

Mike: Hey, Lawrence, this is Mike here. Where are you?

Lawrence: Hi. I'm in New Jersey at the moment, but I'm right outside of New York City. I work in New York City as an equities trader. This is a very tough time to be doing that kind of job. There's downsizing going on in all the biggest investment banks and firms, and even the managing directors are getting kicked out. I've always been interested in starting my own business, but once I got involved in corporate life it just seemed that time constraints and completing my marketing education put that on hold. I've been trying to read as much as possible, about a book a week now.

Mike: That's great. That's smart. The hardest thing is finding time to study this stuff.

Lawrence: Sometimes it seems like things don't start to click until you hear it twelve times or in twelve different ways. Different people have different learning curves, of course, but I think the more stuff I read, the more things are starting to click. I guess it's like the Jesuit's message, an education where you throw a thousand things at somebody and then some things are going to stick eventually.

Mike: Exactly. Sounds like you're on the right track. That's exactly what you have to do. Everyone does learn differently, they learn different ways. Everyone's wired differently and that's why it's a process. You've just have to keep submerging yourself with it, listening to it, reading it, and doing it at the same time.

Lawrence: Over the summer, I wanted to start a restaurant consulting business. I was going to be principally building referrals for restaurants, and also working with their customer list. These are restaurants in the city that don't have enough business.

Mike: Okay.

Lawrence: What I found out quickly is that restaurants, and this probably goes for most small businesses, 90 percent of them don't even have a customer list. There is so much room for improvement for these people, and they just don't know how to a) use referrals and start some kind of referral system, and b) start mailing and e-mailing their customers to increase buyer frequency. I decided that I would just send out some postcards and propose to them that I could build their businesses - both the number of customers and also

buyer frequency. The postcards led them to an 800 number voice-mail and I found that I was able to build leads pretty well.

Mike: Okay.

Lawrence: Maybe between a five and ten percent response to one mailing.

Mike: That's not too bad.

Lawrence: It's not too bad. It probably could have been a little better, but then again it required a lot of headlines and copy. In a way, I guess I was just getting my feet wet. Of course, there are a lot more elements than just generating leads.

Mike: Exactly. Let me ask you, why restaurants?

Lawrence: Why restaurants?

Mike: Do you have a background around them?

Lawrence: I don't have a background per se, but I know many, many restaurant owners in the city. Two or three are good friends, so I became well acquainted with their overhead and what the dynamics are, and what they've got to do to make the rent. I'm well acquainted with the market even though I don't work in it.

Mike: Okay, well, I've got some good news for you. You're trying to do something you're learning about. Have you heard of Dan Kennedy?

Lawrence: Oh, sure.

Mike: Okay, there's a Dan Kennedy student, his name is Rorry Fat. He sells, very successfully, a restaurant marketing system. But he does it as an information product. So he's taken his expertise in being in the restaurant industry for so many years, and created an information product to sell to these restaurants. Now he certainly can't sell to all the restaurants, but this is something you may consider. There's another gentleman who I've talked to, a guy named Michael Wright. He's one of the interviews in that product. I have an interview with him where we talked about the restaurant marketing system, exactly what you want to do, and I can get you that audio clip. I can e-mail it over to you to listen to.

Lawrence: I don't think I've heard that one.

Mike: It's not on my website and it's not on the CD. It was just done outside of that. But you can listen to that and you'll hear what I talked to him about. If you were going to ask me what I thought about it, I've already explained everything to him. It's his restaurant marketing system, and I would recommend you contact him and get on his list. He has a very professionally prepared sales letter, which is a multi-step sales letter. You'll get one sales letter, and you'll get it again and again.

Lawrence: He's got about a half a dozen letters. I was just reading about this, I think it was you keep mailing them until they're dead.

Mike: Yes, or until they don't make money. But this is going to give you the formula, a success formula. You don't want to steal it or copy it, but you can certainly emulate it and learn from it.

Lawrence: One of the great things about the Herschell-Gordon-Lewis compilation, "The Greatest Sales Letters Ever," is that there seem to be the same lines that keep coming up again in all these sales letters. It's what I guess they call the perceptiveness in marketing. I sure wish I could shorten my learning curve, but I'm trying to read as much of this as possible and implement the strategies. I felt some of the challenges of what it's like to go out of the box and start selling. Things like closing a sale, the rejection factor...

Mike: It's scary.

Lawrence: I often say, "What am I bothering with this for? The only thing I know how to do is this." I feel like I want to do it and get good at it fast.

Mike: Well, you can certainly do it, just emulate successful people. If you want to stick to this restaurant thing, let me give you a phone number. This is his 800 number. When they answer or if it's a voice-mail, you don't want to say I got it from the package. Just say a friend gave me this number, and I'm thinking about opening a restaurant, and I'm interested in your information. It's 1-800-398-5111. So call up and say, "Hey, I got this number from a friend, and I'm thinking of opening up a restaurant here in New York. Can you send me some information on how to do well with my restaurant?" This is one of Rorry Fat's numbers, the guy with the restaurant marketing system. You'll leave your mailing address

and everything. Don't leave your phone number. You can if you want, but leave your mailing address so you get on his mailing list.

Lawrence: I don't need to limit to restaurants only. Any small business that's got a service business with repeat business is what I am targeting. It's a lot easier to deal with word of mouth referrals when you've got service business with repeat business.

Mike: The bottom line is you've got to think, "How am I going to make money? And how am I going to do it with very little of my time?" This is what's going to kill you: that Michael Blythe guy, he got tons of referrals; he got tons of people saying, "Yeah, I'm interested in improving the marketing of my restaurant." But you've got to go meet with these people face to face. That is what is going to kill you. You have to set up appointments with and these guys, running a restaurant is busy time. These guys are running around like with their heads cut off. It's hard to meet with them, they always reschedule. You're going to drive yourself crazy having to meet with these people.

Lawrence: I met with some of them. I met with a guy who was really in the shadow of the World Trade Center. I think his restaurant is pretty much on its last leg. It's been around for quite a number of years. I don't want to say too much because it will pin him down to use this in an interview. Anyhow, he was calling me a few times after he got the postcard, and I sent him the sales letter twice. I sent another one twice. I went down to meet him and he rescheduled the interview a few times. That's one thing, you can't leverage yourself.

Mike: You can't leverage. That's why I say, if you're going to do something like that, I'd consider creating an information product where you don't have to meet with these guys.

Lawrence: In other words, I guess you could do something like a template for, let's suppose, a referral letter or a business card. You could put that inside the information package and teach them to do three things: increase buyer frequency, increase referrals, and increase purchase orders.

Mike: You need a product. Here's an idea. What you do is you find ten of the most successful restaurants in the New York area.

Lawrence: That's pretty easy to do.

- Mike: Okay, it's pretty easy to do. You see if you can get six of them to do an interview with you. Talk to them over the phone and record it. Say, "Look, I'm doing a radio show for the Internet. I have people who want to know how you became successful." People love talking about themselves.
- Lawrence: Sure do. Would that be with the restaurant manager or the owner?
- Mike: Talk to the head cheese. You talk to the main man, the owner, and do an interview like what I do with them. And you can record it. You have a computer, right?
- Lawrence: Oh yeah, I've got Gold Wave. I've been studying Russian for a while so I wanted to convert analogue to digital.
- Mike: Okay, did you get Modem Spy?
- Lawrence: I don't have that, but I heard you mention it in one of your interviews.
- Mike: There's a link to it up on the CD, I think it's the very last recording on audio clip page 4. Go download that for your computer and you can record the conversations, just like I'm recording you. And you just ask them for their permission, if you can use it for your radio show. Later you can tell them you're thinking about selling a package. You want to try to get them to sign a release with you, where you can use that interview. Once you have the rights to the interview, you create a six or ten audio tape course of "New York's top restaurant owners reveal all their secrets of how and why they're so successful." And you incorporate a sales letter.
- Lawrence: We have a guy there who opened a restaurant in 1986 and it's still open, and as you know, five years in the restaurant is a lifetime. So this guy's been around for fifteen years.
- Mike: Talk to him.
- Lawrence: It's a high grossing restaurant. I think it's second or third after Tavern on the Green. Tavern on the Green is the top grossing in the country, and this guy opened up another two restaurants of probably equal level.
- Mike: So this is how you create a product. You need something to sell, right? Don't you think that would be a great product?

- Lawrence: If you see any of these names of these top restaurants, it has pulling power. Yes, absolutely.
- Mike: Okay, so let's say you get six of the top names, you have an hour interview. If you can't interview and you don't have the skills, go onto Elance.com and hire and hire an interviewer or you can search the web for a former newspaper reporter. Find a reporter who's a good reporter and a good interviewer, and let them do the interviews for you. You just organize it.
- Lawrence: Yeah, I don't think I'd be the most polished interviewer there is, but I know I could create a good outline of questions and be a good listener. Timing seems to be the key. I've found out from listening to you with your interviews, it's more about guidance. If you're trying to get somebody down a certain alley, you give a little direction. If they're going off on a tangent that sounds great, and then you talk for fifteen minutes about something your listeners love, you just let them go with it.
- Mike: You just let them go. They'll spill their guts. Let me tell you that the owner of a successful restaurant - that is his baby. That's his child that he's been nurturing all these years. He will talk and talk and talk about it and he will reveal everything you want to know about it. Not too many people take the time to ask him about it, not even his wife, not even his kids. They don't care; they just want to borrow money. You know what I'm saying?
- Lawrence: Yeah.
- Mike: When a guy like you comes, or someone like a reporter, he's elated. He wants to share to the world how he did what he did.
- Lawrence: There's this guy selling stuff on eBay, it's some MLP related stuff, but he's been a J.A. student and he's been to all these Gary Halbert seminars since the late 80s. He puts up about five or ten auctions a week, which average about \$50-100 per auction. He suggested an idea for interviewing anyone in any industry. You talk to the publishers of trade journals. They don't really have any paid writers. They get their content from people who volunteer stuff. Somebody interviews someone and the stuff gets inside, on equity derivatives or something. A lot of these guys don't have staff writers, so they hire out or get somebody to volunteer something. I wonder if I could do that for the restaurant industry. Is there a trade

journal where I could contact the publisher and say, "I'm willing to interview so-and-so, if they agree to do the interview, you can make an article out of it."

Mike: Sure. So it would give you some credibility when you call them?

Lawrence: Yes.

Mike: Absolutely. Call them up. The publishers are in business to sell publications. A lot of these magazine publishers have freelance who do the articles for them. Absolutely. One thing: you believe you need that credibility behind you for someone to talk to you, but you're wrong. They'll talk to you if you just ask them for it. That's what I'm saying. They have so much invested they want to talk about it. They're waiting for someone to come ask them about it.

Lawrence: I believe that. I know, certainly in a sales letter, if you have two blockbuster testimonials at the top of the sales letter that's a good way to keep somebody's eyes on the page.

Mike: What I'm saying is that if a ten-year-old kid wanted to talk to the owner of this restaurant, he'd talk to him. You may believe you need some kind of credibility behind you to get them to talk to you, but just if you ask and tell them the truth of what you're trying to do, they'd love to talk to you.

Lawrence: Okay.

Mike: That's what I'm saying.

Lawrence: The other person I wanted to ask you about was another Jay Abraham student. I used to get some direct mail stuff from him, I think it was a few years ago. Anyway he proposed this idea where you approach small businesses and you tell them, "Look, for every new dollar in business would you give me a quarter." So he proposed people buy his system and he would give a template with for referrals, and you would approach a small business, either through a postcard or a sales letter, and say, "For every new dollar I bring in would you give me a quarter?". They keep track of all the new customers they get with this referral system, and they pay 25% of the net to the person who brought them new business. And it seemed a little convoluted to me, or if not convoluted, a little hard to put into practice, because you really don't have any guarantee that

the business owner is going to pay you even if you get new customers.

Mike: Yeah, it's real simplified the way it's mentioned - "For every new dollar I bring you, would you give me 25 cents?" It sounds really easy, but in reality, you're going to encounter a lot more challenges. You know, the best advice I could give you is, you want your own product. You need something to sell, and something to market. If you don't have one, I say make it. That's why what I'm saying it may be a little effort. If you can sell a product, you could probably sell hundreds of thousands of dollars worth of these tapes to restaurants all over the country, or all over New York. How many restaurants are in New York?

Lawrence: You can't even count them on one block. In a restaurant saturated block you couldn't keep track if you lived around the corner. I have an apartment in Manhattan, around the corner from what used to be a Mom and Pop section in downtown New York, and in the last fifteen years it's been completely transformed into restaurant after restaurant after restaurant.

Mike: Then they're all hurting. Not all of them, but a lot of them are.

Lawrence: Believe it or not, the areas that are most saturated with restaurants draw more customers because it's kind of like a stronger magnetic pull. The restaurants that are on the side block and not near any competition, they're the ones that are hurting the most.

Mike: So that's who has to learn how to market. Restaurants come and go every year, right?

Lawrence: Oh they sure do.

Mike: Probably 60-70% of them go out of business within the first year, right?

Lawrence: I was mailing restaurants all over the big cities, postcards, and I was getting returned mail. I was looking in some of the later information in restaurant guides, and I would get a piece of mail from one of the restaurants I mailed to.

Mike: Jay talks about the moving parade. Let's say you have these ten tapes of the top New York restaurants, how they did it, why they did it, when they've been successful - all their secrets. You've got ten

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audio recordings. So you put them in a binder. Then you take the recordings and you have them transcribed, word for word. Now you have a big thick manual of the actual transcripts. Maybe on one or two of them can have a video. You can them talking in front of a video camera. So you've got a video with it. And you sell it for \$299, or \$399, and you can add a continual audio tape every month for an extra \$199 a year. There's your product, right? Then you have an unlimited amount of restaurants, right? You already have a postcard that's pulling a good response. What's the response pulling?

Lawrence: I would think it was 5 on the low end. I'd say it was averaging closer to 8.

Mike: Okay, 8 percent. So you mail out a thousand postcards for \$210? Something like that?

Lawrence: Four cents on a postcard, even with printing.

Mike: Okay, what's the postage on a postcard?

Lawrence: Twenty-six cents.

Mike: Okay 260 bucks to mail out a thousand postcards. Let's say you're getting 8% response. So what's 8% of a thousand? 80?

Lawrence: Yes.

Mike: So you get 80 responses of people who leave their name and address and phone number, saying, "I'm interested." Right?

Lawrence: Let's say only 10% of those are people are buyers.

Mike: Out of those responses, that's 8 who buy. Let's say it's a \$300 product. So 300 times 8 is 2,400 dollars. So your cost is negligible. If that system works without talking with anyone, or meeting with anyone, and you don't have to be there, and you've got a system that's producing 6 to 7 times total costs - between your postcards and your costs for mailing out a letter, and your cost for taking the name, address, and phone number and having it transcribed into a database. That can all be farmed out for next to nothing.

Lawrence: Right. I guess that leads me to 2 questions, Michael. The first one is, I know people love to talk about themselves, and I know that most of these guys who are successful restaurant owners don't get a forum to talk about how great their product is and why people keep coming back to them, etc. When it comes time, I'm sure I could arrange an interview with say, three of the ten, and that's it, and maybe persistence could raise that to six as you suggest. But what is going to make them say "yes" to signing a release and letting this audio go out on the marketplace and be sold? How does it serve their interests do to do that?

Mike: It serves their interests because they get to toot their own horn, number one. Number two, you tell them that you expect to sell thousands of these tapes to people all over the country -"I'm gonna make you famous. Plus, you're getting to promote your restaurant." And tell them you'll give them the rights to the tape of how he got started, and he can pass it out to all his interested customers.

Lawrence: That's a very appetizing idea.

Mike: That interview he can use to further why people should dine at his restaurant, free.

Lawrence: I could put, "What do 2% of the top grossing restaurant owners know that you don't" on the top of the sales letter.

Mike: You can. If you want ideas for copy and headlines and stuff, you're going to get on Rorry Fat's list. It's going to be filled with ideas, because a lot of that stuff was written by Dan Kennedy.

Lawrence: I think I even counted some restaurant referrals in Jay Abraham's "93 Unique Referrals."

Mike: Right. Have you gone through that?

Lawrence: I don't have any of Jay's cassettes yet, but I'm going to start looking for something that's going to fit my needs.

Mike: Good, okay.

Lawrence: I've read a lot of information, but I don't have any of Jay's materials and I don't have any of Gary Halbert's material. Is there anything you can think of offhand?

- Mike: I could think of a lot of things. I mean, are you ready to invest in some education?
- Lawrence: Yes, I am. It's just that right now, time wise, I'm not going to be freed up until probably middle of November.
- Mike: Are you in the car at all?
- Lawrence: I don't have a car in New York City, but I'm on the road a lot.
- Mike: When you're on the road what do you do? Do you have a cassette player you could listen to while you're on the road?
- Lawrence: I do. Usually they're just rental cars. I'm in hotels a lot.
- Mike: That's when you can listen to this stuff. You bring a Walkman with you and listen to the cassettes.
- Lawrence: I know, on the plane, actually, it's a great thing to have.
- Mike: You see, that's when you learn, on your downtime. Like when I go running, I bring my Walkman, that's when I get most of my education, while I'm just exercising or relaxing. I mean, that's just a suggestion that I would think makes sense.
- Lawrence: It sure does.
- Mike: It doesn't take that long and the cassettes run maybe an hour. In thirty days, you go through 30 cassettes. On a plane you could go through more.
- Lawrence: I really want to get a hold of some of that stuff.
- Mike: How do you like to learn? Are you a reader, or do you like to listen more? Or video?
- Lawrence: A combination. I like to read, and it's visual for me.
- Mike: Okay. If you want to invest, I don't know what level you want to go, say, "Mike, I've got \$500 to invest in materials," and I'll set you up with an incredible package of Jay Abraham material. Enough that if you just studied this stuff, you'd be 99.9% more educated than anyone out there. And you don't need to learn at all. Imagine if the

example I just gave you with your postcard worked out and worked out perfectly. That's one system.

Lawrence: Sure. \$500, that's peanuts.

Mike: That's one system that could be going on and on just in New York City. You could do it in every city in the country. You're looking for a system that makes a small profit on a small level. Once you've done that and it's set up to be automated, where you're not doing anything but pushing the buttons, you call your secretary and say, "Get me out 10,000 postcards to the newest 10,000 restaurant." They go out. The calls come in on an automated voice-mail. You have a person transcribe them into a database. The database is sent to a mail house that already has your letter, and mails your letter out. And it's all automatic. The money comes in to a service, a fulfillment service that you can farm out. All you're doing is managing it and watching it, and then growing it, and doing it in different markets. You're just looking for that one system that's going to work and make a profit and you just multiply it.

Lawrence: Yes. Roll out.

Mike: You roll out.

Lawrence: It's really a terrific notion, getting the top restaurant owners in the country.

Mike: You may as well. You've got to have a hot product. A new restaurant gets to learn from say ten of the best, ten of the most successful – with hundreds of years of restaurant experience.

Lawrence: You could add "How to make it work when opening a second restaurant."

Mike: Anything. And you can add on it and build it and it's your product. You see?

Lawrence: It's a really appetizing idea.

Mike: Now you've just got to do it. And doing it is easy - but it's the hard part for most people. You know what I mean?

Lawrence: Yeah. I didn't know we'd be on the phone for a half hour. I really appreciate the CD that you sent me, Thank you for taking a half hour on Friday afternoon to talk to me.

Mike: No problem at all.

Lawrence: I guess I just wanted to do some reconnoitering right now, and figure out what would be a good package for me to buy. I guess I'd be interested in somewhere between \$500-1000. It would be something like a J.A. or Gary Halbert. You have enough information about me right now to be able to suggest something, just two titles or three...

Mike: Okay, let me do this. You do this for me. Are you near your computer right now?

Lawrence: Yes.

Mike: E-mail me a short testimonial about the CD, and put your full name and your mailing address and your phone number in the e-mail so I have it right there in front of me. I'll e-mail you back a package. I'll put together a package for you and I'll just make you a presentation of an offer. The things that I think would be the good materials for what you want to do.

Lawrence: I'd like to wait a few hours before I send a testimonial - so I can make it a little more objective. I am a little overload.

Mike: That's fine. No problem at all, you don't even have to do it today. What I'm saying is, once I get the e-mail I'll put a package together and mail you the details on it and I'll let you decide between a couple of different things.

Lawrence: I really, really do appreciate speaking to you and listening to those blockbuster interviews. Fantastic.

Mike: Well good. I'm going to edit this one, and I'll send it to you for you to re-listen to, just for yours ears only. If you like the way it sounds, and you're willing to share it, we'll put it up on the website for others to benefit from. And then I'll interview you a year later when you're really successful.

Lawrence: Describing that product, it's pretty easy to visualize that.

Mike: It doesn't have to be hard, it really doesn't. It's easy. You've got to do it, that's all.

Lawrence: All right, Michael, once again thanks.

Mike: Thank you for calling. I'm glad you did.

Lawrence: I'll shoot you over an e-mail in a couple of hours.

Mike: You got it.

Lawrence: Bye.

Mike: Okay, buddy, take care. Have a good weekend.

Thank you again for listening, this is Michael Senoff with www.hardtfindseminars.com. If you want to get in touch with any of the people in the interviews, please email me at Michael@MichaelSenoff.com.

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

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

Hi I'm Michael Senoff,

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

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

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

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

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

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

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

What makes the HMA system for marketing consultants so special?

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

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

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

Recently I've used audio...

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

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

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

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

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

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

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

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

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

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

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

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

And you can do the same!

Now I know what you're thinking...

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

Two reasons...

The first...

“There Are Literally Tens Of THOUSANDS

**Of Profitable Niches Out There
With NO Competition...**

**“Filled With Prospects
Just DYING For A High Quality
Information Product...”**

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

They're just waiting for you to CASH in!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Hello Michael,

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

of it not even in the products they sell. You bring out some of their secrets and they're glad to do it.

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

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

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

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

Michael Morales

And you'll get more...

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

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

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

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

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

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

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

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

And there's still more including...

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

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

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

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

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

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

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

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

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

Michael,

I just listened to the FIRST HOUR of the four hour series on special research tools on the internet. To say that this material should not be sold because of its power is an understatement. I am completely blown away by the rock-solid, down-to-earth, honest-to-goodness depth of this material.

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

With appreciation,
Millard W. Grubb

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

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

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

You'll discover...

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

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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>

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

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

And that's just the beginning...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Your Information Product Creation System Includes...

- 1.) How To Turn A \$28 Book Into A \$3,900 Information Package - you'll get immediate downloads of the report and audio...**
- 2.) Seven Fatal Mistakes That Will KILL The Creation Of Your Audio Program Stone DEAD - full report and audio download...**
- 3.) Front Line Secrets From The Trenches Breakthrough Audio Creation Report - 2 page report...**

- 4.) **Seventeen Roadblocks That Can Stop You Making Your Information Product And How To Get Around Them FAST! - full report and audio...**
- 5.) **The Fastrack Audio Creation Guide - 17 insider secrets to planning your audio in the fastest time possible - full report and audio...**
- 6.) **Your Half Hour One-on-One Audio Information Product Consultation...**
- 7.) **15 hour Audio Of Consultations - Hear me consult others about how to take their ideas to the next level using audio marketing secrets...**

I'll give you the whole system - every download - for 30 days completely FREE...

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

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

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

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

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

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

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

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

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

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

To get started, go to:

https://www.hardtofindseminars.com/Audio_Marketing_Secrets_Triple_Order.htm

Yours sincerely,

Michael Senoff

Michael Senoff
hardtofindseminars.com

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

For more interviews on marketing consulting go to <http://www.hardtfindseminars.com>
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But only if you act NOW!

Claim your free 30 day trial right now at:

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