

**Before you start, I want you to know that I believe getting a full education in marketing does not have to be expensive. I also believe that in most cases you should never have to pay retail for any educational product, seminar, book or tape. You should pocket that saved money and invest it back into the **MARKETING** of your business.**

Michael: You're sitting on a gold mine right there. Are you a good accountant?

Bernard: I like to think so.

Michael: And many of your clients have been with you for a while?

Bernard: Yes, well I've been in practice for 15 years.

Michael: You have intimate knowledge of your client base. You know what kind of money they're making; you know which ones have large client bases. Those are the clients you should—once you understand the marketing stuff, or have some ideas and learn some of this Jay Abraham stuff pretty good—you can introduce some marketing ideas. You've already have their trust, you already know what kind of business they're doing, you can simply become a marketing consultant to your existing clients. It's already set up for you; all you've got to do is ask.

[MUSIC]

Michael: Well, good morning. What part of Australia are you from?

Bernard: Western Australia in Perth.

Michael: Well, nice to meet you.

Bernard: I jumped on your website a couple of weeks ago. I was looking for some Jay Abraham bits and pieces. At the same time there was a set of Jay Abraham materials came up on eBay that I put in for and I missed, I think it was December 2002 Mastermind Seminar. And I think you sent me a little email saying he got a set, would I have interest. And I said I would be interested. We must have got our wires crossed somehow, I think

- Michael: Yes, that was for the CD-Roms. Unfortunately, the CD-Roms I sold already because I emailed a couple other people, but I do have it on audiocassette tape, if you're interested in that.
- Bernard: The CDs are a lot clearer than the actually audio. I'm not sure on that.
- Michael: The recording will sound about the same whether it's on CD because they're recording it from a microphone to CD at the seminar, and then from a microphone to cassette. So, I don't think you're going to lose a generation and I don't think you'll have any problem at all listening to it. It's very clear. It's a good recording.
- Bernard: It obviously came with various manuals and stock letters.
- Michael: I don't have any of that stuff. I only have the audiotapes. When I buy and resell this stuff—had a set of the CDs and a set of the audiotapes—the CDs sold and I have the audiotapes left. So, I don't have any of the written material with it.
- Bernard: I see, fair enough. What did your written material consist of?
- Michael: When Jay does these seminars he usually uses maybe 70% of the same stuff from previous seminars. I'll send you the written material that went with the Master Mind Marketing Seminar that he did in 1995. It's like a workbook, it's for goal setting, it's for you to identify where you want to go. It's kind of like a personal strategy journal. There's some good information in there. Honestly, his workbooks are very similar on all his seminars. He doesn't sit there and put together 500 page workbooks for each seminar. He uses the same stuff from the other seminars.
- Bernard: A couple of years ago someone I know went to one of Jay's earlier courses back in the late 90's or one of the later ones and it probably wasn't much different. He did say what he picked up from the course and was quite handy was very detailed questionnaires for doing evaluation of businesses.
- Michael: I could provide you with that. I could send that as a bonus to you. I have some information from some of his other materials that will give you 50 different questions to ask a business if you want to identify whether they would be a good business to do marketing consulting. Is that what you want to do?
- Bernard: Well, one of the things. He just said this is basically used in the market for buying, I guess insolvent businesses or run down businesses. He's from the UK originally. He came over here. He picked up a couple

businesses. I looked after them for a couple of years on my own account. Then he disappeared because he picked up a quite large business in the UK, so headed off home again. He obviously used a combination of the fine businesses, which he was fairly certain he could ramp up through sales and marketing and obviously through just better management.

Michael: I can help you on another front of that. I have a specific course on how to buy businesses. It was done by a guy named Art Hamel. This guy here in the United States was the number one educator for America on how to buy businesses. He is very sharp. I can send you a link to an interview that I did with him where you can hear about the course. It's a recording that I did interviewing him. He's an old guy now, but I have his old course, which is still applicable for today. Just as the marketing material is still applicable, no matter when Jay did a seminar. Maybe a combination of learning how to buy a business, how to evaluate a business, and then with the marketing you'd be home free. Have you studied any Jay Abraham material?

Bernard: I have one of his basic courses. He did a couple back in the mid-90's. He came out a couple of times, did a couple of his day, day and a half seminars. He did a series of reports at the same time. I picked up 16 or 20 just very basic reports. They are all very good material. He put up a course he sold—an audio type—I think it was called Pillars for Success, or something like that. Obviously, he's got a different angle, nothing from an accounting point of view. It's just if you've got businesses that are kind of more marketing oriented. So, really it's a case of just looking for ideas to help with clients more than anything else. Maybe trying to get a little leverage off of it as time goes on. So as time goes on, I can maybe take more involvement in opportunities as they come up.

Michael: Yes, absolutely. What do you do? Are you an accountant?

Bernard: I'm a tax accountant.

Michael: You are an accountant. Well, you know what? The business buying course by Art Hamel will be right up your alley because he trained the IRS here in the US—the Internal Revenue Service—how to evaluate; formulas on how to evaluate what a business is worth. They adopted his formulas. He would train these people and it's very accounting related. It's almost like an accounting course when you're trying to determine what the real of a business is. So, you would probably be able to really pick up on that stuff. If you're interested, it sounds like it's right up your alley. I'll send you a link. You can listen to the recording I did with him.

Bernard: That would be great. One of the little problems I've got is my computer is a bit slow. I've tried to pick up one or two of the links before and the rights to download.

Michael: You'll be able to play this recording. There are some green buttons and you can play it in Flash. You won't have to download anything. You'll be able to press the button and you'll start hearing audio as long as your speakers are turned on right away. I'm going to email you a link right now to the recording for the business buying. In the link I'm going to send you, you'll have temporary access to all 87 hours of my recordings with all kinds of pretty sharp people. Have you listened to any of those?

Bernard: I was interested in one the other night actually. I can't remember who it was now. You were just discussing with him marketing options in relation to an eBay type business. I just picked one out of random. It was only last week that I picked up your site. I thought it would be nice if I could get some decent Jay Abraham type material. Maybe this Hamel character might be worthwhile looking at too. Really just to kind of give myself a bit of a nudge, a shot in the arm to kind of get things moving.

Michael: Well, I can certainly help you with that. You bid \$460 on that Master Mind Marketing.

Bernard: Yes.

Michael: The Master Mind Marketing is a good seminar. If you listen to the recording of the Art Hamel and that sounds like something you're interested in, I can create a package for you. We can do the Master Mind Marketing tapes; I'll do them at \$400. That's \$60 less than what you were willing to pay. And then my Business Buying course I sell for \$299. If you like that, I'll do that for \$150. I'll include that entire questionnaire. I'll put a package of material, some of the best stuff—not all Jay Abraham—together for you and some written material. I could do a couple of videos. I'll give you a good selection of Jay Abraham material that will give you that shot in the arm. It will give you lots of ideas. And I'll give you access to all my audio recordings. Right now they're up on the site temporarily, but I'm going to be taking them down. I have a membership site, so I'll give you one-year access to my membership site with all my audio recordings and other bonuses. You'll have everything you need really to keep yourself motivated as long as you can stay motivated.

Bernard: Well like you said, just from time to time, you're just a bit like a lapsed tea-toter. Every now and again you get this urge just to get back into to

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kind of silly ideas, silly stuff that doesn't have an application to what I do. A lot of my clients are in process of buying businesses themselves.

Michael: Look, how many clients do you have?

Bernard: About 400 clients. Most are really from a tax perspective. My training really is taxation and finance.

Michael: Are you doing their personal income tax, or what majority of your clients have businesses?

Bernard: Most of them have got businesses. A lot of them actually are professional people, you know dentists, and pharmacists.

Michael: You're sitting on a gold mine right there. Are you a good accountant?

Bernard: I'd like to think so.

Michael: Many of your clients have been with you for a while?

Bernard: Yes, well I've been in practice for 15 years. We're trying to just move the practice—basically focus it towards health professionals, as time goes on. Probably the kind of clients who want to kind of move on and upwards themselves.

Michael: You have intimate knowledge of your client base. You know what kind of money they're making; you know which ones have large client bases. Those are the clients you should—once you understand the marketing stuff or have some ideas and learn some of this Jay Abraham stuff pretty good—you can approach them and say, look, I've been your accountant over the years, but I've just recently started studying marketing and some of the things I've found pertain specifically to your business and can give you a dramatic increase in your business. I'd like to go over a couple of ideas I have with you as not only your accountant, but now as a marketing expert. You can introduce some marketing ideas once you really have a list of things that most people are doing wrong in their business. You've already got their trust. You already know what kind of business they're doing. You can simply become a marketing consultant to your existing clients. It's already set up for you. All you've got to do is ask. Do you see what I'm saying? If you just study some Jay Abraham material and really kind of internalize it and be a student of his marketing for a month or two, you'll be better at marketing than 99% of anyone in your country. The ideas are so simple, no matter whether they're a retail business or a reseller, they're taking orders somehow. I would bet that 90% of them,

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when they get an order, never try to make an up-sell offer. Never offer them anything else. If you could just show them that all they had to do is when someone places an order— whether it's over the counter at the pharmacy or whether it's through the phone or through paid advertising— if the vendor would just ask them and say, by the way, I have a special going on right now. Would you like to know what it is? You just make some kind of offer while that prospect is in the buying mode, which 40% of them will take him up on that offer. And if you do the numbers on that, multiply the sales every day, you could figure out it could be a dramatic increase. And you could implement just that one idea with businesses and ask for 25% of the increase in sales by having them implement that strategy. That's just one simple strategy. Another strategy is, do you have any customers who are doing sales through the mail, any direct mail companies?

Bernard: Not really because my clients have been more professional people. There's very little mail order there. A lot of it is just personal consulting type work; dentistry, or general medical practitioners, and people like that.

Michael: Dentistry, I have a whole course. There was an attendee at a Jay Abraham seminar that did an entire dental seminar. I have a dental marketing seminar. And ironically, the dentist who taught it, Dr. Howard Pfeffer, is right here in San Diego where I am. He is still in practice. When they put on this seminar, it was almost 12 years ago, but Howard Pfeffer, the guy who put on the seminar is still in practice here. I talked to him about two months ago. He could teach any dentist how to dramatically improve their business. And there are all kinds of strategies, especially for dentists. I could hook you up with some companies who market specific marketing techniques specifically for dentists. That's something you could adapt and introduce to a dentist also. All I'm saying is, no matter who you're dealing with, whether it's a professional practice or retail or wholesale or manufacturer, Jay's marketing techniques can be used universally. You already have the customers, so your customer list is a goldmine for enhancing their business, once you have the confidence to approach them with these strategies. I can provide you with the information where you don't have to be thinking of it off the top of your head. I can provide you with a list of the specific strategies—almost like a menu—that you can choose and match up to your specific client. All you've got to do is a simple agreement with them. Say, look, I've been looking over your business. I've been studying a bit of this marketing. I can't guarantee you anything, but I think I have a way that can increase your business. If I can increase your business, would you be willing just to sign a gentleman's agreement that you'll pay me 25% or 15% or whatever you choose for every new dollar I bring you above what you're making now for the life of

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the business? Why would someone say no? They already trust you. You're already working for them as a tax consultant. You're trying to save them money. Instead of being on a defensive mode trying to save them money, trying to make them money. There are no ceilings. You could use an upside leverage and go to the moon. You are limited on what you can save them. But the bottom line is, you're putting money in their pocket by saving them money. Most people don't know how to make money because they just don't know how to do it. But they know how to save money. You can save money through taxes, you can spend less, it's all defensive in nature. It's not offensive. But now you can offer them some offensive strategies that can make what you're saving them look like peanuts. You can take a piece of that just by offering it to them and just setting up a simple agreement. It doesn't have to be a big contract and I can provide you with some good agreements, good contracts that you can model and use there, all structured out.

Bernard: That would be fantastic, Michael. Look, what we need to do. The first time I jumped on your site a couple weeks ago, I think the CD you priced out with all your clips would be handy. But I'm keen to see if we can come up with some joint ideas, or you can give me a bit of an education in the art of marketing.

Michael: Well, what you have there, you've got the link to that recording about the business buying course. So, you can press the green button, or you can print the transcripts, the word for word transcripts, and read about that. See if that looks good to you. Then email me back and let me know if you like that or you don't like that and let me put a package of materials together for you of Jay Abraham, including the questionnaire, including some simple agreements. I'll give you access to all my audio recordings, 87 hours worth, and there are some fantastic recordings in there. Just on those recordings alone, you'll learn a ton of information if you implement them. And specifically I'd ask you to listen to one on joint venture marketing. That's exactly what I'm trying to get you to do with your existing customers. Your customers are a goldmine because they trust you and you're already saving them money. But I'm suggesting instead of saving them money on a defensive mode like a goalie, let's do some offense and show them how to make money through simple, simple things. Simple techniques. The Jay Abraham material will show you those simple things. And you only want to do the ones that are simple. I'm not saying go into a business, one of your businesses that is losing money, you don't want to touch that. You want the ones who have a lot of customers, who are making money in spite of themselves, but you're just going to show them how to change a couple things that will make a nice difference, and you're going to take a piece of that action.

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Bernard: Sounds good to me.

Michael: It's doable if you want to take the time and study it, and do it. . Also Bernard, go to my section on the site called Internet Tool. These are all the same tools I use to run my Internet business. The link is <http://www.hardtofindseminars.com/InternetTools.html>

Bernard: Let's gets the ball rolling. I'm very keen to just check it all out and just see where we can take it from here.

Michael: You'll have a link to all the recordings up on my site if you go to the audio clips. They're all there. Take a look around; take some time. I'll wait to hear from you, whether by email or phone until we proceed. Also I'll make you this offer. You've got about 400 clients. If you want, how would you like to give them a gift? Gift them a CD. You know my CD-Rom that I have with all the recordings? You can buy those from me at my cost at about \$1US. Maybe I could probably do it for 75-cents each, US. And you could send one of those out to each one of your businesses as a gift. You can write a letter. Maybe do it for Christmas or something. What do you send them for Christmas? Do you send out cards or anything?

Bernard: To our good clients, we send out cards. New accounts, we don't send anything. We're a bit slacking right now.

Michael: Well you could send them each my CD-Rom with over 65 hours of marketing advice. What a gift you could give them. And you could pick it up from me for peanuts—for 75-cents apiece—already imprinted, in a jewel case. You would just have to pay to get the shipping over to you.

Bernard: Well, what I'll do, as soon as I get your CD, first thing I should do is listen to it. But I really keen to get this other gentleman, his name is Bob, to listen to it. From my point of view—Bob's a nice bloke—even to say it helped his coaching with our business. But he's the kind of guy who really—he's seeing hundreds of people that are relevant. It would be good for Bob to have a listen to this stuff, as well. I know he's the type of guy if he wants to use this stuff as a marketing thing because he talking to people who need marketing all the time.

Michael: Put him in touch with me or send him an email to the link of all my audio recordings. You'll see it in your email.

Bernard: Send me your audio CD. I could give him that. In fact, what I might do when you send me a package of stuff, I could just push them out to people who I think will be good people.

Michael: I could do that. I'll put 10 or 15 or 20 of them in the package. It was nice talking to you.

Bernard: It was great talking to you, Michael.

Michael: I want to thank you for listening to [www.hardtofindseminars.com](http://www.hardtofindseminars.com). If you want to get in touch with any of the people we interview, please contact Michael at [www.hardtofindseminars.com](http://www.hardtofindseminars.com) by email. You can email [Michael@MichaelSenoff.com](mailto:Michael@MichaelSenoff.com) or you can call (858) 274-7851.

# Thousand-Year-Old Money-Making Secret Works Even Better Today With the Internet

It's easy to follow, simple to learn and works like crazy when used online. And to prove it, I'll send this secret right to your doorstep for FREE (all you pay is shipping) to use and try yourself for 30 days.

Dear Friend,

If you'd like to make money from scratch fast – quickly and easily, without breaking a sweat or lifting a finger – then here's how a few "elite" businessmen did it thousands of years ago.

And why you can do the same thing today with the information I'll give you in this letter.

My name is Michael Senoff and, as a marketing consultant and teacher with over 50,000 students around the world, I've seen and used some of the most advanced moneymaking strategies ever invented. Some of them are so powerful they can literally put tens of thousands of dollars in your pocket almost overnight.

Yet nothing I've seen even comes close to the ancient – and almost forgotten – moneymaking secret you're about to see in this letter.

And even though you won't find anything about this tactic in the bookstores or at any of the "Ivy League" Business Schools – it can give even someone who is dead broke – with no product, no connections and no business experience at all...

## **An Almost "Magic" Way To Get Started.**

It's true.

And I'm going to prove it to you right now.

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Listen to this:

Back in the “olden” days - over a thousand years ago - the merchants and “wheelers and dealers” of the ancient world did NOT believe in getting their hands dirty or doing any of the “work” of making their fortunes themselves.

Instead, these experts discovered – what savvy businessmen still know today – the best way to make a lot of money very fast is to simply “leverage” off other people’s time, efforts, resources... and money.

Take, as an example, someone who happened to be friends with both the local blacksmith and one of the king’s advisors.

If the blacksmith was smart, he would simply ask this friend to use his "pull" to put in a good word about his wares to the king's people so he could get a big profitable contract making weapons and armor for them.

If the blacksmith got the contract, he’d cheerfully pay his friend a percentage of the profits (usually 10 to 15%) just for “joining” his business with the royal treasury and making the deal possible.

It was a highly effective way of doing business that quickly made the few people who understood it...

### **Extremely Rich.**

And guess what?

You can use the exact same tactic today just as easily and logically as these genius businessmen did back then.

Here’s how:

Simply find a business already selling a product that would be eagerly bought by another (non-competing) business’s customers, and then “join” them together and take a slice of the profit on the resulting sales.

For example:

Let’s say there’s an auto mechanic and an auto detailer in your town.

And let's say the auto mechanic has a large list of loyal customers who trust him and go to him on a regular basis, even if it's just to get their oil changed.

You could strike a deal with the auto detailer and the auto mechanic, where the mechanic sends all his customers a flier or short letter (he can insert it in his regular customer mailings if he wants) telling them how wonderful the auto detailer is, how his prices are fair and all the reasons why they should take their cars to him to get detailed.

And then, for each customer the mechanic sends to the detailer, you split the money three ways, with you getting a slice of the profits in exchange for "setting up the deal".

This way everyone wins:

The mechanic makes money without lifting a finger, the detailer gets dozens of new customers he wouldn't normally have gotten – many of which will continue to spend their money getting their cars detailed with him in the future – and you get paid...

### **Just For Bringing The Deal Together.**

Which wouldn't have happened without you.

What kind of money would you realistically make on a deal like this?

In this example (and every deal is different), if the mechanic sends the detailer at least 50 new customers, and if the net profit on each new customer the auto detailer gets is an average of \$200.00 per car, there would be a total of \$10,000.00 in sales. Split that evenly three ways and you will have made well over \$3,000.00.

But that's just the beginning.

Because even more remarkable is the fact that... since the mechanic made money without breaking a sweat, and since the detailer got 50 new customers without spending a nickel in advertising (saving himself at least a few thousand dollars)... they will almost certainly want to keep doing this same deal over and

over again – month after month and year after year. And as part of the agreement... you can get paid each time they do these deals...

### **Without Doing A Thing.**

As you should be, as the person who made it all happen in the first place.

Now, as you can imagine, as well as this works with traditional mainstream businesses like mechanics and car detailers... it works just as well... if not better... on the Internet.

In fact, the exact same concept applies:

Just find two similar (but non-competing) businesses on the Internet, have one of them email an offer to the other's list of customers and... just like magic... you get almost instant sales.

There are even ways of tracking the sales online, with the money being equally distributed to each of your bank accounts automatically in "real time" - making the whole process very clean, very simple...

### **And Very Fast.**

Does this sound good to you?

Then hang on, it gets even better.

Because the real beauty about this – and I see it all the time – is after doing several of these deals, you will have money coming in from multiple different streams with little or no real effort.

Which means your income is less vulnerable to recessions, depressions, company downsizing or any of the economic forces that affect everyone else you know.

Plus, if you go after big deals -- with high-ticket products being sold to large lists of customers...

### **Then Just One Of These Deals Can Make**

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## **You Wealthy.**

In fact, there may be deals so big the businesses you are working with may not be able to fully fund them, and you may have to find a way to finance everything yourself.

What do you do when this happens?

The answer is simple:

You finance these deals...

## **With Other People's Money.**

Sound impossible?

It's not. There are thousands of investors out there – flushed with cash – looking for good deals to invest their money in.

You just have to know how to find them, prove you know what you're doing and be able to set everything up.

Now, technically this is called “joint venture marketing.”

And while it's a pretty simple way to make money, you still have to know a few details.

First of all, you need to know how to tell the difference between the deals that will be profitable and the deals that don't have a prayer of working.

This isn't brain surgery, but if you don't know what to look for, you could end up wasting a lot of time doing joint ventures with the wrong businesses.

Secondly, even though there's little cost, almost no risk, and a lot of money to be made – most people have never heard about joint ventures. And it's only natural for them to be doubtful when strangers contact them. So you have to know what to say and how to show proof joint ventures will work for them. Especially if you are just starting out, with no experience.

Thirdly, once you set up these deals, you will usually have to find or create the advertising. You can hire someone to create it for you (which will cost you a few thousand dollars or more, minimum). But unless the person you hire is familiar with how joint ventures work, they probably won't be much help.

And then there are all the other things you need to know – like tracking the sales (so you know what your share of the money is), finding investors (once you go for the big deals), and making sure everything happens smoothly from start to finish.

Again, this isn't rocket science.

But since there's nothing on joint ventures in the bookstores, and since they don't teach it at any of the schools or colleges – you are going to have to learn it yourself.

And that's where I can (hopefully) help you.

Here's how:

I have just put the finishing touches on a new system showing you exactly how to set up these “joint ventures” quickly and easily... without hassle. I call this system "Joint Venture Magic."

And I'll send this system right to your doorstep – to use and try in the privacy of your own home for 30 days –

### **Before Asking You To Pay For It.**

I'll tell you more about this special offer in a minute.

But first, here's what you get:

The “meat” of this system is a joint venture “course” written by my friend Luis Arauz. Luis's course contains everything you need to set up your own joint venture deals.

There is no “filler” in this course – no theory of any kind.

Just the kind of hard-nosed, “street-smart” information you will need to make things happen fast.

In fact, in just one short weekend this incredible course takes you from “A to Z” on joint venture marketing – showing you exactly how to find two separate companies that should be doing business together, introduce them to the concept of joint ventures and make the deal...

### **With You Taking A Fat Percentage Of The Profits.**

Quite frankly if you are really “gung-ho” about making money right away, you don’t even have to wait for this course to arrive before you get the ball rolling.

You can literally get started today.

Here’s how:

Simply grab your Yellow Pages and start making a list of small to medium sized businesses that are similar but not direct competitors. Like in our example above with the car mechanic and car detailer.

When your copy of this system arrives, turn immediately to page 35, print out the one-page letter you see there and fill in the blanks with your details. Then simply mail that one-page letter to all of the businesses on the list you made.

And that’s it. Just sit back and go through the rest of the course.

In just a few short days the phone should start to ring because some of the businesses you mailed to are going to want to do a joint venture with you. Most of these people will simply want more information. But there will also be others who are going to say:

**“Hey, This Is Interesting;  
Let’s Do This!”**

At that point, all you do is follow the course, step by step, putting two of these companies together, and taking a cut of the profits.

Is it really that simple?

With this incredible course it sure is.

Especially since 80% of the “work” is already done for you.

Here’s what I mean by that:

Can’t write advertising to save your life?

Simply turn to page 59 and pick out one of the prewritten “endorsement letters”, fill in the details of the business you are joint venturing with (that has the product to sell), then hand it over to the other business you are joint venturing with (whose customers you are selling the product to) for them to mail out.

And that’s all there is to it.

Creating the advertising becomes as easy and painless as filling out a blank check.

Want to know which products or businesses will make a perfect match for a joint venture?

Simply turn to pages 32-33 and you’ll see 48 examples of companies and products that will work perfectly with each other. Just pick a combination that looks interesting and run with it.

Want to find investors for those really big deals?

Simply turn to page 46 and run the small classified ad you see there, word-for-word, in the financial section of your local newspaper. The very same day the ad runs... your phone will ring off the hook with investors wanting to know what you have.

Wondering what to tell someone who wants to know how much “experience” you have doing joint ventures... before putting your first deal together?

Simply turn to page 44 and learn two sentences to say that will squash their doubts right out the gate -- no dealing with any negative comments and no having

to “sell” them on what you want to do. After you say these two simple sentences, they will shut up, shake your hand and cooperate with everything you say.

Already found a business with a list of customers, but have no product to sell them via a joint venture deal?

Simply choose one of these three easy options:

1. Turn to page 10 and run the prewritten classified ad you will find there in your local newspaper... and you'll be flooded with calls from people who have great products, but have no idea how to sell them.
2. Turn to page 22 and post a short note on each of the four Internet discussion forums you find, instantly telling thousands of people how you are looking for joint venture partners (be prepared to get a lot of email responses!)
3. Turn to page 21 and see exactly how to get the contact information of over 170,000 U.S. and Canadian product manufacturers. Simply print out the prewritten letter on page 13, mail it to the businesses that look interesting to you and then...

### **Just Sit Back And Wait For The Phone To Ring.**

And that's just for starters.

This course is jam-packed with the kind of world-class joint venture strategies and tactics that'll put money in your pocket fast. Such as:

- **How to instantly “train” yourself to spot profitable joint venture deals everywhere you go. (See page 23)**
- Eye-opening advice on making your deals and offers so irresistible... people will bend over backwards to work with you. (See page 39)
- **A simple little “trick” you can use to get almost anyone you joint venture with to deal with you honestly and ethically all the time. (See page 40)**

- A “last stop” option that will get people who are skeptical of joint ventures to not only eagerly want to do business with you... but also give you up to 50% more of the profits per sale. (See page 44)
- **What exact words to say when you talk to investors so they immediately respect you and take you seriously... even if you are a “rookie” just starting out. (See page 47)**
- How to take the sting out of negotiating your fees for setting up joint ventures (so you get a fair piece of the profits) without feeling awkward or having to be an expert negotiator. (See page 51)
- **How acting “dumb” can put money in your pocket when getting an investor to finance one of your joint ventures. (See page 53)**
- The easiest way to keep track of sales so you know exactly how much money is being generated by your deals at any given time. (See page 55)
- **A “no-brainer” secret to getting joint venture partners eagerly seeking you out – saving you hundreds of hours in time and energy. (See page 96)**
- And much more!

Plus, you will also get a CD with all the prewritten sales letters, agreements, joint venture proposal letters, website addresses, classified ads and checklists you will need included with the system.

And it’s all so easy, too.

Just like following a recipe.

You start with step one and follow along, taking the tools you need right out of the course as you go.

And before you know it, you’ll have your first deal up and running, and putting money directly into your pocket.

And guess what?

No. This joint venture course is not the only thing you will get in this system.

### **That's Just Section One.**

There are also three additional sections.

Each one contains an exclusive interview with one of the richest, savviest and most successful joint venture marketers on the planet. And these experts hold nothing back in these interviews.

In fact, each of these interviews is like a mini-seminar on joint venture marketing, with several “real-life” joint venture case studies you can use as “guides” for your own deals.

They also reveal some of the more “advanced” areas not discussed in the main course such as:

- **How Oprah Winfrey created a multi-million dollar stream of income with one simple joint venture... and how you can “adapt” what she did for whatever you want to sell.**
- A special way to use the Yellow Pages, the Internet and a simple mathematical formula (so easy an 8th grader can understand) to make up to a six-figure monthly income.
- **How to quickly and easily “arrange” it so you are automatically paid for each sale made in your joint venture... as soon as they happen.**
- An exclusive look at how Wal-Mart generates millions of dollars per year using joint ventures... and how you can “model” what they do for your joint venture deals.
- **A sure-fire way of knowing – with almost 100% accuracy – if you should trust someone enough to joint venture with them... after just one conversation.**

- A powerful, real-life joint venture “case study” that can easily be copied and used by almost anyone to make a lot of money very quickly.
- **And much more.**

Look, this kind of “insider” information is like having your own personal “dream team” of world-class joint venture marketers standing at your side, guiding you every step of the way. Telling you exactly what to say, exactly what to do and exactly how to put money in your pocket as quickly and easily as possible.

That’s why it doesn’t matter if you have zero business experience, or if you dropped out of school in the 8th grade, or if you are just starting out penniless and broke.

None of that matters when you possess this system!

And realize this:

When you become a joint venture marketer, you are in a special class of people. Not exactly a “business owner”. Not exactly an “entrepreneur”.

Instead...

### **You’re A Player.**

Someone who knows how to make money “out of thin air” – without breaking a sweat or lifting a finger – simply by using other people’s resources, talent and efforts.

And since you don’t have to “baby sit” any clients, customers or employees – or deal with any of the headaches and hassles of a regular job – you can be the master of your own destiny, taking a few weeks, months – even an entire year – off anytime you want.

And when you go to those annoying family get-togethers or high school reunions – where everyone is trying to “out shine” one another, bragging about their big promotions, flashy homes or fancy new cars – you can sit there confidently, enjoying your drink and knowing full well...

### **You Have Every Single**

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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/AudioclipsH.htm>

## **One Of Them Beat.**

Because what you do is the exact opposite of owning a traditional business or working a job.

When you make your living doing joint ventures you wake up, you get out of bed and there's no rush. You don't even have to hurry up and shower or brush your teeth right away.

You sit down in your office (or at your kitchen table) and you start doing business whenever you please.

You can do it on the phone. You can do it through email, through FAX, even through the postal system.

And when you get things set up and running, checks will come in the mail – or be automatically deposited to your account – for products you helped sell weeks, months, even years ago. You can even do this “on the side” at first, keeping your day job or traditional business, and avoid taking any big risks.

And best of all:

It's just ridiculously easy, once you know the tricks. No matter where you are now, you will walk away from this system armed with the immediate skills you need to turn your life around... almost overnight.

In fact, I am so sure this system will work for you – if you follow the easy instructions and do exactly what it says – I will put my money where my mouth is and offer you the world's most “unusual guarantee”.

And here it is:

## **Pay Nothing Now.**

I'll send this entire system to your doorstep to try on your own for a full 30 days – an entire month -- for free. (All you pay is shipping.)

If after that, you aren't 100% convinced you can make all the money you can spend using this system, just send it back and you'll owe nothing.

Here's how it works:

I will not process your credit card or cash your check until after 30 days. If you decide to pay by check, you can even "post-date" it 30 days in advance. That way it's not cashable by me (or anyone else) for 30 days. It's not really money. And you can easily cancel it at any time.

That way I have to trust you, instead of you having to trust me.

And you'll have a full month to use and try everything for yourself.

So what does it cost?

Well, my minimum consulting fee for giving advice like this is \$1,000 an hour. And it goes up fast when you get to the guys I interviewed to create this system (whose fees make mine look downright puny!). It's taken us decades of blood, sweat and tears learning and mastering this information. And you can easily spend 10 years or more of "trial and error" just to get a toehold on how this works in the real world.

Which is why I could easily charge over a thousand dollars for this information and still deliver the greatest bargain of your life.

However, if you order today, you can have it for just four payments of \$174.25, plus shipping and handling or one payment of \$597 (\$100 savings), plus shipping and handling.

But you must hurry. I may stop this "try it before you buy it" offer at any time.

So don't put this off or file it away to think over. There's nothing to think about anyway, because I will send it to you right now for 30 days without risk.

Here's how to order:

### **1.) Order via our secure online order form:**

To make one payment of \$597 plus shipping and handling -- Go to:  
<https://www.hardtfindseminars.com/Joint-Venture-Magic-Order.htm>

(Note: if you pay by check, you must use full payment option above).

To make four payments of \$174.25 each plus shipping and handling -- Go to: [https://www.hardtofindseminars.com/Joint-Venture-Magic-Order\\_3\\_Pay.htm](https://www.hardtofindseminars.com/Joint-Venture-Magic-Order_3_Pay.htm)

## 2.) Order by phone:

Call **1-858-274-7851** and leave the following information on our secure order line:

- 1.) Your full name
- 2.) Your address (shipping and billing, if they are different)
- 3.) Your credit card number and type (i.e., Visa, MasterCard, etc.)
- 4.) The security code on your credit card (the three numbers on the back)
- 5.) Your credit card expiration date
- 6.) Your phone number (in case there is a question processing your card.)
- 7.) Whether you want to make one payment of \$597 plus shipping and handling or 4 payments of \$174.25 plus shipping and handling.

Remember, you get to try everything for 30 days for free. All you pay is the small shipping charge. If you have any questions at all, feel free to contact me any time, day or night at the number above.

Sincerely,

*Michael Senoff*

Michael Senoff

**P.S.** If I hear from you today, I will also send you a bonus CD-Rom called: "The \$10,000 Ultimate Contract & Business Letter Agreement Guide". This CD contains dozens of prewritten agreements and contracts you can use for your joint venture deals. Instead of paying your lawyer several thousand dollars for a 28-

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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/AudioclipsH.htm>

pound contract full of “legalese” – that’s almost guaranteed to scare everyone away, and kill the deal – you can simply “plug” your details into these one or two page agreements (written in plain English) and hand it over to your joint venture partners.

You also get a short course (included on the same CD) that shows you how to actually use these contracts and agreements to your advantage. This product alone is worth the price of the entire joint venture system. And you can keep it, as my gift, even if you decide to return the system! But you must request your free Joint Venture Magic "test drive" today. To order now, go to:

<https://www.hardtfindseminars.com/Joint-Venture-Magic-Order.htm>

**P.P.S.** One last thing, if you order right now... I will also give you one full hour of free, personal 1-on-1 coaching (over the phone) on anything related to joint ventures. You can pick my brain for ideas, put me to work calling joint venture partners with you (so you can listen in on how I do my own deals), even have me help you negotiate a deal for you. Really, I can help you with ANYTHING you need. No matter how big or how small your questions are...

### **I’m Just A Phone Call Away.**

Completely at your disposal – and for one full hour. I do joint ventures ALL the time, and have seen it all, and chances are... I can rattle off the answer to your questions right away -- even telling you what to say word for word or what to do step by step.

Plus, I will also tape record our call for you to use and study later on. That way you don’t have to worry about taking notes or remembering everything. However I am just one person and my time is maxed as it is. So this part of the deal will not last forever. I may even end it as early as tomorrow. To order now, go to:

<https://www.hardtfindseminars.com/Joint-Venture-Magic-Order.htm>

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