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**Michael Senoff Interviews Robert Stover**

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A handwritten signature in blue ink that reads "Michael Senoff." The signature is written in a cursive, flowing style.

Michael Senoff

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## How To Sell More Consulting Services At Full Price In A Shorter Period of Time Than You Have Ever Done Before. How To Get In The Mind Of A Yellow Page Ad Buyer

*Hi, this is Michael Senoff. Here’s a recording from Barry Maur. Barry Maur wrote the definitive guide on Yellow Page Advertising. He’s got a book called, “Getting the Most From Your Yellow Page Advertising: Maximum Profits at Minimal Cost.” These ideas that he’s about to share with the HMA consultants will give you a good mindset of what the attitude is about the public that you will possibly be calling on for your consulting services about yellow page advertising. Enjoy.*

*Music*

Barry: I decided to write a book on Yellow Page advertising, and became the world’s foremost authority on Yellow Page advertising.

Michael: It seems like your consulting probably came as a natural follow-up with the Yellow Pages. What is the mindset of someone spending money on Yellow Pages?

Barry: Well, the mindset is they basically don’t know what they’re doing. Like a lot of small business people, they don’t have a marketing background. They don’t have a sales background. Somebody walks in off the street and says, “I’m going to bring in lots and lots of customers if you buy a big old ad in the Yellow Pages.” And, very often it’s going to be the case the problem is the person selling them the ad is going to spend 50 minutes selling them the biggest ad possible, and ten minutes designing an ad to put in that space.

Michael: Where you on that end selling the ads?

Barry: When I moved from my advertising specialty business into the Yellow Pages, I started off as a sales rep, but as a sales rep you can make extremely good money. In fact, as a sale rep, I was probably the highest compensated Yellow Pages rep in the world at one point and I was making as much money as I was when I had my own business.

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Michael: Well, let me ask you, what made you successful in that. You’re selling to businesses. They don’t know what they’re doing. What were the real appeals, the real keys that got them to spend the money on the Yellow Pages?

Barry: The key to this as to any sale is probably establishing trust right away, and the easiest way to establish trust is to be honest, and that’s something that a lot of sales people and a lot of marketing people seem to have trouble grasping. They think, “Well if I’ve got to have the perfect product, I position myself as a perfect marketing consultant.” You don’t have to do that at all. You have to establish trust, and then pitch what you do have.

Michael: So, when you were selling Yellow Page ads back then, did you really know what a good Yellow Page ad was, or did that come later?

Barry: No, I found out what a good Yellow Page ad was. As I was going in there, and I believe in the product, because I sold against Yellow Pages for a number of years, and I trained salespeople to sell against Yellow Pages.

Michael: What do you mean? Like a competitor?

Barry: If you’re selling advertising specialties, you walk in and the first thing the retailer will tell you or the plumber will tell you is, “I spent all my money on Yellow Page ads. I don’t have any money for your cups or your T-shirts or your magazine, or whatever it is you’re selling.” So, you wish, you aspire to be in the Yellow Page business, if you’re selling against them, at least at that time, you did.

Michael: So, that was a barrier to selling your specialty advertising?

Barry: Absolutely, it was a strong barrier. It was an objection we could overcome, but still it was almost like if you were selling tires and you’re selling Yugos, you’d rather sell Mercedes.

Michael: Let me ask you this. My consultants are going out selling marketing consulting services. Many of them will do cold calls with Yellow Page advertisers, and they want to go in and show the Yellow Page advertiser they’ll identify an ineffective Yellow Page ad and approach them and say, “Look, let me show how to build your business and get more response without spending more money on Yellow Pages or by uncovering some hidden assets maybe within the ad to do better.” They’re going to get that resistance that you got when you were selling specialty advertising. They may say they’re spending all their money on Yellow Pages.

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Barry: That is exactly right, and that’s great, and we appreciate you spending all that money. Let me show you how to make those ads more effective. I can show you a few other things which without spending any more money than what you’re spending right now is going to bring you in a great return.

Michael: Were you doing cold prospecting walking in cold? Or making appointments on the phone?

Barry: Usually we would walk in cold.

Michael: All right, so when you said, would they take a little bit of time and you could show them and identify how they can improve their Yellow Page advertising.

Barry: What you have to do when you go in is you have to have as in sales, an interest creating remark, an opening remark, something that’s going to get their attention. When I was selling advertising specialties, I was working off the street, and they would’ve seen three, four, five advertising salesman, maybe in that week, many times in the same day. So, the first thing they’d say if they thought you were a salesman was, “Get out of here.” All I say would be something like, “Okay, I have 40,000 potential prospects here. Let me show you how you can reach them.” Then, that would get their attention.

Michael: Then, what would you say?

Barry: Then, I would start asking them, but first let me find out a little bit about your business and make sure yours is fit for what we’re doing here. Then, I’d ask them up front. I’d ask them questions. I’d do a fact-finding. People love to talk about their business. Get them talking about their business, and right away you’re establishing trust. When you ask the right questions, you show them you know what you’re talking about. You’re also finding out the ammunition you’re going to need to present your product.

Michael: Which brings me to a point, a lot of people believe, “How can I sell this? I don’t have any experience. I don’t have the credibility.” And, what you said is when you start asking the right questions, you start establishing trust, and you start building credibility instantly. Would you agree?

Barry: There’s nothing that builds credibility like asking the right questions. Now, first of all you have to get their at least implied consent to ask those questions which mean you have to create a little bit of interest. Once you’ve done that, you start asking the right questions, and right away you know what you’re talking about. The reason I became, later became the

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top Yellow Page salesman in the world, for whatever that’s worth, is simply because I was going there and I wouldn’t tell them what they needed in their copy. I would just say, “Let me find out a little bit about your business.” Then, I would ask them a number of questions which I planned before I went in there about things that were missing from there – all the things that, if they were plumbers, that other plumbers did, or whatever type of business they had. I had a whole list of potential copy points that they could put in their ads, and things that they could put in their ads. When I would ask them about them, they’d realize that nobody had ever asked them about these types of things before, and they were missing from their business, missing from their ads.

Michael: So, you prepared before you went in?

Barry: Absolutely.

Michael: You know which ad they were running. Would you go for the larger ads?

Barry: Yes, but I would have a rationale for that. I wouldn’t just say, “Well, you need a bigger ad because I want to sell you a bigger ad.” I might go in there and say, “Well, I’m working on commission here. The more you spend, the more I make, but let me show you why you need to be spending your money.” The first question I would ask as a marketing consultant and as a Yellow Page rep is the same question, “Why should somebody do business with you as opposed to the competition?”

Now, the interesting thing is when you ask that question as a marketing consultant, with many small business men what do you get, you get a blank stare. So, then you persist, and you ask it again and you phrase it a little bit differently, and eventually they come up with three to five things.

Now, one of the things that I found was those three to five things are almost never in their Yellow Page ads. Sometimes none of them are in their Yellow Page ad. Just the act of doing that, showed this retailer, this plumber, this auto dealer, that he was going to get a better ad by listening to me than he’d ever had before.

So, then when I told him they need a bigger ad if that was the case, I’d have massive credibility.

Michael: Yellow Pages, how often are they printed? When you went into a potential prospect, did you know it was going to be time for them to renew, or would the sales cycle sometimes be six months, seven months, eight months until the new Yellow Pages came out?

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Barry: Right, it might be six months. It would never be less than four in those days because it took that long to get the directories printed and out on the street, but it would be renewal time. Renewal time might be six, seven, eight months before the directories came out.

Michael: If my consultants can go out there and generate interest through Yellow Page advertising and educate Yellow Page advertisers some of the big ten commandments of Yellow Page advertising, could we talk about a couple of them? The first commandment, “Thou shall not whip it up.”

Barry: Yeah, and that’s really a key point. It’s the point I made a little bit earlier. What happens here is the Yellow Page reps very often have no background in advertising. I have at least have a number of years running my own advertising company. I have a lot of experience in marketing and education in marketing and advertising. So, I had a background. Most of these people have nothing more than a sales background. Even if they do have some background in design and advertising, they spend 50 minutes of their one hour appointment or hour and a half appointment trying to sell that advertiser on a bigger ad, and ten minutes designing ads. This is absolutely, as your marketing consultants now, absolutely not the way to do marketing because people need to know that they need to spend time with these things. They need to find their own niche. They need to find their own hook. They need to find why should somebody do business with them as opposed to the competition.

Michael: The second commandment, “Honor thy headlines.”

Barry: Most Yellow Page ads what’s the headline, the name of the business. Headlines for Yellow Page ad has to be the piece of copy most likely to draw more of the people that are looking in that heading than anything else the advertiser could’ve said. The headline is not likely to do that. Joe the Chiropractor is not going to bring that potential patient for anything else he should’ve said in that particular space.

So, basically they need to come up with a good headline, a good niche, a good hook.

Michael: Give me an example of a client just in the past – have you seen some dramatic increases in pull with the change of a headline in Yellow Page advertising.

Barry: Oh, absolutely. The different between Riverside Family Dentistry, and “We create smiles” is going to give you a massive difference, and that’s not the best headline in the world, but made a massive difference in the kind of pull because what other people we’re looking in that heading were

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not looking probably for Riverside Family Dentistry unless they’re just looking for any dentist that’s close, and most of us don’t pick a dentist that way. They may be looking for improvement in their smile.

Michael: How about the illustration? “Honor thy illustration”. In some of the direct marketing studies you hear, “Don’t waste your space on illustrations.” Have you seen illustrations outpull copy?

Barry: From the marketing standpoint, not even the Yellow Page standpoint, let me take on that direct marketing myth to not waste your money and your time and your space on illustration. That’s fine. If I’m sending out 400,000 direct marketing pieces, and I’m selling grandfather clocks for \$1995, one percent of those people is what I’m going to reach, maybe two percent if I’m really, really aggressive. If I’ve got a great headline, “Like Grandfather Clocks \$1995.” Before somebody sends me \$1995, they’re going to read all that copy. So, I need to give them all that information. So, I may pack that ad with information.

But, in a Yellow Page ad, you’re not going to be able to come up with a piece of copy that says, “Grandfather Clocks \$1995.” You’re not going to be able to come up with a headline that’s that strong, probably. You’re probably not going to be able to come up with a headline that’s strong enough to get them to wade through the entire blog of copy you’ve created down there when you cram those ads with copy. There’s too many other ads selling the same thing on the page, too many other ads that are easier to read.

So, with a Yellow Page ad, and with most other advertising, really when you get away from direct marketing, you need to create an ad that’s more visible, that’s more easy to read, that’s more inviting, and you need to get the best headline you can to pull them in there. The single easiest way to improve a Yellow Page ad is with a great illustration.

Michael: So, illustrations are proven winners?

Barry: The right illustration. Again, if a picture’s worth a thousand words, get it in there. If it’s not, find a picture that is.

Michael: How about the face of the owner you see so common in yellow pages?

Barry: That can be. Little old ladies particularly would like to see the face of the person they’re dealing with. The people that are calling up the phone calls, they need somebody they can trust. Very often, that can be important. The problem is if everybody’s doing it, you still need to be able to differentiate yourself from everybody else, and running the virtually

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same picture that everyone else is doing is not necessarily going to do that. What we do sometimes is we put the face in there smaller and use some other illustrations.

Michael: Let me skip to number six, “Thou shall not forget placement.” Is a bigger ad better?

Barry: Let’s face it, there’s a reason people spend more money for the bigger ads. When I was a marketing consultant, I would’ve made a fortune if I could’ve told the people that the smaller ads worked better. The bigger ads tend to work better, that’s why people who track their advertising tend to buy bigger ads whether it’s in newspapers, whether it’s in magazines, whether it’s in the Yellow Pages, but the biggest ad, let’s face it, is not always the best ad on the page either. What you put into that space is important.

Michael: How about color? Black and white or color, what do I go with?

Barry: Well, in the Yellow Pages they have something called placement. The ads closest to the front of the heading tend to get the best results, and the biggest ads of the ads closest to the front of the heading. Size and position within the heading are going to be more important than the color. If the money you’re spending on color is going to get you a significantly bigger ad with significantly better placement, I would go with the size and placement over the color.

Michael: Skipping ahead, ninth commandment, “Thou shall not squander Yellow Page dollars in the white pages.” What do you mean by that?

Barry: The directory companies also sell white page advertising. They sell lots of ads in the white pages – all different types and all different sizes now. I have yet to find a reason to buy one. If somebody’s looking through the white pages they can find you as long as they know the alphabet.

*This is the end of this short training call with Barry Maur on Yellow Page Advertising. This is exclusive training for HMA consultants. If you’re like to talk to Barry or get in touch with him, please email [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com). I hope this has been helpful. This is the kind of training you’ll get ongoing in the HMA training section of our site. You can print the transcripts out and read and use some of the ideas Robert’s talked about it. If you’d like more information please email me at [Michael@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com), or call 858-274-7851.*

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

**Who Is Michael Senoff?** Michael is a husband and father of two young boys in

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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@hardtfindseminars.com](mailto:Michael@hardtfindseminars.com) or at (858) 274-7851 For Michael's full biography and story go [here](#)

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

**Title:** Hard to Find Ads

**Description:** <http://www.hardtfindads.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.hardtfindads.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

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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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