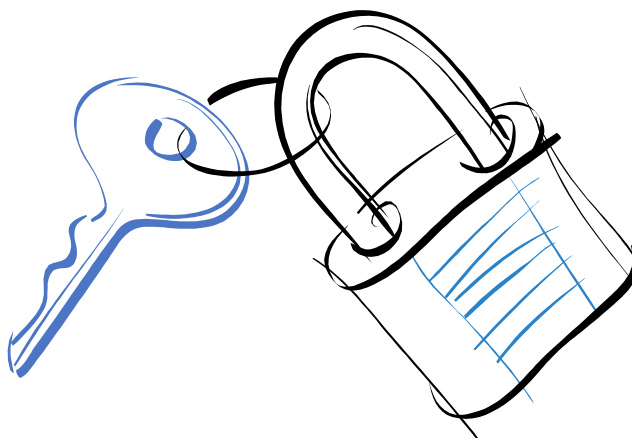

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*How To Buy Newspaper Advertising Without
Loosing The Shirt Off Your Back*
Part Two

Michael Senoff Interviews Greg G.



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A handwritten signature in blue ink that reads "Michael Senoff." The signature is written in a cursive style and is positioned to the right of a mouse cursor icon.

Michael Senoff

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How To Buy Newspaper Advertising Without Loosing The Shirt Off Your Back Part Two With Greg G.

Hi, this is Michael Senoff with HardtoFindSeminars.com and Consulting Secrets. Here’s a short 25 minute recording with Greg. I met Greg last year at a marketing convention, and Greg has been working within the newspaper industry for over 20 years. I have made contact with him, and asked him if he would do a short recording on some tips so you can obtain better advertising rates for your clients within newspapers. Whether it’s for national advertising, regional advertising or local advertising, these tips that Greg shares will help you secure better rates for your clients or for yourself. This recording is only 25 minutes and enjoy!

Michael: Hey Greg, it’s Mike Senoff.

Greg: Hey, Mike. How are you?

Michael: Good, really good, how are you doing?

Greg: I’m fine.

Michael: I really appreciate you doing this for me.

Greg: My pleasure. Sorry, it’s been so crazy hooking up. Morning running from one place to another.

Michael: I understand. I called you on quick notice and I figured I’d give you a call. You’re a newspaper man. So, I’ve got a lot of content on my site, and it’s something that I don’t have anything on as far as expertise within the newspaper industry, and it’s pretty much a mystery to a lot of people. I thought it might be of value, and what we can do is if someone’s interested in consulting related to the newspaper, if someone contacts me from the interview when I put it up on the site, I can certainly direct them to you and we can work something out if that’s good with you.

Greg: Sure, that’d be fine. Okay, well, my name’s Greg G, and I live in Lexington, Kentucky and I’m President of a company called Blue Grass Business

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Growth. It’s a small business consulting company that I’ve started a little over a year ago.

Prior to that, I’ve been in the newspaper industry for 20 years. When I left the industry I was the vice president of circulation.

Michael: Was it a newspaper group or a specific newspaper?

Greg: It was part of a newspaper group. I was with the Lexington Herald Leader which is part of Knight Ridder, which is the second largest newspaper group in the country.

Michael: What’s the nature of the newspaper industry? Did it start out a long time ago where there were a lot of independents and then they just got gobbled up by the big guys?

Greg: Well, that’s correct. There’s still a whole lot of independents, but more and more they’ve been bought by different groups or they’ve grouped together so that they could better serve the audience through different advertisers.

Michael: So, the Lexington Herald, is that who you were with?

Greg: Lexington Herald Leader, yes.

Michael: And, then they’re owned by Knight Ridder.

Greg: By Knight Ridder.

Michael: And, they’re the second largest newspaper group in the world?

Greg: In the country. I’m not sure. Some of the world wide circulations of different publications are quite large. We had groups from Japan and other countries come through and visit while I was there.

Michael: How many papers does Knight Ridder control?

Greg: I think the total numbers is somewhere around 40.

Michael: Forty papers?

Greg: Right.

Michael: And, what are some of the bigger names that they own?

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Greg: The San Jose Mercury News, the Philadelphia Inquirer and Daily News are a couple of the larger papers.

Michael: Who’s number one?

Greg: The largest would either be the Philadelphia paper or the Miami Herald down in Florida.

Michael: I mean as far as the largest group.

Greg: Oh, the largest group, that would be Gannett which owns USA Today and some other publications.

Michael: Okay, great. You say you were Vice President of Circulation?

Greg: That’s correct.

Michael: So, what does that mean? What was your main responsibility being Vice President of Circulation?

Greg: Well, being Vice President of Circulation, my main responsibility was to deliver the readership for the advertisers. We would do everything we could to keep the customers that we had and grow the customer base, also to increase readership.

So, then I had responsibilities for the sales, service, collection, and all the back room kind of things that go on – anything related to the customers of the newspaper.

Michael: When you say deliver readership, I just want to put it in perspective. You needed numbers to show your advertisers because the more numbers you had, the better it was for the advertisers so when the advertisers are paying for advertising, they’re looking at cost per thousand. They’re looking at readership. And, they aren’t going to advertise with you if you just don’t have a large circulation. Is that correct?

Greg: I’ll say it’s partially correct. As things evolved over the years, advertisers are more savvy and they know that our goal was not just to give them the numbers, but was to drive their turnstiles, get people in their stores and make their cash registers ring because it doesn’t matter how nice your ad is or how many people it goes out to, but if it doesn’t cause people to buy your product, you’re sunk.

Michael: Over those years, how much responsibility would a typical newspaper ad rep take in getting those people into the stores? Were they more in the past just

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order takes where they’ve got the sale, they’ll slap an ad together, they don’t know much about advertising or writing or headlines or anything like that? Or were they involved or are they getting more involved today to get people into the stores so the advertisers remain?

Greg: That’s a great point because in the past they really were more order takers, and in the last ten years, I would say, most advertising departments at your mid-sized papers, the reps really are more skilled. They’re better educated. They went through training to where they understand that repeat business from advertisers is really what they need, and they have to really go ahead and be a partner with that advertiser and look for the best places for them to place their ads. So, they’re getting real value from every ad that goes in.

Michael: So, does Knight Ridder put their ad reps and their ad departments through some good training?

Greg: Absolutely. They have new rep training, and then they have other courses. They also bring in different consultants from time to time that will work with an ad department.

Michael: Advertising consultants?

Greg: Sure, and I think that’s one of the things when you’re looking at buying advertising, one of the things that I would stress is to really form a relationship with a representative. It’s good to know the supervisor or manager of the department, but it’s that representative that you can have a relationship with because they’re going to, in the end, be your best ally to get you great pricing.

Michael: So, you can access all the resources that they’ve had, that Knight Ridder’s invested in their training and such.

Greg: Right. My best advice would be if you get a representative that you just can’t work with, ask up the line, “Who else can I work with? I want to spend some money with you. Who can I work with?”

Michael: So, would you say today most of the larger newspapers in the metropolitan cities, these reps, I guess a lot of people have an image of a rep as some unskilled person who’s out there hustling space and knows nothing about advertising. Is that true today still or do you think it’s changing?

Greg: In some places, it might true, but I’d say more so you’re going to get very educated folks who had a degree in marketing or advertising or at least have a college degree. They’ll know how to think and problem solve and help you,

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and along with that, you’re going to have people who are getting on-the-job training and extra training through their company.

Now, in the smaller newspapers where the circulation is less than thirty or forty thousand daily or if you get into weekly situations, well, you may not get the same kind of quality.

Michael: Bring me into the ad department. If you can give me an example with your Lexington paper – what did the ad department look like and how is it structured? The reason I ask is I want to get a psychological profile of how that ad rep is motivated, what they can and can’t do, before we get into the negotiating better ad rates.

Greg: Within our paper, this is an ad director who has responsibility for that whole division. Then, the ad department was broken up into what we call classified advertising which would typically handle anything that came out in a classified section which would be your car dealers, your homes for sale, anything with real estate, items that an individual would be selling through classified ads, all your employment ads. All of those things that ran in the classified section were handled through a classified manager.

Typically, within that, you would have people who were both internal on the phones all day taking orders and also calling people back, and then you had outside sales reps, and those were the ones that worked with like the car dealers, the realtors, and employment agencies.

Michael: Right, now before we move on, I want to ask you for a paper to survive, how much income is there in classified ads compared to the display advertising? Where’s the money in the newspaper? You’ve got subscriptions and you have advertising.

Greg: Right. The typical split is probably about two-thirds to three-quarters of your revenues are through advertising.

Michael: Two-thirds to three-quarters?

Greg: And, sometimes as high as 80-85 percent will be advertising, and then the subscription part depending on the size of the paper will bring anywhere from 15-25 percent.

Michael: Now, split up the different advertising. You’ve got the classified, and you’ve got display, right?

Greg: You’ve got classified. You’ve got display advertising which is basically split between your local advertising, your special sections that are very popular

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with daily newspapers, and even in your weeklies which will be around a certain theme. Maybe it’s around a neighborhood or one county theme, or an event that’s going to be happening.

Then, you also have your national advertising, which is advertising that typically sources from outside of the local community, which are the banks, or auto, or medical, or something – prescription drugs – anything like that they’re doing a national ad campaign and you’re just one of the newspapers that they’re purchasing.

Michael: So, how does the income for the paper split up, if you split it up between national advertising, classified advertising, and say all other display, local and regional?

Greg: I’m not really as sure on that, but I think the majority of it is display, then classified, and then national is how it would sit.

Michael: Do you have an account rep that handles only the national advertising?

Greg: Typically, your national depending on the size of the paper could be a part time job for one person, or like at our paper, there was one person plus a manager that could involved with that.

Within the display side, you’ve typically got, depending again on the size of your town, but for us, we had a display manager who actually had a couple of supervisors who managed anywhere from eight to twelve sales reps and then there was some support staff, artists, and different folks who would work with these folks on the ads, but every rep had a territory, and so their territory was either geographically based or it was categorically based. So, they might have all the physicians, or they might have all the physicians for half of the town, or they might have different zip codes, or they might have some boundaries that were drawn inside or outside of that certain geographic area.

Michael: What’s the typical lifespan of an ad rep? Do they churn them and burn them?

Greg: It’s not really that bad, but it’s one of those things where after four to six months you know if they’re going to make it or not, if they need to look for a different career outside of the newspaper, or maybe a different area within the paper.

We really had some good longevity within the Herald Leader, folks that had been there ten, fifteen, twenty years, and then other folks that would be their five, six, seven years and move to another industry or to another newspaper.

Michael: And, these reps are out in the field. They’re outside reps.

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Greg: Right, and it’s always one of those interesting things that folks who are very successful reps will get promoted to supervisor. Sometimes they would do well as a supervisor, and they’d get some training there because they’re helping their reps problem solve and show them what they’ve done. Then, other times, they just really didn’t want to do that. They’d rather go back and just sell.

Michael: Is a rep working strictly on commission? Or does he come on a base for a couple of months?

Greg: I’ve seen different structures, and most of it involves a base with commission. I’ve seen territories set up at different times where different directors would set up an area that was just a draw, and then we’d go to strictly commission with it being set up to where that would basically how they would be justifying the addition of new people that this is all going to be new money that comes in.

Michael: Do they have quotas to meet every month?

Greg: Exactly. There’s always a budget that they need to hit, and that’s one of the important things to know when you’re buying advertising is what time of month it is. If they’re trying to finish out a month or a quarter or a year, so to understand whether they’re based on the numbers of ads or revenue goals. Are they just trying to bring in a certain amount of revenue.

Michael: If you’re going to give me some secrets on buying regional or national advertising with your newspaper, and you being an insider for twenty years, what advice would you give me to help me negotiate the best rate? What would be the best time? Who would I contact? What would I say? Could you role play it with me?

Greg: Yes.

Michael: So, let’s say I want some newspaper advertising. I’ve never advertised in the newspaper. You’re going to recommend I call and ask for a rep and have a rep come out, right?

Greg: Exactly.

Michael: Now, let’s say I’ve never advertised in a newspaper, but I know a little bit about cost per thousand. How could I get a great rate? And, are there ways to really steal great rates with newspaper advertising like remnant space, or any kind of techniques?

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Greg: First, if you already know what your goal is which is what you said, to make the phone ring or you’re selling a certain product, or having people for an event, really communicate that to the rep. Be honest with them, “Here’s what I’m trying to get. Here’s what I’m trying to do. I want to achieve this goal.” Then, I would say to brainstorm with them what kind of things they recommend. That gets them involved, and actually will get them to be able to go beyond, “Here’s what I’m allowed to do.”

They’ll start to think about creative ways to help you. A couple of things – you had mentioned remnant advertising – that’s one of the little known facts or maybe it’s misunderstood that you can go in and if you don’t have an exact day that something has to run, if you have some flexibility, they may be running a sale whether it’s each month or every other month or just once a quarter on full page advertising that you might get for an eighth of a page price.

Michael: And, your rep is going to know all about that.

Greg: They would know that or they would know when it would happen, and if you’re able to say, “Boy, I’d really love to have a way to run a full page ad twice a month, and if it ran in the front section, but you know Joe, the only thing is I only have this much money to spend.” Then, at least they’re on notice about that, and when that happens, you’re going to be one of the people they call and say, “Hey, we’ve got a full size sale. Would you like to go ahead and place your ads?”

Or you could say, “I’d like to run on a standby process.” It’s kind of like the airlines when they have the seats or hotels, put on this priceline.com and stuff. They’re willing to let some rooms go at less than what the regular rate is, at least they’re making some money. That’s the way it can be with newspaper advertising is if you run on a standby process rather than turning that over to news whole and they go ahead and let that go at a much less rate.

Michael: Let’s talk about scarcity. Let’s say a newspaper claims that they’re almost booked up and that we only have so much space available. Is that true with a lot of newspapers? Or can they always print more pages and put more editorial in the newspaper? Or are they limited to the number of pages?

Greg: Some days they really are limited, and most newspaper of any size run on a pre-print section each day, too, which means that will print a day or two days ahead of the regular news section. So, they have to know what size that section is going to be. Everyday there’s a news whole budget meeting between advertising and the news room to say, “Here’s how many pages we’re going to run.” If extra ads came in, you either have to go up two pages or four pages with their newspaper.

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So, if they only had one page of advertising, it would be a huge increase in the newsroom, but they might not want to do that.

Michael: Are there a lot of people out there who are asking for remnant or standby space? Are people savvy to that? Or is it pretty much a secret?

Greg: I think there’s people that are probably asking for it, probably more through ad agencies and some other folks, and a lot of times that’s the way somebody’s going to get that. But, then again, you’re probably not saving as much, but if you just don’t have the time to deal with newspaper, then you probably would be best using a good ad agency.

Michael: So, it is negotiable, and forming a relationship with an ad rep you like, letting them know your needs. They know what’s going on. They know what’s going on sale, and they’re going to keep you informed if they’re motivated, hungry rep.

Greg: Exactly, and again, just be honest with them about what your budget and also what you’re looking for. I would say the other thing is to try to establish a relationship with somebody within the marketing department of the newspaper.

Michael: Why is that?

Greg: That’s a little bit different than the advertising. For example, one of the things that we run everyday within the paper was called “The Deal of the Day”. A lot of papers have went to that which is a coupon for a product that is absolutely free or at a huge discount like a buy one get one free in the paper each day. So, it kind of offsets the cost of the newspaper because you’re always going to get a free soft drink or a free dry cleaning or free book. You name the product.

The thing that a marketing department, which usually has control of that space, they can help you out with that, but if they don’t have something like that, you can go in and propose and say, “Hey, every Tuesday, we’re going to run an ad that would give away a free whatever, and all we ask is that you anchor that space or you put that in there and we’ll tell you what the results are.”

We’ve had advertisers who’ve done that that are local that have had thousands of coupons redeemed that three day period.

Michael: So, the lesson is if you’re advertising in the paper, get in touch with the marketing department. Tell them you’re advertising and you want some

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additional help since you’re a loyal customer and you’re advertising in their paper.

Greg: And, not just that, Mike. Maybe you’re advertising is to say, “Hey, what I’d like to do is try this, and this will be a value for your readers, and it’s something I’d be willing to give you a testimonial later to say, ‘Hey, this deal really worked for us.’” Do you know what the cost of that advertising has been?

Michael: None.

Greg: Zero, that’s your best deal.

Michael: What about when an ad rep says, “Mr. Senoff, you want to run your ad six to twelve times because the more you’re in the paper, the more people get to know about you, and the more response you’re going to get. Sometimes it takes a couple months.” Is that a bunch of B.S.? Or, is that just so they want to sell multiple insertions?

Greg: If you’re really trying to build image or name recognition, that’s probably a true statement. But, if you’re trying to get people to buy a product or come into your store, you just need to do a good ad and figure out the best time to do it.

Michael: Is that a negotiating point when they give you a twelve time rate or a ten time rate or a five time rate, and they give you a one time rate on a trial? But, it’s just negotiated. You want that twelve time rate, but you only want to do it one time.

Greg: Absolutely. I think coming in as a new advertiser, you especially have that leeway because that rep – it’s very easy for them to go to the supervisor or the manager and say, “Hey, I can see where this can become a bigger account for us if we’ll just give them that rate.”

Michael: Will the rep have to get that approved through a supervisor? At least at your paper, did they have some leeway to make those decisions? Or did they always have to go back to the manager.

Greg: I would say they had some leeway, but probably for the deeper discounts, they always had to get approval because human nature would be, especially if their on a volume goal rather than a revenue goal, and they’d just be trying to get the ads they could and they might give it away too much.

Michael: Any other secrets that you could tell me as far as inside advertising with the newspaper industry?

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Greg: Well, the other thing I would just add to in knowing the folks in the marketing department is to look at what can you do in sponsoring an event or a section to where your name might get splashed more within the paper and give you greater bang for your buck, but again, it’s not at the advertising rate, it’s more of a marketing rate which still may have some costs to it, but if you’re in the type of business where you’re going to be giving away a trip, or you’re going to be giving away a publication or any number of products, or you’re at some type of fair or festival, or there’s some type of charity event. Just again, hooking up with that and saying, “What if we did this?”

It becomes kind of a bartering situation again, just like with most companies that have different budgets – some for marketing and some for advertising. Within the newspaper, there’s usually a marketing department. They work hand in hand with the circulation folks and the advertising.

Michael: How about barter? How much trade do newspapers do?

Greg: It really depends and to tell you the truth, that has switched so much over the years, and it depends on the group. Most of the times, when you see a newspaper has become a major sponsor of an event or some kind of public policy change or something that they’re getting involved in, usually it is a situation where if the newspaper’s donating \$100,000, it’s all been in tie-in type of advertising. It’s usually very few dollars that actually go into it.

Michael: So, when you say it’s switched, is there less of it or more of it now?

Greg: Over the years, I thought it would bounce back and forth, but it tended to be tighter and tighter. It was becoming less and less, but it’s still almost 98 percent of what they do as far as them giving. If you are negotiating that, you have to keep in mind that there’s extra charges a lot of times that are added within ad rates for being on the Internet. So, if that’s important to you, then it could be a good deal. Or if it’s not, just tell them not to put you on the Internet. It’s usually a hidden clause there.

Also, getting colored advertising, spot color or full color, that can be a negotiated item where you might say, “I’d like to run, but I’d like to run at the black and white rate, and if you can make it happen with color, I’m going to be a lot happier.” Again, it goes back to that relationship.

The other thing that’s totally free advertising is actually pretty well read type thing is to look at calendar listings that most publications do to where they’re looking for if you’re having an event or you’ve had a change within your company – we have a local computer club here within Lexington, and I swear they get every type of calendar that the newspaper ever puts out.

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Michael: Who do you contact for that?

Greg: If people will look through the newspaper, take a whole week’s worth or a couple of week’s worth of newspapers and look at each different day, every page of that calendar will always have an email contact within the newsroom or the marketing department, usually the newsroom, and they’ll have an email or a phone number contact.

Michael: And, you just email them and say, “I have an event.” And, they’ll list you in there.

Greg: Right, and I would say it goes back to the same thing. That’s what I suggest to my clients is get to know that person who does that. Don’t just email them, but call them and just talk to them and say, “I would really appreciate it.” When they ran something say, “It really helped me out, and is there a better way that I can send stuff? Do you want it in email? Do you want hard copy?”

Michael: In your consulting practice, do you have help people negotiate advertising rates? Is that one of your services?

Greg: I will suggest different things. I’m not an ad agency. I don’t have any special rates with the paper, but I’ll hold their hand as they do it.

Michael: So, who should contact you? If someone’s listening to this and they have an interest in growing their enterprise through the use of newspaper, whether it’s local, regional or national – your experience of 20 years, you can definitely give them some insight into accomplishing that.

Greg: I would certainly be glad to talk with them, give them help, brainstorm with them, help them do the right research into their own local market.

Michael: Nice to have a good contact, a newspaper man like yourself.

Greg: Thank you.

Michael: I appreciate it, Greg. This has been great.

Hi this is Michael Senoff with HardtoFindSeminars.com and Consulting Secrets. I hope this recording has been helpful for you, and I hope you use some of the ideas you’ve heard that Greg discussed in this recording. If you have any questions or you’re interested in anything related to marketing consulting, don’t hesitate to call. You can reach me at 858-274-7851, and if you have some questions related to the newspaper industry, and you’d like to talk to Greg, please give me a call and I’ll give you a warm, personal introduction.

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>)

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

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

**"Would You Like
To Find
A 100% Guaranteed
\$7,000 Profit Windfall
In Your Business?"**

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

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...

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**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 hardtfindseminars.com.

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

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

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

**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.

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

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

Always Searching For The River With White Sands Between High Mountains

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Like Russ Sherry from Sherry Training Consultants...

“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:

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“What has this session been worth to you?”

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

Let me make this clear...

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

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

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

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!**

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

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

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

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

I'll even pay for your return postage!

But there's even more.

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

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

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

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

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

It's quite simple.

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

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

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

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

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

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

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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