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Michael Senoff

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Greg: Hello, this is Greg again.

Mike: Hey, it’s me. Okay, so there’s this system that you run these prospects who want to get, who want to improve their business. You say there’s this system you run them through?

Greg: Yeah.

Mike: So can you market it in just your geographical area?

Greg: You can market it really anywhere you want to market it.

Mike: Do they give you leads?

Greg: No.

Mike: Do they show you how to get leads?

Greg: They do, yeah. Most of their lead generation is pretty much networking, and they tell people to go join the Chamber of Commerce.

Mike: Can you get your money back on it?

Greg: Not at this point.

Mike: How much of a guarantee did they give you?

Greg: There was a guarantee that they would refund the money up through the second day, I believe the second full day of training. And after that you were locked in.

Mike: What did they recommend you charge when you get a customer - let’s say you sell me and I have a carwash business. So how do you approach me and what am I going to pay you? What do they recommend the pay schedule or fee schedule is?

Greg: Well, the fee schedule that they started off was that they told everyone basically about \$30,000 per client.

Mike: You’re going to charge someone 30 grand?

Greg: Yeah, and then what they would do is set it up on a retainer of about \$5000 a month for six months. And the numbers they were using was anywhere from \$30-60,000.

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Mike: And you think those numbers were a little bit inflated?

Greg: Yeah.

Mike: Okay.

Greg: You know, I'm not saying they're not inflated. Coming out of the camp, or not the camp, but coming out of the training that they gave, and then to turn us loose with what little bit we had, yeah, they're grossly inflated. However, you know, somebody that's got three years of experience and has mastered, you know is truly a marketer, I think those numbers are realistic because what it does is let you continue to deliver those kind of results. And that kind of values the organization.

Mike: Yeah.

Greg: I think it's misleading to think that people can come out of a seminar, come out of their weak training, and then go out there within sixty days, be closing deals, and you know, \$5000 a month retainer fee.

Mike: Yeah. Let me ask you this, an honest question. Is this money you had to spend or did you have to put this on credit?

Greg: I pulled it out of a retirement account, an IRA.

Mike: Do you feel like you made a mistake?

Greg: Yeah, I do. Absolutely.

Mike: Why don't you get your money back? You say that you can't, but you know what? I bet you can if you're persistent, and it surely would be worth it 35 grand.

Greg: Good point.

Mike: You know that?

Greg: I've thought about it.

Mike: You know what I would do if I were you? I'm serious. And this may save you 35 grand, and I assure you, you can do it. I would hire a lawyer, and have him draft up a letter that explains your feelings

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about exactly what happened. Go see an attorney, and he’ll give you a free consultation. Explain that there was an outfit promoting something, it was a \$35,000 thing. You know this comes into consumer law, you felt like you were misled with exaggerated claims, and you’d like to approach the company for a refund. And the attorney can use some strong language that I assure you will get you that refund, because you have been misled. You really have. \$35,000 for what? I mean you’re talking borderline consumer fraud.

Greg: For something I could buy for \$200 for a set of cassette tapes, basically.

Mike: Exactly. What they were selling was an opportunity. I would do it. You have a right to do that. It’s not right. I personally think that’s a rip-off. It really is.

Greg: When I’ve gone through and been out on the internet I’ve seen the things that other marketers offer, I think Jay Abraham’s at the high end and even his Protege Seminar is \$20,000. And I see stuff that people are doing at the high end, like this thing Jay Abraham’s doing for \$5,000 here in December, and other things that people are doing for a couple of thousand, three thousand dollars. This Pickens thing that I looked at, I mean there’s more stuff in there...”

Mike: Than you got for \$30,000.

Greg: Oh God, yeah.

Mike: Exactly. You know Jay Abraham’s stuff, let me tell you, is a little different. You’ll pay 15 grand to go a seminar, but you’re at an event, you get something for your money. Jay wasn’t selling an opportunity; he was selling an educational training seminar, which you got. There’s no doubt that his information is packed full of value. And there’s a line where you get value and you don’t. If you feel you didn’t get value, you have a right as a consumer to argue that. You know, I wouldn’t feel embarrassed, I wouldn’t feel ashamed. Get yourself an attorney and ask for your money back. All they can do is say no. But I think if you’re persistent enough, you’ll get your money back and you can take that \$35,000 and you can educate yourself for a lot less. I really would.

Greg: You know, I definitely feel like I’ve been ripped off.

Mike: Then don’t be a wuss, you should do it.

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Greg: Well, that’s a good thought, that’s good to know.

Mike: I mean you really should. You have a right as a consumer, and there’s no excuse for that. And it’s not your fault. Anyway that’s my personal opinion, and what you do with it is up there, but that’s what I’m about. I can give you the materials that will give you the education, a great education, for a lot less. That’s the bottom line.

Greg: What I’d like to do is go ahead and order those tapes.

Mike: Okay.

Greg: I’m assuming that’s the Boot Camp?

Mike: The Boot Camp is a great place to start. You want to ground yourself in Jay Abraham’s philosophies on marketing, right?

Greg: Basically, yeah.

Mike: That’s a great place to start. This was 28 audio tapes that he sent out to the people before they went to the Protege Training. It was pre-attendance study material to get them in a mindset, and a lot of it is just Jay teaching, so you’ve got a lot of Jay teaching. And it’s all his major concepts in 28 tapes for a couple of hundred bucks. You can’t beat that. And then from there you can get into meatier stuff. You know, this educational process is a process, not an event. Takes time, you know. As you listen to it, new ideas will pop into your head, and you’ll just kind of mold your mind into a mindset, and you start looking at businesses differently and you start seeing opportunities that weren’t there before. It won’t happen overnight, but as you listen to it, slowly but surely it will start to come. And you may get burned out after a while, from listening to stuff. I certainly do, and I’ll just stop listening to it for a few weeks, and when I feel like getting back into it, I’ll start listening to it more. But during that few-week time, if you’re burned out it’s just kind of jelly in your head. It’s great stuff, I mean, if you just immersed yourself in this material for a year or a year and a half, pretty intensely reading it, listening to it, and watching it, you’ll be head and shoulders above ninety-nine percent of the businesses out there. You can become a marketing consultant, there’s no doubt.

Greg: Well, I’ve worked pretty hard at this stuff for almost a year now and kind of got to Abraham through a circuitous route through basically different gatekeepers, if you will. I feel like I’m kind of going to the

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source here, you know, by coming to him and I think a lot of people have added to that. That's why I'm so interested in coming back to the well, so to speak, or the spring.

Mike: Right, right.

Greg: What I think happens is a lot of people have taken that basic stuff, and have built on it, but what I'm trying to do is get into that mindset.

Mike: Yeah, that's what you want.

Greg: What's so frustrating for me with the Y2 Marketing is they try to systemize everything.

(tape ends short)

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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>

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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.

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

Title: Claude Hopkins Rare Ad Collection See & study 57 actual print ads

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Richard, Marketing Consultant

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