

**REVISED &  
UPDATED**

# ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

There Are 3 Secrets To Direct Mail Success  
And You Already Know 2 Of Them

by Michael Senoff

 Michael Senoff's  
HardToFind Seminars.com

## There Are 3 Secrets To Direct Mail Success. (And You Already Know 2 Of Them.) Listen Now...

This is a follow-up consultation that I did with Eric B. Eric's first business didn't work out for reasons beyond his control, but that didn't keep Eric's mind from reeling with ideas for direct mail businesses that he wanted to bounce off of me and questions that he had about the various steps necessary to set up his new business.

In Eric's excitement, his first questions were about product fulfillment and credit card processors. You will hear my suggestions about these, but what he should do first in terms of setting up a business DBA and a business account at the bank. Throughout this consultation, you will hear how I stress the importance of creating a successful sales letter. It's all in the marketing.

- What constitutes a great sales letter
- Options for hiring a good copywriter, if necessary
- Mailing lists
- What are Hot Lines and why they are so very important?

We touch on the packaging and pricing of products and how offering products through auto-ship can be lucrative. I offer some "do's" and "don'ts" about product trial offers that Eric had been considering.

I give Eric the formula of how to initially test a sales letter and how to tell if you've got a winner on your hands.

We get into detail about what your product should actually cost you and what the shipping and handling costs to the customer should include.

For a business just starting out, it is important to be available to answer each and every customer call so as not to lose a sale. Here's where I give Eric some ideas of very inexpensive services that he can use so he not only does not miss a customer call, but can actually continue his research of the market by talking with potential customers.

A few gems offered in this interview are resources that have archives of previous sales letter and ad material that a person can look at, buy, or buy the rights to. If researched and utilized correctly, this type of material would practically eliminate your need for a high-priced copywriter!

We finally talk about how, instead of starting his own business, how Eric could actually become a consultant to existing businesses who already have their infrastructure built. With Eric's business knowledge, great sales letters, and ad material, he could become a consultant and negotiate consulting fees or actually buying a percentage of the company based on his performance in obtaining more sales. Why have the headaches of starting and maintaining your own new business when you can be the brains behind making more businesses successful and eventually becoming a part owner or entire owner of that business?

This is an eye-opening consultation for a person who is considering starting a new direct mail business. Eric and I went through the details step-by-step for an easy to follow outline for success. Even if you are a veteran direct mail marketer, you won't want to miss this. Enjoy.

*Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). Here's another 30 minute flash consult with a gentleman named Eric. Eric is a customer of mine, and he called me to get some advice about direct mail mailing lists. We talk about several issues related to direct mail, mailing lists and copywriting. I hope you enjoy!*

Michael: I know what happened with the business deal. The deal didn't go down. There were concerns on both parts. So, where are you at right now?

Eric: Well, what I started to do is I started to say, "You know what? I understand a lot of ins and out of the health industry, and I have contact with people who actually can make compounds." So, I'm just actually working on all the systems right now. For instance, making sure I have a company that can take care of the orders. I don't know if you use a To Checkout or one of those on your website. I can't remember.

Michael: I use PayPal, but To Checkout is one option. They're pretty expensive as far as the fees they charge, but you can get yourself set up with a credit card processor pretty easily even if you have poor credit. I would recommend Card Service International. Card Service International will get you started.

Who do you bank with right now?

Eric: Bank of America.

Michael: You can call Bank of America. Tell them that you're starting a business. If you want to do this you've got to get a D/B/A and open up a business account. Go down, get a D/B/A, call is something generic. Call it "Health Labs Industries" or whatever, "Brinks Health Products" something generic where you can have multiple products under that.

So, get a fictitious business name, and go register it down at the county courthouse, and then bring that paperwork back to the bank. Open up a simple business account, and then once you have a business account open, you can put a couple hundred bucks in there, and then talk to the branch manager and tell him you're interested in taking Visa and MasterCard for your bank account.

At least start it. You're going to have to test something. You're going to have to test the sales letter. You're going to have to see if you've got a winning sales promotion if you're going to test it in the direct mail, and you can test small. So, even if you did only twenty or thirty or forty orders, you and your wife can operate it right out of the house.

Once you know you have a test and a statistical sample with a certain mailing list, then if you know you've got a winner, then you can get all set up in more of the big time and have a fulfillment company do all that. But, really the first step is really testing and seeing if you have a winning promotion.

Eric: I get you. I've got the cart before the horse.

Michael: Exactly. Test it and see if you have a winner. Once you have a winner, the money is there. It's just waiting for you to mail out more. It may take you six months to get a sales letter that proves to pay out.

Eric: See, that leads me to where I was going to go with you. Are you a joint venture partner with anyone in that industry like myself?

Michael: No, not at this time, I'm not.

Eric: Is that an idea that has attraction for you?

Michael: I'm always open to hear deals. I've got a lot of projects going on, and I'm open to it, but I'm not interested in really having too many partners because if you came to me with some kind of proposal, I'm open to it. But, I can pretty much create and develop any kind of product myself and keep all of the profit.

I've got that ability. Why would I do it and split it with someone when I can feed my family twice as much with my own efforts? That's kind of where I'm right now.

Eric: I completely understand.

Michael: Yeah, you can't blame me, and you would do the same.

Eric: I would do the same.

Michael: What did you have in mind? What would be ideal for you?

Eric: The thing is it's different. I understand that copy is extremely important, and that starts with a test. I'm talking about copywriting and you're not cheap.

Michael: No, I'm not.

Eric: That's why from the standpoint what you would charge for your sales letter if you've ever taking a company position in lieu of cash and ongoing royalties from the company.

Michael: With copywriting, the sales letter is really everything, and if I was to do copywriting or create a sales letter, however I did, I would really want to be paid upfront. But, I'm really not for hire, but it doesn't mean you can't find other copywriters.

Now, I can refer you to a copywriter actually, who does a pretty good job. He's not the best of the best, but he's pretty serious. He's out of England, and he's done a couple of letters for me. There's a lot of excitement in him. I think he's a little lazy. He could really do his research a little bit more, but it wouldn't be a bad start, and I'm sure he's hurting for work. He's out in England, and he would definitely, if I referred you to him, be willing to put something together that may work out.

Now, if you want to work something out on a joint venture that way, I could entertain something like that where if I hook you up with him, I endorsed you. He did the work for you, and I negotiated it all for you, then I would take a joint venture position in that.

Eric: I'd be more than happy to do something like that, Michael. I have no problem.

Michael: That I can do. I have a guy who is hungry for work, and I've tried him out on a couple of things and he's done a pretty good job, pretty talented.

Eric: Pretty good testing that you got from it?

Michael: Well, I haven't even tested the letters, but I can tell good work when I see it.

Eric: Real good copy?

Michael: Yeah, it's pretty good.

Eric: See the thing is I'm thinking and this is where I think you can really help me because you're very much online. Would I be smart to start with online or offline? Because the business was basically all offline. They had atrocious amount of expense, but they made an atrocious amount of money.

Michael: The company you were looking at buying, you had a lot of insider information. I said, "What was their number one product?" And, you told me it was this green drink. So, why not just start with something like that? Go with a green drink.

Now, you've got the copy that sold their green drink, right?

Eric: Right.

Michael: I'm not saying steal it. You can't steal it because it's copyrighted, but you can dissect that and look at that letter and you could provide that letter to the copywriter, and say, "Here's a letter that's proven out pretty successful, and give him all the details on it, and have him recreate it in his own way."

So, you've got a winning formula right there. Do you know some of the details on that green drink sales letter? It's a green powder drink that gives you all the nutrients.

Eric: Absolutely. It gives a break down of them. Of course, they have their own proprietary one. They've added things that they think enhanced it. And of course, it would be easy for me to throw another product in that to make my own proprietary one, and a product that I believe would extend the ability for the product to work probably very, very cheaply.

Now, what they do is they type in the sales letter. They do an exhaustive job of explaining the benefits.

Michael: Is it a direct mail sales letter or is it in their catalogue?

Eric: They do the catalogue, and then they do post cards.

Michael: They have this as a hard-hitting letter in an envelope just for one product, or are they trying to sell multiple products?

Eric: They usually do letters with envelopes.

Michael: Where are the sales in this green drink coming from?

Eric: When you say where, do you mean as far as what the segment of the market?

Michael: How are sales being generated for the green drink?

Eric: Catalogue sales accounted for last year, \$246,412 of their sales. The catalogue actually is a separate category.

Michael: For the green drink or for all their products.

Eric: For all their products, and then the green drink which was probably basically more or launch a separate launch with this own package, they did 2.9 million.

Michael: With the green drink?

Eric: Yes.

Michael: Were they selling to existing customers or cold lists?

Eric: They have a house list, and they say it's nearing 65 to 70,000 people.

Michael: Is their list on the rental market?

Eric: Yes it is. I was at the library yesterday and got some information. I was using the SRDS. They have a minimum order of 5,000. The average unit of sale is \$125 on this list. It was a huge. 59,208 product buyers in the last 24 months, and in the last 12 months of 2004 – 46,734 buyers. Then, they list hotline buyers which I need to find out more about.

Michael: How many hotline buyers?

Eric: In the fourth quarter, 2004 – 21,393.

Michael: And, this is buyers from any of their products in their catalogue.

Eric: Yes.

Michael: Do they give you selects by product or anything?

Eric: This info is through Rubin Response.

Michael: Oh, okay.

Eric: I actually met a VP from there. He flew down to meet with everybody there. So, I'm sure that it would be possible to get that. I bet you I could probably approach him saying, "Hey, I want this list. I spoke to you when you were there."

Michael: You could rent that list, or you could rent other lists. The list, yes, is very important, but it's your sales piece - your promotion, your sales letter selling the product. Have you seen a sales piece for that green drink?

Eric: Yes, I have.

Michael: How many pages is it?

Eric: The green drink, I know they have a post card and then at least a page or two.

Michael: That's it to sell the product?

Eric: Yes, once it was separated from the catalogue, it wasn't that big of a sales letter, two pages front and back and then it had a postcard with the offer on it.

Michael: Who was their market? Who was buying it?

Eric: Basically over 50 - the baby boomer market who were getting ready to retire.

Michael: What were the main benefits of it?

Eric: To create an environment where cancers and other major health problems like that would not be able to take root, and energy.

Michael: So, this is the thing you want to take, this green drink or your own version of it?

Eric: Absolutely. I saw the shortfall in there. I saw some things that I'd like to do better. For instance, I'll give you an example. Of course, you can shoot them down as I tell you if they don't make sense. One thing that I saw was that they offer the better deal and the best deal - good, better, best. One, three, six and twelve, and of course, you may need it longer. It's more expensive, but the last one, the biggest one with twelve in it actually was including free shipping and you get a free \$20 gift certificate. That's pretty much standard, I'm sure.

But, one thing that I thought that was interesting they do offer auto-ship. Of course, it's not prominent. It's not something that they pushed. I would've thought that it would've been more something to utilize.

Another thing, I'm thinking to myself, "Okay, let's say that a customer wanted to buy one to try it out." So, let's say that three, six or twelve might be interesting into them but it's just they might not have the money right now. Why not have some kind of a flex-pay? For instance, for the twelve at three to six payments. Why not have a flex pay on the three of two payments? Just something you can give more to the consumer where they're able to spread it out.

But, also another thing I was thinking about, lowering the risk. Obviously, there's guarantees. These people give 90 days on the food product. I have read and then researched and found that they say that – I don't know if it's QVC or HSN things where they get a lifetime guarantee. Returns only go up to a certain degree, but sales really jump.

Michael: These are all hidden marketing assets. Now, that you've looked at this business that they're not optimizing.

Eric: And another thing, at a certain purchase point, order with us. Try it, we won't bill your credit card for 30 days. You get the authorization, but you just don't bill it for 30 days.

Michael: Yeah, you could do that, but you don't really want to wait for your money. If you want to test this thing, you need to get the money to finance the whole business, unless you can get your product price down.

You have an example of a minimum 500 containers of the green drink powder at \$13.78. How big of a container is this?

Eric: That was for the ten ounce.

Michael: You need to get this price down I think.

Eric: I went to Vitamin World yesterday. They had a 9.4 with their label on it. I don't know if they actually have a copyright on that product, but it's \$19.78 for a container. And, then the first week of the month, you get buy one get one free, buy one get one half off.

Michael: Is this \$13.78, is this your cost on the product?

Eric: Actually, they start as low at 12.78, I think. It was my cost.

Michael: And, what's the product retail for? What's the company selling it for?

Eric: This company is selling it for \$49.95 at one container depending on how many containers you buy.

Michael: You need to get your price down to under five bucks I think, and I think you can do it. Go search around. The benefits of the product is important definitely, but the benefits are what you're selling, and if it's not a green drink, maybe it could be something else, another product that delivers the same benefits like Spirulina, Blue Green Algae. There's all kinds of – it could be Aloe Vera juice, Aloe Vera concentrate. It could be any of these products. Just find something that costs less, but delivers great benefits. Aloe Vera is a fantastic product. There's all kinds of stuff.

Eric: What you're saying is absolutely true. One of their keys products and it's expensive, is human growth hormone HTH.

Michael: I'd stay away from that one.

Eric: Really?

Michael: Yeah, because there's a lot of heat on that with the government. EBay is regulated now. You can't use the words. There's all kinds of regulations with that HTH stuff.

Eric: Huh, I know there was a lot of heat for the ephedrine products. I didn't realize the HTH stuff on eBay.

Michael: Oh, definitely. Aloe Vera has got a great history of healing. There's some romance to it.

Eric: They don't have it. That's interesting.

Michael: Go search Aloe Vera juice. It's totally consumable. Just because this company had a green drink that's successful doesn't mean you have to stick with that. You can find any product out there on the market, some products that have great marketing, great copy, and just be a competitor. There's room, just do it better.

Eric: That's true, and some of the ideas I had are improvements on what they're doing. Aloe Vera, yeah the whole family has taken that. It was just for my burns. I had some bad burns once.

Michael: Absolutely. There's Aloe Vera farms. There's product lines of nothing but Aloe Vera. You want something that's consumable, that has benefits. Go through the SRDS, look up Aloe Vera. I'm just giving you examples. Find something that's already working and just compete, borrow and modify.

Eric: Exactly, and that would be a fairly inexpensive compound that even if I added one or two elements to it for my own proprietary compound, it wouldn't be ten or twelve or fifteen bucks a bottle.

Michael: That's right. You have to have at least over ten times cost in your product. The cost of your product should be covered in your shipping and handling.

Eric: Exactly.

Michael: And, then everything else should be pure profit.

Eric: There's a website Certified Natural Laboratories. It's as low as \$48 a bottle. I can get the product for as low as \$2.50 a bottle made.

Michael: Certified National Laboratories?

Eric: Certified Natural.

Michael: What do they make, the sublingual stuff?

Eric: These are all caps. At least, from this standpoint these are all an economy line and a premium line. I could use their labels. Of course, I would want my own label, but they'll ship for dirt cheap.

Michael: And, they have all kinds of stuff?

Eric: Oh my goodness, everything from breast enhancement, male enhancement, sexual health for men and women.

Michael: You have to send me the link. Basically, the products are a dime a dozen. You can find them already formulated. People will drop ship and everything for you?

Eric: For example, they send 48 in a case of their economy product, \$2.50 a bottle. I think the shipping was like five dollars a case, which hardly adds anything to the product, a little bit more than a dime. So, what I was thinking was my shipping and handling of \$6.95, let's say, that's what my competitor has. That would cover the cost of the product. It would cover the shipping, and the labeling.

Michael: The product's important, but it's all the marketing.

Eric: The sizzle not the steak.

Michael: That's right. So, that's what you've got to think.

Eric: It's really good. It's kind of galvanizing to talk about it because what I don't want to do, Michael, is I don't want to mess around and I don't want to say, "Well, I have to have a whole bunch of money to do this."

Now, when you do a test, is there a point where it's pointless to test?

Michael: You don't want to waste your money on a test. I heard you want to test something large enough to where you can generate at least 20 orders. But, let's say if it's 5,000 in names and it's 15 cents a name. So, it's \$150 a thousand. So, you're going to spend \$750 on your names, but you don't have to mail all your names. You could just mail 500 of them. So, it's going to cost you \$750 and \$250 for the mailing. It's going to cost you about \$1,000 to test the sales letter to a market. Depending on the price of your product, if you can pull two percent, the difference between a huge mega-winner and a loser can be just a tenth of a percent.

So, if you mail out a thousand and you get two percent that will be 20 orders out to the hotlines, the best names there on the list. For example, let's say you're renting from a list that has 40,000 hotlines every month, and you pull a two percent. It makes you a certain amount of money. You have right there 40,000 new people to mail out to every month.

When you're choosing your list, make sure it has a nice large universe – lots of hotlines, lots of new customers. That hotline is the most recent customer of that list renter. So, if it's my list, the hotline would be someone who's bought from me in the last 30 days, or the last 60 days.

If you're going to mail to someone, you want to mail to someone who's hot. If my list is a list of people who bought a diet aid to lose weight, and you have a product that would maybe enhance the diet aid or it's another diet aid or something related to diet and exercise – equipment or an exercise video, you're going to want me while I'm hot. I just spent money with my credit card on a diet aid. So, you're going to hit me up right then as soon as you can. If you wait, I may be off my diet.

So, the hotline names are more responsive. They're the most recent customers because recency is important when you're trying to sell someone. The best time to sell someone is right at the same time they bought. Every day that goes by, they cool off. You've got to get them while their in heat.

Eric: Let me ask you this. This is really an important question. Remember I was telling you about the \$6.95 shipping and handling that this company does. People don't even blink at it, and it's only charged if they only get the one

item. So, let's say the product only cost me \$2.50. I sell it for \$25, and of course I'm talking about \$2.50 for the product and all the labeling and all the shipping and everything is covered by the shipping and handling. How's \$6.95 shipping and handling for \$25 product?

Michael: I think people expect to pay the average of \$6.95 for shipping for anything. I would sell the product for more. I think \$25 is too cheap. I don't care what it is. It should be maybe a \$59 or \$69 product.

Eric: I get you.

Michael: But, your cost of the product is \$2.50. You can ship it for probably \$2.50. you can pay all your administrative support, handling, taking the data, all that stuff, and that should all be covered in \$6.95 shipping and handling fee.

Eric: Really.

Michael: It's shipping and handling, not just shipping. So, you can charge whatever you want for handling. So, your \$6.95 will cover your entire cost of everything except your advertising.

Eric: That's really interesting Michael. As far as pricing, you threw a price point out there. Should I test price points?

Michael: Lead with something, and I would start higher than lower. You've got test each thing individually. Someone wants it. Is \$25 compared to \$60 really going to make a difference if there's a risk reversal in there?

Eric: No.

Michael: You've got to have the margins in there. If you do a good job, if you have the right copywriter, your work should be put into the sales letter that's selling whatever you have, and if it's a multi-page letter – four pages, five, six, seven – the more you tell, the more you sell. Then, you can justify the cost of that product in your sales letter. You can get \$69. You may be able to get \$109. It just depends.

Eric: You know, that's very interesting, and boy would that be awesome. I could use the auto-ship in the multi-packs.

Michael: You can only have an auto-ship option if you want until they cancel. You don't give them a choice, and they're just on auto-ship.

Eric: Have you seen that to be pretty successful with people you talk with?

Michael: That Vincent James guy I interviewed, that's exactly how he did it. He only offered them an auto-ship option until further notice. If you look at all the TV commercials like Duffy Rankerd selling the acne products, all those are auto-ship.

Eric: Boy, you gave me some really good ideas. You said start it small. I had a secondary line in my house and I got it a long time ago. It was dedicated to the fax. I'll probably hook that back up.

Michael: For a fax number, a dedicated line?

Eric: Yes.

Michael: Well, you don't have to do that. If you go to my site and go to "Michael Recommends" there's a service where you can get your own 800-number. So, it's an automatic voice mail. You can use a voice mail service, but you can forward this 800-number to anywhere. So, are you online right now?

Eric: No, I'm not. I'm visiting my wife's grandparents. They don't have a computer.

Michael: Okay, well, when you get back online, go to [www.hardtofindseminars.com](http://www.hardtofindseminars.com), do you know where that section is? It's called, "Michael Recommends". The company is called [www.Kall8.com](http://www.Kall8.com). You can get an 800-number within minutes, or even a non-800 number where the calls come into that, and you could have it directed to your cell phone wherever you are. You can direct that number to wherever you want it to go to.

So, let's say you do that mailing and you have that 800-number on there, and you mail it today and you know calls would be coming in the next four or five days. You have it go to your home line. Have it go to your cell phone. Just be able to pick up the phone and talk to those customers and pull out information and find out what made them call. Did they read the whole letter? What do they like about it? What interested them the most? What questions do they have? Because your market's going to tell you what you need to do to modify the letter.

Eric: Exactly.

Michael: It's all in the research.

Eric: Yes, to begin with, this is going to be heavy-duty need to get the calls no matter where I'm at, what I'm doing.

Michael: You need the letter. The copywriter, the letter is the most important thing. If you do some research, you can go to Denny Hatch. He's got a couple books out called Method Marketing. This guy has an archive of old direct mail pieces. He has over 500,000 direct mail pieces, all catalogued and archived, and you can go look at some of the old direct mail pieces, and you can buy the piece from him for \$40 or \$50. He'll fax it to you.

You may be able to find a piece that was pretty successful in the past that's not being mailed anymore for whatever reason – maybe the company went bankrupt, maybe it never had a copyright, maybe you can find out who owns the copyright to it, and you can license the use of that letter that's not being used.

You may be able to find very successful promotions and letters that aren't being used and either modify them or buy the rights to be able to use them and developed your own product.

On [www.hardtofindads.com](http://www.hardtofindads.com), you have full page successful newspapers advertisements. I bought a bunch of old National Enquirers from the 1990s, and I was just flipping through them. I bought them off eBay, and you look at the full page promotions in there. Just because they're not in there anymore doesn't mean that they weren't successful.

So, I would maybe go to the library. Now, it depends how you want to sell it. Space advertising is one way, but I would start with direct mail. Just type in "Denny Hatch" [www.targetmarketing.com](http://www.targetmarketing.com).

Eric: Is it all one word?

Michael: No, type in Denny Hatch. You'll find his website. So, I'll email you a link, and then contact them and they have a whole section on sales letters. You can talk to one of their advisors there. Tell them what you're looking for. You're looking for old direct mail pieces selling herbal products or green drinks. They'll have it.

You can buy the old letter and look at it and dissect it, and find out who was mailing it. You may be able to buy the rights to it, or modify it or give it to your copywriter and say, "Here's something that was successful." It may be a sales letter selling an Aloe Vera product which you may want to take and modify for a green drink or vice versa.

Let's say they were energy pills, but it gave vitality and had vitamins and minerals which all the benefits are going to be the same to the human body no matter what the thing is, and modify it to your product. Have your copywriter just modify it, or you can even modify it. It's all been done before.

Eric: Yes, and why reinvent the wheel? Of course, I have to tell you I'm very involved with my congregation and I have meetings. It concerns me because I don't want to send the wrong message right away if I'm not available. If I'm doing this or I'm doing that I'm not available to take a call, and that's a sales loss.

Michael: Oh yeah, if you're doing a test, you better make sure there's someone there to answer the phone.

Eric: It can't be a provider because you can't give them scripts for information on all those products.

Michael: What do you mean you're involved with your congregation?

Eric: I may get a call at seven thirty or eight o'clock at night.

Michael: If you have to hire someone locally, or do you have any family there. If you use a Kall8 number, and forward it to whoever's handling the calls, the calls are recorded so you can monitor the person who's handling your calls and you tell them that you're going to be monitoring how they handle the calls. You can have a script of what they need to say.

Those audio recordings are sent to you via email. So, you can monitor that person. You've just got to make sure that someone's handling the call on your test. It should be you.

Eric: Yes, absolutely, and I want it to be. Kall8 sounds like a really good product.

Michael: Well, at least you'll know that if someone dials that number and they hang up, Kall8 is wonderful because it picks up all the caller IDs, even if they're not supposed to pick caller IDs. So, it gives you or your telemarketer a chance to see the number where the call came from, and if you missed it or they hang up, you can call them back and say, "Hey, I know you just called. Were you calling about the green drink?" and, then you just say, "I was on the other line. I missed your call. How can I help you?"

Eric: Kall8 is pretty inexpensive.

Michael: Very inexpensive. It's great. This service has saved me thousands of dollars because I have people who call for expensive packages that I sell and they hang up. I just call back and I have the caller ID. It's emailed to me instantly I say, "Hey, I know you just called. I missed your call. This is Mike. How can I help you?" I'm able to find out what they want. In some cases by me calling back it's resulted in large dollar sales.

Eric: Because of a health issue in the past, my credit looks excellent now, but I had to file before.

Michael: You had to file bankruptcy?

Eric: Yes.

Michael: In many cases, there's merchant providers who can still do that. Now, if that doesn't work – if someone has a credit card and they really love the product, you can set it up through PayPal or Checkout. There's other options.

Eric: I thought it would hurt me a little bit.

Michael: It will probably be a little more frustrating, but I think there are merchant providers that will service people who went through bankruptcy. You may pay higher points, but they are available.

Eric: I think Checkout's 5.5 percent, but like you said, if the product's \$59 or \$69 or more, early on using that is not a problem.

Michael: You'd have to check with PayPal. I don't know all the legalities on it, but if someone has a Visa or MasterCard, you may be able to just log into PayPal and then you'd have to set an account up. You just may have to work those details out.

Eric: I'll work with that.

Michael: The most important thing is testing a letter, getting a product in a letter, a promotion put together and then test it. If it's not winning based on your price, then there's no need to do anything.

Eric: Right, just go into another product.

Michael: Yeah, or just revamp or try it again.

Eric: Now, the copywriter in England you were talking about-

Michael: Now, that we've talked, I'm thinking you're better off finding an existing promotion and just modifying it yourself.

Eric: Okay, that'd be not hard. Like you said, there's plenty of ads.

Michael: Start with Denny Hatch Target Marketing.

- Eric: I was wondering if you could just point me in that direction.
- Michael: This is probably the better way to go.
- Eric: And, then as time goes on with other products if I can't get it this way, then I'll have money to spend.
- Michael: It's the "Whose mailing what?" archive. You just have to do a search on Google, Denny Hatch, you'll find it. It is a vast library of direct mail data and packages, more direct mail intelligence, easy search capabilities, thousands of scanned images, all seamless online ordering. For over twenty years, the "Whose mailing what?" archive has been the leader in the direct mail intelligence, now online and searchable database with direct mail package details and scanned images. The "Whose mailing what?" archive lets you see the mailing packages other companies have mailed in order to learn from their tests and direct mail controls. This is perfect for you.
- Eric: It is. That is perfect. I'm going to set up the business, and then I'm going to go ahead and get Kall8 set up. Check with PayPal, check with the merchant services at my bank first because I do a lot with them down there. This is something that they can do for me. Then, I'm going to talk to Certified Natural, find out if they have an aloe first of all and some of the other products like that, but you were saying not necessarily green drink.
- Michael: Call Certified Natural, ask them what they're biggest seller is. Go call these private labelers. Talk to them. What's selling? Tell them you're interested in private labeling a line of products. What's hot? What's selling?
- Eric: The top five, the top three.
- Michael: Yeah, the top one. What has meaning right now?
- Eric: Wait for them to create a market, and then you jump on the market. You said the copy will do it. Have them help to get all the benefits on the paper for all these products? Questions that people will ask to make sure I'll be able to answer any questions people will be asking about the product. That's not hard. That's really a good idea, and it sounds like this and not go bankrupt.
- Michael: There's so many things you can do. It's like I said, you can go in and consult. You could find someone who's already got a business to just get on their mailing list. See what their letters look like. See if their successful themselves, and use the stuff we talked about to rev up the sales.

You may be able to buy into a business already existing. There's thousands of little mom and pop people trying to make a buck off these herbal products.

They already have the Visa MasterCard terminals. They already are set up. They already have their formulas. They already have their private labels.

You can go in as a consultant, and offer to buy their company based on a performance. Just have them stay on with you. Just like what you were going to do, but instead of a million dollar company even if it's a little company doing \$50,000 a year, \$20,000 a year, there infrastructure is all set up which you don't have.

Eric: Yeah, websites, everything.

Michael: That's going to save you time.

Eric: That's true. I have a friend who has that right now.

Michael: Work a deal with them and you could be the brains in the background. Hammer out an agreement that when you build this company to a certain level, that you take a percentage of ownership or all of it or whatever. These people have already invested their time and the labor and getting the credit card terminals. Do it under their name. You work on a commission. Have them pay you a percentage out of gross sales or profits. Let them run it.

What do you want to run the company for? It's a nightmare. All you need is a sales letter that works.

Eric: Isn't that amazing?

Michael: Leverage off the efforts of others. Let them run it. You don't want to run a company. What a nightmare. They just want more sales. You help them get more sales. That's what I would do.

Eric: I might do it that way. My current is in that area. I could see possibilities, and I'm wired that way just from all my research and studying I've done and the materials I've got from you, and services that you offer.

Michael: These things we talked about, I'll send you this recording. You can relisten to it and take some notes and do it that way. You don't want to run a company. You want to find someone who's already got something that's not working, but the infrastructure is set up. Then, you want to go to Who's Mailing What?, and look at their letters. You've got to research and find something that's successful, a letter that was very successful in the past selling a product that would give you r potential market the same benefits.

Then, you've got to find your product where you can have the cost of the product and the fulfillment and the shipping all covered in the price of the shipping and handling.

Your main thing is testing that letter and making sure you have control of intellectual property on that letter. That's the money maker is that sales letter.

Eric: That's right because I can license it.

Michael: Yeah, you can license it or you can use it and modify it, all of the above.

Eric: They can't license it because I've got. Ah, that made sense.

Michael: Does that sound easier to do than starting and building a whole company from scratch?

Eric: Yes, it does, and I've got the time to do that, too.

Michael: Do some search on Google. Talk to some people selling herbal products. Talk to some of the private labelers. You've got to do your research. Ask them what's hot, what's going on. It's all research.

Eric: I don't want to just jump out there and do what most businesses do, spend all this money, put all the time in, to come and find out it's so much easier.

Michael: Yes, that's right.

Eric: It's funny. I've been writing a lot of notes down, but I appreciate you sending me this recording because I will get more information.

Michael: I'll send it to you, no problem at all. I'll email it over to you.

Eric: You've got a very valuable business. Do you know that?

Michael: Thank you.

Eric: The reviews on the Internet about you, they're always excellent.

Michael: That's what we want.

Eric: This is going well.

Michael: I enjoy it. There's always something to do. I need to do what you're doing. I need to just get a product, write a killer sales letter and make millions, but I'm crazy because I just want to keep doing audio interviews. I've got a great site

right now, but I want to double it. Once it's all set up, then I'm ready to do my marketing which I haven't done in year. I want the infrastructure all set up and everything which I'm doing it's going good.

Eric: It's interesting what you said I can actually get a client, have them add products that I've researched, and have sales letter, add to revenue that way. That's perfect. That really makes a lot of sense.

Michael: That's the way to go.

Eric: It is. That way I don't have to touch it. I don't have to worry about it.

Michael: It's all automatic. Anything else you can think of that's on your mind.

Eric: I can't wait to test it because that was a concern to me. You covered the 800-contacts, pricing, things that were on my mind.

Michael: We can always talk more.

Eric: I really appreciate you being available. I'm really tired of working. That company I believe it closed. See, that's another thing has a non-compete. He's sitting there with all this money, millions of dollars, and we get along fine. I had actually thought about approaching him and asking him if he wants to do something because he has all contacts for all the products.

Michael: Well, work it out.

Eric: Yeah, I'll work it out. Okay, let me let you go.

Michael: Call me if you need anything. I'll email this over to you.

Eric: Sweet, okay, bye.

*If you go back to my site and in the products page, along the light blue section down on the left, you're going to see another link that has a lot of value, and it all has to do with joint ventures. Go to that page, and you're going to hear about an offer on a joint venture system like no other. If you read the letter there, it will describe all the benefits and the offer is virtually risk free, meaning you can order my joint venture system, have it sent to you without paying a dime, have 30 days to review it, to digest all the information and only if you're happy with it after 30 days do you pay. It's an offer you can't lose on, and if you're enjoying this content, you're really going to love what I have waiting for you on the joint venture link at the products page at [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). Go check it out. I think you'll really enjoy it.*

For more interviews on marketing consulting go to <http://www.hardtofindseminars.com>  
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*That's the end of this recording with Eric. I hope this has been helpful to you. Please look around the site, and make sure you look for new recordings related to marketing, direct mail, and advertising. Thanks for listening.*

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>

# “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](http://www.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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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](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!

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