

How to have the right attitude about your
business. Let your prospect and clients know that you're
doing them the favor. They are not doing you the favor.
That's the attitude.

[MUSIC]

Michael: This is Michel, how may I help you?

Gabriel: Hi Michel. My name is Gabriel. I wanted to do joint ventures as a living. I tried once and so far it hasn't worked. I got turned down and I got back up and brushed myself off. And now I found this web-based company that sells high-ticket items phonics and hundreds on personal development and autohypnosis and stuff like that. Then after that, I went and I found this woman who has a website on personal development, no motivation in reaching your dreams and stuff like that. And she has over 200,000 subscribers and trying to do a deal with that. But since this is my first time, I'm not that sure how to proceed.

Michael: So, you found a website and she sells personal development type products?

Gabriel: Yes, I think I found so far only one thing that is really targeted for those 200,000 subscribers, except that it is less expensive than the rest. I think it's better to have a targeted product.

Michael: Which product do you think would be the best match for her customers?

Gabriel: Basically CD's or cassettes that are on how to realize your dreams and your goals.

Michael: Does the company who produces these products have a good sales letter or description of the product?

Gabriel: Yes, I believe they do. The company seems to be very good and the website is very nice. It seems to be done by a professional.

Michael: How much does the product retail for?

Gabriel: Something like \$127 or \$147.

- Michael: And in her customer list, what are her products priced at?
- Gabriel: I don't think she has products actually.
- Michael: So, she has a subscriber list like an e-zine?
- Gabriel: Yes. I don't think she sells any products?
- Michael: Does she sell advertising in her e-zine?
- Gabriel: I don't think so. I signed up, but I haven't received it yet.
- Michael: You want to take a look at her e-zine and see how does she have 200,000 subscribers and what are they learning from there. She if sells advertising in her e-zine, and the most inexpensive way maybe to do a test ad or she if she has a solo ad rate to her subscribers. Now, if she doesn't have advertising, then you can approach her and ask her if she'd like to do a deal, a joint venture. Now, first of all, can you source the product from the website? Have you talked to them? Do you think you can get it at a wholesale price?
- Gabriel: I think I can, but I haven't talked to them yet. I just wanted to learn as much as possible.
- Michael: First you want to make sure you have control of the product. What you can do is you can contact that company and say you're a wholesaler of motivational type products and you're interested in marketing one of their products and you wanted to know if you could get some quantity pricing on this particular product. See what they say and see how much you can get it for. Let's say you can pick it up for \$20 a set.
- Gabriel: That much?
- Michael: I don't know. I have no idea. You have to find out what's available. But, you have to have control over the product first. You want to make sure that they have it in stock and that if you're able to generate 10, 15, 20, 30 orders of the product, would they be willing to drop ship it or could they get it out to you as quickly as possible. You want to make sure you have a supply of the product. Then you contact her. First you want to see if she has any advertising in the e-zine. And you may want to consider a small test ad. You could talk to her and say that you're a distributor of a specific product. Give her the description and say would you like to do a deal. Would you like to endorse this product to your list? You'll control the letter. So, you'll create the little sales letter that goes out to her list. She

signs it and have it come from her. And, of course, she would have to approve it and everything. You can make her a proposal that says if you mail this letter out to your list and we sell a bunch of these things, we'll just split the profits 50/50.

Gabriel: Do you think it would be a good idea to have her interview the product owner?

Michael: An audio interview would be wonderful. Do you mean like an audio interview?

Gabriel: No, just something to put in her e-zine so her subscribers can tell what the product is.

Michael: If you're going to try to bring this deal together, you don't want to put her in touch with the company you're getting the product from.

Gabriel: I see.

Michael: If any one's going to screw you, they're going to screw you. Maybe at this point, no. But, you could provide, as a representative for that company, all the information she would need to give information about that product to her list. Or you could represent yourself as a distributor for that product and you could direct her to the website and say why don't you have a look at the website. I'm the sales rep. You can contact me if you think it's something worthy. If you present yourself as the sales rep, she'll be foolish to try to call the company and go around you.

Gabriel: I understand. Even though I have the company sign a non-disclosure agreement...

Michael: On these first ones, I would just get some confidence and some practice in trying to put the deals together without all that. Any kind of agreements and stuff like that get into the process and slows it down. If you feel good about the person you talk to at the company and the person you're doing business with, most people honor their word. They say they're going to do something and they'll do it. You don't have to worry about it. I'd just focus on getting comfortable approaching and trying to put the deal together and explaining it. Once you do one and you're comfortable, you can do tons of them. So, look at it as a practice deal.

Gabriel: So, you think I shouldn't try and do some of the smaller deals to start with?

Michael: No, I think you should just go for the big ones. What's a smaller deal? What's the difference? You still have to talk to the person. The only

difference is some zeros at the end of the number. You still have to talk to a person, whether it's a big deal or a small deal. You may as well go for the big ones because if you get one and the two people are honest and it goes; you're the boss. You just set it up. There are no rules. Just talk with confidence and explain in normal terms what you want to do because she is looking for content to provide her subscribers. She's always looking to recommend something good that her subscribers would appreciate. If you can bring that product to her and represent yourself as a rep for that product, it may work.

Gabriel: I can pretend to be a rep even though I'm not one?

Michael: First you want to contact the company who has the supply and say you are interested in wholesaling one of their products. Or you're interested in distributing one of their products and you'd like a favorable price. Would you be willing to sell me a certain amount of units at this price? You don't have to commit to anything, but you could give them some numbers say you'd like a price on 100 sets of this product. Can I get a discount? Can you give me a price for a distributor? No company is going to turn you down. People are in business to sell their products, books, and tapes. And if you approach them and say I'm interested in selling your products, books, and tapes, but I can't promise you anything, they're going to talk to you no matter what. They will talk to you. You can ask them to email you a quote or to fax you a quote on this specific product and you'll have a commitment from them on a certain date of what they're willing to sell it to you for. Then you go approach her once you have that down. You are a representative now because you've gotten a quote and you're representing a product you're interested in distributing. And you can use the information from their website or whatever. Say I've got a product that I think your subscribers might be interested in, can I tell you about it. See if you can get her on the phone or you can do an email. See if you can direct her to the website.

Gabriel: You've been doing this for several years, right?

Michael: Yes, I've been doing marketing for a lot of years. Joint ventures is just two people doing business solving each other's problem. You're just the facilitator of that. You're going to try and solve one of her problems by giving her customers a product that they're interested in. You're going to solve her problem by bringing it all together. You're the facilitator. There's nothing to be scared of. You're just trying to help her out. You're doing her the favor. She isn't doing you the favor. That's the attitude. You're doing her the favor and you're doing that company the favor. Do you see?

Gabriel: Yes.

Michael: That's the way you have to look at it. And out of ten deals you set up, you're going to fail on eight of them.

Gabriel: Eight of them?

Michael: That's right, eight of them. And every one of them that you fail in, you're going to get better and better. That is just life. That's how it is. But the two that you do succeed on could set you for a long time. You need to just work on gaining that confidence and the ability to be comfortable talking to someone on the phone.

Gabriel: It's going to take a bit of practice.

Michael: That's it. Every baby starts out as a blank slate. You can do it. Just practice. Over the phone you have nothing to worry about. This is a real good technique. When you approach both companies, you could approach it this way. You say my name is Gabriel. I'm nervous talking to you because I've never done this before. But, I'm trying to set up a joint venture and you maybe the first one. Can you help me out? Can I ask your opinion on something or what you think? People want to help people out and say sure, how can I help you? You say, okay, this is what I want to do. I want to take this product of yours that you're selling for \$120 and I want to bring it to a contact of mine who has a huge mailing list of 200,000 people. I think when I approach her, she's going to fall in love with your product and want to promote that product. Well, I need to make something on this deal so I wanted to know could you give me, if I sell 100 of these, could you give me a favorable price that I can make something on it when I bring it to her? They'll say, well, sure Gabriel. If you can sell 100 of these, we can get them to you for X amount of dollars. Then you go to her and say, my name is Gabriel. I'm really nervous talking to you. I've never done anything like this before, but can I ask your opinion on something? I'm trying to set up a joint venture. I found this absolutely incredible product from a contact of mine that I think your customers will flip over. Here's my idea. I want to send a little promotional letter to your customers or you could write an endorsement letter endorsing this product to your customers. Now, I've secured a wonderful price. Normally it sells for \$150. But I've gotten a deal where we can sell it to your customers and they can save \$50. So, they can get it for \$100. And I've been able to get it for \$50. So, for every one we sell, we can split the profits, \$25 for you and \$25 for me. Would you be interested if you like the product and felt like

your customers thought there was value in it, would you be interested in doing this with me?

Gabriel: That's good.

Michael: What's wrong with that? All you're doing is telling her the truth rather than coming across like some slick salesman. Hey, I'm Gabriel and I'm with so and so marketing and sales company and...people can smell that a mile away.

Gabriel: That's for sure.

Michael: Be yourself. Tell the truth. Talk to them like you're talking to your best friend. Just go for it.

Gabriel: What do you think is the best way to approach them first? Do you think I should just email them, introduce myself, and then give them a call?

Michael: You should pick up the phone and call them.

Gabriel: Really?

Michael: Yes.

Gabriel: You think cold calling is almost as good as...

Michael: My name is Gabriel. I've been at your website. I've seen this product. I'm interested in some quantity pricing. Who can help me? How about that? Is that a cold call? That's someone interested in buying their products. Get the person in charge of marketing and tell him your idea and see if they can help you sell that product.

Gabriel: Okay.

Michael: They're there to help you sell products. They're in business to sell products. If they've got someone interested in selling their product, they're going to kiss your butt. They will. You'll see. You're doing them the favor. That's the attitude. Remember *Fast Times At Ridgemount High*?

Gabriel: I don't think so.

Michael: It's a classic. You've got to watch the movie *Fast Times At Ridgemount High*. It's with Sean Penn, like one of his very first movies. And actually the movie was based on a real school right here in Clairemont in San Diego where I live. And there's this guy named Damone and he's talking

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about the attitude when he picks up a girl when he goes on a date. And I'll leave it at that. Give that a try. How about that?

Gabriel: Yes, I will. Thanks so much for your help. It's really appreciated.

Michael: Will you call me back and let me know how it goes after you're tried 10 of these?

Gabriel: Yes.

Michael: Call me back and let's do a follow up on this.

Gabriel: That's good. Take care.

Michael: I want to thank you for listening to www.hardtofindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtofindseminars.com by email. You can email Michael@MichaelSenoff.com or you can call (858) 274-7851.

For my six best recordings on Joint Venture Marketing go to:
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For the a list of my best Internet tools I use to run my business go to:
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If you want to hear an interview from one of the worlds highest paid copywriters go to:
<http://www.hardtofindseminars.com/TopLineConsultingKit.htm>

Look for the headline that says:

***World-famous copywriter, Brian Keith Voiles
reveals his secrets on how he writes sales letters
and advertising copy***

It's located about half way down the page.

The Top 10 Secrets To Creating A FLOOD Of High-Paying Clients And Customers To Your Business...

**This FREE Report Will Show You How To Use PROVEN Technology
To Get A More Effective Sales Message To More High-paying Clients
Than You Ever Dreamed Was Possible...**

**FREE Report: How To Create
A FLOOD Of New Clients And Customers
From the desk of Michael Senoff**

Hi I'm Michael Senoff,

I'm one of America's leading marketing consultants and CEO of www.hardtofindseminars.com - the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

With a combination of online and offline strategies, I've sold products ranging from a \$97 price tag right up to \$15,000 including...

- Selling over \$100,000 worth of a high-end consulting seminar in less than 6 months. This training system was sold originally at a \$10,000 price tag then the price went up to \$15,000...
- Selling over 200 copies of the Art Hamel business buying system ranging in price from \$299 to \$599 and higher.
- Making over \$200,000 in sales of the HMA marketing consultant system...

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

- Increasing the sales and value of dozens of other products both new and used you can find at **hardtfindseminars.com** covering a wide range of topics from online marketing to joint ventures and much, much more...

Before creating **hardtfindseminars.com**, I had businesses in retail, wholesale and manufacturing.

I also worked for many years as a salesman in many different fields.

I've learned the hard way the secrets of finding and marketing to new prospects.

And I'm going to share my top 10 secrets you can use to create a FLOOD of high-paying clients and customers right here in this report.

I'm also going to reveal my biggest secret weapon I use every day to sell to my new prospects on autopilot...

**What Is This Autopilot 'Secret Weapon'
I Use Every Day
To Create A FLOOD Of Highly Targeted
Prospects Ready To
Pay Me Up To \$15,000 Each...?**

I'll tell you exactly what my secret weapon is and how you can use it in your business, but first let me explain a few of the marketing secrets you need to know to create your FLOOD of new clients and customers...

**Secret # 1...Position Yourself As An Expert With A Solution To
Your Prospect's 'Unique' Problem...**

The greatest secret to turning your prospects into paying clients is to position yourself in the right way to begin with.

Regardless of what you're selling or what business you're in, you want to be seen as a trusted advisor.

You want each of your prospects to see you as an expert who has the information or the solution he needs to solve his 'unique' problem.

There's HUGE money in being positioned this way, as I'll explain in....

Secret # 2...Effectively Describe Your Unique Selling Proposition Or USP...

Usually most of your best prospects will be suffering from the same 'unique' problem.

If you identify that 'unique problem' and you provide a unique solution, then you can charge far more money.

You can always charge more for a specific solution to a problem.

Let me give you an example.

You might only pay three or four bucks for a tube of toothpaste, but you'll pay \$100 to \$500 or more to the dentist who gets rid of that God-awful ache in your molar.

Think about your business.

What is it you do that no one else does, what is it that's unique?

How do you solve your clients' unique problems?

Do your best, most profitable clients fall into a particular category?

Are they mainly in one kind of business or profession?

Often just looking at your list of past clients can reveal a GOLDMINE of new prospects.

That leads us to...

Secret # 3...Target Your BEST Prospects...

Once you've worked out how your service is unique and the kinds of clients who would benefit the most, you can target those perfect clients.

Why spray your marketing message everywhere when you can target a tiny

group of prospects where you can make real profits?

You can invest the time and effort to repeatedly market to a well-defined list of highly targeted prospects.

The most effective, unobtrusive way to market to your prospect list is...

Secret # 4...Educate Your Prospects...

Your prospects don't know the unique benefits of doing business with you.

When you take the time to educate in detail about how you can help your prospect solve his problem and why your product or service will solve that problem better, cheaper or faster than anything else on the market, you create a loyal client.

Now doing this one-on-one is inefficient.

As far as possible, you should try to automate the process.

Later on in this report I'm going to share with you the simplest way I know to put your process of prospect education on autopilot.

But first let's talk about the kind of information you should share with your clients...

Secret # 5...Enter The Dialogue In Your Prospect's Head...

When you're educating your prospect about your unique product or service you need to meet him where he's at.

In selling, we often forget that our prospects don't know what we do!

If they did, they'd be using your product or service now.

So you need to enter the dialogue going on in your prospect's head.

You need to answer the questions your prospect has as they come up.

But there's a huge problem here.

It's very hard to be objective about your own product or service - to really think like your prospect does.

Fortunately there's a simple solution to this.

Just get someone to interview you and ask you all the questions your prospect would ask.

Try to sell them your product and service just like you would to a prospect.

This will give you a chance to answer ALL the questions your prospect has that it might take you months or years to discover.

You could even record the interview on audio as a super-powerful sales aid.

More on this later.

First let's talk about...

Secret # 6...Create Referral Systems...

Referral systems are one of the lowest cost methods I know to generate a steady stream of new clients and customers.

New clients you get from referrals are usually higher quality, and they already have some idea what to expect because they've been pre-educated by your existing clients.

Most important of all, you don't have to spend a lot of money (or any money) to ask for referrals.

The most important key to any effective referral system is to make it outrageously easy for your clients, friends and business associates to send you business.

You want to make them look good - as if they're doing someone a great favor by sending them to you.

One of the simplest ways I know of to do this is to supply a free gift they

can give.

I'll cover a really powerful way to do this shortly, but first let me show you a list you have right now of some of the best prospects you'll ever find...

Secret # 7...Reactivate Past Clients And Prospects...

Many of the clients you've done business with in the past will start doing business with you again if you just contact them.

In the same way many of the people who've approached you in the past will use your service or buy your product if you just approach them.

But to make this process more pleasant and avoid cold calling, I suggest an automated system that will contact these past clients and prospects and make them line up to do business with you.

My favorite method is a special kind of free gift, which I'll reveal later in this report.

But before I get to that, let me tell you about one of the most powerful, low-cost methods you can use immediately to create new clients and customers overnight...

Secret # 8...Use 'Joint Ventures' To Create More Business With NO Risk...

The world is FILLED with noncompetitive but related businesses that can send you clients in return for a percentage of the business created or in return for you recommending their business to your clients.

You can literally have access to the whole database of clients other businesses have built trust and credibility with over many years.

They've already spent hundreds of thousands of dollars - even millions of dollars on finding these clients and servicing them.

**They've Done
All The Hard Work...**

And just one simple recommendation sent to their client or customer list and a very high percentage of these excellent prospects will do business with you.

The question is, how do you approach this list so that it doesn't look like a sales pitch?

How do you make the business recommending you look like they're giving a gift to their clients?

How do you get the clients of that business begging to buy your product or service?

I'm going to share my secret weapon that can do all that and MORE in just one minute, but first let's take a look at...

Secret # 9...Use The Internet To Sell And Generate New Prospects...

If you've visited **www.hardtfindseminars.com** then you know I generate huge business online.

I also use my website to educate my prospects on why they should buy the products and services I have available.

And regardless of the business you're in you, should be doing the same.

The Internet is a GOLDMINE of prospects if you just learn to use the simple tools and technology you have available to you.

Which leads us to...

Secret # 10...Make It Easy For Your Prospects To Learn About Why They Should Do Business With You...

Your prospects may not read a full report no matter how relevant it is to them.

And NOBODY has a keen and pressing desire to sit down for 30-60 minutes with a salesman!

So how do you get a full explanation of your product or service to your

prospect?

How can you get your prospect alone for that full half hour or hour you need to explain to them one-on-one how your product or service can change their lives?

The simple answer is audio.

**If Your Prospects Drive To Work
There's A HUGE Opportunity For You To Get
Time With Them Alone...**

Imagine your prospects listening to you being interviewed about your business and how it can help them...

While they're alone in the car.

No real work distractions.

Time to think and concentrate on your sales message and how it can help them.

And your prospects don't have to be in a car to listen in.

They can be cooking, working or exercising with the CD player going with your sales message.

Audio doesn't require a huge commitment to listen to, but it communicates VERY effectively to your prospects brain on many different rational and emotional levels.

In fact, the part of your brain that processes sound is very large and is connected to nearly every other part of your brain.

More important, the part of your brain that processes sound is directly connected to the section of your brain that you use to take physical action.

Let me put this in simple language.

You can use an audio message to get your prospects to take action.

You can use that message to get them to pick up the phone and call you, to email you, or to write a check.

And that leads us to my secret weapon...

**Most Of The Sales
I Now Make In My Business
- Online And Offline - Are Created With
What I Call "Audio Infomercials"...**

Put simply, I interview an expert on the unique benefits of his product or service.

I ask all the questions your prospect might ask.

I get every piece of essential information your prospects need to make an informed buying decision.

And I make these audio recordings available as a free download from my website and give them away as audio CDs completely free.

Why would people listen to the recordings?

Because they're packed with highly useful, highly targeted information that can help them solve their unique problems.

And when they're finished listening to the audio, they know the next step is to buy my product or service...

**Without Lifting A Finger
HUNDREDS Of Highly Qualified Prospects
Are Listening To My Perfect Sales Pitch
For A Whole Range
Of Products And Services...**

And they're buying.

I make a very good living using this system that literally runs without me on autopilot.

Wouldn't you like a system like that for your business?

But it gets better.

You can use the audio CDs and online downloads of your audio infomercial to create business in a PILE of other ways.

Let me explain...

1 You Can Use Your Audio Infomercial To Create Referral Systems...

Remember, when I interview you on audio, you'll create a recording that's packed with highly useful, highly targeted information.

Imagine this.

You say to your clients:

"I could spend a fortune on advertising, but I'd rather spend my money improving the products and the service I provide.

So I've found the best clients I have are referred to me by my special preferred clients like you.

And to make it really easy for you to recommend me, I've put together a special gift you can give to the people you know who might benefit from my service and audio CD with "The Insider Secrets To..."

And here's another way you can use this referral system and slash your costs...

2 You Can Use Your Audio Infomercial On The Internet...

You can provide your audio infomercial as an online download or streaming audio or both.

Then you can send an email along the same lines to your clients suggesting they send their friends to take a listen to the free audio.

This kind of "viral" marketing can be very effective with your clients and

prospects telling even more prospects in an endless, exponential chain.

You can also add your audio infomercial to your website so your visitors can hear your voice live.

You can make the perfect sales presentation to your prospects while you're working, spending time with the family even while you're sleeping!

And there's more...

3...You Can Use Your Audio Infomercial To Reactivate Past Clients And Prospects...

This is so simple it should be illegal...

You just send an audio CD or an offer of a valuable audio CD to your past, inactive clients and prospects.

The CD does the selling for you.

You'll be astonished at how many of those past clients start doing business with you again and how many of the prospects you never converted start doing business with you for the first time.

And if you have their emails, you can even send them a download link to the audio online.

The Biggest Secret To Using This Method Is To Give Your Audio Recording Value...

Promote it as a \$28 CD or recording and give it a sexy title.

Remember it will be PACKED with useful, targeted information for your prospects so it really will be worth that to them.

If you want to, you could even get your prospects to PAY for the audio CD.

That way your marketing campaign pays for itself!

Giving your audio recording a high-perceived value also has another advantage.

It makes it very easy to set up joint ventures...

4...You Can Use Your Audio Infomercial To Make Joint Ventures A Breeze...

Having your own audio recording makes it easy for other businesses to recommend you and look good at the same time.

They simply offer their best clients a copy of your valuable audio CD or an online download of the recording.

They're seen as the "good guys" for arranging a valuable gift AND they get a percentage of the profits created when their clients buy from you.

You get access to their best clients without any hard sell.

Their interested clients will approach YOU after hearing your audio recording.

And I'm just scraping the surface here.

You can use your audio infomercial in a whole variety of ways to power up your prospecting and marketing process.

To see if you qualify to have me interview you, just like I've interviewed Jay Conrad Levinson, Herschell Gordon Lewis, Joe Vitale and others, call me toll free...

Michael Senoff on **858-274-7851**

You can also email me at

<http://www.hardtfindseminars.com/ContactUs.htm>.

Or, go to http://www.hardtfindseminars.com/Audio_Infomercial.htm to learn the insider secrets to using the unique power of your own audio infomercial to sell your products or services...

Your Audio Infomercial Will Sell More Products Faster, Easier And For Less Cost Than ANY Conventional Advertising Method 100% GUARANTEED...

Imagine catching yourself at "concert pitch" talking about what makes your business and your product or service unique.

Imagine taking a professional recording of that perfect "sales presentation" and giving it to your prospects as an audio CD or a download from your website.

Well you can, and FASTER than you ever thought possible, with my personalized audio infomercial recording service.

For a free audio revealing the secret selling power of audio infomercials, go to http://www.hardtfindseminars.com/Audio_Infomercial.htm

Or for a free review of your product or service call Michael at 858-274-7851. We'll talk about your idea for selling more and for more money. You'll get my best advice and the call won't cost you a dime. **Call 858-274-7851**

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