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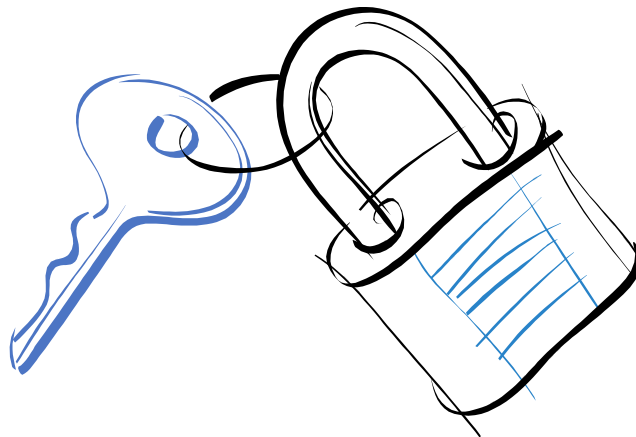
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# Hardtofindseminars.com

*Presents*

*An Accelerated Product Development Short Course*

## **How To Record And Publish Web Audio**



**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>)

## **If You’re Serious About Becoming Great At Marketing *FAST* — You Need to Know About Consulting Secrets...**

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resource is available to you — anytime you need it.  
I promise you, the impact it’ll have on  
you will be profound.

**Sign up below for your risk-free trial of  
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**Yes !** I want my hours of free streaming audio training, word-for-word transcripts, and my **3 GIANT FREE GIFTS**. I understand it's all free with my trial subscription.

From this day forward I will win in business by **NEVER** losing.

Consulting Secrets brings you everything you need to enjoy greater wealth, and better business understanding. Now you can quickly and easily consult with leading experts in the marketing consulting field.

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And you'll receive **3 GIANT FREE GIFTS**

For marketing purposes, ALL of the typical obligations or "hidden" catches you might expect have been removed from this FREE

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- **FREE GIFT #1: A FREE 6-MONTH (6 issues) gift subscription to *CONSULTING* -- America's #1 Audio Interview Magazine on Inside consulting Information! (with thousands of fanatically loyal listeners).**
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Grab everything now before this limited offer stops by registering online at Consulting Secrets.

This is truly a risk-free offer.



Michael Senoff

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## How To Record And Publish Web Audio

Many people have complimented me about the audio interviews and on my web site, <http://www.hardtofindseminars.com>. I’ve also had many people inquire as to how I record these audios and put them online.

In this short audio, I explain exactly how I create the audio files for my web site:

- The equipment that I use to record my interviews, where you can buy it, and its associated costs.
- The software that I use to edit my audio interviews, when necessary.
- Audio file formats that you need to become familiar with.
- How to put your audio files on your web site.
- An online service that you can use to have all of the “bells and whistles” that my web site has such as play, fast forward, and other buttons that will add that professional touch to all of your audio presentations.

It’s no secret to having great audios on your web site that play with the click of a button – and it’s not difficult either!

*This is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). Here’s a short recording on exactly how I currently record my audio recordings. I talk about the equipment I use, the advantages of the software I use. I give you all the websites to get everything and the stores to get the same stuff that I use, and I offer advice and some information on how and what I’m thinking about when I’m doing audio recordings and editing. I hope this is helpful. Enjoy!*

Michael: There’s a lot of expensive gadgets online. I just use a simple digital recorder. You can go to Radio Shack. A lot of these recorders have software that comes with them, and the one I use, it’s called a Sony ICD-ST25 Stereo. You can find it on eBay as well.

It’s just a little handheld digital recorder. It comes with some great software, and that’s going to record your calls, but you need a little gadget from Radio Shack and if you go online and go to [RadioShack.com](http://RadioShack.com), or go to a local one and tell them you want to record your calls, they have several different things

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that you hook into your phone line that basically bypasses the phone and there’s a plug that will plug right into your digital recorder.

When you make your calls, you just press the record button on your recorder and you’re recording both sides of the conversation digitally, and it’s really to use. It just takes a little bit of time to get it set up and make sure your wires are all connected properly, but it works fine.

You’re plugging right into the recorder, and the recorder is in between the line and your phone. It costs maybe \$125 to get set up.

If you want a lot better quality, there are better things out there. If you go online, just search the Internet Audio Guy. You’ll find him. His name is Mike Stewart. This guy was a sound engineer from Atlanta, Georgia, and he really understands the equipment out there. He’s in the Internet Marketing circles, but he’s got some good equipment as well.

Once you do a recording, you’ll save the recording from your digital IC recorder onto your hard drive as a .wav file, and then once I have the wav file, all do the necessary editing of the file. So, it’s just like a Word document. It’s not hard.

You’ll need a couple of other components which just take a little bit to get the hang of, but once you have the file on your computer, you’ve got it safe there. You want to get it off the digital recorder so you’ve got it backed up.

Then, there’s the editing software. You can do your editing with it. The thing I use is the only thing I ever learned how to do. It’s called Goldwave. If you go to [Goldwave.com](http://Goldwave.com), you can download a free version and it will let you play around with a real short file.

I’ll give you some advice. There’s two versions. They have a 5.something version, and then they have a 4.something version. The 4.something version is the one I still use because that’s what I learned how to do editing on, and I’ve tried their 5. version, and they’ve really changed a lot, and editing goes a lot slower when you’re doing a lot of editing.

So, I’m really used to this 4. version. I would recommend you use that and you can download that and play around with it.

So, you’ll open up the audio file. It looks like a bunch of squiggly lines. It’s no different than a Word document. You highlight what you want to get rid of, and you delete it. It’s really easy once you get the hang of it.

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Then, after you do your editing, I have a webmaster who does my green buttons because I have such a large amount of recordings, I host all the recordings on my server. But, I would recommend you use [InstantAudio.com](http://InstantAudio.com). It’s all integrated. It’s an online service, and actually a lot of my recordings I do use [InstantAudio.com](http://InstantAudio.com).

So, what happens – let’s say you take the recording off your digital recorder and you do your editing or let’s say it’s perfect as it is, and it’s in a wav file. With your Goldwave software, you’re going to want to convert that wav file into an mp3 file.

Now, the reason I say do the editing in a wav file is because when you’re doing your editing, it goes a lot faster because when you take little chunks out of the audio recording and then you save it, with an mp3 file it takes along time to save. If you do editing like I’m doing, you’re going to be saving a lot because you always want to back up your work in case the computer freezes up or whatever.

So, you want to do all your editing in wav. Then, once you’re finished editing, you’ll save it as an mp3 file. You’ll save as, just like you’d save any file. It will say, “Save As – Type” So what type of file do you want to save it as.

You save it as an mp3, and then it gives you a choice of what rate to save it as. You want to save it as 22,050 hertz, which stands for megahertz. You want to save it as a mono so it’s not so huge. If you save it as stereo, the file size is going to be twice as large and it’s going to take a long time. You don’t need it in stereo. This will be fine for the quality, and you want to save it as 24 kbps. I think it stands for kilobytes per second.

These numbers will work perfectly. Actually, they’re the only numbers that will work with Instant Audio. So, let’s say you save it under these criteria that I just explained.

Now, you subscribe for \$29 a month to [InstantAudio.com](http://InstantAudio.com). You log into your [InstantAudio.com](http://InstantAudio.com) site, and you upload and encode your file.

So, you upload it into this server and it gives you a whole control panel, and it automatically converts into what’s called Flash, and that’s what you see on my site, those green buttons. Flash allows your visitors to your site to click on the button and it starts playing instantly rather when you click on an mp3, they’ve got to sit there and wait for it to download before you hear the first word.

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So, it encodes and converts it. It gives you a choice of different players. You can get players that have fast forward and fast reverse, pause, stop. You can have players that are just one play button. And, it let’s you design all that, and you choose your button, and then it gives you some code and then, you’ll just paste the code to where you want the audio recording on your webpage, and you’re ready to go.

It is running off their server. So, if you have a bunch of these buttons on your webpage, the page load time is pretty slow. Their servers can definitely handle it. The only thing you want to watch out for is if you have too many of those recordings on one page, the load time of those buttons can be pretty slow. So, it’s just something to keep in mind, and you can play around with it. But, four or five or six or seven, even ten of them, if people know they’re going there for a recording, you can say, “Give it a couple of seconds for the page to load.” Just let them know that it’s going to take a minute to load. Just be aware of that.

*Did you know I do audio interviews? I bet you could tell by now that I do audio interviews with experts on marketing, advertising, direct mail, list management – you name it! My interviews can build the value of your information products. My interviews can enhance the sales of a website. My interviews can make you famous. If you want someone who has an intimate knowledge of the direct mail business and understands the questions to ask, understands how to dig out the scoop, understands how to produce, develop and create a compelling audio product, you want to talk to me. I promise you if you’ve got a product you’re selling, and you want to bring life and build value into it, please contact me.*

*That’s the end of this short recording on how I do audio recordings and interviews. I hope this has been helpful for you. If you have any questions, please don’t hesitate to call 858-274-7851. If this all sounds too complicated and you’d like to hire me out to do some of your audio editing or recording for you, please feel free to call.*

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

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A 100% Guaranteed  
\$7,000 Profit Windfall**

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## **In Your Business?”**

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

Hi, I'm Michael Senoff, leading marketing consultant and CEO of [hardtofindseminars.com](http://www.hardtofindseminars.com) – the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I'm genuinely excited about a fantastic offer I've created for you to help you claim a guaranteed minimum of least \$7,700 value for your business at a bargain price.

And if you read this entire letter I'm going to offer you another \$175 gift 100% free of charge and obligation but only if you act now...

**Let Me Tell You A Little About Why I'm  
Uniquely Qualified To Help You  
Find Enormous Profits In Your Business  
In The Shortest Time Possible  
And At Minimum Risk...**

I've invested nearly a decade studying marketing books, tapes, CDs, videos, transcripts and exclusive courses from the world's leading marketing and business experts...

Experts like Jay Abraham – the world's leading marketing consultant who charges \$5,000 an hour to consult by phone and has helped business clients just like you produce a combined total of well over \$7 BILLION dollars in increased revenue...

I've immersed myself in the greatest information from the greatest business minds on earth and I've personally interviewed many of these marketing, copywriting and business masters including...

**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://www.hardtofindseminars.com).

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

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

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

**Find A 100% Guaranteed Profit Windfall  
Of \$7,000 Or More In Your Business -  
In Just 60 Minutes Or Less!**

And as a special gift I'm going to give you \$700 worth of the best, most specific pre-owned marketing books, tapes, CDs, or DVDs to transform your unique business, help solve your unique business challenges and power your business profits.

But before I do that let me tell you a very old story...

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

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

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

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

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

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

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

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

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gave up his despair and his life forever by throwing himself into a great tidal wave in the bay of Barcelona.

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

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

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

And right there in the white sands of that stream between two high mountains on Ali Hafed's old farm was a wealth of diamonds never seen before or since.

**This Became The Legendary Diamond Mine Of Golconda -  
Arguably The Richest Diamond Mine In History!**

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

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

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

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

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

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

**Would You Like To  
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...

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- Discover a wealth of overlooked, highly valuable hidden assets in your business – your acres of diamonds.
- Reveal your businesses superior unique approach to market and service your clients and customers and create a powerful, unbeatable advantage over your competitors in the marketplace...
- Employ a simple, low cost method to create substantial new sales without finding a single new customer or client.
- Explore the endless possibilities of bartering to bring in a whole range of products and services for you and your business without outlaying any cash...
- Discover the biggest secret to compel new customers and clients to buy from you without hesitation – it's so simple yet so many businesses never learn to seize the incredible power of this secret.
- Create one simple line that'll help you increase your sales and profits by 10% to 30% or more...

How much can this information help you and your business?

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

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

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

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

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

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...

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

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

Like Russ Sherry from Sherry Training Consultants...

*"Michael: It truly is a pleasure to interact with you. Your timely and informative responses have helped me greatly. "*

*"In fact, I was amazed recently that you not only consulted professionally but also counseled me not to make an additional purchase I was set to make. You showed me that my recent purchase on its way to me covered the same material. "*

*"It saved me money. Talk about a truly honest and helpful consultant! Michael I would, without reservation suggest that anyone who's contemplating a business venture or needs marketing materials talk to you. "*

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

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

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

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

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

"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**

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### **Or You Won't Pay One Red Cent!**

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

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

When you pay \$700 for your one hour marketing consultation I'll give you a gift of...

**\$700 Worth**  
**Of Pre-Owned Business And Marketing**  
**Tapes, Books, CDs Or Videos**  
**Absolutely FREE!**

So when you pay for a one hour consultation with me you'll also receive \$700 worth of the highest quality books, tapes, CDs and videos from leading marketing and business leaders like Jay Abraham, Gary Halbert, Bill Myers and more.

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

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

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

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

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

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.

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

I'll even pay for your return postage!

But there's even more.

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

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

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

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

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

It's quite simple.

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

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

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

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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 – [www.hardtofindseminars.com](http://www.hardtofindseminars.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](http://www.ExecutiveAudioInstitute.com). Michael is an experienced

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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-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur 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

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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>

**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

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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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