

Y2 Marketing Review

Volume 1



Interview By Michael Senoff

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Hi, this is Michael Senoff with HardtoFindSeminars.com. If you’re considering signing up as a Y2 consultant, you may want to listen to this recording. I got a call the other day from a gentleman and I asked if I could interview him about his experience with Y2. Now, I’m not saying it’s good nor bad, but it’s an accurate and detailed account of his experience of going to, paying for and actually working the Y2 business. I think you’re going to find this very helpful. Enjoy!

Music

Pat: Hi Mike. I’m a Y2 marketing consultant. Actually oddly enough I ditched just about everything I learned from them about two years ago, and actually I’ve become a very successful marketing consultant on my own. I keep on coming across your website. I keep on coming across your materials. It seems like you’ve done some interesting things so, I figured it would be worthwhile to rap with you a little bit and just kind of understand what you’re up to, and who knows? It’s always nice, I think, to talk to someone who’s in the industry and to share some ideas and get an idea of what’s going.

Michael: Pat, first of all, how did you get into all this consulting? Where did it all start?

Pat: Generally, when someone asks me about some sort of a problem or if I solve problems, just by my nature, I like to help people. That I think is a critical aspect of being a good consultant. I love to help people. So, what I would do is just starting talking to them about, ‘Hey, have you tried this? Have you considered this?’ And, automatically because I’m talking about them, I established myself as an expert and I win their trust. That’s how I’ve sold everything, and that’s still how I sell things. You’ve got to have that strategy. You really need to think about who you’re dealing with first, and you need to really focus on giving instead of getting.

Michael: You had consulting experience. When were you starting to be exposed to all the marketing and advertising, and how did that affect your consulting business?

Pat: I just been recently exposed to Jay Abraham. I just started listening to his stuff about three months ago. Through my first company, I hired a guy who was in marketing through at a similar company that wasn’t a competitor. I actually went through several. I hired VPs in marketing. I went through three of them actually. So, that’s when I had to get over myself. I got frustrated and this was about, my company is three years old. So, at the point I was 22.

About 2002, I found Y2 marketing, and I knew I really wanted to take the business consulting a step further and really work with businesses to create more value and more highly impactable ways than just developing software and computer systems.

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Michael: So, were you actively looking or did – how did you find Y2 Marketing? How did that happen?

Pat: Well, I just got faxes. I just think when you’re looking for something, if you have a question and it’s strong enough that you find the answer, I realized that search engine optimization was a little limiting because that covers a niche within marketing. I was just thinking I’d love to be marketing consulting. I’d love to go into the business and create your sales and get a percentage of what my increase of that. I loved working with people. I loved the psychology, and I believe in the power of thought and intention.

So, that kind of just sparked my reticular activator to kind of look out for these things. I saw their fax several times.

Michael: What did it say?

Pat: It said, “Make the jump to \$350,000 per year to \$700,000 per year within the next 18 months.” Then it explained, it was a very well-written fax. It didn’t – it qualified itself as a legitimate business opportunity by saying, “We’re not going to mislead you. It’s hard. Not everyone can do this. We’re only looking for a certain kind of people. We’re looking for people who have at least three years of sales training, at least three years of business training, preferably entrepreneur. People above, who’ve been making over \$120,000 a year for the last three years.” And, they qualified – they gave you a sense anyway that they’re qualifying people, and that way it can kind of create this aura of scarcity, something that people want to get into it.

I think it was a very well-written ad. I’m actually thinking about using it a template for some of the things I’m doing with the clients it’s so good. They effectively sold over 1,500 consultants using that blast fax, at \$35,000 a piece.

Michael: It was \$35,000?

Pat: That’s correct.

Michael: Wow. Okay, so you got this fax and what were you directed to do? How many times did you get it before you called?

Pat: Three times.

Michael: And, then you called a phone number?

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Pat: I called a phone number, and they sent a CD, a preview CD that was a two CD set I believe, and it was very well packaged CD. It had all this great copy on it, and then it directed you to go to a seminar, and I went to the seminar.

Michael: Did you pay for the CD?

Pat: No, it was free.

Michael: When you called, was it just a voice mail, or did you talk to someone?

Pat: It was actually, I talked to someone.

Michael: Did they qualify you further?

Pat: No, actually they just directed me to the seminar, and at the end of the seminar they qualify you and they take you into a room.

Michael: I mean before they send you the CD. When you call them, what was that call for?

Pat: First of all, they needed information where to send the CD, but actually to book you into the seminar.

Michael: Okay, did you know you were going to be booked into the seminar, or you were just calling to get-?

Pat: And also they give you a password to a website detailing the opportunity explaining the system.

Michael: Okay, so you got three things. They took your address. They sent you a CD. They gave you a password and a URL to be directed towards more information, and then they booked you into a seminar that was going to be in a local area.

Pat: That’s right.

Michael: So, the CD was on the way to you. Did you immediately go online to the site?

Pat: Yes.

Michael: Then, how far away was the seminar from the time you talked to them?

Pat: I think it might have been a week, week and a half.

Michael: Okay, so you read through the website, and then you went to the seminar.

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Pat: That’s correct.

Michael: Okay, and were there a lot of people there?

Pat: Actually, there really wasn’t. There was seven people, and it was a smaller room. It was done in the evening. I believe it was a Thursday evening, and it was done I believe, I think it was like at seven o’clock. It was like from seven to ten, and then after the initial seminar, you booked an appointment with a recruiting agent for the following morning, and then pretty much they tried to sell you right then and there.

Michael: So, what was the seminar? Was it someone in up there talking, going through?

Pat: Yeah, it was PowerPoint slides, and they pretty much did a funneling down approach, where they explained all these problems with the typical job nowadays, and how difficult it is to really make a lot of money. You could be in the top one percent and still be broke. You could make \$351,000 a year and still be broke, what kind of opportunities are most lucrative, what kind of avenues do you have available to you, and eventually everything just funnels down to eventually their opportunity.

Michael: So, it’s pretty compelling presentation.

Pat: Yes.

Michael: All through PowerPoint, all structured, scripted and organized?

Pat: That’s correct.

Michael: Were you all at tables or in chairs?

Pat: We were at tables.

Michael: All right, so you can take notes and stuff?

Pat: That’s correct.

Michael: Was Curtis the guy doing it? Was he doing it?

Pat: I believe it was Curtis.

Michael: So, he was taking you through the PowerPoint. So, at the end of that you could, if you choose to, book an appointment with a recruiting agent, or if you weren’t interested, you just walk away or what?

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Pat: That’s right.

Michael: So, you choose to book something.

Pat: Right, and in return you get a second password for the website where you get even more information. I think there might have been given you even more bonuses as well, some sort of packet of information, an information packet that had an air of exclusivity to it.

Michael: And, that was if you recruited for an appointment for the next morning.

Pat: That’s correct.

Michael: Okay, so you did that. You probably went home online, checked it out, and then you came back for your appointment. Then, it was pretty much they were trying to sell you actually.

Pat: Yes. It was a hard sell. It was a take away kind of sell, and Curtis would say things like, “You know, what you really should be asking me is what you can do make sure that you’re successful in this business.” So, he doesn’t try to qualify me instead of me qualifying him. I saw through it, and I just leveled with him but he was pretty persistent. He’s a good salesman.

Michael: So, you wanted to do it, and you did it?

Pat: Yes, that’s correct.

Michael: Did you do it right there?

Pat: I pretty much told him that I would take these documents home. I would get back to him the following day, because they were trying to get me to sign right then and there, and I just have a personal policy to never do that. I know how good salesmen can be, and it’s really easy to get sold on something that you really don’t need or want, buyer’s remorse. I always sleep on it at least one day.

He said he made a special exception. He gave me his cell phone number for that, but I’m sure he was happy with just the commission.

Michael: Okay, did you pay all at once, \$35,000?

Pat: It was \$3,500 down, and then before you could actually come to the seminar, you had to pay the balance, and you had to up until about noon the second day to back out.

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Michael: The actual seminar, how far off was the scheduled?

Pat: About a month and a half. They had them going like a few months. I had to find something that would work with my schedule.

Michael: From the time you put your \$3,500 down, what were you doing? What did they instruct you to do?

Pat: They sent a whole box filled with classic marketing and advertising books about persuasion and influence, and pretty much a list of things to do to prepare to set up your office with a bunch of instructions and guides how to get you pre-started in your business. They gave you something called the agent resource that pretty much had all their systems in Word and PowerPoint and Excel and PDF documents that you could starting look at that.

So, it was just really – you were supposed to familiarize yourself with all these materials before you went to training.

Michael: All right, did you do that?

Pat: Yes.

Michael: So, some pretty helpful stuff.

Pat: It was, and I had a hard time seeing where they really made that jump from the materials they gave me which they claimed was their background materials. That was their grounding materials.

Michael: They claim that that first box was their grounding material.

Pat: That’s right.

Michael: But, it was just books that you could get at Amazon or the book store, some of them.

Pat: That’s correct. What was really powerful was the other systems, like they have this thing called the ASA package which was pretty much a system to walk someone through creating great marketing.

Michael: Creating great marketing?

Pat: That’s correct.

Michael: What’s ASA stand for?

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Pat: Articulated Sales Argument.

Michael: Okay, all right. So, it’s a system for creating great marketing for a client.

Pat: That’s right.

Michael: Great advertising.

Pat: That’s correct. Actually, any kind of written or spoken communication with a prospect or customer.

Michael: Okay, so, you went through the books. You were kind of grounded, and you got familiar. You went to the seminar. Was the seminar local where you were?

Pat: The actual training seminar was a five day seminar down in Dallas, Texas.

Michael: Okay, so that was down in Dallas.

Pat: Yes.

Michael: So, you flew out there, and you went through the seminar and the training. How did that go? How was that? Were you impressed?

Pat: Well, the first day I was. There’s a guy by the name of Ed Earl who was a co-founder of it. He was a big, pretty charismatic – he obviously had a very big ego, but it was kind of endearing. It was funny. The first day, everyone’s all dressed up. The room was packed. They would pack these things with a hundred people. It was unbelievable. He walked in with a track suit and like a – it was track suit pants and like a golf shirt tucked into his track suit pants with a big honking Rolex on. So, before you came, there’s another part I left out, you were supposed to listen to these conference calls. So, this big aura had been going up around Ed Earl, and so everyone was kind of like, “Whoa.”

In person, he says something like, “I see you guys are all dressed up. We don’t really care about that, and we like the fact that you guys are all dressed up, and we’re going to wear what we want.” That’s pretty much how he broke the ice.

Michael: Was that disappointing?

Pat: No, I think it just showed how brash he was, and maybe just “I’m above all that.” It created an aura of that.

Michael: And, what was the first day basically? What did you learn there?

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Pat: The first day was learning about the problems with traditional marketing and advertising, and going indepth about writing headlines, and also developing and understanding your target market’s emotional hot buttons, their values. So, the first day was more of an overview of everything else we were going to cover more indepth.

Michael: Did he talk about his experience, where he learned a lot of his stuff from?

Pat: No.

Michael: He didn’t mention that he was a Jay Abraham protégé?

Pat: No, he didn’t. In fact, he bashed Jay Abraham.

Michael: He did?

Pat: Yes.

Michael: Why? What did he say?

Pat: I don’t really quite remember, but I think he was saying that his is just a lot of talk and he couldn’t really deliver when it came down to it. It was kind of ridiculous. He pretty much referenced all these classic marketing and advertising folks. He didn’t give credit to anyone except people that were dead.

Michael: Okay. You were going over fundamental stuff, probably a lot of the stuff in the books, headlines, the problems of advertising. Then, the second day you had until twelve o’clock to get your money back, but everyone there they were pretty confident they’re going to stay the five days?

Pat: Yeah, he kept on building a case. In the first day, he built quite a strong base of how much money you can make, and it’s funny, after noon after the cut-off date then they switch over to a different presenter. Apparently, Ed Earl’s too busy to be running a seminar that would be making a million dollars for him. They put Ed Earl’s best friend from like high school who supposedly had a marketing company that he sold. This guy was an idiot.

Michael: Do you know his name?

Pat: John something. I forgot his name, but he’s an idiot. I mean, he pretty much read the slides verbatim, and during the break when I asked him a question, he just didn’t seem to understand basic questions. He really didn’t have answers.

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Michael: And, this is towards the end of the first day, Friday.

Pat: No, it’s the end of the second ay.

Michael: Oh, end of the second day.

Pat: We started on Monday. The training was five days. It started on Monday and ended on Friday.

Michael: So, the end of the second day, it was too late for anyone to get their money back, and they brought on another presenter, and he wasn’t too swift in your opinion.

Pat: That’s right, and then on Wednesday, he showed up 45 minutes late. Everyone was pretty much waiting for this guy, and he was tired. He only got like a few hours sleep the previous night, like an hour and a half or something. And, he was just out of it the whole day. He was the only one who presented. I think Ed Earl showed up for all of an hour, 45 minutes during that day.

Michael: And, these people paid \$35,000, and he’s telling you that he’s tired. Were people getting pissed?

Pat: I think so, yeah. It was pretty ridiculous.

Michael: All right. So, the fourth day and then the fifth day, same guy presenting?

Pat: No, the fourth day, Ed Earl took over about half way through, and then the fifth day, the CEO of Y2 Marketing, the other co-founder – Ed Earl was the president, was he left the company – Rich Harshall started talking about pretty much characteristics of a successful person, having a successful mindset, developing discipline in your practice. He showed up with a black eye from playing basketball the previous day.

Michael: You’ve got to pay a certain percentage of your sales to them in the agreement, right?

Pat: Yes, ten percent.

Michael: So, ten percent of your gross of whatever you sell they get, right?

Pat: That’s correct.

Michael: How are you with that? How are most people with that arrangement?

Pat: I think that people don’t really think much of it.

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Michael: No big deal?

Pat: In return, they offer support.

Michael: Was the support good? Was it what they said?

Pat: My experience it was pretty decent. However, I found that the support people kind of had a one-track mind. The monopolize your market system which is the whole system this whole program is based on, that’s all they can think of, monopolize your marketplace. They believe that to be all. There’s a pervasive attitude that they found the secret to all marketing problems, and this system is pretty much a gift. They’re all, frankly they’re all Mormons, and they believe that this system was given to them as a gift from God, and they’re responsibility is to see that it is spread throughout the world. I’m not kidding. That’s really what they think.

Michael: Wow, all the people working for the company?

Pat: Yeah, and especially the CEO, Rich Harshall. He’s a great guy, and I think he’s a very smart guy, and I think there’s a lot of merit to the MYM system. However, I think he has kind of tunnel vision.

Michael: Okay.

Pat: Yeah, I think he’s a little diluted.

Michael: Okay, so you get home. You’ve gone through the training. You’ve already got the consulting experience. How did you use what you learned? Were you able to use it effectively? What’s the first thing you do when you got home?

Pat: Well, the first thing I did was set up a seminar to get – we were members of the Chamber, and I joined under Y2 Marketing as well on the second membership. Coincidentally, my other company which was an IT development company already had a seminar. But, at the Y2 Marketing seminar, I had about 75 people show up.

Michael: How did you promote the event?

Pat: I just used the lead generator that they use for fax blasting and driving people into seminars, and I just had the Chamber email that out to.

Michael: So, they sent an email out to all of the members. How many members in the chamber where there?

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Pat: A thousand.

Michael: So, you have a thousand members, and you have 75. You use the standard fax document to get people to the seminar, and then you’ve got 75 people show up.

Pat: No faxes, just email.

Michael: Oh, email, just email and you get 75 people to show up. What day was it on?

Pat: I think it was a Thursday morning.

Michael: Okay, wow, that’s exciting. All right, what kind of seminar were you going to do? Was it PowerPoint? It was already structured for you, right?

Pat: Power.

Michael: Right, PowerPoint.

Pat: It was right out of the box. It was something they gave us in training.

Michael: Did you have to bring a projector?

Pat: They had a projector at the Chamber.

Michael: Had you practiced it before you did it?

Pat: Yes.

Michael: All right. So, you felt comfortable. Before you go on, what’s the ultimate goal? Do the PowerPoint, and what?

Pat: The ultimate goal is to try to get them into some sort of service that we offer, and the offerings at the time were consulting –which is one on one private consulting, group training – which was called the mastermind system, or fulfillment. Now, I never really wanted to sell people fulfillment services.

Michael: Right, describe that. What is fulfillment services?

Pat: You have an ad to place. Well, we can help you with that.

Michael: Okay, design and develop it.

Pat: Right.

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Michael: What other fulfillment services?

Pat: Radio ads, selling radio ads, graphic design, printing – anything that has to do with marketing.

Michael: Y2 was set up to do all that.

Pat: That’s right.

Michael: Okay.

Pat: But I was never, ever interested in selling that stuff. We hadn’t sold anything like that to date.

Michael: Okay, so then you’re left with two options with this group – group training or the mastermind thing, or individual one on one consulting.

Pat: Correct.

Michael: So, go ahead, how long was the PowerPoint presentation?

Pat: The PowerPoint presentation is structured like this. The first thing we do is talk about what the MYM system is and what it does, about how it increases your business two, three, four times without them spending more money than they already are. Then, it goes into in the old days of selling how you could easily get appointments and know you can’t, and the bridge is good marketing. Then, we describe why current marketing and advertising is done in the way that it’s done, and why does it work for a typical small to mid-size business. Then, we reveal something that’s called the marketing equation which is kind of slight alteration of the AIDA formula, and then we show some examples of that. We show some success stories Y2 Marketing had. At the end, we say, “Do you want to monopolize your marketplace? Well, here’s two paths to monopolization.”

From that seminar, we got five people to sign up for the mastermind group which was \$3,500 a piece.

Michael: And, did they pay right then or just eventually?

Pat: Within a week.

Michael: Okay, \$3,500 a piece, what did they get with that mastermind group.

Pat: My group was basically twice a month a course that lasted two hours every class for six months whereby we would actually lead them through the whole

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monopolize your marketplace system. We eventually put twelve people into that from all different companies.

Michael: From that one seminar at the chamber?

Pat: Well, we also went through our warm list and started marketing to our warm list.

Michael: So, you had twelve at \$3,500, and that was a twelve month program?

Pat: Six month program, four hours a month.

Michael: Four hours a month, okay, great. That’s exciting. That’s some good money right there, huh?

Pat: Yeah, it’s not bad. If you break it down into an hourly basis, I was making well over a thousand dollars an hour.

Michael: And, the present to the training was all out of the box.

Pat: I create it all myself.

Michael: Did they have out of the box training for those group trainings?

Pat: Not, yet. I actually knew it was coming and they told me it wasn’t ready yet, but I sold it anyway. I just had confidence that I understood the system well enough that I could create my own training system out of it.

Michael: How did that go? Did you enjoy doing those group trainings?

Pat: Yeah, it was frustrating. What was very difficult was the people had problems implementing. They got a lot of it and we converted quite a number of them to one-on-one private consulting clients because they realized how much work it is, but it was a little frustrating because people were just not getting it.

And, so many of them because their ego is so invested in what they were already doing that there’s a saying that a lot of people rather be right than rich. That’s a typical small business owner. That’s why they stay small. They’re concerned about feeling justified in their actions. They never step outside to see what they can do differently. They felt that just by participating in the course then they were doing the right thing, and it didn’t require any kind of real work and change on their part.

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Michael: So, what you’re saying from your experience there, people, they want better marketing, but they don’t want to do better marketing themselves. Would you say these people would rather pay somebody to do the marketing for them?

Pat: Absolutely, they don’t want any kind of responsibility whatsoever. They would just love to hand someone a check and then for you to hand them back higher sales.

Michael: Alright, let me ask you this before we move on, that chamber meeting, how many did you sign up for one-on-one consulting, and tell me the differentiation between the people why some choose group and why some choose individual from your experience.

Pat: Well, we only signed one one-on-one deal, but it was a pretty big deal.

Michael: Was it a standard thing or you could charge different amounts?

Pat: It was \$9,000 a month for eight months, plus five percent of their sales increases. This was a mid-size printing company that did about seven million dollars a year. They’re still a very good client of our. It’s now we’re just participating only that’s why it was shocking. The other Y2 Marketing consulting guy you interviewed where he was felt like he was ripped off.

Michael: Yeah, he probably just never did anything.

Pat: He’s never done consulting, and there’s just a whole mindset, and I’ve been a consultant my whole career. It’s a short career. I know. I’m young, but I’m just very comfortable doing consulting. A lot of people who were sold on the system were in the 40s, some were in the 50s, even in their 60s, and they’ve spent their whole career doing something completely different than consulting. They’ve never worked for themselves. I always worked for myself. They’re not very entrepreneurial. A lot of them were engineers who didn’t really have very good people skills.

So, it’s just that I think they were a little to promiscuous in offering the training and consulting program to certain people. I just don’t think that certain people were set up for it.

Michael: This is a great story. So, that was the start of your formal Y2 consulting career. So, did you do any more promotions for anymore presentations or did you just work with those that you generated from the first Chamber meeting? Were you continuing to do marketing or were you working with the clients in the group mastermind presentation for a while?

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Pat: Well, we got busy pretty quick, but we did a second seminar in a hotel where we did do the fax blast and got about 100 businesses in there.

Michael: So, you did a fax blast that they gave you the art and everything and you faxed it out to who?

Pat: We faxed it out to any business fax number we had access to.

Michael: How many did you send out?

Pat: I think I sent out about 3,000 faxes.

Michael: To your local area?

Pat: That’s right.

Michael: And, the fax was an offer for what? Free seminar? Or did they have to pay?

Pat: It was for a free seminar, and \$288.50 worth of bonuses just for showing up.

Michael: Okay, and when was it held, in the morning?

Pat: Yes, it was in the morning from eight to noon.

Michael: So, you got about 100 businesses show up. Did you use the standard PowerPoint like you did at the Chamber?

Pat: No, this was a four hour thing.

Michael: Oh, four hour. The PowerPoint was how long?

Pat: Well, the one at the Chamber was a one hour. The PowerPoint that we did when we put on a seminar completely by ourselves was four hours.

Michael: And, how much of it was PowerPoint? What was this? How did this differentiate from the initial one hour one?

Pat: Well, it was much more indepth. We actually had them go through parts of the system right there at the seminar, and we actually did some hot seats right there in front of the group.

Michael: How did you like doing the four hour presentation?

Pat: Well, it was difficult because at this point I started seeing the problems with MYM system.

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Michael: Tell me about that.

Pat: The MYM System, really the whole presentation’s about advertising, and really I think it’s because there’s several things. If they are going to create a system that is the ultimate system for marketing, I think it has to be just a portion of the marketing segment not the whole pie. The focus on advertising, and they really caused us to find set-ups. People were already advertising, people who we could easily go in and change their advertisements and then boom make them a lot of money.

Michael: So, you didn’t talk about three ways to grow a business. You talked about three ways to make your advertising better.

Pat: That’s right.

Michael: And, advertising is just a small part of the marketing umbrella.

Pat: That’s correct.

Michael: So, there was really nothing else other than improving results in advertising.

Pat: It was about their messaging too in terms of creating, we did show them how to create an elevator pitch, but really it wasn’t comprehensive. They didn’t talk about pillars, the power of optimizing kind of philosophy. It didn’t talk about optimizing what you’re already doing.

Michael: Where were these frustrations coming out, because people in there maybe weren’t doing advertising or what?

Pat: Well, yeah. Some people were like, “Oh, we don’t do Yellow Page advertising.” Or “We don’t do advertising.” Because the seminar says learn the newest, most effective marketing, advertising and sales techniques. That’s the headline, and so we talked about some more pure marketing and sales stuff, but it’s really around advertising.

Michael: So, that became apparent during that four hour presentation?

Pat: Yes.

Michael: So, for some people it just wasn’t relevant for them.

Pat: Right, and even though technically they could’ve taken that information and really used it say in a sales letter or just what they say to a client in a sales

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pitch, putting together a report, they didn’t see the application of that information.

Michael: Okay, so that was frustrating. Anything else?

Pat: I would say that when you get a client from that kind of scenario that people expect you to pretty much do what is done at that seminar – all the examples we show them at the seminar. However, that’s not the best way to enter into a consulting situation. What you want to do is first of all look at what they’re doing already and optimize that instead of putting it on different pillar that they have no experience in, and just confusing the issue further. So, their expectation as far as what should be done based on the seminar and actually even the MYM audio box. Their expectations are, I think, not correct.

I’ve literally gone into a business and I’ve tripled their sales in the first month, and they were like, “When are we really going to use this thing?” Because I didn’t manufacture papers properly because I hadn’t gone through what the “monopolize your marketplace system” was.

Michael: You were pitching people all at one time. You weren’t looking at them individually like you had a chance to sit down with them and really look at what they want and where they were at individually.

Pat: That’s right.

Michael: So, after that, you did the workshop for 100 people. What were the results of that? What came out of that?

Pat: That actually, believe it or not, created less business than the Chamber seminar. I believe we maybe got some mastermind people. We did get one client, but it was a smaller client. But, the quality just wasn’t as high but the volume was higher.

Hi this is Michael Senoff with www.HardtoFindSeminars.com . I hope this interview has been helpful to give you a somewhat realistic view of what it’s like as a Y2 Marketing consultant. If you have any questions, please feel free to contact me directly at 858-274-7851. Please make sure you listen to the other reviews from the other high-end consulting packages on this page. Or e-mail 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](#)

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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 magazine 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 examples 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>

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