

**REVISED &
UPDATED**

ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

**How I Got \$300,000 More Sales
From A Slight Improvement
To My Bosses Advertisement**

by Michael Senoff

 Michael Senoff's
HardToFind Seminars.com

"How I Got \$300,000 More Sales From A Slight Improvement To My Bosses Advertisement"

If you want to listen to a recording that will make you smile, then you need to listen to this interview I did with Eric D. Eric is a seasoned Marketing Consultant who was interested in the HMA System. During our conversation, he told me some of his history in Marketing, specifically while he was on staff with a company that provided computer training. He articulates the stories so well that you will not be able to help but smile, or even chuckle, at the great success he brought to the company he worked for through implementing some simple but effective Marketing and Advertising techniques. I know you'll enjoy it!

Hi, this is Michael Senoff with HardtoFindSeminars.com. Here's another recording only ten minutes with a gentleman named Eric D. Eric contacted me interested in my HMA Marketing Consulting System. After we started talking he told me about a tremendous success he had implementing some simple marketing consulting strategies for an employer he worked for. I think you'll find this story enlightening, humorous and very powerful. To realize the ability to do this on your own is there in front of you. Enjoy this recording!

Eric: How have you been Michael?

Michael: I've been real good, real busy, and I can't complain. I'm doing well. How about yourself?

Eric: Okay, I'm trying to get this thing rolling as far as the consultancy. I like what I heard on the site.

Michael: I'm going to give you more free content. I'm going to give you an education for nothing, and if you still really want the real deal, you can certainly get it from me. Where are you located again?

Eric: I'm in New Jersey.

Michael: And, what do you do now?

Eric: Marketing consulting.

Michael: You're just kind of winging that on your own.

Eric: Yeah, just winging it.

Michael: How's it going?

Eric: Touch and go.

Michael: Okay. Do you have any clients now?

Eric: Not presently, but I've got testimonials.

Michael: Is this your full-time gig? Or do you have another job?

Eric: I'm doing it full time now.

Michael: You're doing it full-time. What were you doing before?

Eric: Well, I was doing it in-house for a corporation, and this was a small computing facility.

Michael: Did you make them some money?

Eric: There was a guy there prior to me coming, and he was the VP of Marketing and was totally clueless. So, when I went in there and starting doing editorial type ads for them in the newspaper, the phones just blew off the hook.

Michael: What were they selling?

Eric: They were selling the courses – the MCSE, remember those type? The Microsoft Certified System Engineer courses for ten grand a pop.

Michael: Okay.

Eric: Plus they were doing the A+ technology which is for a hardware technician.

Michael: Okay.

Eric: And, that was at four grand a piece.

Michael: All right. So, you did some editorial ads in the newspapers. Their phone blew out. So, how much money did you make them with your ideas?

Eric: \$380,000.

Michael: You changed it. You made them \$380,000. How appreciate were they?

Eric: Don't worry.

Michael: Give me an example. What did they say?

Eric: Well, first of all, they would look at me and compare me to the other guy that was doing all these other things in there. It's like night and day.

Michael: A full-time marketing guy?

Eric: He was their VP of Marketing, and when I took a look at the stuff that he was doing – once you know this stuff, you could look at things and tell the mistakes people do.

Michael: Oh, absolutely.

Eric: So, I'd look at it and I could tell that this guy was totally off base. He'd use a little rinky dink flier. He was trying, but he just didn't know what to do.

Michael: He just wasn't exposed to this stuff.

Eric: Exactly, exactly.

Michael: All right.

Eric: Then, when you looked the ads that he had in the paper, they were unfocused. They were just slight ads which can be all right. The way I took it is I took it to editorial route. And, what's so funny about it is that the owner came with the same reply that I was taught from reading Jay Abraham's stuff years ago as far as the editorial. He said, "Who's going to read all this?"

Michael: There you go.

Eric: He says, "Who is going to read all this?" I told him, "Only the people that are genuinely interested."

Michael: What did he say to that?

Eric: Okay, he was a little reluctant. He was a little standoffish. Mike, this is the funny part. He had a cook-out at his house on a Sunday. The Sunday that the ad dropped.

Michael: Yeah.

Eric: He lots of his well heeled, professional friends there, other business people, at his house for the little get together, and when the ad dropped, he showed it to

everybody and most of these people were business people. They were business people or doctors or professionals, all well heeled individuals, and he showed them the ad, and they ripped it to shreds. “Who is going to read all this?”

So, the next day, which was Monday, I got with him. He was a little upset, perturbed, naturally because his friends had torn the ad apart. However, the phones began to ring off the hook.

Michael: Where was it placed? What section of the paper?

Eric: It was in the front of the paper. It was maybe the fourth page in, and it was bad positioning. It wasn't upper right hand corner. It wasn't above the fold. It was below the fold on the left hand side.

Michael: What was the headline?

Eric: I really don't have it with me.

Michael: All right, just a real benefit hitting headline.

Eric: Yeah, it was definitely a benefit.

Michael: What paper was it going out to?

Eric: It was going out in the regular circulation paper in Trenton, New Jersey.

Michael: How much did the ad cost? Do you know?

Eric: It was \$1,200.

Michael: \$1,200, do you know how big it was?

Eric: It was about a little less than a quarter page.

Michael: Okay.

Eric: It was \$1,200 for Sunday and Monday.

Michael: Okay, this was a display, right?

Eric: Display ad, editorial size with a heavy benefit headline. Then, we had a story type analogy in there, then benefits, then in addition to that, testimonials that I put in there.

Michael: What was the ad to do? Just to get them to call?

Eric: Just get them to call and come in to a free seminar. Before I got there, they were calling it the Open House. I made them add a little information to it, and call it a seminar.

Michael: Great.

Eric: So, they came out and we got 130-something calls off of that ad in like a day and a half.

Michael: And, how many did he get before?

Eric: {laughs!} Twelve.

Michael: Twelve? Okay, so you've got to tell me. The ad hit Sunday. You came in Monday. The phone was ringing off the hook. What did he say to you?

Eric: Now, mind you, he's a little upset because of what his friends had ripped the ad apart, but the phone was starting to ring.

Michael: All right.

Eric: The phone was starting to ring off. So, now he has to bring in extra people to man the phones. So, the phones are going crazy. We pulled in people from different offices to have them answer the phone. Then, we set up the seminar that people coming for the seminar. And, before, as I said, we'd get maybe 12 calls, maybe four people might attend, maybe eight people might attend.

Now, you've got the entire room flooded. It's like a convention room where you have the divider. We had to open up the divider to have an extended room. Inside of that room, there must have been about maybe eighty people – somewhere in that category.

We just at that time had the one product which was the \$10,000 MCSE Microsoft Certified Systems Engineer course along with another product that was a \$10,000 web development course.

Michael: So, these people call in from the newspaper, people looking for an opportunity trying to learn programming and stuff like that, and they're paying for an education.

Eric: Exactly.

Michael: And, how long was the training for?

Eric: The training was six months.

Michael: So, how many trainings did you sell because of that one ad?

Eric: Because of that one ad, he did about eighteen.

Michael: Eighteen, and that put about 180 grand in his pocket?

Eric: Exactly. A little lower than that because what I had him do was he just had that one product which was \$10,000, but what I had him do was add the A+ course which is like computer hardware course for \$4,000. This way, if the person could not afford the \$10,000, you could downsell them.

Michael: Right.

Eric: You can upsell them or downsell them.

Michael: And, did that work?

Eric: Yes, it did.

Michael: And, how many of those did he sell?

Eric: On that particular, he sold about six.

Michael: So, this guy really wasn't prepared for the growth.

Eric: He wasn't. That's another thing that I want to stress is that many times people don't realize how phenomenally these techniques will work, and many times they're caught offguard by the phone just blowing up.

Michael: How many companies are selling the same type stuff, certification, around the country?

Eric: Well, now, I don't know what it is because there's been a shake-up in the industry, and a lot of them have gone under. But, at one time, everywhere you turned there was someone who was selling MCSE courses or computer courses and things like that. I don't know exactly what it is now because I'm not really focused on that.

Michael: So, you made him about 300 grand. What did you get out of that?

Eric: Well, at that time I was going salary. I blew that, right?

Michael: Yeah.

Eric: I was getting close to 50 a year.

Michael: Okay.

Eric: Whereas it would've been very sweet to get a piece of that.

Michael: What are some of the other things you did for him?

Eric: We put up some telemarketing scripts. We got in contact with a telemarketing firm. The guy had plenty of money because he ended up buying the telemarketing firm. What I mainly did was doing things with these display ads, with the editorial ads, doing radio ads.

Michael: And, you wrote the copy for that.

Eric: Yeah, I wrote the copy for the radio ads, and pinpointing what particular newspapers we were going to run the ads in, and everything was keyed. What happened was that this particular newspaper, they might be instructed to call in and ask for Barbara. Another newspaper, they might be, "Ask for Shirley." Of course, there were no Barbara and Shirley there. That was a keyed ad so that we would know what ad was producing what response, and we could cut loose the one or minimize the ones that weren't producing.

Now, another side is that when I did leave them, and I still did some things for them, I did an ad and we used Shirley, but they had hired a new receptionist, and people were calling there and she was saying, "There's no Shirley here."

Michael: That's hilarious.

Eric: So, I always call in and fake like I'm someone just to see what the response of the receptionist is.

Michael: Good, yeah.

Eric: But, luckily I had called in and asked for Shirley and normally she's supposed to say, "Well, Shirley isn't here or Shirley's out to lunch, let me put you with Bobby." And, she would steer me to someone else, but she was totally out of the loop, and said, "There's no Shirley here."

Michael: That's funny. That's a great story. Okay, I've sent you to a link. It's going to take you to the section of all the recordings with Richard all in one place. Now, you may have seen some of them on my audio recordings. They're kind of sprinkled throughout. But, this section will take you through all of them.

Before I tell you too much, I want you to go ahead and listen to this guy because there's tremendous value in the recordings alone. There's a PowerPoint presentation that outlines the entire system that's an automatic presentation that I teach the consultants to use to just put their consulting on remote control. If you want long distance clients, you can put them in front of this thing. It's really powerful, and we customize for the HMA consultants.

Before I send you to another special link of recordings which really gets into the meat of the program, you've got some stuff to listen to and read and go through, and by the time you go through this, you're going to know if it's right for you.

Eric: Okay, cool.

Michael: And, that should do it. So, just go through the stuff, call me back, and let me know how I can help you.

Eric: Thanks, Mike.

Michael: Okay, Eric, take care.

“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 [hardtofindseminars.com](http://www.hardtofindseminars.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...

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

To order, go to:

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

If you're not completely happy with the quality of information in this package, your credit card will never be charged.

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.

To get started, go right now to:

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and my secure server will take your credit card details then send you to the download page.

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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