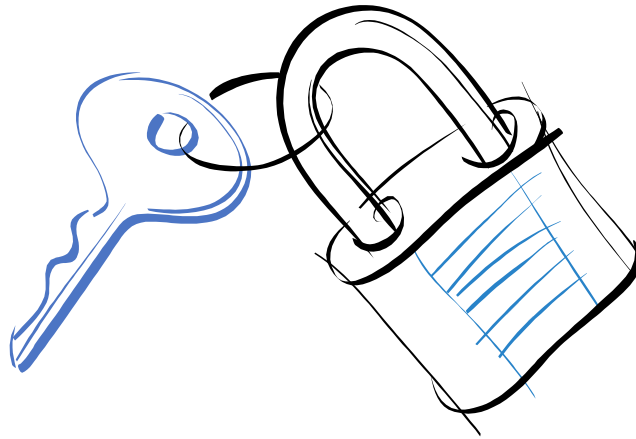

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Michael Senoff Interviews Pam



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A handwritten signature in blue ink that reads "Michael Senoff." The signature is written in a cursive style and includes a mouse cursor icon at the beginning.

Michael Senoff

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How To Sell To, Control, Capture And Pillage A Companies Biggest Asset – Their Mailing List

If you haven’t heard of the Red Hat Society yet, you most certainly will – and not just from this recording! The Red Hat Society is an organization of women who believe that there is fun after the 50 and that silliness is the comedy relief of life. There are currently over 800,000 members, and that number is growing rapidly.

That being said, I know that you will enjoy this consultation that I did with Pam. You will hear Pam give details of the Red Hat Society and describe her small business of selling Red Hat Society apparel online and through Ebay.

Although her business is successful, Pam felt that she wanted to develop some kind of information product for the fifty and over age group of women. She had listened to several of the consultations on my web site, www.hardtofindseminars.com and was hoping that I could help her with some specific ideas for products.

Listen as I quickly come up with an idea about creating an information product targeted specifically to Red Hat Society members: Pam could create audio interviews with dynamic Red Hat Society members about their philosophies and how they have fun in the Red Hat Society. Listen to my advice about how to market these audios to different local chapters of the organization and, possibly, to the organization’s national chapter.

Pam gets crash course in creating this information product:

- I give Pam a sample list of questions that she could ask her interviewees
- How to record the interviews
- How to edit the interviews
- Ways to make these interviews available to members of the Red Hat Society online.

We talk about how the market will determine the pricing of the product and how to get lists of names and email addresses of women who would be prospects for future products developed by Pam. The sky is the limit!

Pam comes away from this consultation with the determination to develop this unique product. As a listener, this consultation details all of the points necessary to develop your own unique information product in a simple, step-by-step fashion. This recording is 30 minutes. Back to top

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Michael: Believe me, once you start listening and these girls get together next time, they’re going to talk about it. It will spread. You do a good job on this; it will spread like wildfire especially in a group setting like this. They’re going to talk about it.

Pam: Yeah, that’s true.

Music

Hi, it’s Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). Pam contacted me wanting to create an information product for a very large group of a targeted women’s group called the Red Hat Society. These are women in their forties and fifties who wear these big red hats and they just want to go out and have fun and meet with each other, and they have over 800,000 members throughout the world. Pam sells clothing to this group through eBay, but she wanted to develop an information product that would take her out of the photographing and eBay auction listing business. So, in this recording, you’ll hear Pam and I strategizing and I come up with a pretty unique marketing concept using audio interviews to capture a large portion of this market and to sell and promote the whole society as well. Also, lots of opportunities for creating, packaging, repackaging the information in forms of audio interviews with dynamic Red Hat ladies throughout the world. I hope you can use the ideas from this interview, and develop your own information product for your own specialty niche market. Enjoy!

Pam: Hello.

Michael: Hi, Pam?

Pam: Hey.

Michael: Hey, how are you?

Pam: Good, how are you? My name is Pam. I’ve been working with a group of women called the Red Hat Society, and the Red Hat Society is a group of ladies that are fifty years old and older. And, their whole purpose is to stay young, have fun, go out. I guess you would equate it somewhat to like a sorority type thing where they have chapters pretty much in every local city in the United States, Canada, Australia. It’s really start to grow worldwide. There’s about 800,000 women in this group, and it’s growing.

Part of the whole motif is that they dress in purple clothing and wear red hats, and the bigger and boisterous and flamboyant they can get, the better. So, I’ve been selling clothing to them.

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I’m a member, but I’m not in the age group. I’m in the younger group which they call the Pink Hatters, which is below fifty.

Michael: Do you pay money to become a member?

Pam: Yeah, there’s maybe a \$15 dues.

Michael: And, how often do the Pink Hats meet in your area?

Pam: You know what? I don’t even know because well, I’m part of the virtual. I did look in my own area for chapters, and there are several. In fact, what they do is they actual close the membership quite often because they want to keep their group small. They’ll close it after ten or fifteen members. I went to a coffee shop once, and I saw a little group of them sitting there.

So, I’ve been selling them clothing and giving into having to stock a lot of stuff and keep a lot of clothes, and I do like that part of it, but what I’ve been doing for the past many years is online marketing. I’ve done network marketing on various things, and so when I was reading a lot of your material, I thought, “You know, that’s probably a really good idea somehow to do something with information for this group.” Because what I see online right now is just basically catalogue sites.

Michael: Catalogue sites selling them hats and stuff.

Pam: Yeah.

Michael: Now, is there a national list available that you could get access to?

Pam: I haven’t done the research on that.

Michael: How much are you making on the eBay stuff a month? How much are you profiting, not your gross?

Pam: I profited about \$2,000 a month.

Michael: Two thousand profit a month?

Pam: Yeah.

Michael: Okay, and how much time does it take?

Pam: I would say it’s probably 20-25 hours a week. I guess what I was thinking of with the information product was after I listened to one of your recordings – I

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don’t even know who it was with – but, anyway the point was regarding Google Answers. It was with Louis I think.

And, I had never heard of that. So, I went over there, and I’m like, “Oh, isn’t this interesting.” So, I actually put up a question. “How could I find out everything about this age group of women?”

So, I got a whole bunch of information and a whole bunch of stuff, and then after reading through the whole thing I thought, “You know what? These women are just interested in what I’m interested in.” So, I figured, well, if I can come up with something not so much just for the Red Hat Society, but something that goes outside into their lives.

Michael: First of all, your clothing business – I’ve done retail clothing. It’s a pain in the butt. Even though you’re making two grand a month. It’s fine. It’s good money. Help you pay your rent and some bills and it keeps you busy, and it’s a little fun, but at the end of the day, it is work. And, that’s fine. You could just keep that going, and get some good money doing that, but definitely you see the advantages of having an information product that if you could sell information, you don’t have to take pictures of auctions. You don’t have to be glued to the computer. You know it’s a pain in the butt.

I can’t stand putting up auctions for all my pre-owned stuff. I hate it. I could have tons of auctions up there, and I’m taking the pictures and writing the descriptions, and it’s just something I’d rather not do.

Just looking at the experience with the interviews – I think these ladies want social interaction. They want to meet new friends. They want to meet people in their area. They want to get out and do some stuff.

I think having new friends is a big part of it, and they want to have fun. Wouldn’t you say that’s the main thing?

Pam: That’s totally the main thing.

Michael: And, there’s probably a lot of real colorful personalities all through the world who really embrace that idea at their age group. We’ve had kids. We’ve raised our kids. We’re out on our own. Now, we want to have some fun in our life. Not that they hadn’t before, but do you see what I’m saying?

I’m sure there’s a lot of people who could talk a lot about that and how they have fun, and maybe their little philosophies of life, and other women could probably relate to that. And, I think if you could find the most passionate ladies who are part of the Red Hat Society all over the world, and do little

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interviews with them about how they have fun and why they like the Red Hat Society, and stories of what they do in their group to go have fun.

And, just do a collection of interviews of Red Hat ladies personalities and have a collection of them, and then, you edit them. It’s a lot of work at first, but it would be a lot of fun. “Well, how do you have fun?” “What do you guys do?” “Where do you guys go?” “What are some of the things you do in your chapter that really work?” “What doesn’t work?” “What would you recommend someone considering getting into this society to be like?” And, you do the same questions for all different people around the country.

If you have ten or fifteen of them or twenty of them or five of them, and then you have that collection all online, and then that’s something you can give away – a couple free ones – or you can sell a monthly membership. You do two interviews a month, or three interviews a month where you interview another Red Hat lady, and I think they would love that.

Pam: That’s the one thing that’s missing with the Internet is voice, and really hearing and feeling it.

Michael: Boy, you’ll find some passionate people who could talk for just hours about it, and then you approach the main company and you just say, “Check this out.” And, you get their attention and send them to a link where it’s already done and you’ve the interviews of all the people, and they’re going to say, “Wow, these recordings will really help sell Red Hat ladies all over the world.”

I think that’s something that they would love to have, and you could work out a deal with them where they could promote, and since you own and control all the interviews, you have total control. Then, you could work out a deal with them.

Now, if national didn’t want to do it, you could go to plenty of chapters all over the country and find out who the chapter manager is or the main Red Hat lady, and with some work, you could pay somebody to do this. You just want to let them know about this link with interviews of all Red Hat ladies all over the world.

Just like my site, but it’s just niched to interviews of Red Hat ladies, and the questions can all be the same for each one. It’s just like a cookie cutter, but each one will be totally different because you have each person with different experiences. They live in different places. And, you have yourself a great information product that can be delivered electronically. You could have the transcripts to them. You could make a book. A lot of products can be made out of it.

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Pam: I could come up with the questions. That would be thing that would be one of the most important things, and that’s what you’re so good at.

Michael: You could do that. You just start with standard questions, “What’s your name?” “Where do you live” “How long have you been a Red Hat lady?” “How did you find out about it?” “What made you want to get started?” “What do you like about?” “What don’t you like about it?” “What are some of the things your group does to have fun?” “Where do you go?” “How often do you meet?” “What’s your philosophy?”

You’re going to get all different answers. I mean, those will keep you busy right there, and as they start talking, you just keep digging. They’re going to say something about, “I got divorced”, and every experience is going to be different, and it gives you the opportunity to dig deeper with more questions, and then when you do the editing, or you get somebody to do the editing, you cut out a lot of the stuff you don’t need. You just clean it up.

So, I’ve given you examples of questions. I know you can come up with questions. You’re going to be nervous at first, but you’ll get the hang of it, okay? And, once you have your list of questions, you don’t have to use all of them, but you’ll have your questions in front of you. So, you’ll know exactly what to do, and how to do the interview, and you’ll get better and better at it.

One tip – let them talk. Say as little as possible. You just ask the questions, shut up and listen. Let them talk and talk and talk and talk. As they start talking they get into more and more, and they’re more passionate. That’s the stuff that people love, when they’re not inhibited and they forget they’re being recorded. They’ll just talk and talk and they’ll tell you some great stuff that other women in their age group will really be able to relate to and connect with. And, as people are listening to this, they’re all connecting with the Red Hat Society and thinking, “Wow, this would be just great.”

Once you have this done and complete, you really have a very powerful way to grow the whole national organization, and if someone has two cents in their head and they hear some of these interviews, before you even present it to the national, you could get some of the local groups to get their opinion on it. Let them sample it and get some testimonials and see what they think. And, you can have that as well that other Red Hat ladies talk about it, how it inspired them, how it got them to sign up – things like that.

Alright, so, then you have your questions, then you’re going to have to know, “Well, how do I do the audio interview? How do I record it?” I have a recording. I can help you with that. So, it’s very easy. You’ll have to buy a digital recorder for about a hundred bucks, and a little thing from Radio Shack. So, I can show you how to do that. All you need is your phone.

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If you only have a cordless phone, you’re going to have to get a regular phone. Get an old one from eBay like one of those old Ma Bell ones with a cord on it, and then you have to seek out different chapters. You can just start with one. Start with the one closest by you. You can tell them you’re creating a book. You don’t have to go into the Internet.

Just say you’re looking to interview someone who would be a good representative to what the Red Hat Society stands for in your area. Who would you suggest that would be willing to talk about their experience? You’d like to do an interview with them. And, they’ll give you a name, and then you get their number and you call them.

You just introduce yourself, and you just say that you’re interviewing ladies from the Red Hat Society all over the world, and you’d like to know would you be willing to share your experience with the society and you’d like to interview them.

If they’re enthusiastic about it, they’ll say yes. And, if they don’t say yes, find someone else. You want to find someone with the spunkiest personality who would be a good spokesperson for the local chapter.

As a carrot for them, if it’s a local chapter, and they haven’t cut off membership and they want more members, you tell them that once the interview is complete and edited, you will provide that interview for their chapter to help bring in more people for their local area, you see? And, you can give it to them, but you only give them that one. If they want the other ones, they can buy those.

But, each one you do the interview, there’s something in it for them. So, they’re going to be on their best behavior to sell the idea of someone to come join their group, and it gives them an automatic way to sell it, you see?

Let’s say if you did that with ten different chapters around the country, each representative from each chapter, you have ten different groups, and if someone inquires about the Red Hat Society, then they say, “Well, go to this site and go listen to interview number two or number three or number four.” Then, the person will go to the site, and then you can start capturing these names at the site, and then they can listen to the interview for that chapter in their local area.

So, then you have all these chapters sending people to your site to listen to the interview from the main person of that local area about the Red Hat Society. So, they’re sending all the traffic to you, and you can also gain control of those names and leads. Do you see?

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Pam: Yeah, that’s a good idea.

Michael: So, you’ve got questions to do the interviews. I can show you how to get the equipment to record the call. One of your biggest stumbling blocks is you’re just going to have to learn how to do the editing. It’s not hard. I promise you. It’s not any harder than editing a Word document, or making an eBay auction. You’ve just got to learn how to do it. You’ve got to have the right software, and I have stuff on my site that can show you how to do that, or you can pay someone to do the editing for you. And, that’s a service I can provide for you if you’re interested.

You do the raw interviews, and then I’d show you how to save them as a .wav file. Do you know how to burn a CD?

Pam: No.

Michael: You know how to upload a file like when you upload your eBay auctions?

Pam: Yes.

Michael: I can give you a place to upload the digital recording, and then you upload it and I can take it from there and do the editing and everything. I can help you produce the audio interviews like I do on my site. But, that’s going to cost you money. I don’t know exactly how much, or you can learn to do it yourself.

It is very time consuming, but if you’re willing to work at it and get it. Just start with a goal of doing five. Take it in little chunks, or have a goal of three. Start with one. Start with just one at a time, and as you do them, you’ll get better and better and faster and faster. You’ll need less editing because you won’t be talking so much. You’ll just ask the questions and get the answers. They don’t have to be perfect.

You’ll right a little description about the person and about the interview. So, as you’re editing the interview, you’re going to get an idea of what this little interview is about, and you just write a little paragraph kind of like on my site.

I don’t know. Does this all sound too daunting?

Pam: No, it sounds really good, and kind of what I had in mind. You just added to the overall idea of it. I guess there’s a few questions that I have. I guess the next step is for pricing of these things. I never know. It even goes with the clothes. It’s kind of like I don’t know where the right price point is.

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Michael: Well, your market will tell you what the price point is. When you list an auction, you have a Buy it Now price, but how many times do you get people buying it now?

Pam: I get quite a bit from the store, but I use the auctions to bring them there.

Michael: Your market’s going to determine how you would price these. If you had a collection of ten or fifteen of them, you may be able to sell them all for \$59, \$100. I don’t have the answer for that yet. That’s one source of income is selling the audio content.

Now, another model is to do what I do on a lot of my stuff is giving it away for free. But, what are you getting in exchange? You’re getting the leads. You’re getting contacts. You’re getting the members of the Red Hat Society. Then, when they sign up and they’ve come to listen to your free audios.

Believe me, once you start listening and these girls get together next time, they’re going to talk about it. It will spread. If you do a good job on this, it will spread like wildfire especially in a group setting like this. Because what are they going to talk about?

Let’s say the lady goes out with fifteen of her society and they all go out to dinner, and they’re going to talk, “I heard your interview on that website. Oh, it was great.” They’re going to talk about it.

Pam: Yeah, that’s true.

Michael: It’s going to spread very quickly, and if you do a great job and really take pride in these interviews and make them masterpieces, it will spread very fast in that type of environment.

Pam: Now, with pictures, unless you watermark them, people can just take your pictures. Is it possible for people to take mp3 files off as well?

Michael: Yes, they can take them, but if you do an hour long recording with someone, they can download it and play it from their computer, but unless their burning CDs and mailing it to their friends, it’s going to be a pain in the butt. They’re not going to be able to just email an mp3 of that size.

So, you have the ability to have them download it or download the transcripts, or what you can do is you could restrict access. You can let them go online and play it for free where they can’t download, like my green buttons, and then if they want reading access, you can sell them access to the transcripts. If they want full access, they have the ability to download everything. There’s a number of things you can do.

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But, I wouldn’t worry about them stealing it because it’s just going to spread the word. It’s just going to bring them back to your site, and them entering their name and email address. So, your list becomes another form of currency. It becomes very valuable those names, because now you have all these clothes you can sell. I think that would be a great plan. Do you have a local group there? How many members are there? How many people in that group?

Pam: When I went out there, there were several right in my area. I think they each have probably fifteen people in each one.

Michael: So, call one and tell them you’re doing a collection of interviews for the Pink Ladies or the Red Hat Society. You can have Pinkies and Reds and Purples. You just start segmenting them, and they have how many on their list 800,000?

Pam: Probably like 800,000 worldwide, and it just keeps going.

Michael: Well, imagine if you got 100,000 or 200,000 on a list, and they loved your interviews, and you just started building and collecting. Once you have a list, you can create and sell anything. What would be great is if corporate took them on and you did a deal with corporate and just split it with them. You have to do a real professional job, though. You’re promoting the whole thing. You can grow their whole organization worldwide through interviews like these.

If they want to hear how other Red Hat ladies are doing it all over the world, so you want to get the best of the best and just interview them and have it available. That would be fun.

Pam: Yeah, it would be. I could sell it to people in Australia and Canada.

Michael: Sure, you have contacts right there.

Pam: And, I do have an eBay list of probably 200 people on there. I could probably just start with that.

Michael: Sure, you can, get their email address and send out some emails. Just tell them who you are, “You bought something off of me off eBay, and I’m looking for some real dynamic Red Hats or Pink Ladies that I can do an interview with on my website. Do you know who’d be willing to share some of their experiences within the society with me?” And, then what you do when you interview them, you just explain to them just like I did at the beginning.

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I didn’t give you anything in writing. Some people would say you want to get the contract that you can record and sell their information, but I find if you ask them to sign this contract it’s hard to get it, and I just do it over the phone where I have your verbal consent.

Just do it over the phone in a real relaxed way just like I did with you.

Pam: And, you record that part as well?

Michael: Yeah, you record that part as well. So, you have an agreement. You say, “We have to take care of some details, and just so you know, I’m recording the call and I have your permission to record it, and I may use it on my website. I may sell it down the road. So, I’m going to let you use it to promote your society and your local chapter once it’s done. Is that alright with you?”

You just get their agreement, and they’re understanding. It’s never been a problem for me. I’ve never had any kind of problem in all these years.

Do you think that would be a good way to go?

Pam: Yeah, I think it would be great. If I were to go down to a finished product with the CD and the artwork and all of that, is that pretty easy to get done.

Michael: Just look at one of my pages with all the interviews. It doesn’t have to be fancy. They just want the information. My site isn’t that fancy. You have the headline. You have the description. You have the interview. You just model it after what I’m doing, but yours are all with Red Hat.

I know it’s easier said than done. The hard part is just doing it.

Pam: Yeah, the first one or two is always a little, “Okay, here we go.” You don’t have to use them either.

Michael: You don’t have to use them, that’s right.

Pam: It sounds like a really good idea, and I definitely will want to give that a shot. It’s something that nobody else has. I go to my other competition, and I look and I see, “Well, this one is just like a catalogue site. Well, this guy is doing a little bit more than that.” This idea is just completely.

Michael: Completely different, and no one has the courage to do interviews. No one will do the work. It’s easy to slap up a picture of some clothes you bought. That’s easy to do. Anyone can do that, and that’s why everyone else does it. No one will take the time to do something like this. It’s a lot of work at the beginning, but then you own and control it.

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You don’t have an exclusive on all your clothes. Anyone can buy those clothes, and you have competition that can undersell you, and then you’re out. You’ve got no control. This is something that’s your product. You have control over. No one can steal you. It goes a long way.

You’ve got negotiating power with corporate if it’s something that will further their goals. It’s a win-win. It really is.

Pam: Great. I am going to actually do this.

Michael: Well, get the first one done, and let me know. I’d love to hear it.

Pam: As far as the recorder?

Michael: It’s a Sony ICD-ST25. It’s a digital recorder. You can get them at Circuit City. Go on eBay and see if you can find one. Learn how to use it, and you’re going to need a thing from Radio Shack. It’s a little black box. Say, “I need that black box thing that I can record phone calls with.” It’s going to be a pain getting it all set up, but once you get it set up, you’re good.

Pam: Great.

Michael: Okay, well, please keep me posted.

Pam: I will.

That’s the end of my interview with Pam related to developing audio interview collections for the Red Hat Ladies Society. I hope this has been helpful. If you have any questions at all please call me or email me at Michael@hardtofindseminars.com or 858-274-7851.

Here’s another bonus tip from Michael Senoff’s [HardToFindSeminars.com](http://www.HardToFindSeminars.com), and it’s a collection of recordings on marketing consulting. I had met a gentleman named Richard who is one of the world’s best marketing consultants, and I have twelve hours of audio interviews all on the subject of marketing consulting. We also have downloads to over twenty free reports on the subject of marketing. In this section of recordings, you will find a multitude of ideas that will give you very valuable ideas on how to build and grow your business, and also how to teach others how to grow their business, with simple, no cost, low cost techniques. If you go back to [HardtoFindSeminars.com](http://www.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 your information, and you’ll be whisked away to Consulting Secrets where we have thousands of dollars worth of free, downloadable audio recordings in mp3, in Flash, also the written, printed

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transcripts in PDF that you can start learning from starting today. This information is hot, so get on over to [HardtoFindSeminars.com](http://www.hardtofindseminars.com), check out Consulting Secrets.

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

**“If You Can Talk Into A Phone
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In As Little As 7 Days...”**

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

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

Hi I'm Michael Senoff,

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

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

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of [hardtofindseminars.com](http://www.hardtofindseminars.com) - the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

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

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

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

How does it work?

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

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

You don't need any special equipment.

You don't need any special skills.

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

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

And it gets better...

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

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

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

**“Your Audio Information Product
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.

17

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Nothing could be simpler or easier.

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

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

Ask yourself this question...

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

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

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

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

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

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

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

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

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

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

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

Recently I've used audio...

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

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

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

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

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

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

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much more...

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

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

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

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

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

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

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

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

You could do the same...

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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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.

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

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

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

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

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

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

The audio is yours.

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

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

And it gets better...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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audio creation service.

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

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

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

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

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

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

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

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

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

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

NO hassles and NO cost!

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

Your Personalized Audio Product Creation Service Includes...

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

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

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

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

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

But I'm NOT at all desperate for business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Yours sincerely,



Michael Senoff - CEO www.hardtfindseminars.com

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

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

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

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

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

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

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

Hi I'm Michael Senoff,

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

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

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of [hardtfindseminars.com](http://www.hardtfindseminars.com) - the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

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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.

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

You don't need any special equipment.

You don't need any special skills.

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

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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.

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

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

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

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

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

Recently I've used audio...

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

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

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

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

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

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

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

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

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

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

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

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.

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**“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 your 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.

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

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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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**Your \$150 Gift Telephone Consultation
You Must Act Now!**

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

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

Your sincerely,

Michael Senoff.

Michael Senoff – www.hardtfindseminars.com

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

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

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

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

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

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A listing of my other web site and resources.

Who Is Michael Senoff? Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: "**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called www.ExecutiveAudioInstitute.com. 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 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

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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 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.

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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.

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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