

**REVISED &
UPDATED**

ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

**New Discovery For Those Who've Always
Suspected They Had The Right Stuff
To Succeed In Their Own Business**

by Michael Senoff

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

"A Surprising New Discovery For Those Who've Always Suspected They Had The "Right Stuff To Succeed In Their Own Businesses... But Who Haven't Yet Quite Got Going"

A gentleman by the name of Louis contacted me for advice about how to successfully market a new product that is to be used in his professional home cleaning restoration business. This product easily and successfully removes odors from smoke damage incurred from fires in the home.

Louis stated that he had purchased the rights to market this odor removal product in the United States for his type of business – only.

When I inquired about what he paid for these “exclusive” rights, Louis reluctantly admitted that he had paid a whopping \$50,000! I also discovered that Louis’ exclusive agreement entitled him to purchase the product from the manufacturer for about 50% less than retail price.

It pained me to tell Louis that he was being gouged. With this pricing set-up, Louis’ margins were such that he couldn’t ever realize great success. You will hear me explain what the margins of a chemical product actually should be and how he could accomplish more lucrative margins.

As if this wasn’t bad enough, the manufacturer packages the product for Louis. Although Louis’ brand name is on the product, the name of the manufacturer is also on the product. With this, Louis does not have the total control over the product that he really needs. Anyone could see the manufacturer’s name and then go around Louis to purchase the same product for a lower price – and there goes his unenviable margin to boot.

The main ingredient of the product has not been patented which means that the same odor removal product could be formulated

elsewhere at Louis' request. Listen as I suggested that Louis work to get his money back and contact another formulator so that Louis has total control.

We then discuss the actual marketing of the product, whether he uses his current source or develops his own product. You will hear me stress the importance of a Unique Selling Proposition: Why should someone buy Louis' product rather than that of a competitor?

I give him some ideas for possible USP items and point out many options that he would have if he had exclusive control over his own product.

I know that I didn't tell Louis what he wanted to hear. However, I feel that I told Louis what he needed to hear in order to succeed with this or any other product.

This recording is a good lesson for anyone who is thinking of starting a business with a product. You need a well thought out USP and, most important, you need TOTAL CONTROL of your own product! Learn and enjoy! Back to top

Hi, this is Michael Senoff with [HardtoFindSeminars.com](http://www.hardtofindseminars.com). Here is a recording about a very important topic about owning and controlling your own product. In this example, Louis called me asking for some marketing advice for a product he had invested \$50,000 in for the marketing rights for a particular industry of a product that I found is not as exclusive as the company represented. In this recording, you'll hear me give Louis advice on how to get his money back for the investment he made, and also some advice on how he can get the product manufactured for himself. If he follows my direction on this, he'll have huge margins on the product that he has and total control opening up worldwide opportunities for the marketing of this product. I hope you find this recording beneficial. Enjoy!

Louis: Hello, this is Louis.

Michael: Hey, Louis. This is Mike Senoff here returning your call.

Louis: Hey Mike.

Michael: How are you?

Louis: Good. How's it going?

Michael: Doing really good, and yourself?

Louis: Well, I'm just like an old steer, just keep on trying.

Michael: That's what you've got to do. Don't quit. Don't quit. What can I help you with?

Louis: I have a product that I just picked the marketing rights to.

Michael: Okay, what is that?

Louis: It's an odor neutralizer. The market that I want to go through is the cleaning and restoration industry, professional.

Michael: So, it's an odor neutralizer. Is it an aerosol?

Louis: It's a liquid, yes.

Michael: And, what kinds of rights did you buy?

Louis: I bought the national marketing rights to the cleaning and restoration industry.

Michael: You're protected. No one else can sell this product under any name to that industry?

Louis: Correct.

Michael: Can I ask what kind of investment it was?

Louis: You can ask. \$50,000.

Michael: Fifty grand. How did you find out about this product?

Louis: I'm in the cleaning and restoration industry right now, and I came across who the mass distributor was. I did a win loss for this people, and they showed me the product. I used it on some fire losses and some water losses, and the product works fabulous.

Michael: It performed really good?

Louis: Very good.

Michael: So, you've been around this industry and you've seen stuff like this come and go?

Louis: I've never seen anything that worked as good as this. I've seen a lot of products.

Michael: Now, you worked on it with a fire loss.

Louis: Yes.

Michael: Tell me the specific example. There was a fire in the home?

Louis: Yeah, there was a fire in the kitchen, and there was smoke damage throughout the house. We went in with this product, wiped down all the surfaces with it, and it neutralized all the odors. There was no reodorizing, no heavy fragrances. It actually just smelled like a spring day.

Michael: Really? Is it an organic type product? How does it work so well? Do you know?

Louis: It's a proprietary formula that they have developed. Basically, it's a trade secret of how they do it, but stabilized chlorine dioxide is the active ingredient, and the way they've been able to stabilize it, it doesn't chlorinate. Other products out there that are unstablized chlorine dioxide, what they will actually break down and chlorinate products, and that's not safe.

Michael: So, it's a stabilized chlorine dioxide. Is it a patented product, or not?

Louis: Not patented, just a trade secret.

Michael: Okay.

Louis: Their ability to do it is how they do it.

Michael: Let me ask you a question. You're in Utah, right?

Louis: Yes, I am.

Michael: By any chance, the company that has the development on this formula, are they out of Utah as well?

Louis: They're out of Texas.

Michael: Because there is a multi-level marketing company called Neways, and they have a mouthwash which I used for years and years. I had a buddy who was a distributor of it, and it is a stabilized chlorine dioxide mouthwash, and this stuff really is incredible.

So, when you say stabilized chlorine dioxide, I understand. Mouthwash was just one of the consumer uses, but there's all kinds of uses for this type product. It may be something you want to get a bottle of any check it out.

Did you just recently buy into this?

Louis: Yeah, I did.

Michael: Are you locked into it? Meaning, what if I said, without paying \$50,000, you could get the same product that has the same result. Could you get your money back or are you stuck?

Louis: I'm pretty much stuck.

Michael: What do you get for fifty grand?

Louis: I get the ability to market this product to the United States.

Michael: Do you have to buy it from them?

Louis: I do.

Michael: And, what kind of prices are there? Do you buy it by the 55 gallon drum, the bottle?

Louis: It's already packaged for me. They package it and everything whatever sizes I want – anywhere from four ounces to a 55 gallon drum.

Michael: What would someone in the restoration business – how much are they going to order? Like a five gallon thing? Or buy the gallon? Or by the quart spray bottle or what?

Louis: They buy it by the gallon, four gallons.

Michael: For instance, when you used it, how much did you pay for a gallon of it?

Louis: I paid \$45 for a gallon.

Michael: Forty-five bucks?

- Louis: Nine to one dilution.
- Michael: Oh, there's nine to one dilution. So, it's going to last you a long time.
- Louis: It goes a long way. You just add it to whatever cleaner you have, and it neutralizes the odors as you clean.
- Michael: Okay. How much do you get to buy it for as a distributor? What's your cost on it a gallon? You paid \$45 retail. What's your cost now?
- Louis: I get them fifty percent off.
- Michael: That's it.
- Louis: Yeah.
- Michael: Okay, go ahead. Now that I've got an idea of your profit margins and what you're able to do and everything. Is it already branded by name?
- Louis: It's branded, and it's going to be a professional formula. We're actually making it into even a higher concentration right now so we can use the price point down. We're going to be selling the gallon for \$99.95 which would actually be five of those \$45 gallons we talked about.
- Michael: Okay, who's brand name is it? Your brand name?
- Louis: Yes.
- Michael: Is that the company's name or your name?
- Louis: That's the name of the company.
- Michael: The company you bought it from?
- Louis: Yes.
- Michael: Okay, but when you market it, is their company name on the bottle or your name?
- Louis: My name.
- Michael: So, there's no way for the person who buys this stuff to get back with the company?

Louis: Yeah, there is.

Michael: How?

Louis: If they look it up.

Michael: You definitely don't want to do that. If you pay fifty grand for the rights, you don't want their name on it anywhere.

Louis: Okay.

Michael: You want your private label on that product. You want your phone number on that product. If it's manufactured in their plant, and you have to have it where it says it's manufactured, you could have it, "Manufactured and private labeled by" or "Manufactured for your company name".

If you're going to be making all your efforts in marketing this product, you don't want anyway for them to go around you back to the main manufacturer.

Louis: Okay.

Michael: That's number one. Number two, just from what you told me, and we'll talk more about it, there's no patent on this stuff. Chemical formulas, stabilized chlorine dioxide – I guarantee you, any formulator can make you this formula. I can guarantee you stabilized chlorine dioxide is already used in odor control within the sanitation industry. Did you do any research on stabilized chlorine dioxide?

Louis: I did.

Michael: And, what did you find?

Louis: I found out there's a lot of companies out there that have the chlorine or the chlorite parts, like the breakdown of the chlorine dioxide, but they don't actually have the stabilized version. That's why the client stabilizes is the chloride to the chlorate.

Michael: Can you take this stuff and put it in your mouth?

Louis: Yeah, you can.

Michael: And, have you done it?

Louis: I have.

Michael: Did it have a little mint flavor or no?

Louis: No.

Michael: It tastes almost like water, right?

Louis: Yeah.

Michael: You know what? This mouthwash, I guarantee you is the same thing. It's stabilized chlorine dioxide. This company Neways is a Utah company right where you are. The owner's name is Barry Mower, and they're probably doing about five million a year, maybe not even that much, and he's a chemist. And, you could probably go to him, and get some quantities, and ask him to private label it for you. I guarantee you that there's a formulator right in your town that could make that product for you.

Now, you've invest fifty grand. If you knew that you could find the same product and keep your fifty grand and do all your own marketing where you have all the control, wouldn't you want that money back?

Louis: Oh, yeah.

Michael: That's what I'm saying. That's a lot of money. Is there anyway you can get that back, do you think, if you pushed it?

Louis: If I pushed it, I probably could.

Michael: Are there people you're involved with that would make you hesitant to do that, relationships that you set up?

Louis: Yeah, I have people involved with me as well as the mass distributor.

Michael: Here's the thing. You're talking about chemical formulas. Look, you spent fifty grand. You want to introduce this to your industry, right?

Louis: Right.

Michael: You're going to be putting all this effort into marketing something that you've got no control over the product, plus this stuff cost pennies to make. In my opinion, you're getting gouged. You're buying at a fifty percent off. You shouldn't be marketing any product like this unless you can make five or ten times. Some chemical formulas, you make ten to twenty times cost. This stuff doesn't cost anything to make, and you can find it somewhere else.

Now, if you don't want to try and get your money back, you can start doing your marketing and stuff. You can start selling it and offering it, and once you built up and you know you've got something viable, you can go find your own formula because why would you want to pay \$20 for a gallon when you can pay two dollars for a gallon?

Why work and put all your efforts into making this company rich when you should be making yourself rich, when you have the ability to go formulate the product just like they did. It's available. I'm telling you.

Louis: I believe Neways has a stabilized chlorine dioxide, and they're about \$45 a gallon.

Michael: That's retail.

Louis: Oh, I know.

Michael: Did you check theirs?

Louis: I haven't actually.

Michael: I would test it. If you give me your address, I've got a couple of bottles of it sitting right here. Just put a sprayer on it, and test it side by side. See if you can tell which one performs better.

Now, if yours performs better, then you may have to stay with it, but I'm betting you can find something comparable that performs just as well. So, if you can do that, wouldn't you want to try and get control over it yourself or at least get your costs down?

Louis: Definitely.

Michael: Before you start putting all this effort and time – that's the only thing you have is your time, and it's a very valuable commodity – I'd love to see you find the product, private label it from someone else, get another formulator, negotiate. I guarantee you'll find a couple other people. I've got some other contacts who may be able to formulate it for you, and then get your money back and put that \$50,000 into your marketing.

I think if you did more research, you could've found this stuff, and a formulator would've formulated and would be willing to make it up for you. Instead of \$50,000 on marketing rights – it's not an exclusive product. That's the thing.

If this thing was patented and no one else could make it, and you couldn't get it anywhere else, I'd say \$50,000 may be worth it, but, they can't offer you any protection from someone else. I could go in starting tomorrow and start competing against you in the same industry, and there's not a thing you or that company could do about it because they really have no real protection. They claim they have an exclusive product, but I don't believe they do.

Did they tell you they had some kind of exclusivity on this product?

Louis: Well, they're the manufacturer of this form of stabilized chlorine dioxide.

Michael: This form, okay.

Louis: I know there's other stabilized chlorine dioxides out there, or they claim to be stabilized chlorine dioxide, but I've looked at the MSDS sheets on these things and they're not that really stable because they chlorinate. Once they start to break down, they turn into a chlorinated whatever.

Michael: I know this Neways product doesn't. He's a chemist. I think it would be worth to either hire someone for a couple grand to do the research for you. Since, you've already spent fifty, but if you can get that fifty back, I'd get it back and do your own research because this is all about marketing. It's not sourcing the product. You can source the product anywhere. I'm telling you.

But, we can talk more about the marketing of it. That's just that part of it. That would be my advice to you.

Louis: Okay.

Michael: Even though you're going to hurt some feelings with some people, but you know what? This is business. I don't know what they've told you or maybe you got real excited, but I think if you'd really looked around, you could've saved yourself some money because you could develop this product yourself or get it from someone else. That's all I'm saying.

Louis: Okay.

Michael: Aside from that, let's say you got your product. You're excited about it, and now you want to introduce it to your cleaning industry.

Louis: Yes.

Michael: What questions do you have about that?

Louis: I'm looking at going after franchises using it out to that type of group, and then going after the main industry itself. It works on lots of different things. It works on pet odors. It works on smoke odors. It works on lots of different odors. And, the odor control industry is a pretty big market.

The professionals I've noticed, at this point, it doesn't really matter what the cost is as long as it actually does something to a point I should say. There's a point where people are like, "Ah, no. We'll just keep using the same old stuff." But, they want a product they can provide a service with, and that's where this product comes in.

From a restoration standpoint, I can go into a house, and clean it and get it back to odor free, pre-loss condition, without any problems. You don't have the ozone after you use product because it just neutralizes all the odor.

Michael: How much research have you done on the marketplace within your industry, seeing what else is out there, other odor control and odor removal?

Louis: There's a lot of products out there, but as far as in the professional arena, there's only one product out there that claims to be a stabilized chlorine dioxide, and if you look at the MSDS, you've got to where a chlorinated aspirator cartridge. So, it's not that stable.

It can fog in the air, and it won't degrade into a chlorinated material, and that's selling for about \$27 a gallon. So, it's half the price, but it's not safe. They don't even hardly push that product anymore, and that product is actually made.

Michael: Have you looked in the pet industry, the pet odor elimination?

Louis: Yes.

Michael: And, did you find anything in there?

Louis: I did. Most of the stuff that they're using right now in pet odor removal is either an enzyme or it uses acids to break down the urine salts, or they use encapsulation and masking agent.

Michael: Well, what you have to do before you do any marketing is you really have to develop the uniqueness of the product from your competitors. See, with your pricing, if you want to go to a distributor, another odor elimination product, because you have control over your industry but you don't have control with your pricing. They're giving it to you at fifty percent off, but when you want to go to a distributor who has thousands of outlets that he can get it into, he's

got to market out and then by the time it gets to the end users, it's just maybe prohibitive. There's not enough margins in it.

There may be, but your margins sure would be better if you controlled and were able to produce or get the product for pennies rather than so much, you see?

Louis: Yes.

Michael: Your best leverage is getting it into someone who's already distributing an odor elimination product that you can go in there and prove the results of yours is better, and you can give them a better price. You can sell on price, and you can sell on performance. So, if you can demonstrate to them that yours is better, your price is better, your packaging maybe better, then you can get something in to a large distribution channel and make some good money very quickly.

But, you really need the leverage of having control over the product because let's say a company has distribution to thousands of stores, and there's a lot of dollars involved. You don't think the company's going to ask themselves, "Well, maybe I can just get this product private labeled myself?" What's going to keep them from going out trying to do the same thing?

But, anyway, what you need to do is you need to develop the USP. What is unique about that product? Why should someone in the cleaning restoration industry use your product? What's the reason why they should buy yours rather than anyone else? And, you're giving me some feedback that this is really stabilized, and what that means is it doesn't turn into a chlorinated product, meaning you don't want to be restoring a home and having your employees breathing in an unstabilized chlorine that could be poisonous to your body.

That's why you only want to use a truly stabilized chlorine dioxide when eliminating odor. Another reason is, "Ours eliminates odor without have to reodorize saving money on additional chemicals." "Ours virtually eliminates all odors without any masking agent." Or "Getting the job done faster for less money." You've got to bring out these unique features of why your product is better, and then you need to get that message to your prospect.

Getting a product into a distribution channel is really simple. You've got the supply. You've got the demand which is going to be the existing customers buying odor eliminating products, and then you're introducing the details of the product. "Here's what I have. Here's what it does. Here's why you should buy it." Boom, and then you need to get that message out to as many potential people who have a demand for this product as possible.

As you do that, people are going to come to it and be interested in what you have. It's really as simple as that, but again, and I don't want to talk about it too much more is that you want control over your own product, you really do. And you want control over the margins, too.

Louis: And, I also need to control the name.

Michael: Absolutely, yeah. You paid fifty grand. What did you get for fifty grand?

Louis: I have the marketing rights to the United States.

Michael: You have the marketing rights to the United States, just for your industry.

Louis: Just for my industry a vertical market.

Michael: Does it say that they can not introduce a product under any condition, any names?

Louis: Actually, I'm having my attorney review it as we speak.

Michael: You used it, and you contacted them, right?

Louis: Yes.

Michael: And, they are the manufacturer?

Louis: Yeah.

Michael: How are they selling theirs right now? What other industries?

Louis: The hotel industry, the nursing home industry – they actually sell it overseas, too.

Michael: And, they sell it overseas, okay. Do you see how they're in the driver's position? They're the manufacturer. Look what you can do when you're the controller of your own product, when you're the manufacturer. You can sell licensing rights for fifty grand. You can sell international rights. You can sell hotel rights. You can do whatever you want. They can do whatever they want because their the main source. You see?

That's what you want to strive for in any product you start marketing. You're in an industry that you're familiar with, but what I'm telling you is I would get your money back, and I would just start over and rethink. Get your money back. Get your attorney to write a letter. Get your money back. Get your

money back. Get your money back. Get your money back. And, then get control of your own product.

It doesn't even have to be this product. It can be another chemical product that you could sell, but the main thing you want is complete ownership and control of your own product. Then, all your efforts that you put in are going to be protected, and then you can do some of the things that they're doing. You could sell licenses. You could sell worldwide rights. You could farm it all out, and then you've got yourself a real business. Right now, I don't think you have a real business.

I'm just telling you this because you're at the starting stages. That would be my advice to you.

Now, you don't have to follow my advice, and if you just wanted to keep marketing it, now you just need to start hustling. Pull out the product benefits, and get that in a message whether it's an advertisement, or an email, or a letter, and get that information to potential prospects.

If you wanted to hire me or hire one of my consultants, we could work out something. They could help you do that if you're interested. It's either you have time or money. You have the money to pay someone to do it for you, or you do it yourself.

But, then again, that's also real important is having a Unique Selling Proposition. There's reasons why that potential buyer, whether it's a distributor or an end user in the home restoration business, will buy your product. That message is going to be the foundation of your whole business.

So, that's something you shouldn't skimp on is developing that USP. There's a process in doing that. It's a four step process, and it takes a lot of research, but that's something I could do for you, or you could have someone else do that for you.

Louis: What would that run me?

Michael: For a USP for a product like this, it would probably take me about thirty days to do it, or you could do it yourself because I have a lot of information on my site that talks about USP. You can do it on your own, too.

Louis: Well, that's why I called you because I had read some of your stuff, some of your stuff on the Internet, and I thought, "Well, now that I've really got something here, I've got to call Mike."

Michael: I may have not told you what you want to hear, but if you have something in the pit of your stomach saying, “You know what? He may be right. Maybe I should get my money back.” Then, do it. Just do it. It’s only going to hurt for a little bit. Get the money back. Get your investment back. It’s a lot of money, and then just take a step back.

If you get your money back, I’ll help you find this and source it. Okay? And, then you can be in the driver’s seat.

Now, if you really want to make a go at this, and we can find it for you, and get it sourced for you, and you want to work something out, maybe I’ll help you with some marketing and we could do a joint venture or something, and then certainly, the additional profits and the margins of the product will easily pay for that.

Louis: Okay.

Michael: Someone is manufacturing it already, a very stabilized form. It’s just a negotiation. They can make it for you, and they can ship it. Then, you’re in business, and then you make all the money and you don’t have anyone over your head controlling you. You’re in the driver’s seat. There will be a lot more money for you in the future for sure, and you’ll have that control. That’s really, really, really important.

Now, I didn’t always think this way, but I do now. I’m constantly learning and growing and this is really, really important.

Give it some thought, and I’m not going anywhere. I’m here. So, call me back, email me, let me know what you decide to do.

Louis: I’ll do it.

Michael: Okay, great. Thanks so much. Bye.

Louis: Bye.

Hi, it’s Michael Senoff with [HardtoFindSeminars.com](http://www.hardtofindseminars.com). That’s the end of this recording with Louis. If you have any questions, please contact me at Michael@MichaelSenoff.com.

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

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

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

Hi I'm Michael Senoff,

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

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

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

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

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

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

Recently I've used audio...

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

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

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

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

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

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

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

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

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

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

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

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

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

And you can do the same!

Now I know what you're thinking...

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

Two reasons...

The first...

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

“Filled With Prospects

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

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

They're just waiting for you to CASH in!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Hello Michael,

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

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

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

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

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

Michael Morales

And you'll get more...

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

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

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

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

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

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

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

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

And there's still more including...

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

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

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

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

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

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

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

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

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

Michael,

I just listened to the FIRST HOUR of the four hour series on special research tools on the internet. To say

that this material should not be sold because of its power is an understatement. I am completely blown away by the rock-solid, down-to-earth, honest-to-goodness depth of this material.

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

With appreciation,
Millard W. Grubb

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

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

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

You'll discover...

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

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

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

And that's just the beginning...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Your Information Product Creation System Includes...

- 1.) How To Turn A \$28 Book Into A \$3,900 Information Package - you'll get immediate downloads of the report and audio...**
- 2.) Seven Fatal Mistakes That Will KILL The Creation Of Your Audio Program Stone DEAD - full report and audio download...**
- 3.) Front Line Secrets From The Trenches Breakthrough Audio Creation Report - 2 page report...**
- 4.) Seventeen Roadblocks That Can Stop You Making Your Information Product And How To Get Around Them FAST! - full report and audio...**
- 5.) The Fastrack Audio Creation Guide - 17 insider secrets to planning your audio in the fastest time possible - full report and audio...**
- 6.) Your Half Hour One-on-One Audio Information Product Consultation...**

7.) 15 hour Audio Of Consultations - Hear me consult others about how to take their ideas to the next level using audio marketing secrets...

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

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

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

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

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

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

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

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

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

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

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

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

To get started, go to:

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

Yours sincerely,

Michael Senoff

Michael Senoff
hardtfindseminars.com

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

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

But only if you act NOW!

Claim your free 30 day trial right now at:

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

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