

Michael: What kind of business are you in?

Eric: I recruit and staff for medical offices and hospitals.

Michael: Okay. So you're working for a company?

Eric: Yes.

Michael: And your job is to recruit and fill hospital staff?

Eric: Exactly.

Michael: Doctors? Nurses? Or all of the above?

Eric: Primarily nurses and support staff, but not a lot of doctors.

Michael: That's kind of tough with nurses right now. They are kind of a rare commodity.

Eric: Absolutely. It's like finding a needle in a haystack and they are valuable when you do.

Michael: So, you need a Registered Nurse before you can get support staff for them which is really becoming a problem, right?

Eric: Correct. The healthcare crisis is a true crisis.

Michael: Is your job part of that? Making sure you don't lose people?

Eric: Yes.

Michael: Does that go into how much they make, benefits, and things like that?

Eric: Both of those are very important. One of the factors that nurses look for is the type of provider. It's a little less stable if the company you work for supplies you as an independent contractor and so the provider has to pay a little better and provide better benefits, but sometimes the stability of a full-time job is still a little bit more of a pull than making a little bit more money.

Michael: What has worked for you in the past?

Eric: Well, a lot of contacts. And that's been one of the things you struggle with as a rep, because a lot of the people expect very regular contact. It's all top of the mind types of things.

Michael: So... referrals?

Eric: Yes. The referrals.

Michael: Where are the referrals coming from?

Eric: Primarily from the clients that are working with you in a particular facility. Someone you are working with will call you and say "You know, I'm working doing this, however there are several positions that are open that you might want to take a look at." We give bonuses for referrals.

Michael: All right, so you are saying a client working with you. Who is a client?

Eric: A client would be a hospital.

Michael: Okay.

Eric: And one of our employees would be the people who actually work for us.

Michael: Oh. So you're not working for one specific hospital?

Eric: I work for an independent.

Michael: You're an independent staffing agency for hospitals?

Eric: Yes.

Michael: I got it. Okay. So referrals have been a good source for your business so far?

Eric: Yes. It's been very good.

Michael: Any other methods in generating leads?

Eric: Some of the postcards have worked really well. It really depends, postcards get thrown in the trash a lot and that's fine.

- Michael: Who are you mailing the postcards to?
- Eric: Primarily to the Practice Administrators in private offices and the Directors of the departments within the hospital.
- Michael: And what are the postcards saying?
- Eric: We've gotten a lot of corporate postcards and most of them are just "We're your staffing solution." Just very plain things and that's one of the things that I'm looking to change.
- Michael: Just so I'm clear, now what you're trying to do is build your business generating clients to work for?
- Eric: Right.
- Michael: You're not necessarily trying to recruit the nurses. That's the hospitals duty.
- Eric: Yes. We work together. I have a partner recruiting the staffing end of it and then I do the finding of the client.
- Michael: Okay. What you want to do more effectively is to generate clients for your business?
- Eric: Right.
- Michael: Where a client will sign up with you so that you can help them staff their facility. Correct?
- Eric: Exactly.
- Michael: You're calling to find out how to get more clients?
- Eric: Yes.
- Michael: The crisis in finding nurses for those facilities is another issue in itself.
- Eric: Oh yeah. It's definitely another issue.
- Michael: Does that issue make your job difficult and less effective?
- Eric: Yes. It makes it much more difficult.

- Michael: How many clients do you have now?
- Eric: We've got about 75 to 78 clients, right now.
- Michael: And how many more do you want to put on - or how many can you put on comfortably?
- Eric: We could probably double that and be comfortable. If we triple it we can add another person to help out.
- Michael: Okay. How long have you been in business?
- Eric: We've been in business since '82.
- Michael: And what's the retention rate of a client?
- Eric: The retention rate is typically in terms of lifespan, is about two to three years. Most of the clients don't use anyone exclusively, so that creates its own little problem.
- Michael: So when they need nurses, they'll call you and say, "Can you help?" Or they may have a couple of other people on the board too.
- Eric: And if we say, "No we don't have anyone at this time," they go down the list to the next staffing provider. Your role, as a sales person or business person, is to keep yourself on the top of every list of all these administrators.
- Michael: Okay. Does that happen? Do you have clients call you who are looking for people and you just don't have anyone?
- Eric: Oh, sure.
- Michael: So you've got to let them know that you may not have someone right then, but two weeks from now... "Don't give up on us. We may have someone then."
- Eric: Right. I also try and probe for more information. When does this person actually have to start? We may not need to tell them "no" right then, if they don't have to start for a week. A week in our business is a life time.

Michael: I'm just curious... on your end, what kind of money is in it for your company? Do you take an hourly percentage? A percentage of the hours worked? Or is it based on the salary of the person you staff, like an employee staffing agency?

Eric: Yes. It's very similar to that.

Michael: I see. You handle all the billing and all the paperwork and everything?

Eric: Yes.

Michael: So they are independent contractors or independent contractors outsourced by your service?

Eric: Right.

Michael: Now, you say that they call you in to try and handle some of the communications with your client. The previous postcards have been more corporate in type postcards. Do you have full editorial control in sending out contacts to you clients?

Eric: Yes. They just gave me that because they gave up on the other things, because it wasn't working at all.

Michael: So they aren't going to look over your shoulder and say, "Oh, we can't use this and we can't use that."

Eric: No. No.

Michael: Do you have to get approval from anyone?

Eric: No. Not really. My partner is going to take a look at it but there is no legal department that it has to go through or anything like that.

Michael: And when you're doing the postcard mail out, how many customers are you mailing out to?

Eric: Typically only one to two thousand is really our target base. We have a pretty good list developed of some of the larger people that we want to go to, so they can be a really targeted type of postcarding or direct mailing.

Michael: Do you feel a postcard is more effective because you can do it all at once? You just want to keep your service in the top of their minds so when they need someone, they call you first.

Eric: Right. You're always in their minds.

Michael: Okay. How often if ever, do you follow up with your customers?

Eric: Typically, I normally will for the current customers. We'll normally see them at least once a month, if not more.

Michael: You'll see them personally?

Eric: Yes. Personally.

Michael: So they are all local customers?

Eric: Local within the State. It's a pretty hairy run when you are trying to see all these people.

Michael: Where are you located?

Eric: I'm in Tampa, Florida.

Michael: Okay.

Eric: We've got people in the surrounding metropolitan areas.

Michael: Okay. So you're just doing local clients. You meet with them and go over their needs et cetera et cetera?

Eric: Right.

Michael: You and your partner?

Eric: My partner pretty much is in the office. He does the fulfillment.

Michael: Right. Give me a profile of the type of person you're seeing.

Eric: It's typically a person who is running a department in a hospital.

Michael: Okay.

- Eric: Or is running a practice, a private surgical practice or outpatient services.
- Michael: Okay. This person is probably running like a chicken with it's head cut off, right?
- Eric: Absolutely.
- Michael: In your honest opinion, is that meeting a productive meeting, when you're out there meeting with them personally, or is it something could be avoided?
- Eric: It's something that could probably be avoided if we could come up with a way that we could be sure and have contact with them.
- Michael: What information do you have? Do you have these people's names, their position, and their mailing address? Are these people online - on the internet?
- Eric: All of that. Most of them are online; we can even do an email campaign. That's one of the things they're looking at.
- Michael: Yeah, that's going to be really effective. Do you have all their emails entered in a database?
- Eric: Yes.
- Michael: You're thinking about it, but you haven't used email?
- Eric: Not yet. The freedom that they've given me is kind of new, and the other state rep is pretty new. So it's emerging. The supervisors are saying, "We're going to hands off. If trouble happens, our legal department will handle it, but otherwise, do whatever you want."
- Michael: This shouldn't bring any trouble. Do you have a website?
- Eric: Yes.
- Michael: What's your website?
- Eric: www.onassignment.com.
- Michael: www.onassignment.com. I can take a look at that later. You know what sounds like the most obvious thing to do? Set up all your

customers up in an email database and I think it could save you a whole lot of time. There's no reason to send a postcard or letter just saying, "Hey, remember us, remember us" when you can shoot them an email. What you can do is can put every one of your customers on a hot list, and whenever you have anything to say, it's just a matter of going online. You have all your email addresses, all your names in one database, and you shoot an email out to them.

Eric: Good.

Michael: That will probably be a really effective way in keeping in contact with your customers.

Eric: And I'm finding out that even the people in the more rural aspects of our area are still very computer-savvy because of the Medicare billing and other things that that they have to do electronically - so everyone has an email address.

Michael: Are you online right now?

Eric: No, not right now.

Michael: Okay, I mean I think that will solve your problem of keeping contact with your customers very inexpensively. I don't think it's necessary to mail anything because I think these people are probably too busy to read it. You know, when they have access to internet, and they can read an email. With your email you can link them to your website. I don't know what your website looks like, I haven't had time to look at it, but when I do, I can give you some feedback. You can have all your selling points and features, why someone should choose you over any other staffing agency, up on your site and you can give the descriptions of the type of people that you can staff these facilities with.

Eric: Sure.

Michael: So, imagine there is a dating service and you're searching for people you want to date. Could you do something like that and have the people who are looking for a job have a small profile, a picture of them, something like that up on your site?

Eric: Yes. That's one of the things that we're looking at. We would like to send those types of departments specific candidates. For instance,

we would send radiology departments radiology techs that are available. We're going to do host art type of things.

Michael: Is there another staffing agency that you know of in the area who you really admire? One who is doing a great job, and makes a lot of money, and is really successful?

Eric: Not really.

Michael: None that you know?

Eric: No one's doing a very good job. Everyone's doing adequate and they're kind of getting positions filled, but no one that I've talked to, any of my clients, even asked them about the competitors. No one's said that anyone particularly stood out. That's one of the things we're looking to do is be very different, in terms of trying to be different with service and anything like that.

Michael: Right. Before I forget, I want to recommend an auto responder service or an email management service. It's something I use. It's www.reply2it.com. It'll take a little time to learn how to use it, but it's really powerful and gives you a lot of flexibility to manage your emails. You can import your entire database into it, and then when you need to send a message, boom, you write the message, click "send," and it goes out to everyone automatically.

Eric: That's great.

Michael: And you can also set up something called an auto responder. You can have it set up to where it can send messages automatically without you having to do it. You just pre-write the message, as say, just a weekly reminder. It could be the same message, or a series of ten different messages explaining to your customers maybe one benefit of why they should choose you. 10 reasons why they want to choose you. Just to remind them, to keep reminding them, how you're different and what your unique selling proposition is. Let's say you did ten different unique reasons why they should choose you, and you just put in an automatic sequence that automatically gets emailed to them, you know?

Eric: Oh, yeah.

Michael: And you always want to have, in each one of those emails, a hyperlink back to your site, that says, "To view our newest

employees, click here.” They can go see the kind of people that you may be able to staff for them.

Eric: Sure.

Michael: What other ways besides the referrals that work for you in generating new business?

Eric: Getting out and doing a lot of the cold-calling, in person, has generated some business for us. It’s been pretty helpful and doing the professional organizations that we belong to has been helpful.

Michael: All right, let me ask you, when someone refers you, do you give them some kind of financial bonus? What’s in it for them?

Eric: Right now, we’re not allowed to do a straight financial bonus anymore, but we try and do either gift certificates to restaurants or gift certificates to one of the local malls.

Michael: How much do they?

Eric: Probably about \$20 for a deal that gets completed.

Michael: All right. Does it seem to work?

Eric: Yes it has worked. That’s been pretty helpful. And it does give you a change to go back and see that person in person. You can go to them and say, “I have a gift certificate for you,” and they’ll give you their time.

Michael: This brings me to another idea. The people you’re sending that postcard to are the people you want to contact. I want you to think about, and make a list of, other types of businesses, vendors, and associates that these same people are dealing with besides you. Can you give me any ideas?

Eric: They deal with billing companies, they deal with...

Michael: Companies who do all the billing for the hospital?

Eric: Yes, billing offices that work with them, the office supplies, some of the medical equipment companies and the pharmaceutical reps that they deal with all the time.

Michael: Okay, asking that question's really important. It make some effort on the front end, but if you can establish a relationship with another company that's dealing with these same people, let's say that billing company - let's say they're sending out statements to your customers every single month for the billing services. Maybe you can take that little coupon, that \$20 gift certificate, and create an 8" by 11" flyer, and I have templates for that, that offers a free \$25 dinner at the finest restaurant in your area. You do a joint venture. You call that billing company and say, "We're a staffing agency. We work with the same people you work with. Would you mind inserting our gift certificate or our one-page sales letters, with your statements?"

Eric: Okay.

Michael: You see what I'm saying? What would be even better is if you could get the owner of that billing company to endorse you. So let's say the owner of that billing company's name is John. John says to Mary, coordinator you're dealing with, John says "Hey, Mary, I don't usually refer people to you, but I just found out about a company you may or may not be dealing with, who's exception in staffing hospital or medical staff. I'm including a free gift certificate for \$25 or \$50 bucks to 'x' restaurant if you can refer somebody to him or if you sign up with him as a client."

Eric: Oh, okay.

Michael: John gives you an endorsement. It comes from him, which is much more powerful than you saying, "Hey Mary, look at me, I'm the greatest..." Do you see what I'm saying?

Eric: Sure, sure.

Michael: And then he gets to feel like a hero because he's giving her nothing but a piece of paper, right?

Eric: Right.

Michael: But It's worth \$25 or \$50, if Mary uses it. So he gets to give her a \$50 gift as a "Thank you for doing business with our billing company" and then if she uses it, you've got yourself a new client and a referral referred by somebody else.

Eric: Absolutely.

Michael: Does that make sense?

Eric: Oh, it makes great sense.

Michael: So, you're leveraging all of John's goodwill with all his clients and you get the referral, which is much more powerful than you saying "Look at me. Look at me." He gets to feel good. It'll be much more powerful and they do all the work. You have to do the work in setting it up. Now, if you can find five or six alliances that all deal with Mary, the same person you're trying to go after, and they all are referring your service, that could be really powerful and significant.

Eric: Exactly. I see what you're saying.

Michael: That's doing a joint venture. You just have to make it a win-win for everybody. It would be worth it to even pay half his postage. You have to think to yourself, "What's in it for him?" And you could say "How would you like it if I paid for half your postage on all your billing statements?"

Eric: Right.

Michael: And so what if you pay him 15 cents for a letter, even if you paid the whole thing, it's going to be much more powerful coming from him than it is coming from you.

Eric: Sure, and it's no more expensive than me mailing something out in the first place.

Michael: Absolute. And he handles and the work, and the envelope stuffing and all the details, you just have to oversee it.

Eric: Got it.

Michael: Now, if you can get five or ten alliances - just come up with a list and just rack your brain of all the different people these people come in contact with - imagine every statement they get, they see a referral about your company. Can you think of how powerful that would be?

Eric: That's fantastic.

Michael: And it would remind them all the time. You could take down advertising on the outside of their envelope and offer to pay for that and have a little ad or something. What I tell people, first of all, is you've have to get your message down. You've have to come up with the reasons why your agency blows doors over everybody else. You guys all probably do the same thing, but no one has probably taken the time to really write in down and explain it in detail. It can go on twenty pages, but if you can sell, if you can offer that information to someone who's really wondering why they should choose you, and answer those questions and alleviate any of the fears, you'll have them hooked. And that message has to be on your website. It's has to be on your sales letter or fax. There are so many different ways you can get that message to your target market.

Eric: I see.

Michael: Just using ten or fifteen different ideas and having just a little bit of success with each of them, can really grow your business geometrically. But establishing those joint ventures is a very powerful way - because you're really leveraging off the other company's goodwill and their efforts and their labor.

Eric: And they've already established the trust that you were looking for in the first place.

Michael: That's right, and if you did nothing but that, I think you could grow your business three times.

Eric: Oh, absolutely.

Michael: There are other things to do also. Let's talk about your list, the potential customers of who you probably haven't contacted. Do you have some kind of mailing list of your potential target customers?

Eric: Yes, we have got a pretty good list of some of the people who are prospects for the market that we're looking at.

Michael: And you got their names and numbers and all that?

Eric: Yes, the only thing we don't have for them is the email address.

Michael: I see. Do these staffers belong to any kind of associations?

Eric: Some of them - but not all of them.

Michael: There has to be some source where someone has all their email addresses. So you have to ask yourself, "Who has the email addresses of all these people?" Do you know how you find out? You call a couple of your customers. Call a couple of your clients and ask if they belong to any associations. What associations? Which ones? What associations have you given your email address out to? And then you can call that association and many times you can rent that list, or you can buy it for a small fee. All you want is the names. You just want a way to get in touch with these people. The stuff I'm telling you about, Dan Kennedy teaches it, but Jay Abraham's a real master at teaching it. Like the one joint venture strategy I was explaining to you, that's Jay Abraham's style stuff, how to think and leverage your time and leverage your efforts through others - and that stuff's amazing. Dan Kennedy, he's a great teacher, he goes into the more of the copywriting, and he's the strategist, and I think...

Eric: That's what I need, is the strategy.

Michael: You need the strategies and the ideas and then...

Eric: I can copyright and do some of that stuff, no problem.

Michael: And you're gonna be on your own to implement them. I have the ideas within the Jay Abraham programs. One is called the Mastermind Program, where he got businesses all together and they'd go over all these ideas, just to brainstorm all. First of all, he taped all of his attendees at his seminars. These were \$5,000 seminars. They were done all the way from 1992 through 1995. He did about eleven sessions of them and they're really, really popular. He actually just did a new one just about four months ago, because so many people wanted him to bring back these Mastermind seminars. I have them fairly inexpensive. I've got this seminar up on my site for around four hundred, but I'd be willing to sell you a set of the mastermind tapes, it's twenty-four audiotapes and there's a couple preliminary tapes that come with it. I can throw in some written reports of some of these concepts for about \$300 plus whatever the shipping costs.

Eric: Yeah.

- Michael: When you're in your car, do you have drive time and a cassette player?
- Eric: I have plenty of that.
- Michael: So when you're out there making your appointments, you can get yourself a master's degree in marketing.
- Eric: Sounds good.
- Michael: No, really, you can. So as you hear these ideas, light bulbs are going to go on in your head. You have a little pad of paper and you write these ideas down and implement them. It isn't hard. The hard thing is just implementing them.
- Eric: It's just the process of getting starting at it.
- Michael: Exactly. I'd recommend that.
- Eric: Yes that would be fantastic.
- Michael: I'll set you up. Do you want to invest \$300 plus \$7 for shipping? I don't want to say load you up, where you feel like you have to go through all this stuff. I'll give you plenty of audio stuff to listen to that will arm you with strategies. You could blow doors off your competition.
- Eric: I'd love to know the details. Like you said, the joint venture strategy is very interesting.
- Michael: And then I've got more on my website, have you seen any of my audio recordings?
- Eric: Yes, I've seen a bunch of those.
- Michael: I have some great ones on joint venture, from people that are a lot sharper than I am. They're there for you to listen to free.
- Eric: Okay.
- Michael: And did you order my CD-ROM?
- Eric: Yes, I do have your CD. The CD is fantastic.

- Michael: Oh, thank you.
- Eric: It's great, I'd say, now that I have it, you should be charging for it.
- Michael: I know, I know. I should, and I will be. On the website, I have a ton of stuff that's not on that CD and I'm putting up stuff daily, I just picked up the rights to an incredible marketing seminar called the Direct Mail Boot Camp and you got some of the best direct mail and direct marketing people in the world. It's from the early '90s but it's timeless.
- Eric: Oh, wow.
- Michael: Have you heard of John Carlton?
- Eric: Yes.
- Michael: The copyrighter? I've got it! I'll have up there later today and for part of the recording, he was at that seminar. I have Dan Kennedy. I have Ted Niklaus. All these guys you can learn from. Gary Halbert....and that's there for you, free. But I don't have any recordings of Jay Abraham up there.
- Eric: That's okay.
- Michael: But I can certainly sell you some.
- Eric: Well, let me take a look at your website one more time and take a look at some of those other ones, I definitely want to do what you're talking about with that Mastermind Program and having you set me up for some of that stuff. Are you going to be around tomorrow?
- Michael: I'll be here. You can always email me, call me, and leave me a message. If I'm not here, I'll call you back.
- Eric: I'll probably do both. I'm going to look tonight on the web, when I get back. And then I'll probably email you - but keep me in mind in terms of your offer with the \$300 package.
- Michael: Just remind me.
- Eric: I will. I'll probably send you an email. Do you have an online order system on your site?

Michael: No, call me. You call me and let me know what you want and we'll go over it and you'll fax me a credit card number and where I'm shipping it to or you can do it thorough PayPal. Have you ever done PayPal?

Eric: Sure.

Michael: Okay.

Eric: Okay.

Michael: All rightty.

Eric: Well, that sounds great. I sure appreciate your time.

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 email me at Michael@MichaelSenoff.com.

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If you don't know this, your chances of making real cash out of your products is very slim indeed...

The 5 simple components you can add to your information product and how to design them from the start so your prospects will be desperate to buy your package...

The fastest way on earth to get your information product made - if you do this right it can take you as little as 7 days to create a product you can sell!...

And these information products will be HOT! Read what Michael Morales wrote about one of my audio products...

Your Clients Won't Believe Your Generosity When You Overdeliver With Audio...

Hello Michael,

First of all, I cannot believe the generosity and professionalism that you have put into your CD and web site. At first I printed the transcripts and read them at my leisure (reading them 1-2 hours per day). Then I listened to the interviews, while reading the accompanying transcripts. They're incredible because the person you interview gives you their best stuff, much

of it not even in the products they sell. You bring out some of their secrets and they're glad to do it.

Now I find myself playing some of the interviews while doing business work of mine. I have it playing in the background so that it really soaks in. Some of it I listen to repeatedly, like Luis Arauz, Joe Vitale and Gary Halbert, and more recently John Carlton.

I have bought some material and plan to buy even more. At times I feel so guilty that I have gotten so much benefit and you're not trying to sell it to me. It increases my trust level in you and I find that I want to buy things so that I learn, and to support your success because I don't want you to stop.

The time and effort that you have made to make all of this material available is unbelievable. You're surely going to heaven and you're educating many people in a good way.

Well, it's after 2 am, so I guess it's time to go to sleep. Often I have found myself changing my sleep schedule because I can't put down the information you provide.
THANKS!!

Michael Morales

And you'll get more...

With your FREE 30 day trial I'll give you...

2. Seven Fatal Mistakes That Will KILL The Creation Of Your Audio Program Stone DEAD - full audio and report...

This report will save you countless hours and help you avoid the product creation graveyard where most projects end up. I'll reveal...

The biggest trap of ALL when you create any information product that will literally stop your progress completely and the simple, almost brain-dead way of bypassing this trap completely...

An amazing mistake even most leading product creators are making that can SLASH the perceived value of your audio recordings...

How avoiding this mistake can reduce your costs and the work you do while increasing the prices you can charge...

The one deadly mistake you MUST avoid. If you make this mistake, your time, effort and any money you put into your project will be completely wasted...

What you must do when you create your information products if you want long term, ongoing income...

And there's still more including...

3. Front Line Secrets From The Trenches – Breakthrough Audio Creation Report...

If you're creating any kind of audio information product designed to help your listeners get more clients or work with clients more effectively you'll be astonished at the amazing technique revealed in this report...

In just two pages, this report will show you how to add HOURS of high value audio to a program with the minimum of effort - literally by asking the same series of simple questions over and over again.

Your prospects will crawl over broken glass with their hair on fire to listen to this kind of audio.

And there's more in this unique program. I'm going to give you this must have, tell-all report...

4. Seventeen Roadblocks That Can STOP You Making Your Information Product And How To Get Around Them FAST!...

This report is packed with the most commonly asked questions and problems that could stop you from getting your information recorded.

I'll give you FAST solutions so your product will be ready to sell in weeks or even just days from today.

And what's even more important, you'll have a Top-Of-The-Line product your customers will RAVE over like my client Millard Grubb...

Michael,

I just listened to the FIRST HOUR of the four hour series on special research tools on the internet. To say that this material should not be sold because of its power is an understatement. I am completely blown away by the rock-solid, down-to-earth, honest-to-goodness depth of this material.

If you cannot get one piece of information that will make or save you time, money, or effort...then you are BLIND! The power this information gives a marketer is of so much value, that almost any price is too low. Thank you Michael for hitting it out of the park. You've outdone yourself this time.

With appreciation,
Millard W. Grubb

And to help you get started right NOW I'll give you immediate access to...

5. The Fastrack Audio Creation Guide - 17 Insider Secrets To Planning And Creating Your High Value Audio Program In The Fastest Time Possible...

This report and audio are packed with the secret audio creation tips and techniques only a tiny handful of pros have even heard of to SLASH your planning time and get you to where you have a finished audio program in a fraction of the time.

You'll discover...

The little known, simple technique that turns on the creative side of your brain like a flood gate - giving you idea after idea to put into your audio program...

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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>

A series of simple questions that will help you create content for your audio that your prospects and clients will drool over...

The secret technique all great speakers use that makes your audio many times more powerful AND far easier to deliver...

And that's just the beginning...

How a simple action you perform over and over every day could be PERFECT to create high quality content to go into your audio program...

How watching TV or going to the movies can help you create a more powerful, engaging audio program...

Why Cinderella, Snow White and the Seven Dwarfs could all be hiding one of the biggest secrets to creating an audio program your buyers will never forget...

And the insider secrets packed in this program keep coming...

A closely guarded secret technique only a few of the most successful media and publicity pros use that can make your audio as sexy as hell to your listeners and help drive your points home...

The simple way to use the ideas you throw away to turn a \$97 or \$197 information product into a \$497 product your clients will love and eagerly pay you real cash for...

An astonishing method that makes creating your audio program a breeze. This method will help you get your program finished in the fastest time possible in a process you'll find so much fun it will amaze you!...

Finally as a special, limited time bonus gift, I'll give you...

6. A Half Hour One-On-One Audio Information Product Consultation...

If you qualify I'll give you a half hour of my valuable time explaining to you how to turn your book or concept into a valuable, high priced audio information product you can be selling in just weeks - even days!...

I'll ask you the key questions you **MUST** answer to be sure your information product will make money for you **AND** be of high value to your clients...

I'll help you get around the most common roadblocks most people encounter and explain to you your simplest, fastest options for getting your information product recorded and ready to sell in the minimum time possible.

You can ask me your most pressing questions and get advice from someone who makes and sells information products for a living.

And over the last year, I have done many live audio consultations with students who have ordered my system. I have recorded every word for your benefit. That's why I'm offering you....

7. 15 hours of My Best Recorded Audio Consultations With Students Who Have Ordered This System

You'll hear me consult with others like you. These are my prized consultations. They are too good to offer for free on other areas of my site.

You'll hear real people as they start to turn their ideas and e-books into high value information products. You'll gain ideas and inspiration from these recordings that can't match going it alone. You'll have the typed transcripts, mp3 download to play over and over again.

Let me summarize every fantastic resource you can download right now with your completely **FREE** 30 day trial...

Your Information Product Creation System Includes...

- 1.) How To Turn A \$28 Book Into A \$3,900 Information Package - you'll get immediate downloads of the report and audio...**
- 2.) Seven Fatal Mistakes That Will KILL The Creation Of Your Audio Program Stone DEAD - full report and audio download...**
- 3.) Front Line Secrets From The Trenches Breakthrough Audio Creation Report - 2 page report...**

- 4.) **Seventeen Roadblocks That Can Stop You Making Your Information Product And How To Get Around Them FAST! - full report and audio...**
- 5.) **The Fastrack Audio Creation Guide - 17 insider secrets to planning your audio in the fastest time possible - full report and audio...**
- 6.) **Your Half Hour One-on-One Audio Information Product Consultation...**
- 7.) **15 hour Audio Of Consultations - Hear me consult others about how to take their ideas to the next level using audio marketing secrets...**

I'll give you the whole system - every download - for 30 days completely FREE...

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Don't worry you won't be charged any money until your 30 day trial ends.

You can cancel your credit card payment at any time in those thirty days - you'll never be charged one single, solitary cent!

When I got into the information products business everyone told me I was crazy. They said it wouldn't work.

They told me to stop dreaming. They said "Michael, get a real job."

Despite all the negativity, the expensive mistakes and the fear, I knew I had it in me to do this.

I knew that if I was willing to fail that I would learn how it's done.

Look, if you weren't really interested in this, you wouldn't be reading right now.

I care about people. I care about you. I want you to succeed.

You can do this thing. It's not hard. It'll take some time. But not much. If I can do it, you can do it.

All you need is some direction and some confidence in your self.

I'll do my very best to give you what I know and I'll be your number one fan to cheer you on. I'll be one person in your life saying... you can do it... because I believe in you.

To get started, go to:

https://www.hardtofindseminars.com/Audio_Marketing_Secrets_Trile_Order.htm

Yours sincerely,

Michael Senoff

Michael Senoff
hardtofindseminars.com

P.S. I dare you to become the person your family would be proud of. Imagine the money you could be making if you had control of your own \$97, \$197 or \$497 information product to sell...

For more interviews on marketing consulting go to <http://www.hardtfindseminars.com>
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But only if you act NOW!

Claim your free 30 day trial right now at:

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