

Linda: I do take action. To me, it's focusing and sorting. It's like, "There's all these wonderful things I can do. It all looks really good. What do I do first? And what do I focus on?" And how, and also the other thing is, how do you test things so that you don't spend a lot of time, so that you know very quickly if one road is the right road?

(Introduction)

Michael: Have you studied any Jay Abraham materials?

Linda: No. But, incidentally, I received a sales letter from a company over here for a Jay Abraham seminar.

Michael: Yeah? What was the company?

Linda: Manhattan Direct.

Michael: Okay

Linda: And I think it's about \$3,000 or something. Anyway...

Michael: Yeah

Linda: ... so, I thought, well, and of course I have been receiving your emails for a while.

Michael: Right.

Linda: I mean a number of things coincided. The main thing is that I realized that I would really have to turn my attention to marketing, whatever I did in life.

Michael: Right.

Linda: Unless I knew marketing and understood marketing, I wouldn't be successful, because it applied to everything; everything that was commercial.

Michael: Yes.

Linda: So, I've been doing hypnosis. I've been charging, for my hypnosis sessions, I charge 250 pounds...

Michael: Okay.

Linda: ... which is incredibly high compared to most, you know, hypnotherapists.

Michael: Okay.

Linda: I only do one thing, which is smoking cessation.

Michael: Okay.

Linda: It's been working well, in the sense that I can work, you know, a couple of days a week, but there's actually quite a lot more work to it than that.

Michael: Right.

Linda: Because you're having to contact people and speak to them and send out letters and things like that, even though I do have the service that does quite a lot of that.

Michael: Right, I understand.

Linda: And, I realized, obviously, that, you know, my time is money. I sold my big house...

Michael: Yes.

Linda: ... and I moved up north. And basically I'm living, I'm just living...

Michael: Well, what do you want to make? How much do you want to make so that you feel comfortable? What kind of goal do you want to set for yourself financially and time-wise?

Linda: Right. Financially, I would like to earn 10,000 pounds a month in passive income. That's what I would like.

Michael: What are you at right now?

Linda: 800 a month passive income. Now that's passive income.

Michael: Okay.

Linda: That's income just from investments.

Michael: Okay, I see.

Linda: So, I've been getting involved in property and investing in other things.

Michael: Right.

Linda: So at the moment I'm kind of living off capital. And what I'm doing is I'm now deciding that I have to use this next year to really learn, and part of what I have to learn is marketing.

Michael: Right.

Linda: So, that was kind of a decision I made and then I got this letter about Jay Abraham and then I remembered your stuff, so I decided that I have to invest in my education, basically.

Michael: Right.

Linda: But the thing that I'm interested in as well is this joint venturing. You know, I just find it interesting, these different types of businesses and the fact that, you know, I don't necessarily have to develop my own product to be able to sell other people's products.

Michael: That's correct.

Linda: So, that was what I was interested in. I just find the whole thing fascinating. And so I also liked the idea of being a marketing consultant. Because even just listening to the people that you're talking to. I mean a few of them said to you, "I don't want to do this stuff." I understand, you know, I understand them. "I know I need to do it. I don't really want to do it. I just want someone else to do it for me."

Michael: Right.

Linda: So, I might like to be that person who steps in, in that situation. So, you know, there are a lot of companies in the U.K. who might be in similar situations. So, I don't know yet. I'm just exploring.

Michael: I understand.

- Linda: I just want to, at this stage, I want to learn, and sort of follow-up things and see where they lead.
- Michael: I think that's a great idea. Just explore and see what really strikes your fancy and kind of figure what you're going to enjoy doing the most, you know. And then just go in that direction. Because once you understand marketing, you know, whether you're selling hypnosis courses on how to stop smoking, or thumbtacks, it doesn't matter. You can get in. Once you understand marketing, you can market anything you choose.
- Linda: Yes
- Michael: And you don't actually have to market it in your area and you don't have to own it. You can find other people who have already set that up and have already invested years in doing that, but who are doing it poorly, and just step in and take it over for them.
- Linda: Yes. Yes, that's what I'd like to do. I mean the other thing I'm interested in is - you know, the main reason that I'm able to charge what I charge for hypnosis is because of the marketing system I use.
- Michael: Okay.
- Linda: It's also because of the hypnosis system. But that means that there are all these other people out there. There are high margin industries like, services like dentists, plastic surgeons, all these sort of people, private doctors and people, who, if I understood marketing, then I could take what I know and maybe put together products that are just aimed at these niche markets for increasing their business. I mean, the sky's the limit really.
- Michael: That's correct.
- Linda: So that's why I'm excited about it because I just think that once I've mastered it, once I understand it, and I know the areas that I would be strong in, basically have a portfolio career, do my hypnotherapy which I really enjoy, and do this as well. And do things that I enjoy...
- Michael: Okay.
- Linda: ... and make money as well.

- Michael: How did you originally find out about my CD? Or did the CD come first, or were you searching Jay Abraham first?
- Linda: No. I'm just trying to think. I must have been searching for other things because I found you on the Internet. So I must have been searching for someone else.
- Michael: Okay.
- Linda: It might have been Bill Meyers, because I've watched a lot of Bill Meyers' videos. It might have been something like that.
- Michael: Okay.
- Linda: Where I found your website and then I just signed up for your email, and I started getting your emails.
- Michael: Did you go to MichaelSenoff.com yet?
- Linda: MichaelSenoff.com? I don't know.
- Michael: Okay.
- Linda: I've been to your website.
- Michael: Okay. I've done a couple of new things. On my HardToFindSeminars.com, I'm not offering any of the audio clips right now for free. I've basically revamped the CD and I've added about twenty new additional clips, and I'm going to be selling a silver version of the CD...
- Linda: Right.
- Michael: ... which will have all of my audio clips on one CD. If you want to see what it looks like and access some more audio clips before I take them down, you can download them into an MP3 file. And if you go to MichaelSenoff.com you'll see.
- Linda: Okay.
- Michael: And I'm saying that specifically because there's a couple on joint venture that you don't have on that CD right there.

Linda: Okay.

Michael: There's a bunch of different ones, a lot on product development, stuff that isn't on the CD that you have in your possession.

Linda: Okay.

Michael: So you can go and download those that you don't have right away, because in a couple days I'm going to be taking it down from there.

Linda: Okay. All right.

Michael: And how do you like to learn? Are you a reader or an audiotape person, are you in the...?

Linda: I'm more of a reader and a visual person.

Michael: Okay.

Linda: I like watching videos and reading. I can listen to, I suppose, it's really, for me, audio is... Like I've been sitting in front of the computer the whole day. It is...

Michael: Yeah.

Linda: ... in a sense it keeps you fixed.

Michael: Yeah.

Linda: Yes. So I suppose, and visual. You've got both, haven't you? You've got audio and visual. So I like that.

Michael: Okay. Now, you got the letter for the Jay Abraham material. Have you studied any Jay Abraham at all?

Linda: I haven't. I haven't even gotten his book.

Michael: Okay.

Linda: I think I've gone on to Gary Halbert. I've tried to go onto his website, and maybe got an old newsletter.

Michael: Right.

- Linda: Maybe it was him or someone else.
- Michael: Yeah, that is. That is his website and he's got all his old newsletters up there and that's about it.
- Linda: I only got through to one. I only saw one.
- Michael: Definitely, I would recommend you read all his newsletters.
- Linda: Right. Okay. So write that down.
- Michael: Gary Halbert did a lot of writing for Jay Abraham in the early eighties. He actually helped write one of Jay Abraham's first products, from what I heard. I'm not absolutely positive, but that's what I've heard. It's a product called "Your Marketing Genius At Work," and was a series of 18 reports. It was a monthly kind of report newsletter that was sold to a list of people, of newsletter subscribers. There's a guy named Howard Ruff, and Jay Abraham was involved in all these financial newsletters back in the early eighties. They were very popular. There were tons of them. These were people who wanted to make money off the stock market and investing in gold and things like that. I have a number of Jay Abraham products, both things you can read and audiotapes. I don't know what solicitation you got recently, but it was probably for either his "PEQ", does that sound familiar?
- Linda: No.
- Michael: "Mastermind Marketing"?
- Linda: Well, I keep all the stuff; I keep all these sales letters. Where are they? Funny, I knew one day, and so I've got a big bunch...
- Michael: Well, good.
- Linda: ... and loads of sales letters.
- Michael: Well, regardless. I'm going to tell you this: regardless of whatever sales letter you have, Jay Abraham's stuff is...
- Linda: Oh here it is! Here it is.
- Michael: Yeah.

Linda: "The New Millennium Twenty-First Century International Master Marketing Training Program."

Michael: Yeah.

Linda: Oh, okay.

Michael: All right, that's his "Mastermind Marketing" program.

Linda: Right. Okay.

Michael: It's probably, is it the tapes of the ones he did here in the US?

Linda: This is a seminar.

Michael: Is it a live seminar?

Linda: Yes, it's a seminar. And that is the \$3,000. And then there's also a home study course as well, if you didn't go to the seminar.

Michael: Right, you'd get the home study.

Linda: Yeah, which is about \$1500.

Michael: Okay.

Linda: So that's what it is. But the thing is, I can't keep going to these seminars because it's just too inconvenient. I mean, I'm going to a hypnosis one. I mean I just can't keep going to them. So, for me...

Michael: Well, I understand.

Linda: ... videos are ideal, really.

Michael: Well, Jay Abraham doesn't do too much video stuff.

Linda: Right.

Michael: I've got audiotapes of his and I have reading material of his.

Linda: Okay. Well, whatever, I'll use that.

Michael: Well let me ask you, if I could put a big box of Jay Abraham stuff together, at least enough stuff that's going to give you 70 to 80% of

an education on all his main philosophies and ideas for \$500 plus shipping, would that work for you?

Linda: That would be very good for me. I'd be very please with that.

Michael: Okay, well...

Linda: But is there anybody else that you'd recommend?

Michael: There are other people to study, but when it comes to marketing and philosophies and getting a grounding, a core understanding in these marketing principles, I'd go with Jay Abraham and I'd go with just the audio clips that I have on my CD-ROM and that I have on my MichaelSenoff.com site.

Linda: Right. Okay.

Michael: I think that's plenty. Because I could give you other stuff, and you're just going to hear it rehashed. I mean, there's only so many ways to teach this stuff, you know?

Linda: Okay.

Michael: Jay didn't invent all these things. These things were being taught by some of the masters back in the 1800s.

Linda: My problem, and maybe the problem other people have, is that once you've been through all this stuff, it's like you're sitting in a goldmine, but you don't actually know what to do, how to actually turn that rough ore into gold, in a sense. Now, how do you now apply it? What do you do?

Michael: Well you have to get clear. You have to be clear and understand where you want to go. What do you want out of all this stuff? That's the most important thing. You have to be clear. You've got to have an end game, a goal. What do you want to do -- and you can't do it all -- and you have to understand that. You're going to have to make a decision and set a goal and then implement strategies and action towards what you want to do. That's the bottom line. I just tell people, "Get a yellow pad and start making a list of the things you need to do. Put your goal at the top and then start getting to work."

Linda: Right

Michael: Because no matter what, you're going to have to work at it. You're going to have to make calls. You're going to have to negotiate deals. You may have to design a website. You know, there are a number of things you have to do. Now, if you've got that inside you and you're disciplined, then you can do it. Not only study it, because there's people who study it all day long...

Linda: Yeah.

Michael: ... and never do anything...

Linda: Yeah.

Michael: ... then you're there. As long as you act on what you're learning.

Linda: I think for me, doing is not the problem. I do take action. For me, it's focusing and sorting. It's like, "There's all these wonderful things I can do. It all looks really good. What do I do first? And what do I focus on?" And also, the other thing is, how do you test things so that you know very quickly if one road is the right road? Do you know what I mean?

Michael: Right.

Linda: If, for example, if I was going to do a report - that's why I was thinking, I saw a John Kramer thing on the Bill Meyers' tapes, and he was saying about doing these reports...

Michael: Free reports?

Linda: Test the market before you put everything into the market, you know,...

Michael: Mmm hmm.

Linda: ... and put everything into a product or marketing to a particular market. So, it's to have a system as well, to say, well, "These are the different things I want to do and this is the way I want to test them."

Michael: My philosophy is, once you understand what you want to do...

Linda: Yeah?

Michael: ... the system you want to put in place is the one that's going to take the least amount of effort and is something that you can actually delegate to somebody else. I'm like that. There are a lot of things that I get done that I never do myself, and I know I will never do them myself. But, I will put an ad up on eLance.com, or I will put an ad in the paper, and I will find someone, even if I have to pay them, to do it for me.

Linda: Yeah.

Michael: Because once you know you get these things done that need to be done, once they're done - and if they're marketing related, there's going to be a residual down the road and that's certainly an investment towards your business, not really an expense.

Linda: Well, that's right. And I don't mind doing that. I think what it is, is just this thing of being able to test it very quickly. Do you see what I mean? It's like, rather than putting in a lot of effort and, because you know yourself, like you've said on your tape, how much work you have to put in...

Michael: Mmm hmm.

Linda: ... the grunt work you have to put in to set up whatever it is you're doing.

Michael: That is true. And I've chosen to do it this way because I like to keep control of my own product for ego or whatever reason. Now, there are other projects that I could do where I wouldn't have to do all this grunt work. Like, I could just go buy the licensing rights to someone else's stuff, let's say Dan Kennedy. He sells for ten or fifteen grand. You can buy the resale rights of all his products, with all the sales letters, with all the websites all ready done. And you're in business. Now all you've got to do is get to work and start selling people on buying his stuff.

Linda: Yeah.

Michael: So that saves a lot of work by licensing something. I think the material from Jay Abraham - that's why I tell people, you can get any of his courses, even back from the mid eighties, and as long as you get 60-70-80% of it, you're going to have more ideas than you can possibly do in ten life times. You don't need to do them all. All you need to pick one or two little systems that appeal to you...

Linda: Yeah.

Michael: ... and that you're comfortable with doing, and you can make a fine living just off two things.

Linda: I think that's the thing. It's like when you were talking about licensing the Dan Kennedy thing, it didn't do anything for me.

Michael: Mmm hmm.

Linda: And I think the thing with the joint ventures and doing the marketing consulting, that did. I think you're right, you just sort of follow where that leads, where, you know, and that it is the right thing, because you know inside that you feel that's something you could do or something you'd want to do.

Michael: Right. Well, I do it because I like meeting people like yourself. I like the interaction with marketing, with people who use their brain. You know, we're kind of in the same fraternity. I feel good about helping people, so it's fulfilling. I can make money at it. And, it's exciting. It's fun to me.

Linda: Yeah.

Michael: So that's kind of why I've gone this route. And I like creating things, so I'm doing everything that I really like. And I'm always learning and it's stimulating. And that's the most important thing. Way more than the money.

Linda: Yeah.

Michael: So that's why it is really important for you to get clear and really think hard about what it is that you want to do. What would be the ideal thing? What would be fun?

Linda: Well, if, the things I would really like to do, I mean I love hypnosis and NLP, and I feel very fortunate to be able to be making a living doing something that I really am passionate about...

Michael: Okay.

Linda: One thing I was thinking about what I'd really like to do is develop products that address different things. Do you know what I mean?

Michael: Yeah.

Linda: Just very little products. I've learned, from doing what I do, is that I'm now reaching people who would never think about hypnosis. Just smokers, ordinary smokers who do all different types of jobs from managing director down to manual worker, and they're all experiencing this thing of personal change...

Michael: Mmm hmm.

Linda: ... through hypnosis. And I feel like I've changed their lives in some way. And I find that really fulfilling. I find that amazing, that I can do that in a couple of hours.

Michael: Okay. Let me ask you this. What you're doing is something labor intensive because you've got to be there to do it.

Linda: Yes.

Michael: Can you record these sessions and use these as a product that you can sell?

Linda: Not really because the system I'm using was taught to me by someone else. So that's one thing. So there'd be legal issues. But the other thing apart from that, there's a lot of other teachers, I'm now starting learn it and go on other courses.

Michael: Mmm hmm.

Linda: And I'm now going to be learning phobias and fears and things like that. And, what it is, really, is me now getting a lot more knowledge. And I have to make the decision, "Do I want to really invest that amount of time and energy in getting really involved in this?"

Michael: Mmm hmm.

Linda: Because there's so many hypnosis products on the market. And also because it is by its nature, in a sense, it's labor intensive. You know you're dealing with people. And everybody is different.

Michael: You can make and create information products. If you really get into it and you get good at it...

Linda: Yeah.

Michael: ... then you could have, and once you develop your own style, your technique...

Linda: Yeah.

Michael: ... then it's yours. You own it. Then you can start recording or videotaping your sessions and maybe you could do a seminar with multiple people. And if you're good at it and you're confident and you can really bring change, then those will be the products that will really drive your business, where people can be hypnotized at home. It's just like Richard Bandler.

Linda: Yeah.

Michael: Yeah. He's got a ton of products. NLP is really hot. It's a very big, passionate market.

Linda: Yeah.

Michael: It really is. And, who cares if there are a hundred thousand people doing it? There's so many people with no idea what it stands for, it's almost like still virgin territory anywhere you go.

Linda: That's it. You see there's this NLP community, but then it's translating it to the general population and taking some of these techniques and putting them in a form that anybody can do it on a specific niche, like I'm doing at the moment with smoking.

Michael: Right, right.

Linda: And so there's things like, I said, just maybe, that was my idea, that maybe you'd have lots of things and people would buy the benefit. And the fact that it was NLP, if you put it as NLP, they wouldn't be interested in it.

Michael: That's correct. Yeah, that sounded great. You could develop a nice product line and create niche markets. Absolutely.

Linda: So then I'd have to make that decision. But I'd still like to learn...

- Michael: Well you don't have to do a ton. You could just start focusing on your smoking and just try and increase the marketing on that. And once you have your system down pat, you may want to increase the price. You may want to bring more value to why someone should choose you. How much more expensive are you than the average guy?
- Linda: Well, a lot more expensive. What it is, is that there are about 300 of us throughout the country and we all charge between about 250 and 300 pounds.
- Michael: Mmm hmm.
- Linda: But then I've got, for example, people starting to ask me things, like I've got people coming to me and saying "Well, I've got a friend..." Like, I was talking to a lady today who had agoraphobia, for example, and I'm going on a course that's going to be teaching me about how to deal with phobias. But, you know, I've been listening to the masters of hypnosis and I know that I've got a long way to go. You know, I can do simple NLP things, very simple things.
- Michael: Yeah.
- Linda: To me, that's my love, if you like. It's the thing I'm doing because it's going to take me a while to get there.
- Michael: Mmm hmm.
- Linda: But in the mean time, I've got this other side of me that really enjoys business and marketing as well.
- Michael: Right.
- Linda: So I thought, "Well why can't I do these things, you know, just do these things together? Why do I have to do one thing? Why don't I do...?"
- Michael: It is a business. Your NLP is a business and it's all marketing driven.
- Linda: Yeah.

- Michael: So that sounds perfect. If you love what you're doing, and you love the business and the marketing and increasing your NLP business, it sounds perfect.
- Linda: Exactly. So I thought, whatever I do, whatever decision I make, if I develop my business into an NLP product and market them, if I go into marketing itself, if I go into joint ventures, whatever I do, I need marketing. Although I've got all these ideas of things -- and property, I'm very involved, I was working as a property finder...
- Michael: Okay.
- Linda: ... and sort of go on some of these property worksites in the UK.
- Michael: Okay.
- Linda: In fact I've been offered some jobs because I've done property finding, and I could get very involved with it. And there are people who, I was going to start a newsletter up, and there are people who contact me because they've seen what I say on notice boards...
- Michael: Right.
- Linda: ... and you know, they like what I say.
- Michael: Right.
- Linda: And they ask me, "When's the newsletter coming out?" and stuff like that. And so that's another area and I really like property, real estate. So, you know, and it's this thing of, "Well, okay..."
- Michael: "What do I do?"
- Linda: "What do I do and how do I make a coherent strategy?" And the only coherent strategy that I've got so far is this thing that "Whatever I do is that I've got to learn marketing."
- Michael: That's true. Well, regardless, you've got to think about exactly what it is you want to do. I can set you up at least with the education, with the Jay Abraham, the fundamental stuff. I can put a box of materials together.
- Linda: Okay.

Michael: I can include the two videos of his that he has. They are the optimization videos, and I've got a lot of descriptions on my website, but the price is on my website. They're a lot more than what I'm basically going to give to you. Like on my Mastermind Marketing course, I think I charge more than \$500 bucks. But I'll do a Mastermind Marketing course for you, which is like 24 audio tapes, there's some preliminary audiotape material, there's these two videotapes called optimization where Jay Abraham was at a Tony Robbins seminar, and he was able to capture Jay Abraham just at his best.

Linda: Right.

Michael: And then I've got some reading material. I can put together a bunch of reading material of products by Jay Abraham. Are you the type of person who could do a workbook? Can you follow a long with a workbook? There's a workbook that comes along with one of the courses.

Linda: Yeah.

Michael: Okay. And I've got a workbook that goes with the Mastermind Marketing program.

Linda: Yeah.

Michael: And I'll put together a nice package of materials for you, if you'd like.

Linda: Wonderful, That'd be great. That'd be great. And, I thank you very much. I think what you do is fantastic.

Michael: Okay. Then I'll email the details of what the package entails, of what I'm going to send you. It will end up being about \$550 bucks. It will probably be about \$50 bucks to ship it to you via air. And you can email me back a credit card and expiration date and all your shipping details.

Linda: Okay.

Michael: And we'll do it that way.

Linda: Okay.

Michael: Sound good?

Linda: Sounds very good.

Michael: Okay. You get to bed, and by the time you wake up, you'll see my email.

Linda: Okay, thank you very much.

Michael: Very nice talking to you.

Linda: Same here.

Michael: Bye.

Linda: Bye.

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.

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19

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With NO Competition...**

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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...

To order, go to:

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

If you're not completely happy with the quality of information in this package, your credit card will never be charged.

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

You can claim your free 30 day trial now.

To get started, go right now to:

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and my secure server will take your credit card details then send you to the download page.

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

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

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

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

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

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

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

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

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

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

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

To get started, go to:

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

But only if you act NOW!

Claim your free 30 day trial right now at:

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

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