

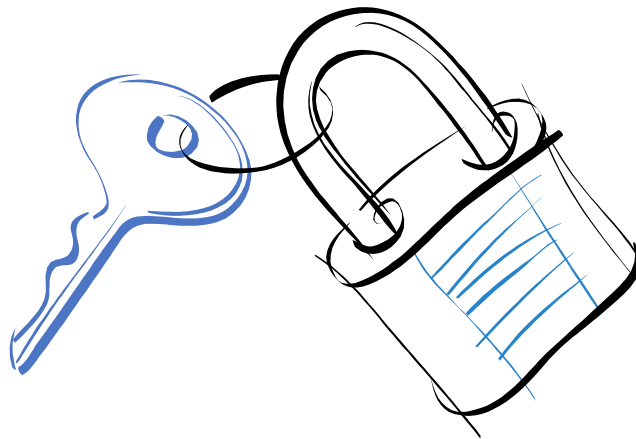
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## **How To Use Paypal To Get Clients**



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## How To Use Paypal To Get Clients

HMA Consultant, Jordan Swanson, was interested in how to market consulting services to the thousands to PayPal Store Owners in order to generate new HMA clients. Listen as I walk Jordan through some great ideas about ways to contact PayPal Store Owners and how then to market to the Store Owners’ business customers without even having to be there! Note: This system is not limited to only paypal shop owners. It can also work perfectly for e-bay stores. There are millions of them and by looking at the feedback ratings you can know that the store owners have lots of customers in their database as well.

Discover what the PayPal Store Owner’s Hidden Marketing Asset is – His customer base. You will learn how to get your hands on a database containing contact information for these customers by using an already-existing PayPal service that most people aren’t even aware of.

You’ll learn proven methods to get the PayPal Store Owners’ attention and how to get them interested in your proposal.

Hear my advice about what to say to entice the Store Owner into working with you to contact his customer base to view your personalized online Articulate presentation on how to grow a business without spending more money on advertising.

See how contacting these business customers can generate qualified prospects for you that you can then take through an Opportunity Analysis.

With contact information obtained from the PayPal Store Owner’s customer database, a personalized online Articulate presentation, and a cleverly crafted sales letter to these business customers, you can have qualified prospects calling YOU for help in growing their businesses.

What a great way to leverage your valuable time and efforts! This short recording may make all the difference in the way that you market your HMA Consulting services. Don’t forget to call me if you have any questions. This recording is 19 minutes.

Michael: It may take you talking to ten potential businesses to get one to do it, but still that one, that’s an endorsed mailing. That is so much more powerful than generating clients cold, and it’s an automatic presentation delivery machine that takes Jordan out of the picture.

*Music*

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*Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com) and Consulting Secrets. Here is an exclusive recording for the HMA consultant, and it’s on how to generate clients automatically through the use of PayPal shop owners. In this recording, Jordan Swanson, one of our new HMA consultants called me for me to expand a little bit of exactly how to do this, and that’s what you’re going to hear in the next 20 minutes – how to use PayPal, which is an online payment service, and how to leverage the hidden marketing assets within PayPal shop owners, i.e.; their customer list. Please note that this system is not limited to just PayPal. I think this will give you a lot of ideas and help you put your consulting, lead generating prospecting activities on autopilot. Enjoy!*

Jordan: What I was really wondering was how we could apply this with being an HMA consultant to doing this with PayPal store owners.

Michael: Okay, I can tell you how to do that. Here’s my thinking, the way to do it. Now, there’s a couple of issues we want to cover in this. One is how do we get a PayPal store owner to respond in the quickest and most effective way?

What we want to do is we want to sell consulting services maybe online since PayPal is worldwide. So, we can sell them through the Internet or through the telephone or take someone through an opportunity analysis, or you could look at their website.

Are we talking about doing on an international or national basis rather than someone local in your area that you would want to meet face-to-face?

Jordan: Yes, on a national basis.

Michael: Okay, so the goal is to be able to get that interested party, the store owner or the store owner’s customer, in front of a presentation preferably the PowerPoint presentation that Richard and I did.

Jordan: Exactly.

Michael: Now, what’s the hidden marketing asset in a PayPal store owner that you identified from listening to that recording? What’s the asset that we know that PayPal store owner has? It’s most important. Why are we focusing on them?

Jordan: It depends on who you’re talking about, but they’ve got a customer base.

Michael: That’s right. We know that by going to [PayPal.com](http://www.PayPal.com)-

Jordan: There’s a lot.

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Michael: Thousands of store owners who accept PayPal as a form of payment. Did you go into the PayPal shops and look around?

Jordan: No, I haven’t had a chance.

Michael: Okay, you have not done that. When you go to [PayPal.com](http://PayPal.com), and you look at their shops, you can search the shops by category. So, let’s say we look for category related to business where we know that the customers of that PayPal shop owner will most likely be businesses that we want to possibly talk to, right?

Jordan: Yep.

Michael: So, let’s use an example, and I’ve used this example before. Let’s say it’s a PayPal store that sells boxes, package and shipping supplies, okay?

Jordan: Okay.

Michael: There’s not too many people who aren’t in business who are buying boxes and shipping supplies from a supplier, are there? Usually, if you’re buying boxes, packaging tape, tape guns, things of that nature – invoice holders – you’ve got a business. You’re selling something. You’re shipping something out. You need shipping supplies. So, would it be fair to say that if I contacted a PayPal store owner, his customers are most likely businesses?

Jordan: Yes.

Michael: So, that’s who we want to get in front of, right?

Jordan: Yes.

Michael: Okay, so we know by going into PayPal and looking at the shops and going under business services and let’s say we find Acme Box and Tape Supply. We can look right by the store name, there’s a number, and it could be a number between a hundred or it could be twenty or thirty thousand, and that it’s a feedback number that PayPal gives it’s store owners. What that represents is a PayPal transaction that store has encountered whether the store has received money from another PayPal customer, or sent money to another PayPal customer.

Jordan: Are those individual transactions?

Michael: Individual transactions.

Jordan: Okay.

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Michael: Now, if it’s Acme Tape and Box Supply, a good majority, probably all of them are going to be transactions where they received money because they’re selling boxes and tape supplies. So, they may be selling on eBay. They may be selling through their website and they accept PayPal.

So, we know by looking at that number that we have a good idea of the amount of customers they have, right? So, we want to look for a company with a good amount of customers, maybe a few thousand. You can start with 500 is still good when you’re starting, but since it takes the same amount of energy and time to set one of these deals up with a PayPal store owner, why not go for one with 10,000 feedback.

Now, what does that mean? Here’s the hidden asset that you know they have that they may not even know they have. The asset is that if you’re Acme Box And Supply and we’re talking and you get me to agree to send out an email to all my customers about this marketing workshop that you’re going to help me put together, and I’m going to sponsor to my customers, you know that if I have a PayPal account and I have that amount of feedback that I have that database right within my PayPal account.

What that means is if I’ve done 10,000 transactions with PayPal, I can go into my PayPal account and I can download the entire database – the name, the email address, what they bought, when they bought it, how much they paid, how much the tax was – all the details within a PayPal transaction. It’s in a CSV file or an Excel file or a Text file. You can download it any way you want right from PayPal. Are you with me?

Jordan: I am.

Michael: PayPal will allow you to download all your transactions from the time you started working with PayPal. They can go back six, seven years ago when I first started with PayPal and download every transaction. It’s all recorded right there.

Jordan: Do you think a lot of the business owners, I know they’re not aware of perhaps using it as a marketing asset, but are they aware of the fact that you can do that?

Michael: No, they’re not. A lot of them don’t even know that they can download their history. Some do, but a lot don’t. But, that’s what we want to know. We know that this person we’re going to talk to has customers, and we also know that we have a legitimate way of getting a message to those customers, right?

Jordan: Yep.

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Michael: We don’t have to send junk email out to try to get people in front our transaction. We’re going to leverage that PayPal store owner’s asset, his customers, to get your workshop, your marketing presentation, your presentation to show his customers how they can grow their business without spending more money on advertising.

Now, why would Acme Box and Supply be willing to work with Jordan Swanson for you to put a presentation in front of my customers? Why would I want to do that?

Jordan: Hopefully so we can add more value.

Michael: You can add more value. So, I probably never contact my customers. They buy the boxes. They buy the tape. I ship them. I never contact them. I just wait for them to reorder.

So, wouldn’t it be nice if you showed me a way to build value and try to connect with my customers a little bit more? When Christmas time comes along instead of getting a card or a fruitcake or getting nothing at all, you can show me how to contact and reach out to my customer and say I want to thank them for their business. It’s not something I’ve done in the past, but it’s something I want to start doing more and more, and I want to let you know how important you are to me as a customer.

We really work hard here at Acme Box and Tape, and I may not show it over the course of us doing business except for me making sure that your boxes and tape gets out to you, but you should expect that anyway. That’s why I wanted to contact you today about something really special, a way that I can give back to my customer, and that is to show you how to get more business. That’s why I have paid money with one of the top marketing experts that I know, and he’s going to show you some very powerful strategies on how to grow your business without spending more money on advertising.

Would me, the owner of Acme Box and Tape, be interested in doing that? Because if I can show my customers how to grow their business, they’re going to buy more boxes and tape from me, right?

Jordan: Absolutely.

Michael: I have a vested interest in helping them and being partner with them to grow their business. I already am a partner because I’m supplying them boxes and tape. I look at myself as a natural extension to their business, but I’m going to give them a little bit more. I’m going to teach them how to fish, teach them

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how to grow their business, and this is what I want to say to my customers in the letter that you’re going to help craft for them, okay?

Jordan: Okay. Would it be advantageous for us as a consultant to offer an hour free consultation with us as a gift to his customers?

Michael: Well, hold on a minute. We want to leverage our time. Now, you can do it one of two ways, but I think the best way to do it would be to let the Internet deliver the presentation automatically without Jordan being there.

So, what you can do is you can customize that articulate presentation, Jordan Swanson, your email, your attachments, the free bonus reports – just like that link. I’ve sent you to the link. You’ve watched the presentation, right?

Jordan: Yes.

Michael: But, we customize one for you with your picture. So, when Acme Box and Tape sends out the email telling all the thousands of customers that he’d like to give them a gift that’s really special and it’s a presentation that’s going to show them how to grow their business without spending more money on advertising, he sends out the email to his list legitimately endorsing the presentation to his customers.

So, his customers are all watching the presentation at the same time. Now, at the end of the presentation there’s an invite for an opportunity analysis or another more detailed opportunity analysis looking at the specifics of that person who is watching the presentation’s business. Are you with me?

Jordan: Yes, I am.

Michael: Now, those people who filter out, who watch the presentation on their own time without Jordan having to be there, all by establishing this joint venture with Acme Box and Tape. So, you only want to deal with people who have taken the effort to watch the presentation, who identify with the presentation, and who take some action to contact you after they have watched the presentation. That’s the person you want to get in front of and take through an opportunity analysis.

Jordan: It seems like a complete no-brainer for the business owner to say, “Jordan, let me add some additional value to give to my customers.” So, I’m wondering if is it as simple as that? I mean, what kind of objections would you run into? I can’t think of anything in particular.

Michael: Well it’s a win/win/win, and the only objection is they may not want to give you control of the list. It may take you talking to ten potential businesses to

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get one to do it, but still that one, that’s an endorsed mailing. That is so much more powerful than generating clients cold, and it’s an automatic presentation delivery machine that takes Jordan out of the picture.

Literally, Jordan, you could hire someone to do nothing but try and set these up, and that was my intention with that original recording, but it wasn’t for the consulting. It was before I even got involved in the consulting. It was to get my CD out to people.

I just got too busy. I never pursued it, but I did capture that training. That was used as a training to explain this concept to here.

Jordan: Yeah, it was great training. What I was just thinking was, based on that and how many thousands of PayPal stores out there, doing a joint venture with them, there’s so much we can do with that.

Michael: If you find ten of them that you want to pitch this, okay, you want to look at their site, find out what they’re doing, make sure they’re business customers. You can look at their website because they’ll have links right to their websites. You’ll see the products they sell. So, when you talk to this person, you’ll know a little bit about them.

Now, how do you get in front of them? How can you talk to them? How can you get their attention? Well, you could call them and telemarket them. That’s fine. But, here’s a pretty effective way that you could train a girl to do this for you, okay?

Jordan: Okay.

Michael: As you can see, I’m trying to teach you a system that takes you out of the picture. So, you can train someone and pay someone to do this. During the day, someone should be able to send out fifty to sixty of these emails a day. Even if they did twenty, you’re going to come out okay.

So, what you do is you PayPal that store owner a PayPal payment. Have you ever heard of Gary Halbert?

Jordan: Yes.

Michael: Have you ever heard of his “Dollar Bill Letter”?

Jordan: Yeah, it’s where he puts a dollar bill on top of the letter.

Michael: Yes. As you can see, I’ve attached a dollar bill to the top of this letter. Why have I done this? There are two reasons. One – because I need some kind of

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financial eye catcher to catch your attention, and I wanted to make sure that I did this by attaching this dollar to this letter. Two – because what I have to talk to you about has to do with money, I felt like it was an appropriate thing to do.

Here’s what it’s all about. That money gets attention, and he swears by it, and other people swear by it. Having a real dollar bill attached to a letter gets attention.

Well, do you know what else gets attention for people who are sitting behind their desk selling through email and stuff? The PayPal payment. When you get your PayPal payment, you better believe you open it up. You want to see who it’s from and how much it is. It’s like money in your mailbox.

You better believe the business owner or at least a close administrative person is going to open those emails, right?

Jordan: Yes.

Michael: Well, you don’t have to send a dollar through PayPal, but you can send a dime or a quarter or twenty cents. So, I tested this. The first one I did, it worked. I sent a PayPal dime. So, it was a payment to the prospect that I wanted to prospect. It was a guy who sold diabetic candy bars.

So, I had his PayPal address because that information’s right there in the PayPal shop owner, and I sent him a dime and it said – you can put a subject line. I don’t remember what I put, the subject line could just say, “Payment.” Or whatever, I don’t know what the subject line said.

You just simply say, “As you can see, I’ve sent you a dime through PayPal. Why have I done this? There are two reasons. One – because what I want to tell you is that important that I needed some way to capture your attention. Here’s what it’s all about.”

And you say, “My name is Jordan Swanson.” And, you just present to them a simple way. You say, “I was looking at your PayPal shop, and I think I’ve got a couple ideas that can dramatically grow your business. If you’re interested in what these are, please contact me today.” And, put your phone number in there.

Jordan: That’s great.

Michael: And, wait for your phone to ring. When he contacts you by phone, you just take it from there, and you say, “I was looking at your PayPal store, and I see that you sell diabetic candy bars. I think I’ve got a couple ways to really grow

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your business.” Or “I see that you’re selling boxes and tape supplies. I think I’ve got a couple of ways that can really grow your business. Would you be open to growing your business?” What are they going to say? Find out what they say. Start qualifying them.

And, “Do you have the ability to grow?” Not only, “Would you be open to grow, but do you want to grow and do you have the capacity to grow?” So, let’s qualify them a little bit.

Then you say, “Here’s what it’s all about.” You explain to them that you are a trained business strategist. You can call yourself a marketing consultant. You title whatever yourself is, and you have a presentation that will teach your customers some very unorthodox and very powerful ways that they can grow their business without spending more money on advertising.

You pitch them on the idea how it would make him look like the hero, and you can go into the whole thing. Do you see?

Jordan: Yes.

Michael: The bottom line is what’s in it for him? If he can show his customers how to grow their business, he’s going to sell more boxes and tape. He’s going to sell more – candy bars wouldn’t be applicable, but with the tape analogy it would. That’s it.

Jordan: That’s it?

Michael: That’s it. There’s nothing complicated about it, and you just pay someone to do it or you do it yourself.

Jordan: That’s great. It’s so simple. Why hasn’t someone thought about this before? That’s a great idea.

Michael: And, something important – when and if he sends it out to his list, you want to make sure that it’s coming from him. He’s sending it out to his customer. You want to make sure that he lets his customers know that he has bought them this presentation. He isn’t giving it to them free. He’s gifted it to them. He’s bought this presentation for all his customers as a way of gratitude saying thank you and how he appreciates their business, and he thought this would be a perfect way of showing that appreciation to pass on some fantastic knowledge.

It would be great if you could get him to watch the presentation first, and then he could really be behind the presentation, you see?

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Jordan: Yeah, absolutely.

Michael: And, you’ll get an endorsement on the presentation as well.

Jordan: That’s great.

Michael: His objection may be he may not want you to handle the database because that’s his customer list. So, if he’s excited and he’s into this, he will do it. If he’s not, you may have to nudge him to get him to do that. You may have to show him how to download that database, and how to be able to send out that email.

Now, if he doesn’t know how to send a bulk email out to his entire list, in the resource section on HMA, I list all my resources. One is Reply To It, and I can walk you through that and show you how to get that set up for him.

If you’ve got someone to do that, you would want an account or you would get an account set up for him. But, those are details. If he’s willing to do that, those details can be solved. You can do that.

Jordan: Yeah, absolutely. That was my question. You definitely answered it. That really makes sense on how to market our consulting services to the PayPal store owners. It really does.

Michael: Wouldn’t that be great? You can try that or you can go a different route. If you can localize the customers and pull out all the local customers in your area, you could do the same thing. But, instead of them watching the presentation, they could buy a fifteen minute phone consultation on the phone.

You can do it a number of different ways, but I’m showing the way which would be the most automated process, and which would take you out of the picture. So, by the time you’re talking to someone, by the time Jordan’s spending and exerting effort selling consulting services, he’s talking to a qualified prospect. You’re going to take them and find the money in his business, the hidden assets in his business.

Jordan: The great thing about doing it with PayPal is I can consult from home, and do it at home if I’d like. There’s a lot of opportunity. I’m almost finished with my training, and instead of finishing it, I’m going to start applying these things.

*That’s the end of this short 20 minute description with Jordan Swanson on how to use PayPal effectively to generate clients. If you have any other questions, please don’t hesitate to call, 858-274-7851. Please make sure you check back here at the HMA University often as I’m always adding new interviews and case studies on the consulting business.*

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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://hardtofindseminars.com).

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

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

And in this letter I'm going to make you an exceptional, unequaled 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...

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.hardtfindseminars.com/consulting.htm>)

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

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

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

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

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

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

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

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

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

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

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

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

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

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!**

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

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

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

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

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

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

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

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

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

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

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

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more...

How much can this information help you and your business?

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

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

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

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

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

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

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

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

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

Like Russ Sherry from Sherry Training Consultants...

*“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*

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*marketing materials talk to you.”*

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

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

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

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

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

“What has this session been worth to you?”

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

Let me make this clear...

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

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

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

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.

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

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

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

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

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

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

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

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

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

I'll even pay for your return postage!

But there's even more.

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**

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

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

It's quite simple.

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

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

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

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

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

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

Your sincerely,

Michael Senoff.

Michael Senoff – [www.hardtofindseminars.com](http://www.hardtofindseminars.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.

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

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

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

Call me on 858-274-7851 or email [msehoff1@san.rr.com](mailto:msehoff1@san.rr.com)

### ***A listing of my other web site and resources.***

**Who Is Michael Senoff?** Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: "**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called [www.ExecutiveAudioInstitute.com](http://www.ExecutiveAudioInstitute.com). Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at [Michael@hardtofindseminars.com](mailto:Michael@hardtofindseminars.com) or at (858) 274-7851 For Michael's full biography and story go [here](#)

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

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

**Description:** If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-

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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 them on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don’t have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtofindseminars.com/AudioclipRights.htm>

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

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

**Description:** Street-smart marketing advice from marketing pros and business people who clawed their way to the top. Warning, not for the wishy-washy person who is looking for ways to make a few hundred dollars extra a week. This is an institute of learning and a shrine for serious marketing and business students only to learn how to dominate their marketplace using direct marketing and result getting advertising. It’s a site accessible to any business who wants to train their salesmen, wife, employees or customers how to get more from their business. Web and marketing rights to this huge collection (117 hours of audio content, mp3 downloads, and transcripts) is available for the asking. This includes the rights to give away for free over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing advice in the world. Details go to <http://www.hardtofindseminars.com/AudioclipRights.htm>

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

**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>)

**Title:** Hard to Find Ads

**Description:** <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world's largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It's not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What's here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-style ad can out pull an image-type ad 5-1, just because it's editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I've deemed it editorial-type advertising because it's so powerful. It's an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It's the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It's another great free resource from Michael Senoff.

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

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

**Description:** Claude Hopkins Rare Ad Collection See & study 57 actual print ads. Claude Hopkins is known as the greatest copywriter of all times. He had a career back from the early 1900s all the way to the 1950s. There are several books out on the market by Hopkins. One is called “My Life in Advertising” and the other is called “Scientific Advertising.” These are two of the greatest books on the subject of advertising and marketing ever written. I would recommend them to anyone who wants to get a great fundamental education on marketing and copywriting. Claude Hopkin's books talk about all his life experiences that he went through and his most successful advertising campaigns. Up until now his ads have never been found. I went out and researched with the help of a research historian and located 60 of his lost original print ads from the early 1900s. These are the same ads he talks about in his two books. These ads were extremely hard to find. It's the world's largest collection of Claude Hopkins' print actual ads. I decided to share this collection with the world, so we built an entire course around this rare Claude Hopkins Ad collection. These ads are for serious copywriting students only. <http://www.ClaudeHopkinsAdvertising.com>

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