

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

*It's the place top consultants go to see what's working...and why.*

*Now this powerful, professional online 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 the All New Consulting Secrets now!

**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.

You get the very best information from the very best sources -- without the influence of advertising -- so you only get the truth.

Please sign up for a risk-free trial of Consulting Secrets. You get immediate online access to hours of free expert consulting advice, streaming audio recordings, interviews,

reports, and downloads. You won't get annoying pop ups, banner advertising or spam e-mail

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 invitation. Yes, this is a REAL free offer. The kind you never thought you would see again.

- **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).**
- **FREE GIFT #2: 15 of our all-time GREATEST Insider Business Reports...*the complete "Atlas business collection"* absolutely FREE.**
- **FREE GIFT #3: A copy of our newest blockbuster, "*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).**

Grab everything now before this limited offer stops by registering online at Consulting Secrets. Click on the link below

<http://www.hardtfindseminars.com/HowToConsulting.htm>

This is truly a risk-free offer.



Michael Senoff

Enjoy this wonderful report in the following pages.

**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>)

John: Let them get so hot and bothered that before they put the piece down they're on the phone and they're dialing, and we've got people – these current piece I've got out now is getting a six to one return. People are calling before they're finishing the piece...

Speaker: John's got an attitude, and he's going to talk about selling with an attitude. John Carlton.

John: My name's John Carlton and I'm a night owl. I freely admit this. I'm not ashamed of it. The reason I say this is because as a night owl I had to be my own boss. I couldn't work for other people because I just couldn't get myself up in the morning and get to work on time and do all the things that they wanted me to do. That's how I wound up as an advertising copywriter. When I go to work, I travel all ten feet to the front of my ocean view beach house where I have everything I need spread out on a couple of tables. I use a computer, a fax, phone. It's a great lifestyle able to make a very, very good living. Over the last ten years as a freelancer, I've worked with some of the top L.A. agencies. For the last four or five years, I've worked with Gary Halbert. He and I were a writing team. We generated many millions of dollars during that period of time. I did all the work late at night, and Gary took all the credit during the day. It was a perfect partnership. I've written for Jay Abraham. I'm working with him right now, and a few other people. Currently, I have some letters in the mail bringing my new clients about six dollars for every one dollar that they invest. So, I have been able to hold on to my talent over the years, and I am very happy for that. What I'm going to talk about very briefly is I'm going to give you an inside glimpse as to how a writer like myself structures the appeal of an offer, and I know you can't see it very well, but this is a chart I have made. I call this the “Appeal-o-Meter”. On this side, we have cold, hard reality, if you're writing this down. Over on the other side, we have magic. This is the height of the graph. Down here at zero, almost nobody will respond. At the very top is almost everybody. And, I'm going to give you about five examples, and these examples are all going to follow more or less this curve. From cold hard reality being almost nobody all the way up to almost everybody when you include magic. This will become clear as I begin to deliver this. I'm going to give you five different markets that I've worked in and examples of the two different kinds of offers from the reality side and from the magic side. On the diet market, for example, if you were trying to sell a piece either in the mail or in print, on TV, in a video – if you were going to deliver cold, hard reality for a diet product, you would say something like “You must eat less, exercise til you drop, be patient, and lose your couch

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.hardtofindseminars.com/consulting.htm>)

potato lifestyle.” I think everybody will agree you get a pretty negative appeal. I think almost nobody will respond to that. On the magic side, the offer would be something like you eat a pill, you go to bed, and you wake-up skinny. Now, Gary will attest to this – there are actual offers that crop-up from time to time in the National Enquirer saying just that. “Lose Weight While You Sleep” things like that. So, I’m not making this up. A middle ground, in the middle of this might be something like Richard Simmons’ video. You’re all familiar with that where it’s sort of you work hard, but the pounds come off like magic. To be a little more clear on this, the way I like to write is I try to get as close to the side of presenting a magic solution to the people that I’m trying to get to buy the product I’m selling without being absurd. As long as I can rationally present my argument and put as much of the magical appeal into it, and getting as far away from the cold, hard reality, that’s where I like to be. Another example is the financial field. I’ve written for a lot of the financial newsletters. The cold, hard reality of the financial markets is that you would have to study the financial markets until your eyes bleed, you risk everything you own, and you sweat bullets constantly. I think everyone would agree that’s a very, very low appeal. On the magic side, if I was going to have the perfect product, it would be take simplistic, no-risk investment advice for a few spare bucks, go to bed, wake-up rich. That has big-time appeal, and I’ve seen appeals like that in the mail. The middle ground would be I would present a trustworthy proven plan by a well-known financial advisor, and those are the types that I have written for. Another market is the opportunity market. The cold, hard reality of the opportunity market, sometimes called the “get rich quick market”, the reality is you would find a viable market niche through tedious trial and error, you’d work like a dog and take ridiculous risks with your future, and this has a low to moderate appeal. Actually people like Jay Abraham and Robert Allen are able to sell very high-priced products using that very appeal. On the magic side, the perfect product - you would buy a how-to book and it’s not necessary to actually read it, you go to bed, and you’d wake-up rich. The other market is the popularity market, everything from on “How-To Pick-Up Girls” to the Dale Carnegie “How to Win Friends and Influence People”. The cold, hard reality of the popularity market you would have to actually listen, learn to listen to other people, you would have to purge yourself of all disgusting habits, and you’d have to risk your ego constantly. This is an okay appeal. Dale Carnegie did pretty well with this. On the magic side, however, you listen to a subliminal tape, you go to bed, and you wake-up with a gorgeous blonde laying next to you. That would have monster appeal. You can see how that would. There are

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.hardtofindseminars.com/consulting.htm>)

actually products out there selling that type of product in exactly that way. I've tried them all. The market I'm currently involved in is the what we call the “muscle market”. It's marketing product to bodybuilders. Now, it's a very interesting market. The cold, hard reality of the muscle market is that you would have to work out like hell, hurt all the time, and have no life outside of the gym. This actually has a moderate response which tells you something about that market. Even so, there is a magic appeal to that market and that would be you drink some goop, you work out once, and you wake-up looking like Arnold Schwarzenegger, and there are appeals out there just like that. In the muscle market, twenty percent responses is very, very common. In fact, I have two pieces working right now, and twenty percent response is just phenomenal in any kind of market, and these guys that I'm working for, if they get less than twenty percent, they're very, very disappointed. They're so spoiled by the - to bring this out a little bit – a personal experience I had recently was I went to buy a new computer. I was working on a ten year old computer doing word processing with ten year old software. Finally, it broke down and I had to go out into the computer market and buy a new one. I am computer illiterate. Anyway, so I live in Los Angeles, within a ten mile radius of my home in Los Angeles there must be a hundred stores just selling computers. However, I choose to buy my computer from a company in South Dakota. I never met the people I talked to. I did it all over the phone, and they shipped it to me through the mail. The reason was because they offered me a magical solution to what I wanted to do. I don't know a lot about computers. They had a package already set-up that would come to me with the software loaded. I just gave them my credit card number. Two days later, there was a knock at the door. There's UPS with five big boxes. I open up the boxes, didn't have to put anything together, stacked it up on my table, plugged it in, and I had a working fully-loaded computer blinking back at me. It was high quality. It was custom made just for writers like me who needed a certain amount of memory and power to the computer, but I don't need a lot. I use it mostly as word processing, and they just appealed directly to every that I had. They had a major guarantee. It was a wonderful experience. One little collorary to this with I call this, we can use this same chart here, I'm going to change some of the wording. This is what I call the “move-your-butt-o-meter”. This is how to get people to react. Down here on the end where almost nobody will react, the way you finish up your piece is you say, “There's lots of time” “We've got plenty” “I'm going to be here, call when you feel like it”. The high end of this would be, “The deal's over tonight”, and “You'll rue your lose forever”. The chart is just about the same.

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.hardtofindseminars.com/consulting.htm>)

It's a simple way to – it's sort of reiterating what David Deutsch was talking about. You have to imagine your customers who you're writing to or going over TV or through print or however you're marketing to them, imagine a huge somnambulant sloth like creature sitting on the couch completely unwilling to move a muscle for anything. You have to motivate them to actually move across the couch and pick the phone, what, eleven digits or something to call. That's really the way I think of my customers. Not to put them down, well, yeah to put them down, but it's – I think the writers who have experience in writing for the various markets will attest to my experience. It's really all I've got. I wanted to give you a little inside look at the way copywriters think, and excuses to try to get the person to move. You'll see better examples of that as we go through the seminar and we actually use it. But, if you just try to make them feel like if they don't act right now, that they will miss out somehow because the farther you get from the actual reading of the piece – the person has the piece in front of them, they read it. If they wait five minutes before they go to the phone, you have a chance of losing that customer. If they put it aside to go do anything, you want them to get so hot and bothered that before they put the piece down, they're on the phone and they're dialing. We have people – this current piece I've got out now is getting a six to one return. People are calling before they're finishing the piece. They aren't able to give the department number because that's on the last page, and people on the phone have to take reference to that.

Speaker: Do you have any general rules about the length of the piece that you're going to mail?

John: I like very, very long copy. The shortest letter I think I've written in the last five years has probably been eight pages, and I have one out right now of eighteen pages, that's packed wall-to-wall copy. It starts talking and you say everything you need to say and then you finish and you see how long it is. There's a, kind of a joke anecdote that was circulating around for a while. What's your name? Ralph? Somebody asked a famous copywriter why he liked long copy, and the guy says, “I can guarantee – I'll bet you a hundred dollars I can make you read a 99 page document through the mail.” And, the guy says, “Okay, you're on.” And made the bet, and the guy says, “Okay, all I'll do is I'll give you the headline, and the headline is 'Follow Me through All the Details of Ralph's Sex Life' “. Well, it would sell to you though. So, that's an absurd – that's taking it to an absurd length, but by detailing it, by giving all the hot buttons. If I said all the details of Presbyterians in Hot Springs, Arkansas, you'd

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>)

get a high Presbyterian readership. If I included Presbyterian in the United States, you get a high readership among that...

Michael: I have the reprint rights to this seminar. It's a 24 audio tape seminar or you can get it in a digital format. If you're interested in a product to resell, this would be a fantastic start. Not only that, you can learn an incredible amount of information from this man. I want to thank you for listening. This is Michael Senoff with [hardtfindseminars.com](http://www.hardtfindseminars.com). You can reach me by phone at 1-800-982-6487, or 858-274-7851, that's 1-800-982-6487 or 858-274-7851.

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.hardtfindseminars.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>)

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

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

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

**Description:** If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles,

**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>)

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>

---

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

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

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

---

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

**Title:** Hard to Find Ads

**Description:** <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world's largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It's not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What's here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-

9

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.hardtofindseminars.com/consulting.htm>)

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.

---

**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>

---

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.hardtofindseminars.com/consulting.htm>)



Richard, Marketing Consultant

**"There's plenty of theory out there about how to be a marketing consultant. My HMA consulting system is the only one that takes you step-by-step through the process of making the first phone call, then to closing the client, and finally to servicing the client. Plenty of content out there in marketing on what a business should do, but they're not interested in the content. They want you to be able to execute."**

*The biggest problem business owners have is not being able to get the job done, and so they have plenty of consultants who tell them what to do. Now, you've got a system that is going to be able to take you through and show you how to do it. And that's the biggest difference in my HMA Marketing System. For more information on the HMA System go to:*

<http://www.hardtofindseminars.com/HowToConsulting.htm>

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>

# Copyright Notices

Copyright © 2004-2005 by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff

JS&M Sales & Marketing Inc.

4735 Claremont Sq. #361

San Diego, CA 92117

1-800-237-0634 Office

858-274-2579 Fax

[michael@hardtofindseminars.com](mailto:michael@hardtofindseminars.com)

<http://www.hardtofindseminars.com/MarketingConsulting.html>

## Legal Notices

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.