

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>)

Mike: Okay Luis, how you're doing?

Luis: How you're doing Mike?

Mike: I'm doing really good. Now were doing—what is our 4th recording on your greatest websites?

Luis: Yes. This is it.

Mike: All right, what we going to learn today on this one?

Luis: You're going to how learn to put together your own free website. Well not necessarily free, but there's a lot of services that you can get out there that you know, when you go to many people they say oh yeah, I'll build you a website, give me \$3000 and you go well, I don't know if it's worth it. Well I'm going to show you today some things on here that you can find that you can get those same resources for yourself. Learn a little something at the same time for creating your entire website yourself.

Mike: Do you think that people are taking advantage of when it comes to paying for websites?

Luis: As far as what?

Mike: Being charged too much money.

Luis: For a lot of it yeah. For just getting ripped off, and it's just you're getting a site that one that's not designed properly for marketing, it's not designed properly for the Internet itself and their just not getting a great job done. You can also, and the other thing is, I mean what happens like its 3:00 in the morning and something goes wrong with your system and you don't know what the hell to do? Okay. You have to go wait and go call the guy who created your website. So learn it yourself.

Mike: Right. So let me ask you this. So what would you say to somebody? Do you think its' worth the extra effort and learning how to do it yourself rather than paying for somebody.

Luis: At least to have the basic step when you have that. For most people, you mean, you see out there those super heavy websites with all these graphics and java based flash screens that come up in front. None of that is going to sell anything.

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>)

Mike: Okay.

Luis: There's only 2 reasons why people go on the internet, either find information or to buy something, okay people play games and do other stuff as well. Those are the 2 major things. Find information to buy things.

Mike: Right.

Luis: So that being the case, all the flash screens and all the heavy intensive graphics in the world aren't really going to help people.

Mike: Right. And that's the function of design and graphic arts and that's probably a whole other topic and how to design there website right?

Luis: Yeah and that's some of the stuff we're going to learn though.

Mike: Okay. I'm just going to say before we get started my 2 cents and what I believe makes a difference in a website and having the control and being able to do it yourself you will get a far superior product and here's why. If I like hired you as a designer to do my website and I paid you lets say \$1000 bucks and you did a beautiful job, well a website is so dynamic it's always changing, right? And if I don't know make one simple change on the website every time I want to make a change I've got to call you and you're going to charge me money. And you know what that's going to do? It's going to inhibit me from making the proper changes, from making the improvements because every time I call you I know it's going to cost me money. So you know anyone listening is gonna benefit far greater by taking the pain and learning how to do it themselves from the beginning because when you have changes you can go on and make them instantly and you'll get a far better product and that's what I found. So it's terrible hard work at the beginning, you're lost like every single other person out there who's built there own websites but take the time and do it yourself and you'll have a far better product and you'll pay a lot less money.

Luis: That's right.

Mike: And you can charge other people for the service once you know the skill.

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>)

Luis: That’s an awful great option and new skill base you have now you can offer it to other people and show them what you did.

Mike: Right. So lets go into some of these links that you’ve listed to show us how really easy it is, how people charging thousands of bucks, probably most of these places that they use right?

Luis: Yes. That’s right. Now one of the things though its may not necessarily be easy all the time, it’s simple. Okay, so step-by-step stuff you got to follow, you put together a couple of things here and there. Not everything you know, simple has to be bad either okay. So let’s go to that first. The first one is we need to know where to put up our site and it’s a great thing that you’re able to create one but if not everybody else can see it, what’s the point.

Mike: Okay.

Luis: So the first one is called <http://www.hostindex.com>. This is just like the yahoo version of—or the yahoo version you might say of search engines of web browsers. All the ISP’s that will host your actual website

Mike: What’s an ISP?

Luis: Actually and ISP is for the Internet service provider. That’s the actual thing that allows you to connect to the Internet.

Mike: Okay.

Luis: Many of those will allow you to store a website on there or give you some free storage for your own pages and stuff like that. They’re not going to be as robust in all their features as one of these things will be instead. Okay, these are actual sites that are dedicated to hosting web based businesses or just webpages themselves.

Mike: Okay.

Luis: Now they have like—you can go to yahoo or google, not google, geocities different things like that will give you free webpages but those might not be the best because number one, they can have banner ads that you have no control over on them, so they put their own advertising on them, that’s how they pay for them and on top of that sometimes you just get pops up that you can’t control. It’s really not worth it so you’re better off getting a low priced web host to be able to host your web pages.

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>)

Mike: All right and what will this host index tell me?

Luis: Like this sign right here will show you all the ones and you can determine based on your own price. You can see. Let's go through it. So the first one that you have is December top 25 host. Every month this site goes through and finds the best host out there for you to use instead. Now I don't suggest you change every month but just to give you an idea.

Mike: Okay.

Luis: Okay, so lets try that one. Click on December Top 25 hosts.

Mike: All right. The first one Host Way, Chicago based host way has distinguished themselves as the leading hosts for businesses seeking ecommerce solutions. If your site need a way online host way will be there for you.

Luis: Okay and it says there's a total of 25 you can go through and check out.

Mike: Okay.

Luis: So that's one of them.

Mike: All right.

Luis: So like these, it's are pretty nice that you have on the left hand side there you see showcase. Those are different types of categories you can go to. Adult hosting and you can figure out what that's for.

Mike: Right.

Luis: Many times you might have specific needs, cold fusions.

Mike: What is cold fusions?

Luis: Cold fusion is a program that they use for creating webpages. If you want a dedicated server or if you want a service for ecommerce one for you FrontPage, because I know you love to use.

Mike: Right.

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>)

Luis: Okay, so they have web hosts in there that specifically uses FrontPage.

Mike: Oh. Okay, got ya.

Luis: To optimize for you and what you’re going to be doing.

Mike: Okay. Can you explain to anyone what is FrontPage?

Luis: FrontPage is a program that was created by Microsoft that it’s almost if you can use a Word Processor you can pretty much use FrontPage to create your own webpage. It’s what’s called Wizzy Wick okay. It’s acrimony called, ‘What you see is what you get.’

Mike: And this is exactly my hardtofindseminar.com was all developed in FrontPage and it is as easy as opening MS Word and editing a word or correcting a spelling mistake and making changes, it’s very easy. It does take a little bit of a learning curve but on Ebay you can pick up tutorials that would take you through the entire process on how to do it.

Luis: Now most of these, I know Windows itself has a free version of it and I don’t think it’s as powerful as the paid version and it has some errors on it, but I think you get it when you get Microsoft Office and most of the people say they have it.

Mike: That’s correct and you can always find a cheap copy of it up on Ebay.

Luis: Yes.

Mike: Okay.

Luis: Okay, so that’s one. Let’s go to another one now. This one here is one I like a little bit better. It’s called <http://www.webhostonline.com>. Now it’s the same concept as the other ones but what this one does here is also—it has better categories. That first one that you see there under web hosting showcase is called budget web hosting. It’s a really good one.

Mike: All right, so let’s click on that—budget web hosting.

Luis: Now you got here.

Mike: Do you think that they screen any of these people?

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>)

- Luis: What do you mean? Yeah, they go through and look at them.
- Mike: Okay.
- Luis: And that’s how they pack them up.
- Mike: All right.
- Luis: Okay the first you have here is \$5.95 a month. Now that’s not too bad.
- Mike: No not at all.
- Luis: Okay. 30-day money back guarantee and you can setup in 10 minutes. It even have a merchant, like a shopping cart for your website.
- Mike: Right.
- Luis: Okay, and there’s a whole bunch of these you can go through. So it’s kind of difficult to be able to tell a person which one they should go for.
- Mike: Right.
- Luis: It depend more on your own taste, what is it you’re looking for, what kind of options do you need.
- Mike: And it gives them all so you’re looking at all the descriptions of the providers, it tells you what they do, what they don’t do, it has a link to their site. It has a price and it’s pretty self-explanatory but the bottom line is here is a source for you to host your own website for peanut’s compared to what some of these other companies will charge.
- Luis: Exactly.
- Mike: All right, let’s move on.
- Luis: Okay. All right—now next. All right, now we were talking, you said front page is a great one for people and however many people said they can’t afford to get them like that. Here’s a program that is incredibly powerful. I use it myself, called firstpage. You can get it at <http://www.ezrsoft.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>)

Mike: Okay. Ezrsoft. All right and what is first page?

Luis: First page is an html editing software.

Mike: And what is html?

Luis: Html stands for hypertext markup language. That’s the language of the Internet. All the webpages that you see on there are all based mainly on html.

Mike: Okay.

Luis: And there are other formats, but that one has the main one that people use.

Mike: All right.

Luis: Now, so you go through here and you download it. It’s a totally free program. This thing got over 450 like little plug ins inside so you can already create your own—the same way you do with frontpage, you’re able to click and drag and drop stuff in?

Mike: Right.

Luis: Basically you can do most of that here as well.

Mike: All right.

Luis: You have to learn a little bit of code, to put stuff in but it’s very, very powerful.

Mike: Okay.

Luis: And they will have different screen shots and other support and there’s a lot of people in here who talks and you can ask them questions, so that’s a great place to go.

Mike: All right, so this is little more complicated because you have to learn a little bit of code?

Luis: A little bit, a little bit you should, but I’m going to show you something to take care of that as well.

Mike: Okay. All right.

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>)

Luis: The thing that I don’t like about most of the wizzy wick type of programs is that for many of them, they add in extra code that you don’t need to put in there and it actually make your web pages more bloated then they need to be.

Mike: So why do they call it wizzy wick?

Luis: Because it stands for, “What you see is what you get.”

Mike: Okay. I got ya.

Luis: That is supposed to spell out wizzy wick.

Mike: And why do they add code in there if it’s not needed?

Luis: That I don’t know. It’s just that many companies have different ways of doing code and they just see it differently than other people. I don’t know. It’s interesting because I’ll put it in—I got... Netscape has an composer that has...allows you to make your own webpages the same way that FrontPage does, but it adds in code that Microsoft explorer can read and so visa versa, some stuff that Microsoft puts in that Netscape can’t read. It’s kind of like a little war game that the two of them have going on.

Mike: Exactly. All right, let’s move on.

Luis: Okay. Next one, free html support—pretty explanatory. It’s <http://www.free-html-oreo.com>. Here is everything you need to know about how to create a webpage. How to get started, your first introduction, html basics, creating your own web page, different ways to manipulate text, images. Every thing you need is right here.

Mike: So if you want to learn it, this will teach it to you? .

Luis: This is it.

Mike: Step-by-step

Luis: Step-by-step.

Mike: Is this how you learned a lot of your stuff?

Luis: This is how I learned a lot of my stuff, getting everything off the Internet and I didn’t know anything about it.

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>)

Mike: Right.

Luis: Okay and one day I said, I need to create a webpage and boom. I went right through it.

Mike: Okay great.

Luis: If you take a look. Look at the first one there.

Mike: Getting started.

Luis: Okay, now scroll down a bit—you see right there it’s got even pictures, it shows you step-by-step what you got to do, what type of codes you got to type in and the servers.

Mike: Okay, excellent. All right, that’s a great source for learning if you want to take the time to learn it yourself.

Luis: Yep. So this is the next one <http://www.webmonkey.com>.

Mike: Okay.

Luis: Okay so the actual address is a little bit longer so you can just go to the link that’s down below here. Web monkey is, it has 3 different levels. It has levels for beginners, for builders and for masters. Okay, so let’s check out the beginners section for right now.

Mike: It’s kind of like a grease monkey with an auto-repair that with web monkey, right?

Luis: Exactly. This was exactly the same thing for like see, previous pages and it also show you how to create webpages but it could be a little more robust and a little bit more advanced.

Mike: All right, did you click on beginners or what?

Luis: I went to beginners.

Mike: Okay. Beginners.

Luis: So once again it shows you all the different things you need to do. Even more from like total baby step. It explains to you what an ISP is. It’ explains to you how to upload your pages to that ISP.

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>)

Mike: Okay.

Luis: So it’s just really, really powerful.

Mike: All right great and you can search questions too.

Luis: You can search questions too.

Mike: So instead of me call you when I want to find out how to do a hyperlink to a certain area of the page, I can just go learn it here.

Luis: Yeah, or if you decide one day you want to change your regular webpage and set it in frames or something like that.

Mike: Okay this is great excellent.

Luis: Next one, now learning, having all these different websites that actually give you different information, that’s great but like what you said before that you’re webpages they tend to be fat. You need sometimes feedback from live people, this one is great it’s called Html forum.

Mike: What is static—a static website means.

Luis: Like you just said before, that it doesn’t change all that often, you don’t know how to change your website—things like that. Many of those people who created web monkey and the ones before that...they’re not going to be changing it like everyday. Okay and you may send them a message and who knows if they’re going to get anything back. Here is an entire forum of people who is doing nothing but answering questions about html. It’s like having those thousands of experts right here. Okay?

Mike: Okay, I’m going to go there right now and I’m going to click it. So if I have any questions about my website, here’s a pool of experts I can simply click on this website and ask for help?

Luis: That’s right, so in here you got people who want to even trade traffic. You can go in there—maybe somebody wants to exchange links with you, okay? Or if you want to acquire different skills, they’ll even review your website for you.

Mike: Wow.

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>)

Luis: You submit it to them—look how many people are on there. All the different thousands of posts that are going on right now.

Mike: And I’ll tell you people love to help each other out.

Luis: Oh yeah.

Mike: You know, when you sign up my free cd-rom? It’s absolutely incredible. I say you absolutely cannot get the cd unless you can give me one idea for the improvement of my website for <http://www.hardtofindseminars.com> and I get so many great ideas, I don’t even have to think, I just write great idea and I implement it and that’s super powerful.

Luis: There’s one thing that people love to give is an opinion. That is the one thing that they love to give.

Mike: Yeah, because it makes them feel important.

Luis: Yep, makes them feel important and everybody loves to be a critic and you know and give their own take on everything.

Mike: Right.

Luis: Okay, so this one here I mean it’s got the whole website development—all the different stuff. Say if you wanted to put in a database in your system, hardware, security, ecommerce, even legal issues to know about your website, to know and make sure you stay out of prison.

Mike: Right. Right. Right. Okay. That’s excellent.

Luis: Let’s go to the next one.

Mike: Okay, what are we going to do next?

Luis: All right. The next one that we got here. Now, creating all this, learning all this html stuff and putting it all in, that’s great. But one of the things you got is problems is though, is creativity and you know how we taught in marketing is why change the whole wheel and just emulate. So what this page here is called, <http://www.prelayout.com> and this is actual complete ezine design—pre designed templates of webpages.

Mike: And this is what you will pay a graphic artist for in a web designer?

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>)

Luis: Exactly.

Mike: So, these have already been designed by web designers and their offering them already for sale.

Luis: Already there. Okay, so let’s try the first one, go to where it says templates.

Mike: Okay. Templates, I’m there.

Luis: Okay. Now right here you got a whole bunch on here that you can just, you can view them—take a look at them. Like let’s try the first one there. Okay.

Mike: Okay, it’s gorgeous. The one with the book, how to get...

Luis: Okay so yeah—all right, go to the second one.

Mike: Okay the second one?

Luis: Yeah, go to the second one right there okay. Now look at that, I mean that’s about as much as you see on most of the webpages that are out there anyway.

Mike: Okay. That’s gorgeous and you can rate it—I can even rate it before I buy it?

Luis: You can buy it that’s the whole thing. You can rate it if you want to, that’s up to you, but all you got to do is you click on where it says download and it downloads in a one tool. It’s like a zip program.

Mike: Does it download just one page?

Luis: No it downloads the template which all the graphic and even if it has java scripts or any of that other stuff and all the html already done.

Mike: And this is free?

Luis: And this is free.

Mike: You’re kidding me?

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>)

Luis: Yes. I've done quite a few webpages and this is exactly where I get my stuff from.

Mike: That's incredible. Why do they give this stuff away for free?

Luis: For many people—for a couple of reasons, the same way—the same way we give stuff away for free. Many times you want to give stuff away for free cause either you'll get more business out of it from the future. People will think, hey if this guy can do this good already, you know, with what he's given me for free, what else does he have, what else does she have, so that's one of the reasons why.

Mike: So are these independent designers who have designed websites and this is their artwork and they've contracted with this site and put their work up for downloads?

Luis: Not even contracted, they just put it up there. You can just submit.

Mike: I can do the same thing?

Luis: You can do the exact same thing.

Mike: So it's not like this company designed them all from in-house designers, these are independent designers from all over the place who have their stuff featured here?

Luis: Exactly. If you notice—if you'll look at all of them it says, author. Author. Author.

Mike: Right.

Luis: People just submit their own and if you go scrolling down to the bottom there's over 49 pages.

Mike: Wow. That's 556 free templates?

Luis: Yeah.

Mike: So when you download a template and it downloads to your desktop. The template can be used in all your pages of your website, correct?

Luis: Yeah and all you do is change the content.

Mike: I got ya. Okay that is excellent.

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>)

Luis: So if you need one page that is great, if you need multiple pages just use the same template over and over again.

Mike: You mean, I can go out and sale websites for \$500 bucks and come here and get them free and type in the information they want in them?

Luis: Yeah, there you go.

Mike: Okay.

Luis: You’re going to have to put in the person’s signatory file or whatever’s on there just giving them a little bit of credit.

Mike: But you don’t need to be a graphic artist, that’s for sure.

Luis: Yeah.

Mike: That’s already been done?

Luis: Already been done.

Mike: And we’re leveraging off somebody’s knowledge and work

Luis: That’s right. They also got other stuff in here as well. If you want to create one of those banner button things, where you click on the link and the whole menu scrolls down, if you want to do that stuff as well you have it in here as well.

Mike: That’s a great site Luis, thank you.

Luis: Okay. Next let’s go to <http://www.123webmasters.com>.

Mike: Okay, what is webmasters.com?

Luis: Okay, now this...

Mike: This here...the term webmaster. What is a webmaster?

Luis: You’re a Webmaster. I’m a Webmaster. We are people who actually control what’s on the webpage. So whatever—you’re the one who owns <http://www.hardtofindseminars.com> you’re the webmaster for that.

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>)

Mike: I got ya.

Luis: Also, let’s say—you’re main guy, you are actually in control of what goes onto the webpage. So what this is here, let’s scroll down a bit to where it says categories. Now you see many times people that have a clock on their webpage?

Mike: Yep. It’s funny you mentioned I just paid a guy to put a clock on my homepage.

Luis: Okay, you’ve could have clicked on right here and done it for free.

Mike: Now I know.

Luis: It’s as easy as putting it in the script.

Mike: I see a clock.

Luis: You just plug it right in.

Mike: Okay.

Luis: Okay and Mike you could have called me.

Mike: I know, you know when I get impatient I want it done yesterday.

Luis: I know.

Mike: All right.

Luis: This one right here you plug it in right onto your html script and that’s it, that’s all you need to do.

Mike: Guest books, calendars, linking, mailing lists...So is this all scripts that you put into your webpage?

Luis: These are all scripts you put into your webpage.

Mike: Wow. That’s incredible—counters, frequently asked questions, forms for people who have questions?

Luis: No, that is when you can put up frequently asked questions. Let’s say—I’m sure you get a lot of questions from people all the time?

Mike: Yeah right.

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>)

Luis: The fact will setup it up for you so that boom, it’s already there and anybody who needs their question answered can just check that out instead of emailing you.

Mike: All of this is just incredible. I can really beef up my site. These are tools that people that are using so there must be a demand for them. Wow that’s incredible.

Luis: Let’s go to the next one because if that’s great, one of the things that many sites—not all of them but there are some web hosts that won’t let you put on CGI or Perl or other things like that, or it might be the case that you know, hey I don’t know all this Perl and CGI stuff. I don’t know what this is. Well you can go here to <http://www.cgisign.com>.

Mike: What is CGI?

Luis: CGI is Common Graphic ****. It’s where everybody can see all these different, all same layouts and they’re exactly the same for everybody.

Mike: So is it like an html but it transfers it into visual pictures?

Luis: Yes. Exactly.

Mike: Okay.

Luis: And it may be a Perl format or just CGI—different formats but they’re all doing basically the same thing.

Mike: Okay.

Luis: Now what here it says is, you have to sign up for it, it’s free though and they have over 40 different scripts but these scripts are totally hosted by these people. All you have to do is put a little a tag or code into your webpage wherever you want that part to be and boom, you got it.

Mike: Okay, for instance I’m look at—are you looking at auctions? That hammer and that dollar sign?

Luis: Yes.

Mike: Is that a script right there or am I going into that thing for auctions?

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>)

- Luis: No. Actually go to the right hand side where it says demo auctions? Click on that. You see it?
- Mike: Where on the right?
- Luis: Yeah, on the right hand side right next to the hammer.
- Mike: I see under, it's says auction—there's a link.
- Luis: Oh. Maybe yours is different
- Mike: Okay, so click on that. Okay, I'm with you these are scripts pertaining to auctions.
- Luis: No, no. These are the actual auction page where it would look like on yours.
- Mike: Oh.
- Luis: When you sign up and you go into it, it will show you the code that you put in. The code that you put in will link you back to your own personal web section of these people computers that has all your stuff.
- Mike: Okay I got ya.
- Luis: So it will be like your own toolbox, lets say.
- Mike: Right.
- Luis: But they own the toolbox you are kind of renting it for free.
- Mike: Okay.
- Luis: So you put a little bit of code on your webpage, it links back to here where you can totally customize this to make it look like it's directly for your page.
- Mike: So how could I use this for my site? Tell me, give me an idea.
- Luis: If you want—okay, it's the same way of putting it on Ebay and paying for fees for everyone else, you can make your own auction site on your webpage and create it yourself without having to worry about....

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>)

Mike: Fine, do I have to be signed in with my user name and password to see what it would look like?

Luis: What do you mean?

Mike: Are you a user already?

Luis: I'm a user already.

Mike: So you may be seeing something different from me because I'm not user yet.

Luis: What are you seeing?

Mike: Well when I click on auction I see ***** auctions, online, quick and easy, keep users...

Luis: No. Click again now.

Mike: Oh. Demo auctions.

Luis: Yeah.

Mike: Got ya! That's what you meant. Okay. I'm with you, okay. I got ya. So this is what I would see on my webpage?

Luis: Now you can customize it even more and make it look totally like it came from your webpage.

Mike: Right. Okay, so...

Luis: Now let's click on anyone of them like animals.

Mike: All right, animals okay.

Luis: It's not going to show anybody hosting it, but you'll be able to see the item when it closes, how many pages are on it, what's the high bid.

Mike: So I can have my own auction just as easy.

Luis: Just like on ebay.

Mike: Wow. That's great.

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>)

Luis: And for free.

Mike: That’s great. I like that.

Luis: Okay.

Mike: And it’s pretty easy to setup?

Luis: Yep.

Mike: So I can just get the code, once I’m signed up with a user name and password, go into auction, get the code—copy the code and setup a page on my www.hardtofindseminars.com we’ll call it auction page.

Luis: And that’s it.

Mike: Paste the html in and there it is and it’s ready to go?

Luis: Customize it right through cgi.com and customize it and its all you know, click and drag and drop and little menus and that’s it.

Mike: Wow. That’s incredible.

Luis: Yep.

Mike: All right, what are some other cool things on this? Ecards. .

Luis: Yes, there are all kinds of stuff.

Mike: Oh. There are all kinds of stuff. Oh, Classified Ads!

Luis: Classified Ads.

Mike: Email forums, message boards.

Luis: Here’s more clocks and stuff. Your own shopping cart if you want—if you want your own search engine. What about that? What about for you site, if you put your own search engine on hardtofindseminars?

Mike: Yeah, I would love that.

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>)

Luis: And then somebody types in Jay Abraham and instead of having to scroll through all the stuff that you're selling, just Jay Abraham stuff pops up and that's it.

Mike: It'll do that?

Luis: Yes.

Mike: Wow.

Luis: Look at that. What about a voting booth? How about you come up with a whole bunch of different ideas or bunch of different offers that you're going to do or maybe you're trying to decide...

Mike: I'd like a feedback rating for all of my audio interviews?

Luis: There you go you can do a voting booth.

Mike: That's voting booth. Similar when you go to anything you see like at <http://www.amazon.com> or <http://www.barnesandnobles.com> you can emulate with these scripts.

Luis: Basically, yes.

Mike: Wow. That's powerful. That's wonderful. Then again all the hard work has been done. That's just excellent.

Luis: All you have to do is just sign up for it and it's free.

Mike: Okay, great.

Luis: Also if you want you can even get an—they have like little Ads but the Ads basically what it is just links back to these guys here. That's all what it basically is.

Mike: Okay.

Luis: If you want you can also get the Ads free version, but I haven't found these to be a whole lot intrusive at all.

Mike: Okay.

Luis: Okay?

Mike: All right. Oh, so you're saying that I will see some Ads on my page.

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>)

Luis: The Ads will be basically like a little icon linking back to these guys.

Mike: Okay, that's no big deal.

Luis: That's all it is.

Mike: But that's the free version, but I can pay for a paid version and have no Ads?

Luis: Yeah, with no Ads.

Mike: What do they charge for that?

Luis: \$20 for 3 months.

Mike: That's fine. That's incredible. You pay a programmer thousands of dollar to develop this stuff and there's people all the time saying, “Man I wish I had, you know a message board or a program that would design a message board.” And the programmer probably goes here and downloads a free one and then charges a guy \$1000 bucks. See it's all about access knowing where to get information, right?

Luis: That's right.

Mike: Great Luis.

Luis: Okay?

Mike: All right, let's do it.

Luis: Next one. Another one for more scripts which is called—cause many times these, doing CGI and Java, just doing CGI it may be a little bit difficult, a little bit complex sometimes. So here are some simpler ways, that if you know html these are just as easy you can just plug them in. You ever seen many times people have like when they are using their mouse and you have like a little trail behind it?

Mike: Yes.

Luis: Or your little mouse effect? Here you can learn how to do that as well and you just plug it in.

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>)

Mike: Okay, what’s the website called?

Luis: The website is called, <http://www.dynamicdrive.com>.

Luis: All right, right here same thing. You want to have special menus on your webpage? You want to have special forms, so that way people can send you back feedback or order from you or ask you questions—you got that there.

Mike: And they’re calling it dynamic because it gives your static’s website more dynamic features, more usability with your visitors.

Luis: Exactly. Maybe you want to put in a slide show, how bout with all the stuff you have on your webpages? All those pictures?

Mike: Oh yeah.

Luis: Instead of people looking through all those pictures, a little slide show passes by.

Mike: All right, where can I find slide shows?

Luis: On the...scroll down a little bit where it says DH email script on the left hand column, fourth one down.

Mike: Mc Image slide shows. Is this some more to that other site, where it’s hosting on another site or it all...

Luis: This is codes that you put in but it’s a lot simpler because it’s html.

Mike: Okay.

Luis: So since you’ve already learned it, it’s pretty simple but all the codes are already there, all you have to do is just copy, paste and click it in.

Mike: Okay. So I’m on slide shows, so I can look at that show what it’s going to look like.

Luis: Now, there’s many types of slide shows.

Mike: Wow. That’s great.

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>)

Luis: You have, preloaded one, fade in slide show or drop in, conveyor one that looks like a conveyor belt—just all the images are scrolling by.

Mike: Okay you should never be out of work or looking for ways to make money, if you would just study and learn how to do webpages and learn how to do html and learn how to do some of these things here, I mean you'll have so much business you wouldn't have time for anything else.

Luis: That's right. The one thing you need though still is to know how to market yourself.

Mike: That is true.

Luis: That's the one thing.

Mike: I agree.

Luis: Okay, next one. All right now were getting into the whole subject if you really want to learn how to do it yourself. Here's other tutorial with creating your own graphics as well.

Mike: Okay.

Luis: And those all that they got in here is web design tutorial and html tutorial. Many times people want to be able to create really great graphics with things like Photoshop or other programs like that. This is a tutorial for photo shops and it shows you how to create your own buttons. If you want to create different background effect. If you want to get really fancy with what you're doing, this FrontPage will show you how to do it. So let's go to the next one now.

Mike: <http://www.myimager.com>

Luis: Yes, this is a real one I'm going to show you because many times people like when I spoke about photo shop many times their really powerful but expensive programs. My Imager does basically all the same things that you need to do with an image program. It will allow you to edit an image anyway you want basically. So what you do is right from here you create a button that opens up a picture that's already on your computer.

Mike: Right from here?

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>)

Luis: Right from here.

Mike: So I go click here to begin?

Luis: Yes. Go—you can do that, right there is the beginning.

Mike: Okay.

Luis: Now you can open up a file or just grab one right off the website.

Mike: Okay.

Luis: And then now, if you go—do you see where it says edit on top. Right where it says file it says edit?

Mike: Yes.

Luis: Click on that.

Mike: Okay, hold on I'm getting a file real quick here.

Luis: Okay, you're going to try this

Mike: Yeah, I'm going to give it a try. Okay, let's see—actually you know what, I'm not going to have time to do that. Okay, but I see I can open up a photo or a file and then....

Luis: Go to the next one where it says edit.

Mike: On the?

Luis: On the blue banner.

Mike: Okay.

Luis: Where it says edit.

Mike: Click on?

Luis: Dot.com menu.

Mike: Yeah.

Luis: Okay. Click that.

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>)

Mike: Click on edit?

Luis: Okay, look at that, you can resize the picture, you can crop it, you can rotate it from left to right, flip it vertical and horizontal.

Mike: I’m doing it all online.

Luis: And doing it all online, you can even convert it from like a jpeg into a gif into a bitmap.

Mike: Wow.

Luis: Now let’s go to the next one that’s even more fun, the effects. You can add effects for text, so if you want to make text curves.

Mike: Will it allow me to type text in here?

Luis: It will allow you to type it in as well. You can make it buck knife, or make it you know pop out like a little button, you can change the hue—the contrast, the brightness, how white it is. You can change the color in a photograph and make it a gray scale like one of those old time pictures, okay? You can change the colors that are on there and make it transparent. You can even give it like a little blur effect if you want or there are different effects.

Mike: This is incredible.

Luis: Then—now go to the next one where it says optimize. Now one of the things that keeps webpages from loading really quickly, what people really want is the size of the files and the stuff that you have on it. One of the biggest cause of bandwidth is the pictures. What this does here is you load up your picture and you can reduce it to make it more optimized for your website.

Mike: Exactly, so if you’re putting pictures on your webpage or on your website, if their too big or they take up a lot of space—when someone else there has a phone line and there loading up your webpage, there going to be sitting there for 2 minutes waiting for your picture to load. Their going to get frustrated and their going to leave your site, so you have to take all your photos on your site and optimize them and make them smaller and make them so they are still visible and you can get the effect across to whoever is looking at it and this optimization tool will allow you to do that.

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>)

Luis: That’s right, you got it.

Mike: And that’s exactly what I had to do with all 250 pictures on my website that I posted up a job on elance and had a guy out of India optimize them for like a nickel apiece, which is great.

Luis: That was great.

Mike: But for one or two I can just come right here and do them myself

Luis: Yep and in a little while, you know I’m going to show you some other stuff as well.

Mike: Okay, let’s keep going, this is great. I really like this.

Luis: Okay, now you’ve already had a tutorial that shows you how to change graphics. You have a program online that shows you how to optimize and change your graphics around, but you don’t have any graphics, so now let’s go and find you some graphics.

Mike: Oh man.

Luis: This is where were going to go, we’re going to go to <http://www.barrysclipart.com> Now Barry’s got hundreds and hundreds of different images, clip arts, pictures, graphics, whatever you want to call them and you can use on your webpage for whatever purpose you want.

Mike: All free?

Luis: All free. So have you went to some of these as well?

Mike: No, it wasn’t this site, I think we’re coming up to the site. It’s not this one here.

Luis: Okay, well in here you got—if you want animation.

Mike: You know, what I’m looking for here is a perfect example. All my customers I sent my cd out to. A lot of them are international, I wanted to take a little flag of that country and put them on my webpage under testimonial saying something like, you know, customers from Israel, from Italy and put that country’s flag up on the website representing international audience.

Luis: There you go.

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>)

Mike: Okay, so here—flags from the 19th and 20th century. Animated world flags.

Luis: World flag database.

Mike: Man! This exactly what I’m looking for! Alright, world flag database, let’s see. This is exactly what I’m looking for. These flags...I can just go ahead and post on my site. Beautiful.

Luis: There you go.

Mike: This is it.

Luis: Isn’t that lovely?

Mike: That’s just great. This is exactly what—I’m telling you it was on my list of things to do today. So keep an eye out, you’re going to see webpage with these little flags all over it.

Luis: Okay, cool.

Mike: That’s great Luis.

Luis: Now, you’re going to do it for me. You’re going to do USA, Cuba or China?

Mike: I don’t know, which one?

Luis: USA.

Mike: You’re American first?

Luis: I’m American first.

Mike: Okay.

Luis: Okay, various clip art—that is great.

Mike: That is excellent.

Luis: All right, even if you notice right now they got like these little snowflakes coming down?

Mike: Yeah, I see that.

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>)

Luis: You can even do that on your webpage as well. You don't have to have snow flakes, you can have a whole bunch of other stuff.

Mike: Okay, that's cute. That sounds like a lot of fun.

Luis: Next one. More graphics.

Mike: Okay.

Luis: Now, what about creating buttons? Many times people they just don't want to have little text links to click on, although text links basically are the best ones for people to click on because they think it's actually going to be real information that's going to lead them to stuff that they want

Mike: Right.

Luis: Many times you may want a button just to make it really pretty for your site. So you're going to go to <http://www.aaa-button.com>.

Mike: Okay.

Luis: All right? So they got over 5,000 buttons, okay that you're not going to find anywhere else.

Mike: Wow.

Luis: And they are all free.

Mike: Wow.

Luis: All they ask is that you give them a link back to your website.

Mike: Okay.

Luis: You can use any of these links, you know where you put them?

Mike: Where?

Luis: You create a little page on your site that says, resources or favorite links and you just put it right there. So let's go...

Mike: I'm just looking at round buttons and it shows you what they look like and everything.

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>)

Luis: Exactly.

Mike: And you download them as a—is it an html.

Luis: No their usually a bitmap or a jpeg or a gif. More likely it will probably be a gif format. And then you just take it—you can put it into any of those imaging programs, type the text that you want on there and now you have a new button.

Mike: Right. That’s wonderful. Excellent, excellent.

Luis: All right. Next one, okay now let’s—you know that one of the major things about selling anything on...is just the follow-up. That’s the biggest thing that you got on there. Next is actually speaking to the person the first time, is the follow-up because people is not going to buy on the first time, it’s very rare.

Mike: Right, statistically I think the most important sale is made on the seventh—No.

Luis: Exactly. Seventh time somebody and actually I’ve seen studies done scientifically the brain does not really react until the seventh time. Okay, so there’s actual physical proof of it, but here’s the thing. So now, let’s say you got 5,000 people on your mailing list, okay. That you got to contact and or are you going to contact them every single time or send out group messages or maybe not everybody got onto the mailing lists at the same time, maybe you got an order that you want to make sure everybody gets the message, so that’s going to be a real hassle to do that manually.

Mike: Right.

Luis: So what you need though is called an auto responder. An auto responder—it sends out your message to your mailing list, to their email inboxes automatically for you on however frequently you want it. Now these are great because you can either create it as, you can make a—if you want to do a free ebook? How about sending them a chapter a week through your auto-responder.

Mike: Okay. That’s a great idea.

Luis: Yeah and you don’t have to have all those software problems that we talked last time. All those software programs, you can just create there your book.

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>)

Mike: Okay.

Luis: Your whole sales message you can just do right through here. The first one we're going to go to is <http://www.freeautobot.com>. Okay? So freeautobot.com what it is—is just that. It's totally free and it gives you all the functions that you want with a simple auto response.

Mike: Is it—I'm using one called <http://www.replytoit.com>. I pay \$29 bucks a month for unlimited account names.

Luis: This one is unlimited as well.

Mike: And it's totally free?

Luis: And it's totally free. Now the only downside to this is that it doesn't have all the functions of some of the ones you're going to pay for.

Mike: Okay. Yeah.

Luis: But if you want a basic one that works 24hrs a day, you can send out a message to the people, you can send it out as an html as well, you can put little links on it that they click on. This is just great.

Mike: Yeah, I'll tell you this is extremely powerful and I'll explain how I've used it with my hardtofindseminars site. When I give away a free cd-rom there's a very long form that you fill out and it ask all kinds of questions. And it's almost like a bribe. You're not going to get this free cd-rom unless you fill out the form in it's entirety. I asked you the things you like about marketing, things you don't like about marketing, who your favorite marketing teacher is. What your url is, how many customers you have on your customer list, how would you rate your marketing skills. Information I'm getting from people who fill out this form is incredible, it tells me so much about them. Instantly when they click that button, their info goes into an auto-responder and I have all their data. They have just entered all their data for me and 2 or 3 or 4 people a day enter their data, I'm compiling a database of my customer lists and then I have 11 sequential messages. Little letters that automatically go out to everybody, so the minute they hit that button and they've asked for their free cd-rom, their in the loop. They're going to get over a series of 45, 50 days of 11 different messages automatically. And this is an incredible workhorse, I mean this is how I've collected

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>)

over 130 testimonials all automatically, because 3 of my messages. The first one is hey is, did you get the cd-rom? The second one is, hey did you have a chance to listen to the cd-rom? Did it work okay? Are you having any problems, if you are let me know. The third one is, hey can I ask you a favor I’m testimonials from my website, could you take a minute and write down a quick testimonial. Then the fourth one is a reminder. My second request for a testimonial—I don’t know if you have been busy or what but could you please give me a chance and give me your opinion on my cd-rom and then the third one, onward. Onward. Onward. All automatically, keeping me in contact with my customers, selling them on products and services all automatically, it’s absolutely incredible.

Luis: Yeah, I use a little bit of a similar way. I also have it for my newsletter and I write all my articles ahead of time and I’ll send them every weekend or whatever I write all my articles up in there, load them all up onto the computer and now I’ll have—if I do 12 articles and I’m only shipping them once a month, I’ve now done the entire year. So there’s my entire newsletter. I don’t have to worry about it for another year.

Mike: Right.

Luis: And right in between all those every month, I’ll have automatic messages already going out telling them, hey check out the service that for, hey click here for this new thing, or here click here for this free report. Just to drive traffic back again and again to your website.

Mike: Right, I mean this is such an important tool for if you have a customer list it’s such important tool because if you have a business you absolutely should be collecting your customer names, their email addresses, way’s to get in touch with them, ways to continue to sell them and this little tool would do it effortlessly and automatically for you.

Luis: The other very important thing with this before we go on is the fact that you’re able to personalize it. Many times many people when they send out a message it would just go you know, to dear user, or dear entrepreneur.

Mike: Right.

Luis: You want your messages to look as personal as possible.

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>)

Mike: Right.

Luis: As close as—you want it to practically seem as if you handwritten your own email.

Mike: Yeah and you want them to think that you just sent them and only them an email.

Luis: Exactly. That’s why you also want text and stuff like that to be written like if you’re talking personally to them. What this thing allows you to do is put a little script in there that would automatically post or past into it every person’s first name, last name whatever personal information you have on there. Boom! It would put it right in there.

Mike: Right.

Luis: And it’s just that much more powerful and that much more impactful.

Mike: Okay, I’m looking forward to going back there and checking out these features.

Luis: Okay and this one like I said, this one is totally free.

Mike: That’s great.

Luis: Now let’s go to the next one. We’re going to go to one now that is not free, however, I think it’s really worth it and I’m going to be changing to this one very soon.

Mike: Okay.

Luis: It’s called <http://www.getresponse.com>.

Mike: Yeah, I’ve been there. It’s the link that you gave me it’s a free auto responders, right?

Luis: That’s the other one, yeah.

Mike: There we go.

Luis: Okay?

Mike: Get response, okay.

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>)

Luis: www.getresponse.com. What this one in here is, now I don’t know exactly how much this one is for. This was about \$22 or whatever it was. Look at it this way, compared to all the other ones that are out there, this one is the best price with the best profits, with the best features built in.

Mike: And you’ve studied a lot of them?

Luis: I’ve studied a lot of them.

Mike: Okay.

Luis: Now one of the biggest things besides all the great stuff and the follow-ups and the attachments you can put in like you would with your email and then you have stuff ****and the great personalization. But one thing that I really love about this that the other ones don’t have is it’s ability to—let’s say, you just said yourself you have one, one you send out the same message to the whole group.

Mike: Right.

Luis: And it’s like sequential, 11 messages whatever it is. What happens after the third message that I get, I’m one of those bright people, I don’t have to wait for all 7 exposures. After that third message I already got your cd.

Mike: Right, and this is a problem that I’m having, go ahead.

Luis: Okay, so now what if after I get it and I respond to you that I got it? Now it automatically switches me over from that auto-responder to another auto-responder that now guides me to your next product.

Mike: See this is exactly what’s happening to me, say on my third message I say, “Can you give me your testimonial on my cd.” And they gave me their testimonial? Now do I have to manually go in and switch them over?

Luis: Not with this. With this you can set it up so that there’s kind of like a code you put in there when they respond to their message here, it will automatically transfer them over to another set of auto-responder messages that you’ve setup.

Mike: Okay.

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>)

Luis: Okay, so you have product one, let's say and you have five messages that deals with product one.

Mike: Right.

Luis: After message number two I decide I'm going to buy it. Bang! Right when that happens, their systems recognize that you've bought it and now it switches me over to product two and start sending all those messages. So they never see the rest of the messages for product one.

Mike: Yeah and that is something I need right now.

Luis: And this is what you should go for.

Mike: All right. Now I'm sure we're going to get into it when I'm going to ask you how does it know, because it probably have built into it a payment for products, like is there stores built into this auto-responder where people can buy through it?

Luis: It's not listed here, it's just there are certain codes that you can put in that would allow you to be able, like you said we're going to get into it. When you read through it, you'll see it's in there. They explain how to do it.

Mike: Okay, but the fact is there's the free one we've shown and there's this one which is far more sophisticated and you may as well spend the money if you want to do it right.

Luis: That's the main thing. And for the price that you're getting as with many of the others that you see and you know, they all have such cheap price and all that but it doesn't have all the features that this one has and the price is really worth it.

Mike: Okay. Great.

Luis: So let's go to the next one now.

Mike: All right.

Luis: Okay, you've created your webpage, you got all your pictures up; you got all your html done; it looks beautiful, fantastic. Question is—is everybody going to be able to see and are there going to be any bugs in it.

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>)

Mike: Now, when you say, “Everybody” are you talking about because everybody has a different computer or different viewing software or what?

Luis: Exactly. The most popular web browser out there is Microsoft Internet Explorer. Okay the reason why is because 95% of the world has windows on their computer and windows installs the Internet explorer right onto their operating system. It’s built in natively, so most people don’t even think about or look for other options or alternatives to the Microsoft browser. However, myself I use “Mozilla,” which is another type of browser okay. There’s also a browser called “Opera” and a browser called “Netscape.”

Mike: And AOL?

Luis: And AOL.

Mike: Okay, so people are looking at your website through eyes all over the world.

Luis: Exactly.

Mike: All right.

Luis: If people are looking with different eyes all over the world, how are you going to make sure that yours look good for everybody?

Mike: Okay.

Luis: Here’s where you go. You go to <http://www.doctor-html.com> and go to the actual link because there’s another part to it that you’ll get that anyway. Now what this one is here, you’re allowed to do 5 at a time for free because they don’t want to be hogged up with*****

Mike: Okay.

Luis: But anyway, so right here you click on where it says single page, okay? And you just type in your webpage there, which says url and then you can change different stuff. You don’t have to correct everything but *****it’s going to show you.

Mike: All right.

Luis: And then you type in go which you’ve done. So let’s try yours.
<http://www.hardtofindseminars.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>)

Mike: Right.

Luis: It takes a few minutes—it takes a few seconds to just...it’s going through all the codes on your page.

Mike: Okay. On the entire website?

Luis: Not only on the website, there’s another link above before that where it says site analysis, I think that one is a little bit—you got to pay for it.

Mike: Okay.

Luis: But for a single page you got to do each one.

Mike: Okay. Here we go. All right so it came up it has checkmarks in all these boxes. Oh wait!! Here we go. Wow. Look at what this thing did?

Luis: So as you go through here...

Mike: It give you report on your spelling mistakes. Potential?

Luis: Potential spelling mistake, or it could be the fact that it doesn’t know how to spell Albert.

Mike: Right, that’s true.

Luis: Or you know, Senoff.

Mike: Okay, so this analyzes all my html on my entire webpage?

Luis: And it also analyzes all the links to make sure that there weren’t no broken links. Let’s say to go into the web-selling page; maybe you typed in the url wrong, this will tell you.

Mike: Right.

Luis: But you have 16 hyperlinks in your document but none of them were bad.

Mike: Okay.

Luis: And you have one potential meta tag error in your document.

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>)

Mike: Okay.

Luis: Meta tags are where different codes are.

Mike: Now if I click on Meta tag what will it do?

Luis: It would drop you right to that part.

Mike: To my website?

Luis: No click on it, it will drop you down to that part of the report.

Mike: Oh. Got ya. Wow. Okay, this is great Luis. In fact I just signed up to use the free service for a service that does this. I gave them like fix my websites and they send me reports via emails on broken links and things like that so when you know, when to notify me of broken links and it’s a huge timesaver, so if you’re running a website and you have lots of links. This tool is invaluable instead of going through every single page of your site figuring out what’s work and what’s not, this does it all automatically.

Luis: Exactly.

Mike: This is great.

Luis: Now if you scroll down a little bit...actually if you go back up to where it says browser report?

Mike: Okay.

Luis: See that one?

Mike: Yeah.

Luis: Click on that one.

Mike: All right.

Luis: Now this tells you like we’ve talked about. You have Internet Explorer, Netscape, Opera or just html 4.0 is another one.

Mike: Okay.

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>)

Luis: Now this tells you which all the different parts of the code on your website. See where it says line number?

Mike: Yeah?

Luis: Line number 730 there's a text that you have in there called—the tag that hasn't been filled. Okay, in the box and box in? For some reason none of those webpages will be able to see it or understand it.

Mike: Okay.

Luis: Okay, and as you go through it for the most part your site is pretty good. Now where it says table style you go down and the tag names and you see there that it's not being read by Netscape.

Mike: Okay. Table.

Luis: Okay, where it says style, height, order, color...

Mike: Netscape three will not read it.

Luis: Netscape three, four....

Mike: And Opera won't read it. All right is that a big deal? Isn't that just the border color?

Luis: Yeah, but I've looked at your site and it seemed pretty okay. It's just something to be aware of.

Mike: So yeah, it's not showing up the border colors. Okay man, that is incredible. Okay great.

Luis: Yeah, you know, you'll be able to see the main colors of the table.

Mike: Well how do we fix it once we know that it's the problem?

Luis: That's when you go back through your text manuals that we've showed you in the past to create that.

Mike: Look and it give me every single one of the spelling mistakes that they thought I misspelled. Wow. This is great.

Luis: It's okay?

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>)

Mike: Yeah, this is wonderful.

Luis: Now there are other functions on here as well. It says you can do an entire site analysis. Okay, that one right now, there's—you can do a whole set of one. I think right now; you can do a whole set of one, I think right now it's stopped or you have to talk to them particularly.

Mike: Okay.

Luis: Because you can purchase the license from them to do it.

Mike: Right. That's excellent!

Luis: Okay?

Mike: That's a great, great site.

Luis: All right, so let's go to the next one now.

Mike: Okay. Html code help.

Luis: Okay. So like you've said, we've gone through the net doctor html and you got some of that. That's all great. Now in here you can come and you can fix html code error. The website is <http://www.netmechanic.com>.

Mike: Okay.

Luis: Now, there's a lot of different stuff in here you should check them all out there, some of them is pretty cool. My favorite one though is where it says improve your site? Box number 1, go to the third one down where it says you want fast loading graphics?

Mike: Okay.

Luis: Click on where it says, “Try it.”

Mike: Oh wait. I went to where it says improve your site and where are you looking?

Luis: Oh? Down 3 boxes to where it says, you want fast loading graphics. Do you see it?

Mike: No.

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>)

Luis: Okay, you’re on box number 1 right? Do you see where it says fix html code errors?

Mike: Okay wait. Hold on. Hold on. Okay, I’m in box number 1 and I go down?

Luis: To the third one, to where it says...

Mike: Oh, got ya. Got ya. Got ya. Okay. The third box down. Try it.

Luis: Okay?

Mike: Right.

Luis: Yep.

Mike: Okay.

Luis: All right, now from here what I want you to do is click on try it.

Mike: Okay.

Luis: Okay off to the right hand side. You’re in?

Mike: Yeah. I clicked, “Try it.” Now it says, “Enter the image URL.”

Luis: Exactly.

Mike: Okay.

Luis: So now, here what you do is type in on your webpage—you can either or from your computer. You load up a picture that you have.

Mike: Okay.

Luis: You want to optimize.

Mike: Right.

Luis: You type in your email. You don’t really have to type in your email though, but you should and then what you do is select the outward format. You want it to be the same format as you put into it. And as a gif, you want it to come out as a gif. If it’s a gif you want to change it into a jpeg and so forth.

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>)

Mike: Okay.

Luis: Once you click on text now, okay what happens is, it will show you that exact same picture in like 10 different levels of optimization.

Mike: Okay.

Luis: So it’ll cut down different pixels that are on there in different colors so that it’s the least amount of information, but it still looks as best as possible.

Mike: So it gives you a very detail choice to choose from.

Luis: Exactly. I think you have done this one time.

Mike: Yeah, we did do this right.

Luis: Okay, so that way you can pick which one that you want. All you do is click on it, save it into your computer now load it.

Mike: It’s kind of similar to my imaginer but in a more detailed scale.

Luis: Yeah and right there you can see all your different choices. With my imaginer although it’s very powerful, you’d have to do it, again and again and again. This one has them all there and you can just visually look and see which one you like best.

Mike: Okay great.

Luis: Okay, so once again. How much would that cost if you went through elance? So you had someone to optimize all your pictures right?

Mike: I did it was a guy out of India very inexpensively but some of these people wanted \$5 bucks an image.

Luis: Yeah exactly. Right here you’re left a little bit of time and you’ve got it done.

Mike: Exactly, that’s great.

Luis: Okay?

Mike: Okay.

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>)

- Luis: So let’s go to the next one. Now these next ones here are for shopping carts. How you’re going to sell anything if someone doesn’t give you any money?
- Mike: All right.
- Luis: All right, so the first option that you need is called a shopping cart. Many of those websites and webpages they’re going to charge you for a shopping cart or a gateway. Some of them they offer for free, you know you got to look around, but many times it will cost you like \$300 or more just for the software. To get yourself a shopping cart that encrypted with protection. This one here is called, <http://www.mals-e.com>. It gives you entirely free shopping cart for your website that you can just plug in and go.
- Mike: And it’s easy to setup?
- Luis: It’s easy to setup, okay?
- Mike: Okay.
- Luis: What you want to do is check out the demo store, okay? You see right there underneath the...
- Mike: Yeah, I’m there.
- Luis: Now there’s your standard shopping cart. So what you do is, where it says several credit cards or state credit card number, okay copy that. Highlight it—right click on your mouse, click copy because you’re going to need that later. All right, now press where it says, start, mall, article, bookstores.
- Mike: Okay. Then buy now.
- Luis: Okay then buy now. One quantity so this is what your shopping cart is going to look like.
- Mike: Wow.
- Luis: Okay, now go to payments and here—this part here you type in your name, your address, and your delivery. You would hit continue and from there you would put in the credit card number and it will be sent out to you.
- Mike: Right. That’s incredible.

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.hardtofindseminars.com/consulting.htm>)

Luis: A full shopping cart. But this one you can also customize as well to make it look like it’s your page. You can put your own image on top. Like imagine that, cause right now you’re selling most of your stuff like people call you and they buy it. I know that you like to talk to the people.

Mike: Right.

Luis: Many times somebody just wants to buy something and I don’t think you’re going to be awake at, maybe now with your baby, but may not be awake at 3:00am in the morning.

Mike: Right.

Luis: But somebody in china wants to buy...

Mike: They want to buy it right then.

Luis: Boom!

Mike: Absolutely.

Luis: Here’s your shopping cart and you can get a shopping cart for free.

Mike: That’s great. Have you ever checked out paypal shopping cart?

Luis: I have checked out paypal shopping cart and this actually integrates with paypal as well.

Mike: Oh does it really?

Luis: Yep, but what I didn’t like about paypal is, many times for some people they go, “Oh paypal isn’t all that and you know, it’s not all that professional or whatever, but this one kind of hides it behind it and makes it look more professional.

Mike: It does make it look more professional. Some people don’t know what the hell paypal is.

Luis: Now here’s the thing though, and cause two reasons why I use Paypal because it is popular and a lot of people do use it. Here’s two things though that you need to be careful with. Number one is the fact that people has to sign up for it before they can use it.

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>)

Mike: Right.

Luis: Some people just have a credit card and you buy something. You sign up for the membership and you have to charge your paypal account with money and then buy something.

Mike: It does make it more difficult.

Luis: A little bit of inconvenience.

Mike: Okay.

Luis: Okay, but now the other thing with paypal you have to be careful with never use—you know like people have to have their ebook? Where they can automatically be downloaded?

Mike: Right.

Luis: Okay, never do that with paypal because you can go right into somebody's webpage and you can grab the code right off their html and just right where they're suppose to download it. Right where it says, after I pay I will get sent right to the download link. Okay, you can bypass that directly and go straight to the webpage to download that product.

Mike: And get free ebooks.

Luis: And get free ebooks.

Mike: Wow.

Luis: So never use—I'm saying this because I hope the people that are listening to this are honest people and I don't want them to get caught by this and it's not that they aren't going to use it for their own purpose.

Mike: Okay, I'm going to give a warning too. I had a customer—this is a true story and he inquired about some marketing materials from me. I had talked to him about a year—year and a half ago and he told me that his bank account drained and what happened, he had an paypal account and when you have paypal many times one option is to have your deposits withdrawn out of paypal to go directly into your bank account. Well some hackers found his password and figured out his password to get into his paypal account and change him and locked him out of his paypal account

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>)

and drained over \$80,000 out of his bank account and he was so depressed, like 2,3 or 4 months he just hasn't even had the energy to go the bank and see if he could get his money back. It was probably done somewhere else in the world and done professionally. And a warning to anyone if you have paypal, 2 things, never let your paypal balance accumulate in the paypal account. Always withdraw it. You know, if you get \$1000 bucks in there or whatever withdraw it into your bank account and have a separate bank account just for you paypal funds to be taken out of and deposited into. So don't keep \$20,000 in your bank account that's connected to paypal—have a separate bank account that you make deposits into a specific bank account setup just for paypal.

Luis: That's good. That's a good warning.

Mike: Yeah. Okay.

Luis: Very good. Okay, so now let's go back. This is for this site here for the web cart. Now what about actually being able to process credit cards.

Mike: Right.

Luis: You want to be able to do that as well.

Mike: Yep.

Luis: So here are a couple of ways that you can do that. One of them is called <http://www.charge.com>. Okay these I'm going to go through pretty quickly. This is one of the better ones that I have found. They even believe in what they do so much that they say they'll pay you \$100 if you can find a better deal that you can get here.

Mike: Okay. That's a good guarantee.

Luis: Okay, so they have—approve online businesses, mail orders, phone orders, home based retail businesses, services, restaurants, professional whatever. No application fees, fast approval, and real time processing. The website is called <http://www.charge.com>.

Mike: So what this is, if you want to get into business and have a website and you want to accept Visa, MasterCard, American Express, Discover this website will allow you to do that.

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>)

Luis: That’s right. Right from your webpage or right from anywhere you want to do—take an order over the phone.

Mike: That’s incredible. That’s great and there’s no—I wonder what the rates or they guarantee lowest prices?

Luis: Yeah, actually go where it says by comparison.

Mike: Okay, you got my wheels turning because when I started I had to rebuild my credit. I had you know, I had spent lots money about 7 or 8 years ago and I had terrible credit. I never filed for bankruptcy or anything but I had terrible credit and the way I re-established my credit was with a company called, Card Service.” And Card Service International is a credit card terminal provider. It’s probably something like this, but they were great because they would let almost anyone go in—Not almost anyone but they would be very eager to process your application or you’ll pay a few higher percentage point on the amount of dollars you run through. You know, they’re ***** so, I pay a little more right now then I have to. So here where it says price comparisons.

Luis: So now, look at the applications fee. Anywhere—sometimes it’s anywhere between \$95 to \$250 for these guys \$0.

Mike: Wow.

Luis: So it’s \$0, 0, 0 all this stuff is 0. One of the things you’re also going to look for is what the retail discount rate is. What are they going to charge you for their fees, obviously.

Mike: So you’re going to pay 1.6%, so for every \$100 you’re going to pay them what?

Luis: \$1.06

Mike: \$1.06 okay.

Luis: And plus, \$0.24 per transaction.

Mike: Right.

Luis: Which is still lower than anyone else is doing.

Mike: Okay.

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>)

Luis: Okay, so you can have all these different options there. Now you can either get a credit card—one of those credit card machines. You can get that if you want.

Mike: Right.

Luis: Or you can just do it straight from your website.

Mike: Right and you can pick those up on ebay too.

Luis: Yeah.

Mike: A lot of the credit card companies when they set you up in with a credit card the way they make their money is upfront fees on equipment, terminal purchases, printer purchases. They want you to lease them or buy them upfront and they really overcharge, you can buy all this stuff on ebay or used for a lot less and then in some cases you don’t even need them.

Luis: Yep.

Mike: Okay, that’s wonderful Luis.

Luis: Okay.

Mike: That’s great.

Luis: Well now, let’s try—there’s another option that I like to give people options, as much options as possible.

Mike: Right.

Luis: Which is called <http://www.2checkout.com>. Now this one here has a setup fee and it’s a little more expensive but it has some of the similar features that the other one has. And so you just go look through this one, it’s kind of the same thing but I just like to give people an option.

Mike: Okay.

Luis: Okay and finally one more which is called, <http://www.clickbank.com>. Now Click bank only really allows for web purchases or digital documents, things like that, for the most part.

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>)

Mike: Is this what a lot of the ebook promoters use?

Luis: Quite a few, yes.

Mike: Okay.

Luis: Quite a few are using this right now. The other great thing is that this one allows you to use, affiliate. You can have your own affiliate program where you have a product and you have your own—you have thousands of sales, millions of sales people depending on how you look at it around the entire world who can also resell your products for you and when somebody buys from you, you give them their 10%, 20%, 30% commission and it encourages them to go out and make more sales for you.

Mike: Right.

Luis: I know some people—that’s how they entirely make their living by just being affiliates for other people.

Mike: And affiliates are very popular?

Luis: Oh yeah, because you don’t have to create your products, you just market other people products.

Mike: Right. Hey this has been a long lesson. About an hour and 20 minutes, but you know, if you take the time and learn these things and spend time on these sites and master these, you’re going to be so ahead of the game. Yeah, it’s going to be hard work. Yeah, you’re going to be up late, yeah you’re going to have questions but just think of the money you’ve saved when you’re in control and at least have some idea about these sites and how to do them. You don’t have to do everything you just got to know enough to tell somebody to go do it. Right? You could be familiar and if I don’t want to do the details of setting up my cart, I’ll go on elance and say I need someone to help setup my cart and I’ll direct them to the site. I know it’s free, he’s going to know it’s free and I’m going to pay him per hour for doing the job for me.

Luis: Yep.

Mike: Luis, thank you this has been another great lesson from part 4 on how to setup your own webpage and basically your website, painless from A to Z.

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>)

Luis: Yep, that' it.

Mike: All right.

Luis: Just be careful guys out there, I know that we've flooded you with information and you know, I hope you didn't get information overload. Take a little bit at a time and go through it.

Mike: And download the transcripts. We will have the word for word transcript of this audio and we'll have them index per subject. So look in the index and just go right to the page where the audio portion of where we talked about it.

Luis: You got it.

Mike: All right Luis, thanks so much!

Thank you again for listening. This is Michael Senoff with www.hardtfindseminars.com. If you want to get in touch with any of the people in the interviews, please e-mail me at Michael@hardtfindseminars.com.

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.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. 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](#)

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-

53

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

<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.