

This is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). Here's a short recording on exactly how I currently record my audio recordings. I talk about the equipment I use, the advantages of the software I use. I give you all the websites to get everything and the stores to get the same stuff that I use, and I offer advice and some information on how and what I'm thinking about when I'm doing audio recordings and editing. I hope this is helpful. Enjoy!

Michael: There's a lot of expensive gadgets online. I just use a simple digital recorder. You can go to Radio Shack. A lot of these recorders have software that comes with them, and the one I use, it's called a Sony ICD-ST25 Stereo. You can find it on eBay as well.

It's just a little handheld digital recorder. It comes with some great software, and that's going to record your calls, but you need a little gadget from Radio Shack and if you go online and go to RadioShack.com, or go to a local one and tell them you want to record your calls, they have several different things that you hook into your phone line that basically bypasses the phone and there's a plug that will plug right into your digital recorder.

When you make your calls, you just press the record button on your recorder and you're recording both sides of the conversation digitally, and it's really to use. It just takes a little bit of time to get it set up and make sure your wires are all connected properly, but it works fine.

You're plugging right into the recorder, and the recorder is in between the line and your phone. It costs maybe \$125 to get set up.

If you want a lot better quality, there are better things out there. If you go online, just search the Internet Audio Guy. You'll find him. His name is Mike Stewart. This guy was a sound engineer from Atlanta, Georgia, and he really understands the equipment out there. He's in the Internet Marketing circles, but he's got some good equipment as well.

Once you do a recording, you'll save the recording from your digital IC recorder onto your hard drive as a .wav file, and then once I have the wav file, all do the necessary editing of the file. So, it's just like a Word document. It's not hard.

You'll need a couple of other components which just take a little bit to get the hang of, but once you have the file on your computer, you've got it safe there. You want to get it off the digital recorder so you've got it backed up.

Then, there's the editing software. You can do your editing with it. The thing I use is the only thing I ever learned how to do. It's called Goldwave. If you go

to [Goldwave.com](http://www.Goldwave.com), you can download a free version and it will let you play around with a real short file.

I'll give you some advice. There's two versions. They have a 5.something version, and then they have a 4.something version. The 4.something version is the one I still use because that's what I learned how to do editing on, and I've tried their 5. version, and they've really changed a lot, and editing goes a lot slower when you're doing a lot of editing.

So, I'm really used to this 4. version. I would recommend you use that and you can download that and play around with it.

So, you'll open up the audio file. It looks like a bunch of squiggly lines. It's no different than a Word document. You highlight what you want to get rid of, and you delete it. It's really easy once you get the hang of it.

Then, after you do your editing, I have a webmaster who does my green buttons because I have such a large amount of recordings, I host all the recordings on my server. But, I would recommend you use [InstantAudio.com](http://www.InstantAudio.com). It's all integrated. It's an online service, and actually a lot of my recordings I do use [InstantAudio.com](http://www.InstantAudio.com).

So, what happens – let's say you take the recording off your digital recorder and you do your editing or let's say it's perfect as it is, and it's in a wav file. With your Goldwave software, you're going to want to convert that wav file into an mp3 file.

Now, the reason I say do the editing in a wav file is because when you're doing your editing, it goes a lot faster because when you take little chunks out of the audio recording and then you save it, with an mp3 file it takes along time to save. If you do editing like I'm doing, you're going to be saving a lot because you always want to back up your work in case the computer freezes up or whatever.

So, you want to do all your editing in wav. Then, once you're finished editing, you'll save it as an mp3 file. You'll save as, just like you'd save any file. It will say, "Save As – Type" So what type of file do you want to save it as.

You save it as an mp3, and then it gives you a choice of what rate to save it as. You want to save it as 22,050 hertz, which stands for megahertz. You want to save it as a mono so it's not so huge. If you save it as stereo, the file size is going to be twice as large and it's going to take a long time. You don't need it in stereo. This will be fine for the quality, and you want to save it as 24 kbps. I think it stands for kilobytes per second.

These numbers will work perfectly. Actually, they're the only numbers that will work with Instant Audio. So, let's say you save it under these criteria that I just explained.

Now, you subscribe for \$29 a month to InstantAudio.com. You log into your InstantAudio.com site, and you upload and encode your file.

So, you upload it into this server and it gives you a whole control panel, and it automatically converts into what's called Flash, and that's what you see on my site, those green buttons. Flash allows your visitors to your site to click on the button and it starts playing instantly rather than when you click on an mp3, they've got to sit there and wait for it to download before you hear the first word.

So, it encodes and converts it. It gives you a choice of different players. You can get players that have fast forward and fast reverse, pause, stop. You can have players that are just one play button. And, it let's you design all that, and you choose your button, and then it gives you some code and then, you'll just paste the code to where you want the audio recording on your webpage, and you're ready to go.

It is running off their server. So, if you have a bunch of these buttons on your webpage, the page load time is pretty slow. Their servers can definitely handle it. The only thing you want to watch out for is if you have too many of those recordings on one page, the load time of those buttons can be pretty slow. So, it's just something to keep in mind, and you can play around with it. But, four or five or six or seven, even ten of them, if people know they're going there for a recording, you can say, "Give it a couple of seconds for the page to load." Just let them know that it's going to take a minute to load. Just be aware of that.

Did you know I do audio interviews? I bet you could tell by now that I do audio interviews with experts on marketing, advertising, direct mail, list management – you name it! My interviews can build the value of your information products. My interviews can enhance the sales of a website. My interviews can make you famous. If you want someone who has an intimate knowledge of the direct mail business and understands the questions to ask, understands how to dig out the scoop, understands how to produce, develop and create a compelling audio product, you want to talk to me. I promise you if you've got a product you're selling, and you want to bring life and build value into it, please contact me.

That's the end of this short recording on how I do audio recordings and interviews. I hope this has been helpful for you. If you have any questions, please don't hesitate to call

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858-274-7851. If this all sounds too complicated and you'd like to hire me out to do some of your audio editing or recording for you, please feel free to call.

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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.

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>

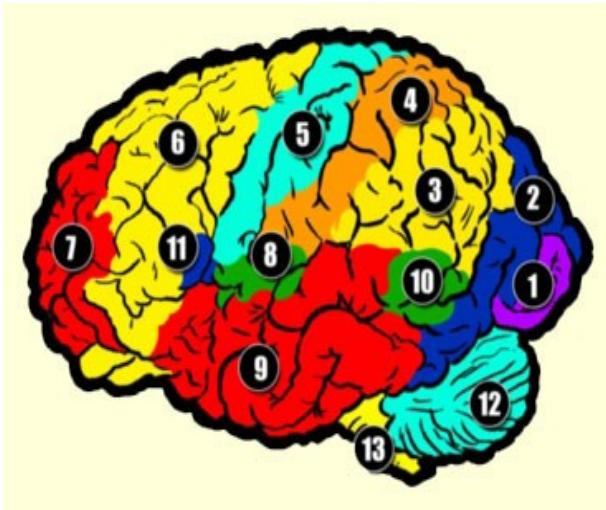
Let me reveal to you the secrets of using your own audio infomercial to bring a FLOOD of clients and customers to your business...

**“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...

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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...

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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 [hardtfindseminars.com](http://www.hardtfindseminars.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 [hardtfindseminars.com](http://www.hardtfindseminars.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.hardtfindseminars.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

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**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%..."**

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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.

For more interviews on marketing consulting go to <http://www.hardtofindseminars.com>
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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.hardtofindseminars.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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