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[Music]

Mike: Hey, Allen, it's Mike Senoff here.

Allen: How are you doing Mike?

Mike: I'm well. How are you?

Allen: Not bad.

Mike: Okay. Well, how's everything going?

Allen: I can't complain.

Mike: So, you emailed me and you had mentioned that you were in the infomercial business.

Allen: Yes. My wife and I have done over 300 infomercials over the years.

Mike: Three hundred commercials?

Allen: Infomercials, both radio and TV. Most were in radio.

Mike: Where are you located?

Allen: Port Richie, Florida. The Tampa Bay area.

Mike: How long have you been doing it for?

Allen: We started doing it 10, 12 years ago.

Mike: TV has been an extremely powerful medium ...

Allen: Well, people always thing about it in the version of TV. But lately a lot of people are going to do radio ones also. And in some cases, you're listeners that maybe the best format for them because of cost. I don't know if you follow Response Magazine, but according to them an inexpensive TV infomercial will cost you \$100,000 to

1

produce. Now, I want to point out I've never spent anywhere near that to produce any of mine and I never charge somebody anywhere near that to do one.

Mike: So, do you specialize in radio infomercials?

Allen: No, actually we started out in radio infomercials for the simple reason that I started out in sales of broadcast media in radio. I started out with a media broker. From there I went to a radio station and sold infomercials. From there I went to a radio network and also became their director of sales and sold block airtime for them amongst other things. When I left them, I started an ad agency and we specialized in infomercials because that was the way to go. Along the way, some of my clients ultimately because we were doing radio infomercials for them said to me, "Would you do a TV infomercial?" And we started doing TV infomercials. And we basically at that point quit doing radio infomercials after a while and did nothing but TV infomercials.

Mike: Where were you doing all this, in Florida?

Allen: All here in Florida.

Mike: So, how many years have you been specializing in infomercials?

Allen: Seven or eight years.

Mike: You have obviously come from a background of selling media time and that's direct sales. And when you're designing and developing an infomercial, I know for a fact that if you've got experience in sales, my customer or I would have a lot better chance with the sales message going to the public. Would you say that's accurate?

Allen: Exactly. The unfortunate thing is too many in the infomercial industry think it's an art. And it really isn't. It's a sales message. It doesn't have to be beautiful. You don't need Suzanne Sommers as your spokes person. And all of the ones that we did on TV, we never used an entertainment figure as a spokes person. They're just too expensive.

Mike: What's the success ratio in real number for an infomercial? And clarify when we talk about an infomercial, what length of an infomercial we're talking about—the standard 30-minute infomercial?

- Allen: Well, it's actually 28 minutes 30 seconds. And in the TV infomercial industry, 90% will fail. Only 10% will succeed.
- Mike: What do think the main reason for failure?
- Allen: It's a lack of planning, lack of writing, improper media buying, the product or leads they're trying to generate isn't appropriate for the medium.
- Mike: And what can you get somebody into hard hitting, professional done infomercial for? If the average is \$100,000, what is it going to cost by you doing it?
- Allen: It varies, between the \$20,000 to \$30,000 range would probably be the norm.
- Mike: And that's just for the production?
- Allen: That's for the production, in some cases that will include airtime. One of the techniques we always use to produce TV infomercials is I would go to a TV station—you'll get a kick out of this one—and tell them, "I'll use your facilities. I will use your edit suite. I will not pay for it. How much airtime do you want me to buy with you?" And they would accept that.
- Mike: And you do it all in their house?
- Allen: I do it in their house. I bring my own person in to do the editing. I pay for their cameramen, but not for the facility. And the saving is substantial.
- Mike: Do you write the entire script?
- Allen: I've traditionally done all the writing, that's correct. My background originally was in journalism and law. I've always loved to write.
- Mike: Let's take someone into that actual production of an infomercial. For instance, we use one of my products as an example. How about that?
- Allen: Okay. Let's say we were going to market ...

- Mike: Let's say we're going to market my invisible ink marking pen. I manufacture it right out of my home. It's a pen that costs me about \$0.15 to \$0.20 to make. I wholesale them and retail them in retail stores and I wholesale them in quantity to police stations. There's a huge market. The whole idea is it will replace those vibrating engraver where you can mark all your valuables like TV's, your radio, you stereo with an invisible marker.
- Allen: With an identification. The first question we always ask is, "What is your markup, for obvious reasons. And if you've ever wondered why you don't see too much at \$9.95, it's because the cost of the airtime is so expensive.
- Mike: What would you tell someone, don't even think about selling on TV with a product unless your markup is X?
- Allen: If you're going to sell it for \$20, you cannot spend more than \$5 for the product. And ideally you want it to be \$4 or less.
- Mike: So, you're going to ask me what my markup is? So, I've got a pen that costs me \$0.15 and can retail, I would think, for \$5 or we can package it for ...
- Allen: I was just going to say you're going to have to do a package because if you're going to do an infomercial, you want it to at least sell for \$19.95.
- Mike: Let's say we package it with maybe three or four pens, a little form that people can fill out—an inventory form—and then they get to register their items on line for \$19.95.
- Allen: That's the whole nine yards and you market it then ideally for \$29.95, \$24.95.
- Mike: What's the next thing you're going to ask me?
- Allen: After that I'm going to want to know everything about the pen, who you market it to, what your market is—the whole nine yards. I also want to make sure that you've got U.S.A. rights.
- Mike: You want to make sure it's an exclusive.
- Allen: Because if you don't, you're going to have copycats out within 30 days of your infomercial hitting the market.

- Mike: If it's successful.
- Allen: That's correct.
- Mike: Tell me more about that. Are there people just lying awake waiting for successful products?
- Allen: I'll use an example here. A friend of mine did a infomercial for mortgages. I don't think it was on the air more than 60 days before another one was out. And within 60 days of that, a third one was out.
- Mike: And what did they do? Did they literally copy the script and duplicate ...?
- Allen: In one case they made some minor changes. I believe an attorney ended up sending them a letter and it came off the air. In the other cases, the people discovered that they did not know how to get direct response leads. They did not know how to buy airtime and they dropped out.
- Mike: So, you're going to have copycats, but it doesn't mean they're going to be more successful.
- Allen: Very frequently they won't be more successful, but they will draw away enough of your profit to make it unprofitable for you.
- Mike: So, let's say this product I have, anyone can figure out how to make it. There's no patent on it. If I'm first to the market place with a powerful enough sales message, isn't that ...
- Allen: You need a unique sales proposition. You're going to want to blast it through the market as hard as possible. For example, you've seen Orange Glow and there have been knockoffs from that.
- Mike: Right. But Orange Glow is first in the minds ...
- Allen: It's first in the market and first in the mind.
- Mike: Isn't it hard to beat that first position in the mind of the consumer?
- Allen: It's very hard.
- Mike: So, really copycats are a nuisance, but they're not going to destroy you if you come out gangbusters and you have a hit.

- Allen: That's correct.
- Mike: So, I don't have an exclusive but I'm not worried about it. What are you going to ask me next?
- Allen: How much money can you afford to invest into it?
- Mike: And what does the average guy realistically need to put into this to at least give it a test? Obviously, we're not going to ...
- Allen: Well, when you're talking about a product like that, we're going to want to interview a police official. We're going to want to interview somebody in the insurance industry saying this is something you need. That's what it is. We don't need a major spokes person. We literally can hire two actors; one to be the expert, the spokes person for the company and one to be the interviewer.
- Mike: Let's stop right there. You're going to go and do the interviews. You're going to go and find some credible people for testimonials for the infomercial. You're going to contact them and say what, we're doing an infomercial; we're an infomercial production company. Is there a service that provides these people or you would have to do that on your own?
- Allen: I usually do that on my own. It's not that hard.
- Mike: Fine and then actors. Do you go to a service to find actors?
- Allen: I have stables of ones we've used here in the past that are very credible. And they've worked very well and I'm pleased to say that because it is Florida, they're a lot less expensive than California.
- Mike: So, you say I've got an acting job and basically you hire them for the day or by the hour or whatever.
- Allen: For the day is what it is.
- Mike: And they come in and they do the shoot, right.
- Allen: They do the shoot. They read the script. They're sent the script in advance so they can prepare. We can literally have them walk into the studio at 8:30 and have them back out the door at noon.
- Mike: What do they make per day acting?

- Allen: Well, you're talking about anywhere, depending on what it is, from \$500 to \$2,000.
- Mike: Wow. That's pretty good money. So, what about the spokes person? First do you have to sign a release with the actor and the spokes people?
- Allen: Of course, they always have to sign their releases. And if you don't have them on file, you have a headache later on.
- Mike: Tell me why.
- Allen: Well, because they may come back against you that they didn't give permission other than say I'm here in the Tampa Bay area, other than the Tampa Bay market.
- Mike: Has that ever happened to you?
- Allen: Fortunately, no.
- Mike: Over all these years, no one has ever come back and said I didn't give you permission to put me on TV?
- Allen: I always get the signed releases up front.
- Mike: If you didn't and someone came back and said that, what kind of damages could there be?
- Allen: It could be substantial just for the litigation costs.
- Mike: Let's say aside from the litigation, they're claiming that you didn't have permission. What laws are you breaking?
- Allen: It's not so much as law. What is your authority to use their likeness? And it's like misusing a movie. Your damages can be very high.
- Mike: So, they'll want a piece of the profit.
- Allen: That's exactly what they want. They want a piece of the pie.
- Mike: Have you heard stories in the industry, nightmare stories?

Allen: To be honest, no and I think the reason why is pretty much everybody I know, we all use the same forms. And they've all be sent to our attorney's and the whole nine yards. Now, I will tell you one quick story that doesn't deal with the infomercial, but I do know I used a radio station in San Francisco and they did the voice work for a 60 second spot. And, of course, they didn't charge me for it at that station. But I wanted to use it at another station in Cleveland. For that I paid a fee. But each city where I would want to use it, I had to pay a fee or I had to write very large check to use it nationwide. And you just don't mess with those things.

Mike: Oh, wow. You are going to research my product and you're going to find talent. Now, as far as writing the script, how long of a process are you going to put into that in developing the script? Do we need a 30-minute infomercial for a product like what we're describing?

Allen: Well, you're going to discover that half hour infomercial is broken up into segments. And it's not uncommon for something similar to be said repeatedly. I remember one of the half hour infomercials we did my wife jokingly said it was a seven minute infomercial just rewritten four times.

Mike: That' true. Anyone who watches TV sees that format where basically there are commercials within the infomercial.

Allen: Exactly.

Mike: Now, is this format a proven format that you research and study, you know what works in the infomercial market?

Allen: Pretty much.

Mike: What have you seen as far as changes over the last five or six years in formulas for the design and setup of an infomercial?

Allen: One of the things that people always like to talk about is that you have to build up the thing and then ask for the sale. And my technique has been a little bit different than that. And by the way, that's what most of the successful infomercials have been doing. I get that phone number up there in the first 30 seconds of the infomercial.

Mike: Why?

- Allen: Thirty seconds and the reason for it is the person who saw it the last time, doesn't want to sit there for six minutes before they get the phone number.
- Mike: Yes, that's smart.
- Allen: So, they get it right off the bat. They can write it down. They can make the telephone call.
- Mike: Okay, that makes sense.
- Allen: How many times have you or anybody else or any of your listeners sat there, watched an infomercial, thought about buying it and then had the telephone ring or the kids' cry. You walk away and you haven't seen the number and you haven't written it down. Then you wait for the next time. And infomercial purchasing is an impulse purchase, pure and simple. Even infomercial lead generation is an impulse telephone call. So, you want to make sure they can act on their impulse as quickly as possible.
- Mike: So, having that number up there in the corner has proven or increased the results in the sales?
- Allen: I would say once we started doing it, our response rate jumped about 20%.
- Mike: Let me ask you this. You know the media buying business. When you're generating a new client, you have a client that comes to you with a product and they say, "Allen, let's do it, let's put a commercial together." And you're going to quote them a price on the development and the production of the entire infomercial and the actual media based on how much they want to give as far as a test?
- Allen: Well, what I quote them is the cost of the production of the infomercial. And I will quote them two prices. Price number one will be I'm going to do the infomercial and you're going to pick who is going to purchase the airtime and it's not going to be me. Price number two will be I will produce the infomercial and I or my agents are responsible for buying the airtime for you. You are responsible for paying it. And you've agreed that you're going to spend X amount of dollars during a certain length of time.
- Mike: So, you're going to charge me high retail on airtime?

- Allen: No, you get the same rates on airtime. The difference is I can take some of my profit from the airtime instead of the production. I can literally—what I'm doing is investing my profits to make your infomercial more successful. I'll make my money on the tail end, the back end.
- Mike: I know that airtime is a commodity out there that can be, if you don't know what you're doing, you can pay high retail. Or if you have some experience in buying as a broker, we all know we can buy airtime for \$0.10, \$0.20 on the dollar in some cases.
- Allen: Well, I'll give you an example. I had a client who I did a show for. They went out and they bought more airtime. They didn't know me. Guess what? They paid twice what I was paying for the same station.
- Mike: They bought the airtime.
- Allen: They bought some airtime without telling me. That station already had the infomercial because I had bought airtime there.
- Mike: And they ended up paying more than what you did.
- Allen: They paid twice what I was paying for it and they bumped the airtime I bought off by offering that much money.
- Mike: Did you tell them you had airtime? That you could get it at ...
- Allen: Oh, yes.
- Mike: They didn't ask you how you could get it for?
- Allen: They had given me a certain amount of money to spend and at the last minute they decided they had more money and they thought they could do it themselves.
- Mike: Let's talk about a test? What does someone need realistically to know if the product is going to work or not? In direct mail, you can know whether your product is going to be a loser on the first mailing if you do a decent test. If you send out a couple thousand pieces, you can have a good idea within a week or so whether your product is a winner or a loser.

Allen: That's the problem with infomercials. You won't know until you get a decent run.

Mike: And what's a decent run?

Allen: I've always had a habit of doing a test run right where I live probably because I can get great rates there. I'm see whether the infomercials are running and I'm monitoring the answering service.

Mike: So, what is a great run? How many spots?

Allen: If I've just run a nice little run here, I want to spend say \$10,000 in airtime after production.

Mike: If you can buy it right, how many shows is someone going to get for \$10,000?

Allen: Well, it varies at the time of the year here. But it can run anywhere from, and I'm talking on broadcast stations, anywhere from 25 to 50 programs.

Mike: All right. Twenty-five to 50 programs and that's a 30 minute show.

Allen: That's about a 28 minute 30 second. Everybody calls it a 30 minute.

Mike: So, you're looking at 25 programs ...

Allen: You're looking at between \$200 and \$400.

Mike: Two hundred and \$400 per program?

Allen: Per program.

Mike: So, per program, a \$29 product, you've got to sell ...

Allen: You have to figure half of your product's sale goes to purchasing the airtime.

Mike: Half of it. Tell me about a successful product that you've launched with one of your clients.

Allen: Most of our infomercials happen to be lead generation. But we were selling coins. And the coins varied in value from about \$100 to \$500. Now, the markup on those isn't as high as the four to one.

Mike: So, it was a 30-minute infomercial on numismatics?

Allen: Numismatics.

Mike: High grade or low grade of commemorative?

Allen: These were collectables.

Mike: How long ago was this?

Allen: Seven or eight years ago.

Mike: So, it was a hit?

Allen: It made money. It wasn't a big hit and the client decided they wanted to do another infomercial. They went elsewhere. Spent a small fortune on it and they never finished it and went belly-up.

Mike: Now, you say a lot of yours are lead generation. Let's talk about that. Could that be more powerful for a company using the infomercial as lead generator rather than going for ...?

Allen: If you're talking a big-ticket item and I'll use Bowflex as an example, that's a lead generator.

Mike: Do you know the history on Bowflex?

Allen: Obviously I don't because I wasn't involved with it. But when you're selling a \$999 product at \$33 a month, you're calling in for a videotape.

Mike: Right. That's true.

Allen: And that's a lead generator. We've generated, depending on the company—I had a commodity option company that we were generating as many as 600 plus leads a week for them.

Mike: How many shows were they running?

Allen: It would vary week-by-week and depending on where we were buying. Los Angeles, obviously, was very expensive. Tampa I could buy inexpensive. I had sections in northern California I could buy inexpensive.

Mike: How about information products? You were talking about a mortgage broker course. Was that something you did? Or that was an example of someone ...?

Allen: The mortgage broker infomercial, one of my friends did that one.

Mike: Was that an information product he was selling?

Allen: No. That was lead generation for a mortgage broker.

Mike: Oh, I got you, like Ditech or somebody like that.

Allen: But you take Ron LaGrand or Wade Cook or Charlton Sheets, they're selling information products.

Mike: That's true.

Allen: Now, what they sell is the low end of the product. They sell the \$39.95 product, for example. And Ron LaGrand sells a \$20 product and a \$50 product.

Mike: Does he do infomercials?

Allen: Yes. Ron LaGrand has his second or third version out.

Mike: Do you know if he runs it nationally or just locally in that area? He's out of Florida, right.

Allen: He's out of Jacksonville. I believe that one is run nationally. I think his current package is for a \$50 package or a \$40 package. The purpose to that is that you buy that, you've expressed an interest. He has generated a lead at no cost to himself.

Mike: Right. He uses it as a way to break even and generate a lead.

Allen: Break even and generate a lead, that's correct. And then, of course, he wants to sell you coming to a seminar or going to a real estate investing boot camp.

- Mike: Right. And that's where the money is.
- Allen: And the investment boot camps, I think I just got an invitation to one, it was \$5,000 plus.
- Mike: How much of this marketing stuff have you studied —Ron LaGrand? Are you studying any Jay Abraham stuff?
- Allen: We've got a lot of Ron LaGrand. We have a nice chunk of Jay Abraham. I've got a nice chunk of Dan Kennedy.
- Mike: So, you're a real student of marketing?
- Allen: I try to stay current.
- Mike: I'm sure there are a lot of people out there hustling infomercials and forgive me; I don't want to give the industry a stereotype. But we've all had calls, at least I have, where you get telemarketing calls from infomercial companies who want front end fees for producing a commercial for your product. It's like the oldest come on in the book, especially anyone who develops or has a patent on a product. There's a lot of fraud out there and a lot of scams. But when I hear someone talking about marketing and that they've study Jay Abraham, they've studied Ron LaGrand, who is an incredible marketer and they've studied Dan Kennedy that makes my ears perk up because if you've studied stuff, you've studied some of the best. And it's the salesmanship and the understanding of marketing that's going to make product fly provided you have a product that the market wants.
- Allen: That's correct. And one of the things—because you just mentioned something—when I've done infomercials on behalf of people that are new particularly, it's one-third of the time you sign the contract, one-third when you approve my script and one-third when its in the can.
- Mike: So, my chances, if I came to you and did an infomercial with you, they're what for success, one in ten?
- Allen: It's considered one in ten. I would say out of the TV infomercials, we probably had 30% runaway hit rate. These were mainly lead generation ones. About 40 or 50% were solid and the balance were break even or lost a little.

- Mike: Is there a graveyard for all these loser infomercials? When an infomercial dies, what happens? If a company has invested the money in the infomercial and it bombs, what happens to all that stuff? It dies right?
- Allen: It just dies. I probably have a half a dozen of other people's infomercials that they've done and they ask me if they can be resuscitated. And I look at them and say it's not worth the money. In many cases it's the wrong product for the markets. Markup isn't enough. It's not unique enough. Somebody beat you to the market. There was a gyro-copter out. It did well. But there's a limited market to it—people who have kids. Then they had a problem importing it into the country. What was the labor that was used to manufacture them? It became an interesting issue.
- Mike: So, when you see someone come to you with a product and you know it's a loser, do you encourage them not to do it?
- Allen: Yes, there's no sense in doing it. I forget who it was who sold more cars than anybody else, as he puts it belly to belly. But when you make an enemy, you make 300.
- Mike: Joe Gerard.
- Allen: That's correct. Thank you. When you make a friend, you make 300. I prefer to make friends. I turned one gentleman down who wanted to market satellite dishes because he was doing too well doing direct response spots for him to do an infomercial unless he could get other companies in other areas of the market to go in with the cost so he wasn't paying the total production cost.
- Mike: What about these one-minute spots and these two-minute spots we see on TV? Are any of them successful?
- Allen: Oh, sure. Many of those are per inquiry or per sale.
- Mike: All right. Tell me about that?
- Allen: A per inquiry is the station gets paid or the network paid when somebody dials that toll free number.
- Mike: Who finances the production?

- Allen: The production is financed frequently by a separate company other than the owner of the product. They're willing to take a risk.
- Mike: They're willing to take a risk on it and then they approach all the media and say do you want to do PI's?
- Allen: That's correct. A per sale is just that. When a sale is done, the media gets paid.
- Mike: How much of the stuff we see on TV are PI's out of those one-minute and two-minutes ones?
- Allen: It's hard to tell. The ones that keep running are the ones that are successful. The ones that you see there for 30 days, they died.
- Mike: They died. Do you produce any of that stuff?
- Allen: I have in the past. It's not something that I'll do for somebody per se. Usually it's something that we'll do just to go along with an infomercial.
- Mike: All right. Tell me some of your other clients that you've had good experiences with.
- Allen: We've done a lot of commodity option, multi-level marketing.
- Mike: Multi-level for lead generated?
- Allen: For both; selling product and lead generation.
- Mike: Sell product on TV for MLM?
- Allen: That was radio.
- Mike: Oh, that was radio.
- Allen: Although I will tell you this, there is an MLM coming out with a TV infomercial I suspect within the next 60 days.
- Mike: So, when you do an infomercial for radio and an infomercial for TV, you're just talking about providing the sales script and audio or is it a show on the radio with multiple talent?
- Allen: It's an interview. In some cases you have testimonials.

- Mike: That's right. Those are the ones you hear on the AM stations.
- Allen: On the AM, although I'll tell you I use to run them on FM's also.
- Mike: Those are powerful. Like on the prostrate products and stuff like that.
- Allen: I think it's overseas independent representatives spend a fortune each week on radio.
- Mike: Now, let's talk about the difference in radio and TV. There's a big cost difference with radio, isn't there?
- Allen: Yes and no. I was paying \$500 a half hour for KABC at midnight or 12:30 in the morning. And I could buy for \$500, in those days, a half hour on TV also. On the other hand, here in the Tampa Bay area, at one point it became cheaper for me to buy TV than radio. But my production costs on radio are nil.
- Mike: How about the market? Who is more responsive, a TV viewer or radio and are they both impulse?
- Allen: They're both impulse. But on radio you can target your market to your calling. If you want women, there are certain types of stations that you are going to have women responding. If you want to market a product to Christians, obviously, you'd go on Christian radio. If you want to market your product to financials, there are radio stations that specialize in financial programming. If you want to market your product to people my age and older—and I'm in my 50's—there are specific formats that are geared towards us.
- Mike: So, you can buy demographics by radio.
- Allen: Buy your demographics.
- Mike: TV is a little more difficult. Well, what about running on cable, though?
- Allen: On TV, everybody talks about demographics, but they're really not true.

- Mike: If any of my listeners out there and are considering marketing their product through an infomercial, what would you tell them? Why should they consider an infomercial whether it's radio or TV?
- Allen: The easiest way to generate a large quantity of leads or large quantities of sales is through the broadcasting media.
- Mike: And why is it the easiest?
- Allen: Because once you finish your program, it's just placing the airtime. And it's finishing the program that's the hardest part. It's just like designing a direct mail piece and choosing your list is the hard part. Your list is the equivalent of the broadcast stations and designing the direct mail piece is the equivalent of producing an infomercial. Yes I am a firm component also in direct mail.
- Mike: When you create this production and a customer signs up with you, will you give him some edit? What if there's changes and tweaking and things that need to be done? Is that included in a package with you?
- Allen: Very frequently, yes.
- Mike: Let's talk about the steps. You need a third down, you need a third after the script is done and then you need the remaining third after the completion of the product.
- Allen: Upon approval, correct.
- Mike: Upon approval. So, you're going to finish the production. You're going to provide to me on a videotape for me to watch?
- Allen: That's correct, on VHS so you can watch it at home.
- Mike: And then let's say let's make some changes here, let's take this out, let's do this; you'll do that?
- Allen: Yes.
- Mike: And then you'll provide me another tape?
- Allen: Another VHS tape. I had one client, a commodity option broker; we literally had to make a change at the end because the regulatory agency forgot to tell us that they wanted a change in advance. We had to go back into the edit so we could correct it.

Mike: Let me ask you this. When we're talking about the law and there's a lot of consumer laws out there for products. You say you have a law background.

Allen: Yes, but I don't use it for that. I tell the client to hire an attorney.

Mike: So, the client's responsible for hiring an attorney to review it. What kind of an attorney would someone hire?

Allen: Somebody who is very familiar with the Federal Trade Commission, Now, as far as producers, myself and my people, we always consult with our attorneys also. We don't want you to get into trouble because we're the one that gets into trouble.

Mike: Could you get into trouble?

Allen: Particularly I have used my voice in shows in the past. And when you're on the show, oh, yes.

Mike: You're liable.

Allen: As a matter of fact, depending on what it is, they went after a spokes person recently.

Mike: Tell me the story.

Allen: I forget who it was and ultimately it was dismissed because he had used the product and it worked for him. So, he wasn't responsible for anything. It was a diet product, I believe. He wasn't responsible for the inaccuracies in the script. But a producer who writes it can be.

Mike: Are you playing with fire when you're marketing diet products and these health products on TV?

Allen: It's a product I won't touch.

Mike: You wouldn't touch a diet product. Why not?

Allen: I think you're buying a FTC complaint.

Mike: Do you know how many of these infomercial products marketing diet and health aid get FTC problems?

Allen: It looks like it's a high percentage. But even worse than that, if you take a look at your TV direct response ads for attorneys, you're going to see a large quantity of those products, those names being mentioned in the ads.

Mike: Why?

Allen: I don't know what it's like by you, but I was watching an ad last night on TV. It's from one of our local attorneys. And I recognized maybe three or four of the names of products that have been sold on TV.

Mike: Where they say if you've ever bought or taken this product ...

Allen: Exactly.

Mike: ... give us a call.

Allen: And those were diet aids.

Mike: Very interesting. It's been pretty informative talk. Let me ask you this. Let's say someone really wants to look into TV and you were to say don't even call me unless you have X thousand of dollars to put into a project like this.

Allen: Actually no. There are a whole variety of things that deal with it. Sometimes ownership interest in the product can change the factor. Buying the airtime can change the factor. The person may have access to barter. That can be used to bring down how much cash is involved.

Mike: Let's talk about barter. I'm very familiar with barter. I've got a whole recording. I've got extensive knowledge in barter. I've been a member of several barter exchanges for over eight years. And I know that I can buy media between \$0.10 and \$0.20 on the dollar. So, that's a competitive edge right there, I would think. If you go to standard commercial, it goes for \$300 or \$400. I know I could shop and maybe not be so selective on demographics. But I could find media and get that media for ...

Allen: Frequently half hours aren't available on barter.

Mike: Oh, is that right.

- Allen: It's the spots that are.
- Mike: Okay. I understand. That's a good point. I didn't know that. How much unsold media is out there for the 30-minute type spot?
- Allen: It's almost always ultimately sold; it's just the price. I picked up half hours for as little as \$60. I know other people have paid \$400 for it.
- Mike: Where can someone find it? Is there a one-stop-shopping, like an Internet website?
- Allen: Actually no.
- Mike: There's nothing?
- Allen: I built up relationships with some of the TV stations.
- Mike: Aren't the TV stations now like conglomerates where they own multiple ...?
- Allen: Usually you'll still have local salesmen or sales manager who is charge of the airtime at the station. If you're Johnny-on-the-spot with the check in advance at the last minute because somebody's check bounced, you'd be amazed.
- Mike: Does that happen a lot?
- Allen: It happens enough.
- Mike: Have you heard of Ted Nicholas?
- Allen: He lives about four blocks from where I used to.
- Mike: Does he really?
- Allen: Yes.
- Mike: Have you ever been to any of his seminars or listened to him on any of his marketing seminars?
- Allen: I have. I haven't been to any of his seminars. I do have a series of his books.
- Mike: And you read how he teaches you to buy direct mail media advertising. He tells you to go in there and you write them a check

and you say if you have anyone who cancels out on you, here's a check; go ahead and run my piece instead. It is an effective way. You won't get it all the time. But a lot of his success is due to the way he bought his media and bought it for pennies on the dollar.

Allen: Pennies on the dollar; that's the way you do it. Michael, I'm going to have to wrap this up. I've got a place I've got to run to. But it's been a pleasure talking to you today.

Mike: Thanks, Allen. I really appreciate it and any of my listeners if they're interested in pursuing this more, they can email me and I will hook them up with you, Allen.

Allen: I appreciate it.

Mike: All right. Take care. Thanks for your time.

I want to thank you for listening. This is Michael Senoff with 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.

How To Create Your Own Army Of Live Salesmen All Giving The Perfect Pitch Every Time Without Charging You A Cent In Commission Or Wages...

“Your Audio Infomercial Will Sell More Products For Less Cost Than ANY Conventional Advertising Method, 100% Guaranteed...”

If you'd like to use the raw power of audio to sell your prospects and clients on your products and services while you do other work, spend time with your family - even while you sleep - then this is the most important letter you'll ever read. Here's why...

From the Desk of Michael Senoff
Tuesday, 11:20 AM 2007

Hi I'm Michael Senoff,

I'm one of America's leading marketing consultants and CEO of [hardtofindseminars.com](http://www.hardtofindseminars.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, Carl Galetti, Joe Vitale, Mark Joyner, Glenn W Turner, Herschell Gordon Lewis, Brian Keith Voiles and hundreds more...

And if you become one of my carefully selected clients, I'm going to interview YOU about your business to create an audio infomercial that will sell your products or your services more effectively than ANY other conventional advertising method.

23

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>

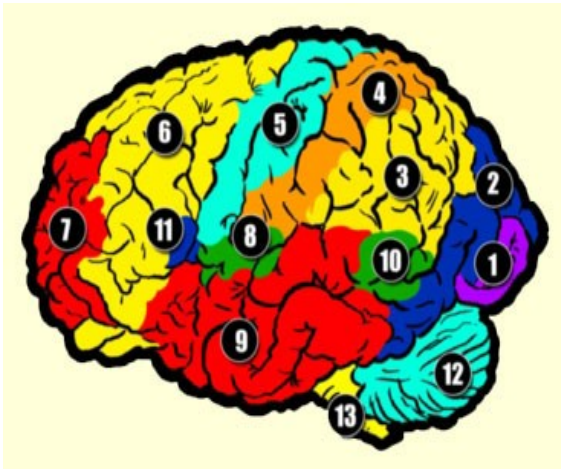
Let me reveal to you the secrets of using your own audio infomercial to bring a FLOOD of clients and customers to your business...

**“Did You Know That The
Sound Of Your Voice Makes A Deeper
Connection With Your Prospect
Than Any Other Factor?”**

And that audio can literally bypass huge areas of your prospect's brain and almost FORCE him to take action now.

It's true.

Look at this picture of your prospect's brain...



Very Simplified Descriptions...

1. Visual Processing Area
2. Visual Memories
3. Memory Of Senses (Like Touch)
4. Processing Of Senses
5. Physical Action***
6. Memories Of Physical Action
7. Prefrontal Cortex
- 8. Sound Processing**
- 9. Memories Of Sound**
10. Speech Comprehension
11. Speech Production

See how section 8 - the part of your brain responsible for processing sound - is directly connected to section 5 - the part of your brain that controls physical action.

By using audio in the right way, you can get your prospect to do whatever you want.

You can get him to call you for more information, to write a check, to order online and more...

And you can do it more cheaply than you ever thought possible, with your own audio infomercial we create together with my customized audio infomercial recording service.

How does it work?

**“Nothing Could Be Simpler
Or Easier...”**

I call you on your ordinary telephone and quiz you about your product or service.

I get you to tell me about the success you've had with your clients...

The unique benefits your product or service provides...

Your experience, background and credentials...

I get you at concert pitch revealing insights and benefits you would never have uncovered by yourself.

And I record it all on audio.

Then I edit it down for you.

You don't need any technical expertise at all...

**“You'll Have A Tight,
Compelling Sales Presentation That
Doesn't FEEL Like
You're Trying To Sell Anything...”**

It's just you and me talking on the phone about how your business can help the listener.

The whole process will take less than 90 minutes of your time...

And you can use the audio we create together in a whole host of ways to create new business for yourself...

1...You can use your audio infomercial to generate referrals...

You can burn audio CDs and use them to make it dead easy for your existing clients to send you referrals.

All they have to do is offer a "FREE valuable gift of an audio CD" to their friends.

You can even avoid the tiny cost of burning CDs by making your audio infomercial available online as an instant download.

And it gets better...

2...You can use your audio infomercial to power your joint ventures...

Just make your "valuable FREE gift audio CD or recording" available as a gift to your joint venture partner's client list.

They look good because they've given a valuable gift to their clients and you get access to a database of PRIME, high-quality prospects.

And this is just the beginning...

3...You can use your audio infomercial to reactivate past clients and prospects...

If you have clients who haven't done business with you for a while, or prospects you never converted, you can send them a copy of your audio infomercial.

It's inexpensive and some are sure to start buying off you.

For a few dollars you could create a wealth of new business.

Here's something else to think about...

4...You can use your audio infomercial to sell NEW products and services to your existing list of clients and customers...

Think about how powerfully and easily you can introduce your existing clients and customers to any new product or service you develop.

You can even do an audio infomercial explaining the benefits of a product or service someone else supplies then release this to your list in exchange for a percentage of the sales created.

And it gets better.

When I interview you on audio, it's better than an endorsement.

I ask you all the questions your prospect desperately wants answered.

Because I'm objective, I'll be thinking like your prospect does each step of the way and asking the questions they would ask.

And you'll get to answer every one of them.

Imagine this.

Your prospect is all alone in his car or exercising, listening to your audio infomercial on CD.

He's a captive audience - no distractions.

**“And You Get To Make
A FULL Presentation And Answer
Every Possible Objection...”**

You enter the dialogue in his head connecting deeply with the power of your voice...

Every question he has - I ask it and you answer it.

Every answer he needs before he can take the next step.

It's all there for him.

Can you imagine the MASSIVE increase in sales this super-powered method of selling creates?

I'll tell you.

On my site at [hardtofindseminars.com](http://www.hardtofindseminars.com), I've used audio to sell products ranging from a \$97 price tag right up to \$20,000 including...

- Selling over \$100,000 worth of a consulting seminar in less than 6 months.
- Selling over hundreds of copies of the Art Hamel business buying system ranging in price from \$299 to \$1495 each.
- Making over \$100,000 in sales in 2005 and 2006 from the sale of my HMA marketing consultant system from \$3,900 to \$5970 per sale... And I'm on track to do even more in 2007.
- Increasing the sales and value of dozens of other products, both new and used, you can find at [hardtofindseminars.com](http://www.hardtofindseminars.com) covering a wide range of topics including online marketing, copywriting, barter, joint ventures, product development, debt reduction, and much, much more...

To hear a few samples of audio infomercials I've created for clients just like you, go to http://www.hardtofindseminars.com/Audio_Infomercial.htm and you'll immediately see how powerful this selling method can be for your business...

By you using digital online audio, you can literally sell anything on auto-pilot.

The spoken word is the traditional sales method used successfully for thousands of years.

That's why we say great salesmen have "the gift of the gab".

And remember, we'll be talking about your experience in your audio infomercial...

Stories from your experience are usually the easiest to turn into powerful persuasive audio.

That's why radio interviews and talkback radio are so popular.

Also think about the unique advantages of audio over other mediums...

**“Your Prospects Are
FAR More Likely To Listen To An Audio CD
Or An MP3 Than They Are
To Sit Down And Watch A Video...”**

And they can listen to your message over and over if it's on audio.

They can listen in the car, while they're exercising or cooking.

Audio is far more versatile than video or a written sales letter.

And thanks to the music industry, audio CDs have a high-perceived value.

You can sell an audio CD for \$20 to \$40.

Think about that for a second.

The audio infomercial we record will be PACKED with highly useful, highly targeted information your prospects might actually PAY to hear.

You could make a profit out of generating leads by selling an audio CD or an online download of your infomercial...

Now I know what you're thinking.

"How much is this going to cost me?"

"How much are you going to charge to record my unique audio infomercial?"

Think about it this way...

How much money would you make if you had an endless stream of new clients from referrals, joint ventures with other businesses, and old clients and prospects...?

“How Much Money

**Would You Make If You Could Increase
Your Current Conversion Rate By 50%, 100%
Or Even 300%...”**

If you were to hire a copywriter to create a sales letter to sell your product or service, you could pay anywhere from \$3,000 to \$10,000 or MORE.

To buy a radio advertising program with any kind of exposure would cost you at least \$6,000 a year.

But I'm not going to charge you \$10,000.

I'm not even going to charge you \$6,000...

For a limited time, you can hire me to create your audio infomercial for just two easy payments of \$997.

And once we're done, you can use your audio recording as often as you like.

You can burn it to an audio CD to make referral systems and joint ventures a breeze.

**“You Can Sell The Audio CD
And Make A Profit
While You're Generating Leads...”**

Then you'll cash in again when you sell your higher priced products and services.

I'll even give you a download link on my site for a year as a completely FREE bonus so you can make your infomercial available as an online download.

So you don't even need a website to offer a download of your audio.

You can send a download link to your audio infomercial in an ordinary email.

Remember this whole process take less than 90 minutes of your time.

You don't need ANY technical expertise at all.

I do all the hard work interviewing you, recording you and editing the audio to turn it into a finely crafted selling machine.

**“If You Can Get To
An Ordinary Telephone, You Can Have
Your Own Audio Infomercial
In 7 Days Or Less...”**

But there are a few conditions.

I'm NOT desperate for business and I won't record interviews with just anybody.

You don't have to be famous or high-profile like so many of the marketing gurus I've interviewed in the past...

But you do have to have an honest business centered around providing a high-quality product or service and delivering on the promises you make.

I'm not interested in creating infomercials for sellers of pornography, scam artists or fly-by-nighters...

Also you must have a product or service that's worth selling.

I won't waste my time and your money trying to sell something that could never make a profit.

Because I'm so selective and I know many applicants won't qualify for this \$1,997 audio infomercial service, I have a special gift for you.

**“For A Limited Time
If You Call Or Email Me, I'll GIVE You
A 15-Minute Telephone Consultation
Completely FREE...”**

I'll help you find a host of ways you could use audio in your business to increase your profits.

And I'll tell you if your business qualifies for my exclusive audio infomercial service.

I normally charge \$700 an hour for consulting, so this completely FREE 15-minute audio consultation is a valuable gift worth \$175.

But this offer will only be available while I have the time free for a few more carefully selected clients.

I'd hate to see you miss out.

Claim your FREE, no obligation consultation right now by calling me...

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

Or email me at <http://www.hardtfindseminars.com/ContactUs.htm>

Yours sincerely,

Michael Senoff

P.S. If you act right now, I have one final gift for you.

After we've recorded your audio infomercial, I'll give you several FREE marketing lessons to help you capitalize fully on its selling potential.

I'll show you how to get thousands of prospects listening to your audio for mere pennies using PROVEN methods I've discovered over the years.

And I'll reveal to you a GOLDMINE of techniques you can use to take maximum advantage of this amazing marketing tool.

But you must act now because my time is limited and you must qualify for this customized service.

Call me on **858-274-7851** to claim your free 15-minute telephone consultation.

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