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FLASH CONSULTING SERIES

**A Little Mistake That Cost
An Advertising Sales Rep \$60,000 A Year**

by Michael Senoff

 **Michael Senoff's**
HardToFind Seminars.com

A Little Mistake That Cost An Advertising Sales Rep \$60,000 A Year

Here is a consultation that I did with a gentleman by the name of Dale King. Dale had gotten into the billboard business. He had purchased and upgraded a sophisticated electronic billboard that he placed in a popular hotel to advertise local retailers.

Dale explains that, although his billboard can advertise up to one hundred retailers, he only obtained less a dozen advertisers when he first began his business. Additionally, since he found his customers through cold calling, it was back-breaking, unrewarding work that has not even allowed Dale to make his initial investment back.

In his frustration, Dale thought that I might have some suggestions for him to make the billboard business a success. He wanted to know how to sell more ads – and quickly.

We discussed the options of both telemarketing and direct mail. For telemarketing, we covered the following important elements:

- Finding someone to do his telemarketing for him at a very reasonable cost.
- How to monitor your telemarketer to ensure that their job is being done properly.
- How to develop a “script” that your telemarketer can use when contacting prospects.

For direct mail, we discussed:

- The importance of a great sales letter.
- How to create a great sales letter.
- How investing in a good copywriter can get you more sales.

Dale is also involved in outdoor billboards in and out of his immediate geographic area. You will hear how you can apply the same direct mail principles to this type of business for maximum sales results.

Finally, Dale discusses his other business of buying annuities. You will learn how buying annuities can generate income but how difficult it is to find annuities to purchase. You will ultimately hear my advice to Dale with regard to his annuity business.

This is a very interesting consultation for anyone who wants to start a business or for someone who is looking to increase sales in an existing business. The problems, solutions, and ideas that Dale and I discuss can be applied to just about any type of business. This is a call that will get your creative juices flowing as you think about applying some of these ideas to your own personal situation. Enjoy!

Michael: So, it's all about leverage. Take yourself out of the picture. Let direct mail do it. Let the telemarketer do it. It's just sifting looking for the most important people, but crafting that sales letter could be critical. Once you get it to work, if you mail it out to 600 people, and you fill up ten spaces, then that's six grand a year.

Now, do you think if it worked for your Ramada Inn Billboard, and for every 600 letters, you bring in six grand, twenty times. For every dollar you spend, you bring in twenty. Do you think if it worked right there, you may want to get another one of these things and do it in another area?

Music

Hi, this is Michael Senoff from HardToFindSeminars.com. Here's a short 20 minute consultation that I did with a gentleman named Dale King. Dale King had invested in one of these large billboard advertising units that you place in hotels and different retail locations where you sell advertising, and he asked my opinion about how he can grow the business effectively without facing the humiliation and pain of walking in cold selling this item direct. I think you'll find some of my ideas on leverage and taking yourself out of the picture to sell advertising spaces will be helpful, and hopefully you'll be able to use them for the products and services that you're selling currently. Enjoy!

Michael: So, what is this company you've got started up?

Dale: It is a billboard company. That's how it started. I went into a hotel, and when I went into the hotel I sold them on the idea of letting me put up a board, and it's a back-lit board with 50 ads on it.

Michael: How big are the ads?

Dale: They're four by six.

Michael: Did you buy a franchise deal?

Dale: It wasn't really a franchise, but it was-

Michael: A biz-op?

Dale: Yes.

Michael: How much did you pay for it?

Dale: Too much.

Michael: How much?

Dale: I think around six or seven thousand.

Michael: All right, six or seven thousand. It was a biz-op. they were going to show you how to make your money selling advertising.

Dale: Yes.

Michael: What did you get for that? Did you get the boards?

Dale: I got the boards.

Michael: How many did you get?

Dale: One.

Michael: Just one for six grand?

Dale: Yes.

Michael: And if you wanted another one, that would've been six grand?

Dale: Yes.

Michael: What's the dimensions of this thing? How big?

Dale: Five by three and a half.

Michael: Five by three and a half.

Dale: It has a shelf on it, and it has a phone on it that connects directly to the advertiser. We have a few extra things because this hotel is one of the more popular hotels in the area, and the other thing is right next to our board is an Internet terminal, and it's free.

Michael: Is that yours or someone else's?

Dale: It's the hotel's.

Michael: Okay.

Dale: And, it does have an LCD ticker tape across the top, though we never use that. What I've been thinking about doing is increasing the size of the ads so more copy can be put on the ads.

Michael: Okay, so you've got this board, and it's back lit, and you've got the ads. How many spaces for the ads?

Dale: Well, right now there's 50, but I've put in another addition to it. I put an LCD screen on the board, and that changes it has about 24 ads on that, and I can change that everyday over the Internet.

Michael: Okay, got it. That's a nice idea. So, you got a very popular hotel there in Syracuse, New York, and do you have to pay the hotel to put it in there?

Dale: No.

Michael: They let you put it in there just as a service to their customers?

Dale: Right, because on the LCD part I put the weather and sports and news.

Michael: Was this your idea?

Dale: Yes.

Michael: How much extra did that cost you to get that all modified?

Dale: Well, I did most of the work, but I pay about \$70 a year for the service that connects it to the Internet.

Michael: Okay, very nice. Do you use their Internet connection?

Dale: No, it's done over the telephone. The service that I use is SIFA. They're for people who want to send pictures to their grandmother or something. You just send it to their houses. It calls up at about eleven o'clock at night or whenever you want it to, and download your new pictures. It's pretty good. I just modified it.

Michael: That's very good. Okay, before you put it in, did you have all the ads sold?

Dale: No.

Michael: So, how many ads did you have sold when you put it in?

Dale: Half dozen.

Michael: All right, how much are the advertisers paying for how long?

Dale: All the ads have expired, but the ads are still there, and they were paying anywhere from \$600 to \$1,000.

Michael: For the year?

Dale: Yes.

Michael: And, how many had you sold?

Dale: About half a dozen.

Michael: Just half a dozen only?

Dale: Right.

Michael: Did you make your investment back at least?

Dale: No.

Michael: Not quite?

Dale: No.

Michael: Half-way there?

Dale: No.

Michael: If you sold six of them and the average price of the ad was – some you gave away, some you sold real low.

Dale: Let's say the average price was \$600.

Michael: So, \$600, and if you did six, that's \$3,600.

Dale: Yes.

Michael: If you paid six grand for thing, and you had it modified, and your LCD. So you're not quite back in the black yet. So, you've got to sell more ads, right?

Dale: Right.

Michael: So, that's one business. If you get all the ads sold, how many spaces are there again?

Dale: Fifty spaces on the board, and then there's another 24 on the screen that flashes.

Michael: So, if you sold all fifty spaces at a thousand bucks, you'd have \$50,000 in income a year as long as you kept them happy, and you additional how many more on the screen?

Dale: About 24.

Michael: Okay, so, you're in the advertising selling business, now. You've got space. Does the hotel really get a lot of traffic there?

Dale: Yeah, they're probably a good percent occupancy.

Michael: When you sold the advertising, how did you do that? Did you go walking in cold?

Dale: Cold.

Michael: It took you a long time?

Dale: A long time.

Michael: So, it was brutal work.

Dale: Yeah.

Michael: Do you like doing this?

Dale: Not that way.

Michael: Are you in love with this billboard?

Dale: No.

Michael: Why don't you just scrap it up and chalk up a loss for experience. Sell it.

Dale: Well, where do I go now?

Michael: Well, maybe you can look into another business. What else do you do?

Dale: Well, I also buy annuities and mortgages, very few mortgages anymore, but I try to buy annuities. I own real estate. The annuities is a tough business. I buy a few now and then. It's spotty. I just need something else besides my real estate.

Michael: What kind of money are you bringing in with the real estate and everything combined?

Dale: About \$110,000 a year.

Michael: It's not like you're trying to get your rent paid.

Dale: No, I got money.

Michael: Okay, so this billboard thing-

Dale: I guess it's the type of thing that I feel I'm obligated because I went into it to do something with it, but you've got a point. I've thought about that a lot. I also have two billboards. One of them is rented, and I get \$1,800 a month for that, and the other one was rented. It's vacant right now.

Michael: Okay. Have you ever done any direct mail?

Dale: No.

Michael: Well, I think you can fill this thing up through some direct mail. Let me ask you this. Who's on the board? Who did you sell the advertising spots to?

Dale: Well, I had McDonald's on there, a pizza place.

Michael: You're in Syracuse. There's a lot of stuff around there, right?

Dale: Yes.

Michael: And, what kind of a hotel is it? Is it a vacation hotel or what?

Dale: No, it's a Ramada Inn close to downtown Syracuse.

Michael: In that Ramada, is there one of those things that have all the little cardboard things of all the things to do.

Dale: Yeah, there's one of those, but that is hid. My board is right next to the front desk.

Michael: So, that thing is hid. Have you ever just pulled all those things and called on those advertisers?

Dale: No, that's a good point though.

Michael: You've got those things – with every hotel, all the sightseeing places where they pay money to put their little cardboard stuff. Call them up, ask them how it's working, and say, "How would you like to expand your advertising for less money?" Find out what they charge. You shouldn't be doing the calling. You need to hire somebody – a sixteen year old kid to do all this for you.

Dale: It's been a real challenge finding someone that will work.

Michael: You're not going to the right place. Have you ever gone on Elance.com?

Dale: No.

Michael: Okay, you need to go visit elance.com. You know what eBay is right?

Dale: Yes.

Michael: eBay, you can buy anything and everything. It's like a million garage sales, right?

Dale: Right.

Michael: Elance is the same thing, but you can hire anybody, all freelance. Elance meaning freelance. You can hire telemarketers in any part of the country. You can hire accountants, bookkeepers, website developers, anything. So, you can go on Elance. It's free to post a job. You can read the site yourself. You'll see what it's about. You can say, "I need a telemarketer to work from seven to ten, preferably out of New York." But, it doesn't matter. You can have someone call from anywhere in the country. I'll show you how. "And, you'll be making calls on businesses. I will provide you the leads. You'll be calling three hours a day, or two hours a day or one hour a day, three days a week from your home. I'll provide you a calling card number. I pay for all the long distance calls and I'll pay you seven dollars an hour."

You put that job up and within an hour, you're going to have people saying, "I'm interested in your job." If you're going to pay them by the hour, you're going to monitor their calls. I'm going to send you to a website that you can instantly get a calling card number. This is a pretty sophisticated calling service. It's very inexpensive. The calls are only going to cost you three or four cents a minute.

So, let's say I responded to your ad. I said, "Hey, I'm interested in doing this Dale. How does it work?" You're going to say, "Mike, I need your phone number that you'll be making your calls from." So, you'll take my phone number, and then you go into this control panel of this calling card service. You're going to buy like \$25 worth of calls at four cents a minute. Once you go into this thing, you're going to program my number in and then I can make calls from my phone. You're going to provide me all the leads. I can make calls from my phone, and then you're going to be able to go into this website and monitor all the calls I'm making. So, you're going to be able to check up on these people no matter where they are anywhere in the country that they're really making the calls because you're paying them by the hour. So, no one can steal from you. No one can cheat you, and you tell them, "Your calls are monitored, and you know if they're working or not."

It's all being billed to you because you're buying the long distance time ahead of time. Does that make sense?

Dale: Sure.

Michael: So, there's three solutions. You can hire anyone in the country. You can post a job for free. You'll have people bidding on your job. Once you get someone who's interested, you make sure they have an email address and you email them the leads. We'll talk about that in a second, and we'll write out a script of what they're going to say, and we give them people that they can call on.

Let them do the grunt work. If they can make two hours of calls, don't you think they can get at least one person who's halfway interested in this thing.

Dale: Oh yeah. How many calls would you expect them to make in this time?

Michael: In an hour, they could probably make twenty, thirty calls in an hour. I don't know. A lot of times, they're not there. It depends on who we're calling on, but what we want to do is identify the best person to call on.

Dale: Well, I bought a list of businesses in the area. They made a circle around the hotel, and so I've got that list.

Michael: How many names?

Dale: I think it's around 600.

Michael: Fine, that's a great start. Now, that's one way you can do it through telemarketing, and you can say, "Hello, Mrs. Jones. This is Dale King. You're located on 2480 East Lake, and we have a billboard." We can come up with a

script. How would you like to have more customers from the Ramada Inn come on into your restaurant and eat every night? They may say fine.

You just tell them just like when you pitched it the first time. Do you have a script?

Dale: Yes.

Michael: So, you have someone else do that grunt work. You're paying a girl seven bucks an hour, so they're doing all the work. They're doing all the cold-calling, and once they get someone who's interested, they take that name and number and then you call them. You know they're qualified and you can go see them.

If that advertiser's worth a thousand bucks a year, isn't that worth it?

Dale: Sure.

Michael: You can break their payments up into a hundred bucks a month or something like that. So, that's one way to do it, and that's pretty painless. You're just investing in their time, getting them to do the painful grunt work which you hate doing, which everyone hates doing. Then, you're just looking and weeding out the most qualified people. Then, you go in and close them.

Dale: Okay.

Michael: So, that's one way. Another way is you've got those 600 names. You can do a direct mail letter. Let's say you took a photograph of the Ramada Inn and anyone in that local area would recognize it. So, you photograph that Ramada Inn and then you get a photograph of your billboard. Then, you have the name.

So, you say, "Dear John. My name is Dale King." Take your script and make a sales letter. I don't know exactly what we would say. You basically make an offer. You'd have a photograph of the Ramada Inn in with the letter, photograph of your advertising thing, and you just sell them on it. Let them know in a simple letter. You send out 600 letters. You've got some mailing and stuffing and envelopes, but that's another way to call on 600 automatically without pain or rejection and all that. The people who are interested call you back.

Dale: That's perfect.

Michael: So, it's all about leverage. Take yourself out of the picture. Let direct mail do it. Let a telemarketer do it. It's just sifting, looking for the most important

people, but crafting that sales letter could be critical. Once you get it to work – if you mail it out to 600 people, and you fill up ten spaces, let’s say you get ten people to raise their hand and say, “I’m interested.” Then, that’s six grand a year.

So, you mail out 600 letters, and let’s say it just cost you only \$300, 50 cents a letter with your postage and everything. You just pulled in almost twenty times cost. You invested \$300 in postage, but you have \$6,000 in sales. Now, do you think if it worked for your Ramada Inn billboard and for every 600 letters you bring in six grand twenty times. So, for every dollar you spend you bring in twenty. I’m just giving you a hypothetical. Do you think if it worked right there, you might want to get another one of these things and do it in another area?

Dale: Definitely.

Michael: Do you think it would work anywhere in the country?

Dale: Yes, it would. What I have is a lot of people with outdoor boards, and they’re looking for someone to help them find customers.

Michael: How many outdoor boards do they have?

Dale: Oh, fifty of them.

Michael: And, they’re sitting on them unadvertised?

Dale: Right.

Michael: And, they’re all over Syracuse?

Dale: No, these are in Pennsylvania.

Michael: Oh, are they already on buildings and stuff?

Dale: Yes, most of them are rural.

Michael: Direct mail, buddy, direct mail and a good copywriter. If you can’t write the letter, I could direct you to a very good copywriter, a couple of them who can do it for you. It’s all in the words you say. It’s all in the letter. It’s all in the offer, but once you get that offer to work and that letter, you’ve got yourself a gold mine that you can turn on and turn off.

Dale: Just buy lists?

Michael: Yes. You just do the formula. If it's going to work for your Ramada, you just get a list of a geographical area. You can get that list for nothing. I just mailed out 500 letters last night all through the US post office online, all online. Do you know you can do that?

Dale: No.

Michael: If you go to my website to the Internet tools, you'll see it. You can design your letter in Microsoft Word.

Dale: What's your website?

Michael: HardtoFindSeminars.com.

Dale: Okay.

Michael: I'll email you the link, okay – design your letter in Microsoft Word, and then you upload, and then you upload your list, and you can mail it in a windowed number ten envelope, and boom they send it all out for you. You pay for everything online, and it goes it. You don't have to lick a stamp or nothing.

Dale: Wow, that's a great way to do it.

Michael: Yeah, that's great. You can mail from anywhere in the world, as long as you have a credit card. So, anything you want to sell can be sold. You need a good sales pitch and that's the hardest part. That takes research, really understanding what an advertiser buyer wants, having some reasons why, but it shouldn't be too hard, and you may have to test four or five of them to get a letter that pulls in a response that pays out more than it costs to send out. Has that been helpful?

Dale: Immensely.

Michael: Anything else you need help in at all?

Dale: Well, what I'm going to try to do is find more annuities from lawsuits that people had won, and they're given an annuity for the settlement.

Michael: Are settlements usually done in annuities?

Dale: Some of them, and they want more money now. Well, they have to be recent because you have to take them to a court to do it. The tough thing is finding them.

Michael: Finding annuities.

Dale: Through attorneys, they generally don't care at that point and the people don't come back to the attorney who received it. The way we find them so far has been advertising in the Penny Saver.

Michael: Yeah, and what do you say? Cash in your annuity? And, people know what that is.

Dale: Yeah, there's one big company out there, and they've got two ads in that paper.

Michael: So, if I have an annuity for ten grand coming to me overtime, you're going to do what?

Dale: I'll buy a piece of it because you could never buy the whole thing.

Michael: So, what would you say? You say, "Mike, I'll buy \$5,000 of it."

Dale: Yes.

Michael: And, then you'd pay me how much?

Dale: Well, it's just time value of money. It depends how large the payments are, how long they are. There's a lot of factors involved in it.

Michael: So, you want to find more of these.

Dale: Right.

Michael: So, the Penny Saver is one way, and attorneys know about these?

Dale: Yeah, they know about them because they actually create them.

Michael: Well, can you mail to the attorneys?

Dale: Yeah, I can mail to them, but what's their incentive if I'm asking them for who they created them for?

Michael: How much money is in those things?

Dale: They're usually over a hundred grand. I'll buy up maybe half of it, fifty grand.

Michael: How much can your profit off of it?

Dale: I profit about three or four thousand dollars.

Michael: On fifty grand?

Dale: Yes.

Michael: How safe is it though?

Dale: That's if I instantly profit. If I hold it, I earn more. What I do is I buy them and then I resell them.

Michael: Oh, you'll resell them. I'd rather see you send out 600 letters and bring in \$6,000 in sales for advertising and just do that. That's instant. You don't have to wait for your money. Why not focus on something like that? Get a good direct mail that can sell advertising to the local area with these boards. Do you know what I mean?

Dale: Yeah.

Michael: If you want money quick, direct mail, direct response is the quickest way to generate funds. Send out a letter. You can have orders coming in three days, if it's the right letter. You don't even have to be an expert copywriter. You need an expert to do that for you – design the letter and write it for you, and you just take care of everything. It's just like a little money machine.

Dale: Where do I find a copywriter?

Michael: I could refer several to you.

Dale: What kind of money does that take?

Michael: If you were to write a letter for your billboard, I would think you probably would want to do something no longer than two or three pages and maybe include some photographs. I could refer a guy to you who would probably do it for a couple grand.

Dale: Great.

Michael: Would you like me to do that, refer it over?

Dale: Yes.

Michael: I can have him give you a call. That would be fantastic. I'm telling you, all you need is that one letter.

Dale: Then, that's what I'll do.

Michael: Okay, but I think that would be a good way to go. I'll have him give you a call, and I don't know busy he is, but he's very, very good. He does a lot of work for me. All right?

Dale: Sure.

Michael: Okay.

Dale: Can I help you?

Michael: Just tell your friends about my website. I'll also email you that link for the postage thing, and just keep in touch. Let me know of your success.

Dale: Okay, maybe I'll need something else later on then.

Michael: Okay, call me anytime. Email me, call me, that's the best way to do it.

Dale: Thank you.

Michael: You're very welcome.

You may not know what barter is or what the trade industry is, but it's a tremendous, a multi-billion dollar industry and I've come up with a loophole on how to take advantage of this industry and literally put thousands and thousands of dollars worth of savings into your pocket. You can hear me do it for real in this 15 minute recording, I will show you how I saved for personal expenses almost ten thousand dollars with only about 15 minutes of telephone calls. I promise you, you've never heard anything like this, and instead of me telling you how to do it, I show you how. You can listen to me do it for real. So, head on over to the Products section at HardToFindSeminars.com, in the light blue column on the left, click on the link that says, "Barter Secrets" and you can hear it all in action. I think you're going to find this fascinating.

That's the end of this recording consultation with Dale King. If you have any questions or would like any help at all, feel free to call me or email me at Michael@MichaelSenoff.com. Make sure you search around the site as I'm always placing new audio interviews and recordings all through the site. I hope you have a great day.

“How To Turn Your \$28 Book Into A \$3,900 Information Product...”

Keep reading if you'd like a completely FREE 30 day trial of my system for turning your simple book or even just a concept in your mind into an information product you can sell for \$97, \$197, \$495 even as much as \$3,900 or MORE...

**Michael Senoff's Information
Product Creation System
From the desk of Michael Senoff**

Hi I'm Michael Senoff,

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

I've recorded hundreds of hours of interviews with the world's leading business experts and information marketers including Jay Conrad Levinson, Vic Conant, Carl Galetti, Joe Vitale, Herschell Gordon Lewis, Brian Keith Voiles and more...

And for the first time I'm going to reveal how I turn a simple book or concept into a powerful, easy to sell information product.

Some of my information products sell for more than \$3,900 and I make a very good living selling these products...

**Could You Be Selling Your Information Product
For \$3,900 or more...?**

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>

Month in and month out I sell my HMA marketing consultants system online.

In the year 2005, I made over \$100,000 in sales from this HMA system alone.

What makes the HMA system for marketing consultants so special?

What allows me to sell an information product for more than \$3,900 when other systems are selling for a tenth of that price?

The difference is the hours of audio I make available - both to prospects, so they can see the value of the product before they buy, and as an hugely valuable added resource to buyers.

How much more could you be charging for your information product by adding audio?

Recently I've used audio...

To sell over \$100,000 worth of a high end consulting seminar in less than 6 months. This training system was sold originally at \$5000, then at \$10,000, then the price went up to \$15,000. I stopped selling it after it jumped to \$20,000, and went on to create my own audio information product on consulting called the HMA system.

I've also used audio to sell over 200 copies of the Art Hamel business buying system ranging in prices from \$299, \$497, \$597 and higher.

The value of this business buying system and the price I could charge has gone UP three times. Each and every time after I've added new audio.

This is the power of audio..."the more you talk the more you make!" You can literally Talk Yourself Rich! I've also used my audio recordings...

To make over \$100,000 in sales for 2005 and 2006 of my HMA marketing consultant system. Sales for 2007 are expected to be even higher.

To increase the sales and value of dozens of other products, both new and used, you can find at hardtfindseminars.com a wide range of topics from online marketing, barter, copywriting to joint ventures and much, much more...

Now you might not sell your information product for \$5000, \$10,000, \$15,000 or even \$3,900, but if you follow the simple step by step directions in my system...

**“I Will Personally GUARANTEE
You'll Create An Information Product Worth
From \$97 to \$497
That's Designed To Sell Like Hotcakes...”**

And to PROVE to you this is not an empty promise, if you act right now I'll GIVE you all the audio recordings, guides and reports in my information product creation system on a completely FREE 30 day trial.

In a few weeks, even a few days, you could have your own information product that you can sell at \$100 to \$500 a pop.

And you don't even have to be an expert.

Many of the information products I sell are a combination of other people's manuals and my own audio interviews with leading experts.

I'm selling my own information product packages every week on subjects where I have little or no expertise.

And you can do the same!

Now I know what you're thinking...

If my product creation system is so good, why would I reveal my secrets to you?

Two reasons...

The first...

**“There Are Literally Tens Of THOUSANDS
Of Profitable Niches Out There
With NO Competition...”**

“Filled With Prospects

Just DYING For A High Quality Information Product..."

I could never get to all those niches in a hundred lifetimes.

They're just waiting for you to CASH in!

Second as an additional service to my product creation system, I'm providing an audio recording service where my specialized team and I help you one-on-one to create your audio information product from start to finish.

I know that a good percentage of the people who buy my product creation system will want to create their audio program and transcripts the easiest fastest way possible and they'll hire me to help them.

That's why I'm willing to give you a completely FREE 30 day trial of my product creation system.

I know there's a good chance you could be one of the very special, carefully selected clients who use my back-end audio recording service.

So I'm taking all the risk literally giving you open access to my information product creation secrets FREE for 30 days.

Secrets PACKED into 5 reports and 4 audio recordings including...

1. How To Turn A \$28 Book Into A \$3,900 Information Package – full audio and report...

You don't even need your own book to follow this system. Any good idea will do. I'll show you...

The astonishing secret of why it can be EASIER to sell a \$97 or \$197 information product than it is to sell a \$20 or \$30 book...

How your information product can free up your time and attract a flood of new, high quality pre-educated clients...

The biggest secret of every truly successful business and how you can use this secret to make your product many times more valuable...

How using this simple secret will help you SLASH refunds and massively increase sales...

And we're just getting started. I'll reveal...

What you must do if you want prospects to line up literally begging to buy your information products at a premium price...

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...

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...

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But I know after 30 days you'll be thrilled with the information and well on the way to creating your high powered, high priced, high value information product.

You can claim your free 30 day trial now.

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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.hardtfindseminars.com/Audio_Marketing_Secrets_Trile_Order.htm

Yours sincerely,

Michael Senoff

Michael Senoff
hardtfindseminars.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...

In just a few weeks - even as soon as a few short days - this could be reality for you and you can find out exactly how to do it completely FREE.

But only if you act NOW!

Claim your free 30 day trial right now at:

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

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