I, like most successful marketers, began my career in an MLM organization. I believe that an MLM can be great training for the future entrepreneur. However, the truth is that very few people are successful enough to tout MLM’s as the “end-all” to success beyond your wildest dreams.

I invite you to listen to this consultation and put yourself in Peter’s place as I advise him about the pro’s and con’s of MLM’s as well as the best alternative that I can think of for earning an honest dollar – namely, creating an information product that you, yourself, own and control.

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So, after digesting this consultation with Peter, you will never need to ask me what I think about an MLM opportunity. You can assure yourself that I will simply tell you exactly what I told Peter.

Michael: You can sell vitamins and powder and make ten bucks. So, you’ve got to sell a hundred people to make a thousand bucks, or you can sell one guy one product for a thousand bucks. You’ve got only one person to deal with instead of a hundred headaches, a hundred questions, a hundred phone calls, a hundred reorders, a hundred shippings, a hundred applications – or you can deal with one guy because you’ve got margins in your product.

Music

Michael: Hi Peter. It’s Michael Senoff. I’m returning your call.

Peter: How are you Michael?

Michael: Very good. How are you doing today?

Peter: I’m doing fantastic. Thank you very much. I’m going to give you the full overview. I’ve been searching the Internet recently on so many things, and I have seen the audio presentations that you have on your website and I was really impressed. It’s really, really awesome. It’s fantastic.

Michael: Well, great, thank you very much. I appreciate it.

Peter: My pleasure. I have a couple of questions for you. Would you give me a couple of minutes?

Michael: Absolutely. You go for it.

Peter: Okay. I am presently involved in a multi-level marketing company called Usana selling health food. First of all, what do you think of it?

Michael: I’m not a big fan of multi-level marketing. I know they’ve been around for sometime and I think for the right type of person, there is an opportunity in it. I personally don’t do multi-level. I did it in the past. I didn’t have much success with it, and it’s just I’m not a big fan of it. I’ve kind of moved away from it. But, I credit multi-level for a lot of things. It really got my fire going. The training is wonderful. The experience is wonderful whether you make a dime or not.

Peter: Okay, well my main concern is a lot of the ads that you have in HardtoFindSeminars.com that you’ve got. I’m looking through them. They’re

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all wonderful. My question is I’ve come across a company called the US Green Tea, which is similar to a company called Enter in Motion.

Michael: What do they do?

Peter: What they do is they give you the secret of how multi-level marketing works and how to improve and double your income and add 20 to 30 people every week, and they’re actually guaranteeing you’re going to make a certain amount of money within the first six to twelve months.

Michael: What do they charge for that great service?

Peter: They have three plans. One is Platinum at about a thousand. One is Gold at seven hundred, and the other is four hundred dollars. It’s a lot of money.

Michael: Are you a new distributor in multi-level?

Peter: No, I’m not. I’ve been around for about a year, a year and a half. I’m almost 30 years old. I’ve been on and off multi-level until I really found the one that makes me going which is Usana. It made a huge difference in our house, my wife and I, and I think it’s appropriate for me. But, on the other hand, the business side of this is it’s not duplication. It’s not just giving out some papers and making some ads here and there to make your business work. There is a different type of approach and different type of concept to get this going, but I don’t have this information.

Michael: You want to know should you invest the money in this to help you learn how to build your multi-level business.

Peter: Yes, sir.

Michael: I don’t know the specifics of the program. I’m all for education. Have you been able to talk to some people who have done it? What are they guaranteeing you they’re going to do?

Peter: They’re guaranteeing me to tell me the perfect way to get the multi-level marketing business off the ground in no time. They actually guarantee it by writing that it would within the first six months or twelve months, if I’m not making \$50,000, let’s say, they’re going to refund every penny I’ve invested. It’s a strong guarantee.

Michael: It’s a strong guarantee, but they’re not going to do all the work for you. I’m sure it’s conditional. They’re going to guarantee it if you do this. They’re going to tell you what to do, but you’ve got to follow through and do it.

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Peter: I’m ready to do it. I’m in a situation right now where I have to work from home because my wife is a medical student and we’re going to have a baby in a couple of days.

Michael: Oh, wow, congratulations. You know, Usana has some pretty good training, don’t they?

Peter: Yes, they do, but they followed the standard type of training that is available like you have to go for your warm market. You have to go after duplication which this doesn’t make sense. It may have worked for some people, but they have invested ten years into it.

Michael: Have you done some searches on the Internet on this company to see if there’s anything bad to say about them, any reviews or anything?

Peter: The Green Team I have not found anything bad on it. I have found a lot of people trying to promote it, but that’s it so far. But, they’ve been out since 2003.

Michael: If they were so great, why aren’t they in the multi-level business? Do you know what I mean? It’s hard for me to answer. I don’t know it. If this is a lot of money for you, I would say go find some inexpensive books on eBay from some of the great multi-level people. There’s only so many ways you can slice and dice this unless they’ve given you some specific tools. I just don’t know what they offer. It’s hard for me to answer. I don’t know who’s honest and who’s not. I really can’t tell. You’re just going to have to do your homework. There’s no free lunch. No matter what it is, you’re going to work your ass off.

Peter: Of course, and I’m ready to do that. I just want to do it the right way and the smart way instead of just working hard for nothing.

Michael: Right. I know you’ve got a great product, experience with it in your health and you and your wife are sold. I think it’s doable. It’s just a lot of work. I think there’s easier ways to make a living, I really do, then multi-level. Most people fail it. I started in it. I’m thankful for the training.

Think of all that effort you’re going to be going out there selling this product, their powders and all that stuff. You’re going to be recruiting and promoting the company, and you’re going to be doing the selling. Well, all that selling and all that time could be selling your own high profit information product, or your own high profit service or expertise of your own where you keep all the money, where you keep control, where you’re not hamstrung by meeting a minimum volume and all that stuff.

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Why don’t you just skip the multi-level thing and just get your own thing going, your own product, because the real thing that makes it happens is hustling, the calling, the getting on the phone, the selling, generating leads. Why do it for a carrot that you may get some guy under you that’s going to make you rich? You don’t have to manage these people. Nine out of ten people aren’t going to do shit. They’re just not.

I remember. You’re trying to motivate them and get them going, and they’re just not going to do it. You can sign them up.

Peter: Yeah, even you do, exactly.

Michael: I’ve seen a lot of people go into it. All the top marketers started out in it. They all went to something else. There are easier ways to make a good living, and you may as well just skip that chapter.

I may sound harsh. I’m just telling you there are other ways where you keep control, where you’re not tied to a company that has volumes, and you’re not trying to pull along all these people who are less motivated than you, and you can sell anything. Once you learn how to create and develop and information product, you can sell a product for thousands of dollars and keep about 90 percent of it.

Wouldn’t you rather do one of those deals a week than dealing with all these people who sell and ship and distribute and fill out applications for a \$40 powder? It’s just so much work for the money. I know there’s always the hope that you’re going to get a star under you, but that’s like winning the lottery.

That’s just my opinion. You’ve got a lot of recordings on my site that go into how to develop an information product. It is not hard to do. You do not have to be an expert. I’m an expert at some stuff, but all my interviews, I’m just the interviewer. I’m just interviewing the expert. You can find experts in any field you want.

You can go interview ten of the highest paid multi-level marketing people and do an hour interview and just say, “Tell me how this starts.” “Tell me your story.” And, they’ll be talking and talking, and you can have ten recordings with all the experts, and then you’d have a product you can sell for \$500, and you didn’t have to be the expert, did you?

Peter: Exactly.

Michael: What does it cost you to make ten audio tapes? Ten bucks?

Peter: Nothing.

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Michael: See, and then you’ve got margins. So, turn it around. You be on the other end selling the information rather than being the person buying this information. Now, you’re in the situation. You know how the other people feel. You’ve got a baby on the way. You’ve got a wife. Is this your first child?

Peter: Yes.

Michael: It’s your first baby. You say, “I’ve got to get my shit together. I’ve got a kid. I’ve got a family. I’ve got college coming up.”

Peter: Well, that’s it.

Michael: I know how it is too. When I had my kids, I got my ass going. You’ve got to get serious, but I know multi-level. There’s an attraction to it, and it is great for a lot of people, but most people just are not going to come through and it’s disappointing. It really is easy to create a product. It’s just as easy as I explain. If you keep studying some of the recordings and get a better fundamental understanding – you saw the marketing PowerPoint presentation?

Peter: No, I didn’t.

Michael: Which ones did you see? Anything that sticks out in your mind?

Peter: I think the one that I listened to is the Executive Audio Institute.

Michael: You saw some of the recordings there?

Peter: That’s correct, some of the recordings that you’ve done.

Michael: Well, if you go back to that, there is so much great content there. You will have a masters in marketing after you digested some of that stuff.

Peter: Wonderful.

Michael: I don’t mean to burst your bubble, and I’m sure you’ve had a great product experience, but you having a wonderful miraculous product experience, not everyone has that.

Peter: The weird thing is yes.

Michael: A lot of people do?

Peter: Yes.

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Michael: Okay, well, maybe I’m wrong then.

Peter: I’m not telling you you’re wrong or anything, but I have seen things that’s just mind-blowing on the product side. I just need to get the business going. The product side I’m telling you, I fell off my chair. People use this stuff for diabetes. They’re not diabetic anymore.

Michael: You know, anyone can go on a diet and lose a lot of weight and not be diabetic and exercise. It’s not necessarily the powders and stuff.

Peter: Well, it’s not just that. There’s something called multi-vitamins and supplements. I’m not trying to convince you or anything. The experience that I had was just unbelievable.

Michael: Okay, that’s great.

Peter: Yeah, and for everybody who I have seen, I have parents – my father actually was almost going to get cancer, and they were able to reverse it – very, very powerful. I need to look into the business side because this is where I’m lacking.

Michael: You may want to give it a try if they’ve got a guarantee, or just keep looking. Find someone successful who’s on it and ask them, “How do they do it?” Call them up. Ask them if you can record it. You’ve got upline who’s successful.

Peter: Yes, of course.

Michael: So, why don’t you just find out what they do?

Peter: A lot of times they don’t tell you everything. That’s the problem.

Michael: All right. There are some that are really willing to help you.

Peter: Yeah, of course, but the thing is it’s not going fast enough. It’s going very slow and it’s not what I’m looking for. I’m looking for something powerful. I’m looking for the five dollars here or five dollars there. I’m looking for a thousand and a thousand.

Michael: If you’re looking for a thousand and a thousand, I’d get your own product. Do Usana on the side. Keep taking the products. Tell people naturally, but don’t make that your main bread and butter. That can take years to build up. It’s not going to come quick.

If you want quick money, if you can bust your butt, you can interview ten people, pay someone to transcribe it or have your wife type them all out.

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Multi-level is a great market. You can go after those people. That’s a product. You just get on the phone, and you can pay someone to make calls for you and sell that.

If I said to you right now that I have got ten recordings with ten of the best multi-level people that explains specifically, exactly in detail how to build the business, and it’s \$500, and I’ll offer a guarantee. I can ship them to you today. I can give you payments. You’d be interested, wouldn’t you?

Peter: Of course.

Michael: Because you’re looking for that. Well, every one and their mother is interested in learning the secret on how to build a multi-level business. That’s why you’re interested because you’re not doing it right now. Why not you be the owner?

Peter: That’s a very good idea.

Michael: Now, you may be able to find that product already. You may be able to search online for resales rights to MLM training, and if you don’t want to take the time to do it yourself, you may be able to find someone who has a product, maybe even an old out of date product that they’re not doing anything with, and say, “I’d like to market this online”, or “I’d like to try and sell some of these.” And, maybe they’ll say, “Well, sure, go ahead.” And, you just agree that you’ll pay them a three or four percent royalty on whatever you sell.

Selling is where it’s at.

Peter: I’ve been in sales since the age of 16.

Michael: Okay, then you know. You can sell vitamins and powder and make ten bucks. You’ve got to sell a hundred people to make a thousand bucks, even though it’s a residual. Or you can sell one guy, one product for a thousand bucks. You’ve got only one person to deal with instead of a hundred headaches, a hundred questions, a hundred phone calls, a hundred reorders, a hundred shippings, a hundred application, or you can deal with one guy because you’ve got margins in your product.

The companies come out great because you’re doing all the marketing. There’s no margins in it for the distributor, very little. The company, you better believe they make margins, five to one. That powder and vitamins cost them nothing. And, they don’t have to pay for advertising because you’re doing it all.

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I would say you think like the owner of the company, and you sell to the market that you’re ready to buy in because you can relate to them. Just turn it around.

Peter: That’s a very good idea. I’m probably going to digest it.

Michael: Let me know. That’s what I would do if I were you.

Peter: Fantastic. So, I hope all is well on your side.

Michael: Yep, everything’s good. I can’t complain. If you email, I do recordings of it. I can provide you with a recording so you can review it later. Would you like that?

Peter: Of course.

Michael: Great. Email me and say, “Send me the recording.” And, I’ll send it out to you.

Peter: Okay, what email address do you prefer?

Michael: Send it to Michael@hardtofindseminars.com.

Peter: Okay, I’m going to do that then, and probably keep in touch. If there’s anything you need on your side, we’ll talk.

Michael: Okay, and good luck with your baby and everything.

Peter: Thank you very much.

Michael: What are you having, a boy or a girl?

Peter: It’s going to be a girl.

Michael: All right, congratulations.

Peter: Thank you sir, bye.

Hi, this is Michael Senoff with HardtoFindSeminars.com. I hope you enjoyed this consultation. Please email me at Michael@hardtofindseminars.com if you’d like to hear other consultations with my customers, Enjoy!

Here’s another bonus tip from Michael Senoff’s HardtoFindSeminars.com, and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who was one of the world’s best marketing consultant, and I have twelve hours of audio

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interviews all on the subject of marketing consulting. We also have downloads to over 23 reports on the subject of marketing. In this section of recordings, you will find a multitude of ideas that will give you very valuable ideas on how to build and grow your business and also how to teach others how to grow their business with simple, no cost, low cost techniques. If you go back to HardToFindSeminars.com, to the main page, you’ll see across the top in white, “Consulting Services”. If you click on that page, there’s a form that will take you into a private secret section of my site I set up just for you with all these recordings. All you have to do is fill out your name and your information, and you’ll be whisked away to Consulting Secrets where we have thousands of dollars worth of free downloadable audio recordings in mp3 and Flash – also, the written printed transcripts in PDF that you can start learning from starting today. This information is hot! So, get on over to HardtoFindSeminars.com, check out Consulting Secrets.

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Here’s another bonus tip from Michael Senoff’s HardtoFindSeminars.com, and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who was one of the world’s best marketing consultants, and I have twelve hours of audio interviews all on the subject of marketing consulting. We also have downloads to over 23 reports on the subject of marketing. In this section of recordings, you will find a multitude of ideas that will give you very valuable ideas on how to build and grow your business, and also how to teach others how to grow their business with simple, no cost, low cost techniques. If you go back to HardtoFindSeminars.com, to the main page, you’ll see across the top in white, “Consulting Services”. If you click on that page, there’s a form that will take you into a private secret section of my site I’ve set up just for you with all these recordings. All you have to do is fill out your name and information, and you’ll be whisked away to Consulting Secrets, where we have thousands of dollars worth of free, downloadable, audio recordings in mp3 and Flash, also the written printed transcripts in PDF that you can start learning from starting today. This information is hot! So, get on over to HardtoFindSeminars.com, check out Consulting Secrets.

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Friday, 3:30 PM

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

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

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

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

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

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

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

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

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

You could do the same...

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

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

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

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

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

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

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

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

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convenient for you.

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

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

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

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

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

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

And that's just the beginning...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The audio is yours.

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

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

And it gets better...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

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

Your Personalized Audio Product Creation Service Includes...

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

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\$2,500...

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

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

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

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

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

But I'm NOT at all desperate for business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Yours sincerely,

Michael Senoff.

Michael Senoff - CEO www.hardtfindseminars.com

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

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

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

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

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

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

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

**"Would You Like
To Find**

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A 100% Guaranteed \$7,000 Profit Windfall In Your Business?"

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

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

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

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

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

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

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

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

**Jay Conrad Levinson, Carl Galletti,
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).

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

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

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

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

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

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

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

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

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

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

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

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

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

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...

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Always Searching For The River With White Sands Between High Mountains

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

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

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

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

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

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

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

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

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

Are You Overlooking The Acres Of Diamonds In Your Business?

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

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

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

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

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

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

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

How much can this information help you and your business?

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

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

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

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

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

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

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

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

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

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

Like Russ Sherry from Sherry Training Consultants...

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

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

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

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

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

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

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

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

“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.

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Let me make this clear...

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

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

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

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

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

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

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

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

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

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

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

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...

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>

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

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

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

I'll even pay for your return postage!

But there's even more.

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

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

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

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

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

It's quite simple.

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

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

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

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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

Your sincerely,



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

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

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

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

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

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

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

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

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>

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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