

**REVISED &  
UPDATED**

# ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

Telling Ken How To Make Money

by Michael Senoff

 Michael Senoff's  
HardToFind Seminars.com

## Telling Ken How To Make Money

Ken was working for an insurance company as a sales representative selling annuity products. His ultimate goal was to have his own business as a financial planner but he needed to save up some money first.

He found my web site address, [www.hardtofindseminars.com](http://www.hardtofindseminars.com), on eBay when he was looking for pre-owned Jay Abraham materials. When he went to my web site and saw that I offered free 15-minute consultations, he thought, "Why not?" and called my office. It's funny because Ken was incredulous that I actually called him back. He never expected that my free consultation was real!

I discovered the reason that Ken had been looking for Jay Abraham materials was that he was having great difficulties finding prospective customers for the insurance products he was selling. He wasn't making any money and was getting further away from realizing his dream of becoming a financial planner.

In this recording, you will hear some ideas I had for Ken regarding lead generation. It all boils down to this: Use other people's leads because it's easier and cheaper! Let someone else do all the expensive advertising! Let someone else spend the time and energy pounding the pavement!

It turns out that before Ken had gotten into the insurance industry, he had owned and operated a dry cleaning establishment. He still had his list of former customers. Bingo! Why not write a personalized letter to these former dry cleaning customers telling the compelling story of how he got into the insurance business and promote his annuity products to them?

You'll hear my advice about how the letter could be worded, what types of material could be included with the letter, and how the letter should be mailed. It's great hearing how excited Ken got over this idea!

Finally, Ken and I talked about the great audio interviews that I have on my web site. These audios and accompanying transcriptions contain invaluable information on many subjects and best of all – they are FREE. I told Ken of one audio that is specific to the insurance industry that might help him to achieve success.

Michael: Look at this. Jay Abraham did a lot of marketing to get you on that call, right? He had to have a copywriter write the email. He had to send it out to thousands of people. I don't know how you originally got on his list. See, I've leveraged all his efforts, and now who's talking to me? You are. Who paid for all that?

Ken: He did.

Michael: He did. Do you see what I'm saying?

Ken: Yes.

Michael: Well, that's what you do with your insurance customers. You use other people's time and use other people's money and use other people's efforts. Let them pay for all the marketing and advertising.

*Music*

Sarah: This is Sarah, how can I help you?

Ken: Hi, Sarah, how are you doing?

Sarah: Good, how are you?

Ken: Good, thanks. Is Michael available?

Sarah: No, he's not available at the moment. Is there a message I can take to have him call you back?

Ken: He actually does call back?

Sarah: Yeah, he does actually.

Ken: Oh, wow, cool. I was on the Internet and found his seminar page. There was something for a Jay Abraham seminar. I filled out one of those things for the CD. If he has anytime can he call?

Sarah: Sure, what is your name?

Ken: Ken. I'm pretty impressed so far.

Sarah: Well, that's good.

Ken: Are you his wife?

Sarah: No, I'm just his assistant.

Ken: Okay.

Sarah: I'm his assistant.

Ken: There you go.

Sarah: As soon as he's available, I'll have him give you a call back. It shouldn't be too much longer.

Ken: That's great. I really appreciate it. What's your name?

Sarah: My name is Sarah.

Ken: Thanks Sarah.

Sarah: No problem at all.

Ken: Have a wonderful day?

Ken: Hello?

Michael: Hey, Ken.

Ken: Yeah?

Michael: It's Michael Senoff calling you back.

Ken: How are you doing there?

Michael: I'm doing good, how are you?

Ken: Good, thanks.

Michael: Good, I got the message from Sarah, and she told me I better call you back or I'd be in trouble.

Ken: There you go.

Michael: I always return my calls.

Ken: I'm sure. I was actually thinking something a bit slicker and more marketing – you know what I'm saying.

Michael: Yeah, I do know what you're saying.

Ken: Tells me to call back, and then slam, bam, thank you ma'am.

Michael: I try and stay away from that.

Ken: She said, "No, he's not here right now. Would you like him to call you back?" I was like, "Yeah, that's cool."

Michael: Well, you're a potential customer, aren't you? I got to treat my people right, and what I have found is the faster you call someone back, the more impressed they are because in today's world, it's almost impossible to get someone to sell you something. Even when people have money to buy, people don't call you back. It's ridiculous. I treat my people right.

Ken: Yeah.

Michael: Did you find my HardtoFindSeminars.com website?

Ken: Yes.

Michael: How did you do that? Were you searching or what?

Ken: I was Googling Jay Abraham, and I think you showed up on the list, or it was just a link on one of the other things I was looking at.

Michael: Well.

Ken: It might have been on eBay.

Michael: Oh, it was on eBay, good. I use eBay to generate leads.

Ken: I figured that.

Michael: So, what got you looking for Jay Abraham stuff?

Ken: I recognized him as one of the top dogs. I recently got into a new career that being insurance and I'd like to eventually more of a financial planner type thing, but I'm starting out in insurance. I've spent weeks working for different things like systems or something that can make lead generation a little bit more like a business than just calling my friends and saying, "Hey, do you want insurance?"

Michael: So, you're currently signed up as a sales rep selling life insurance?

Ken: Correct.

Michael: How long have you been in it?

Ken: I haven't received my license from the state yet.

Michael: Have you taken your test and everything?

Ken: Yes.

Michael: Do you know if you passed it?

Ken: I did pass.

Michael: What got you into insurance?

Ken: I used to own a dry cleaners, and about a year ago I sold it. Well, I want a career for one, and I want something that I could feel good about representing that's why I went into insurance. But, the none the less, I think of it as a financial service which has huge upside potential. But, I also wanted something where I could make money.

Michael: So, you're in life insurance. Does that offer the sales and ability to sell financial services?

Ken: Not yet. Not until I go on my own.

Michael: Insurance is a tough gig, man. Statistically, the retention rate of new insurance agents – if I was talking to ten people, a year from now, nine of them would be gone. You got the passion for it that much and the determination and the drive to really stick with it? I'm not questioning your interest in it, but statistically the odds are against you. I'm just saying.

Ken: I will find a product. I'm in Pittsburgh. We are very conservative. There's a lot of old people here. They may not be filthy rich, but a lot of them just saved

their whole lives and they have money. Even if it's just fifty, seventy thousand dollar CD, but I'm just going to go after that. I'm going to get out on my own and start doing seminars and this and that.

Michael: I have an idea for you. It's going to be a lot harder to go get new customers from scratch, right? You must have hundreds of insurance agents who have been in the industry, life insurance people, right in your area, who are probably very poor marketers. You might want to approach someone within an existing agency with existing customers and go to work under them, and instead of you pounding the pavement trying to get new prospects, you just rework their existing prospects, which I guarantee you 90 percent of them never do.

Ken: I have an offer on the table from a guy who has a Nationwide agency with tens of thousands of P&C, property and casualty. He has like eight locations. He offered me to come in there and he'll pay for the marketing, just hammer his P&C people and get out there and look for them.

Michael: Is he doing it himself?

Ken: When someone calls in and asks for an investment thing, then he does it. He does not market it to them. He does not inquire.

Michael: I'd do that in a heartbeat compared to trying to build your own agency.

Ken: There's a repulsively ethical streak in me, and their products are not-

Michael: They're not that great?

Ken: No, it's a P&C business. Over the years, they added life insurance to it.

Michael: He's limited to what products? Property and Casualty.

Ken: Everything Nationwide has.

Michael: All the big boys are pretty much all the same. They really are, aren't they? I'm sure there are some better than others.

Ken: We have an annuity here at 2.5 percent over a hundred thousand. We're the biggest insurance company on the planet, and we have like four annuities. One of which is 3.5 percent, guaranteed 1.5, but it's paying currently like 3.5 to 4.25 which is not a lot, but it's certainly better than any CD. But, if you drop over a hundred thousand it pays you an extra three points. You can go on the Internet and in four minutes find products from big companies. They're

certainly not in financial publications, but they pay nine, ten, eleven percent the first year.

Michael: What does his pay?

Ken: Ours pays a total of six percent the first year. So, they're not competitive in that way.

Michael: Here's another idea. Why don't you consider buying someone's customers or something or buying the leads to someone's customers? Let's say you worked a deal out with that guy and you said, "Look, you're selling property and casual one time. You're barely ever upselling them. You're concentrating on all new business. Let's do this. I've got some annuity products that are paying nine percent, why don't we do a deal? You endorse me for a higher yielding annuity product, and explain to your customers I can't sell it because I'm limited to my agency, but I want to refer you to someone who really maybe able to help you with annuity product."

So, he's using his extra customers that he's not reselling to anyway, and then he endorses you and you do a deal with him.

Ken: I don't think Rich would do that, but that's a great idea to go this typical second or third generation mock insurance agencies. Father built it up sixty years ago, and they've just been riding it out the last 25 years. Yeah, and then go in there and say, "Look, I'll find a good product." And, then go in there and smack them down.

Michael: The whole idea is don't build it from scratch. Go use someone else's resources. You've already done the blood, sweat and tears and pounding the pavement, pounding the phone, paid for all the advertising. Get the customers and start selling to the customers. That's going to be ten times easier. And, it's about ten times less expensive to sell an existing customer than it is to get a new one. That's what's going to burn you out is getting new customers.

Ken: I have a database of about 25 to three thousand people that were my customers in dry cleaning, and I can work with them. They're not where they would be new insurance people, but every one of them would know me. I'd send a letter, "Remember me, the big guy who used to own the dry cleaner. Thank you so much for your support over the years. Here's the career I've settled in on."

Michael: When you sold it, you didn't sell your customer list?

Ken: Oh, no.

Michael: Absolutely, you can do it more appealing than that. Do people remember you from there?

Ken: Yeah, I'm six foot nine, damn good looking.

Michael: Six foot nine, damn good looking hunk who owned the dry cleaners on 34<sup>th</sup> and Main sells dry cleaning business and becomes annuity expert. Dear Friend – you know me from the dry cleaning business down on 64<sup>th</sup> and Main. As you can see, attached to this letter is a dollar bill. The reason I've attached this is for two reasons. One because I needed somehow to absolutely capture your attention and number two is because what I have to tell you has to do with money.

Here's what it's all about. I owned this dry cleaning business for eight years. I worked my ass – this and this. I had problems here – you go into the story of you owning and how finally a guy walked in – however you sold it. Go through the story, and then you say, “But, why should you care?” And, then you tell them your story, “Now, I'm an expert in annuities, and let me tell you what I learned from washing dirty shirts for eight years. Now, let me reveal some dirty laundry about your investments.”

Ken: Right.

Michael: Something like that.

Ken: That's great actually. That was phenomenal.

Michael: Because I study this stuff. I've got letters and templates. I've got stuff that you can model and do, and a letter like that to your customer, that could definitely attract attention. They'll know who you are. You make a compelling story, and you get the message to them whether it's through that letter or website or an audio recording or what have you.

You can do that with your existing customers. That's a great place to start. Test, send out 200 of them. Do it in a number ten envelope, hand address it. They'd recognize your dry cleaning if they got a letter from you. Put your name and address. “This dry cleaner is sending me a letter. Did I leave some dirty socks there or something?” Do you know what I mean? You can put a picture in there of you standing in your new business, to personalize it like a real photo. Get them duplicated for three or four cents a piece, put them in there, and you write a personal letter like you were writing to your brother and tell your story.

It really takes some effort, but that one letter could really help. If you mailed out a hundred, and you got a feel of it, maybe a profit with a commission on an annuity. It doesn't take many deals to make some good money on that.

Ken: No, it doesn't if you're getting paid seven percent on \$50,000.

Michael: Do you have a good relationship with the guy who bought the dry cleaner?

Ken: Good enough, yeah.

Michael: You've got to give them a reason to call you. Fifteen minute, full-service dirty laundry investment audit if you call within the next 24 hours. I'll pay for a week's worth of your fluff and folds, or whatever. Buy them something. You bribe them to at least get them to call, and then you can have a secretary like the girl who answered the phone. She's my assistant, but I've never met her in my life. I pay her a hundred bucks a month to answer my phone.

Ken: A hundred dollars a month?

Michael: A hundred bucks a month.

Ken: That's pretty damn cheap.

Michael: She's good. She runs the service right out of her home. I have my calls forwarded to her. She takes the call. She emails me the message. I hear the actual message when it comes in. I hear a recording of it. So, these things are all-

Ken: That is slick as snot.

Michael: Isn't that cool?

Ken: That is extremely cool.

Michael: Three bucks a day to have someone answer your phones for eight hours.

Ken: They sound professional.

Michael: I can monitor how she's doing. If she's not doing good, I call her and tell her.

Ken: No, she did great.

Michael: She is. The audio file is emailed to me instantly.

Ken: Oh, the audio is.

Michael: It's a great service. You can set this up. I can show you how to get someone to do the same thing. Or you can do your mailing and you can have someone handle all your calls and you can hear the messages and you can call them back. You just set up a system. They're calling you about your dirty laundry audit. If they're local, you set up a time. If they want to do the audit online, you can have the forms on line or the email. Your assistant can do all that, and then you can analyze their portfolio and just call these people back or get someone else to do that.

Ken: You are good. You've obviously done your homework and know your business.

Michael: It's all leveraging and automating and creating a system.

Ken: Do you still own your little shirt business through your retail stores?

Michael: No, that was when I was in college. That was many years ago.

Ken: You full focus now is seminars.

Michael: Yes, buying and selling seminars. I've got some other businesses, too.

Ken: You do JV's with people?

Michael: Yeah, I sure do. I have people all the time coming to me. I'm always open to listen to what someone has deals and stuff.

Ken: Jay Abraham, the Big Box.

Michael: Right, the Big Box.

Ken: Those are thousands and thousands of dollars. What do you sell it for?

Michael: I sell that for a thousand bucks, more than 20 cents on the dollar. You would pay thousands. That Big Box Seminar would be easily five grand to go, or five grand just for the home study. I have to remember what's in that. I think that's the Mastermind Marketing. That was a five thousand dollar seminar, and that's one of the cheap ones.

Ken: Do you think he's the best there is?

Michael: Yes, he is the best. If you like the way he sounds and everything and you go through this stuff, you wouldn't need to study anyone else.

Ken: I listened to his teleconference yesterday. He did one of these bait and switch things. I mean, he's truly great.

Michael: How do you like to study? Are you a reader, audio, video?

Ken: Any of the above, but I like reading and I like listening.

Michael: Ideas I've been giving you are just simple concepts, stuff that I've integrated that I've learned from him. You've just got to get it into your head where it's second nature, and you start thinking like that. It's like being thrifty. You think thrifty. People always want to try and save money, but you're thinking of ways to save time and effort and money when it comes to marketing, and you use other people's time and use other people's money and use other people's effort.

Look at this. Jay Abraham did a lot of marketing to get you on that call, right? He had to have a copywriter write the email. He had to send it out to thousands of people. I don't know how you originally got on his list. See, I've leveraged all his efforts, and now who's talking to me? You are. Who paid for all that?

Ken: He did.

Michael: He did. Do you see what I'm saying?

Ken: Yeah.

Michael: Well, that's what you do with your insurance customers. Let them pay for all the marketing and advertising.

Ken: I think I'm just going to go in for a year or two years or whatever, make money with Rich's firm with his thousands of customers because I don't have the money to send a thousand letters right now. I'm not going to go into my whole story.

Michael: Yeah, let them do it. That CD I'm going to send you. I've got the form. Everything on that CD is on my site right now on the audio clips, and there's more because on the website you can download the recordings, you can play the mp3s, or you can listen to it online. The CD just has mp3s. Just read the descriptions of the stuff that sounds good. Are you online now?

Ken: Now, but is this [hardtofindseminars.com](http://www.hardtofindseminars.com)?

Michael: Yes, go to [HardtoFindSeminars.com/audioclips.htm](http://HardtoFindSeminars.com/audioclips.htm). It's the fifth recording down. The headline of the recording is called "In Personal, the Hottest Low-

Cost, High-Return Marketing Secrets and Strategies to Double Your Business in the Next Six Months.” In this recording, you could read the transcripts or you could play it. It talks about 97 percent of salesmen make no attempt to sell the product. But, there’s a story in here that he talks about the number one insurance guy in the world, a guy named Brian Yoh. You’ll hear how he does it. He’s number one in the world, and he’s a good one.

So, check that out. If you’re big into the audio recordings, you can learn a lot of stuff here for free. None of them are Jay Abraham recordings, but there’s still a lot of great stuff.

Ken: What you’re sending me will have this on it?

Michael: No, actually, the CD doesn’t have this one. You can put it in mp3 CD player, but right here you have everything. You have all the recordings that are on the CD here. You can download them on your computer, print them out, whatever. There’s more here than really what’s on the CD.

Ken: I’m going to start printing them out. I have one, an interview with Banish.

Michael: On joint ventures, yes.

Ken: Cool, but it’s the first one. The second one’s 58 pages. I better not print that one. I was thinking you might want to shrink these down a little bit.

Michael: Well, it’s worse than paper.

Ken: I hear you, but I will go print the one up with the insurance thing number five. I guess it’s a good idea just to go in there, sit down and talk to Rich and just save up my money and then go on my own. Do you have a webpage that has all the seminars?

Michael: Yeah, I do. I know where you’re at. You’re at the beginning stages. So, what I do for a lot of customers, I’ll just put together a package for you. If you say, “Mike, I’ve got this much money, put together a big box for me.” I’ll do it, and you won’t be disappointed. I’ll give you a combination of audio, video, depending on how much you want to spend. I’ll put together some great stuff by Jay Abraham.

Ken: I’m sure. Does he have any that are specific? He never does anything industry specific.

Michael: I do have some industry specific stuff and some consultation transcripts, consultations he’s done with insurance agents. We’re all selling people. It

doesn't matter what the product is. All the marketing techniques will work for everyone.

Ken: Do you live in LA?

Michael: San Diego.

Ken: You're an impressive guy. How old are you?

Michael: I'm 39.

Ken: You just come across genuine as hell. It's not common anymore.

Michael: You're right. It is not.

Ken: Do you like Dan Kennedy?

Michael: Yeah, I do. He's great. I like them all, every one has something to offer. Hearing the stuff from different people helps you too. Listen to that one with Jim Cecil, that one I told you. That will blow you away.

Ken: I will do that.

Michael: And, then just email me when you're ready to start off with some Jay Abraham stuff, call me. Go through my recordings first. That'll keep you busy.

Ken: Within a month I'll have money. I'm not going to go into the details, but I am in a bind.

Michael: I understand.

Ken: I appreciate it Michael very, very much.

Michael: You're very welcome. Have a good day. Bye.

# “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://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...

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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](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:

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Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-234-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtofindseminars.com/MarketingConsulting.html>

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