

If You're Serious About Becoming Great At Marketing *FAST* — You Need to Know About Consulting Secrets...

It's the place top consultants go to see what's working...and why.

Now this powerful, professional online resource is available to you — anytime you need it.

I promise you, the impact it'll have on you will be profound.

Sign up below for your risk-free trial of the All New Consulting Secrets now!

Yes ! I want my hours of free streaming audio training, word-for-word transcripts, and my **3 GIANT FREE GIFTS** . I understand it's all free with my trial subscription.

From this day forward I will win in business by **NEVER** losing.

Consulting Secrets brings you everything you need to enjoy greater wealth, and better business understanding. Now you can quickly and easily consult with leading experts in the marketing consulting field.

You get the very best information from the very best sources -- without the influence of advertising -- so you only get the truth.

Please sign up for a risk-free trial of Consulting Secrets. You get immediate online access to hours of free expert consulting advice, streaming audio recordings, interviews,

reports, and downloads. You won't get annoying pop ups, banner advertising or spam e-mail

And you'll receive **3 GIANT FREE GIFTS**

For marketing purposes, ALL of the typical obligations or "hidden" catches you might expect have been removed from this FREE invitation. Yes, this is a REAL free offer. The kind you never thought you would see again.

- **FREE GIFT #1: A FREE 6-MONTH (6 issues) gift subscription to *CONSULTING* -- America's #1 Audio Interview Magazine on Inside consulting Information! (with thousands of fanatically loyal listeners).**
- **FREE GIFT #2: 15 of our all-time GREATEST Insider Business Reports...*the complete "Atlas business collection"* absolutely FREE.**
- **FREE GIFT #3: A copy of our newest blockbuster, "*BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.*" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere).**

Grab everything now before this limited offer stops by registering online at Consulting Secrets. Click on the link below

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

This is truly a risk-free offer.

A handwritten signature in blue ink that reads "Michael Senoff".

Michael Senoff

Enjoy this wonderful report in the following pages.

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Finally: "A Shopping Cart Service That’s Designed To Make You A Lot More Money! You Get A Complete Online Business Solution With a Full Suite of Internet Marketing Tools That Are So Simple And Easy To Use, That You Can Be Processing Orders Within The Next 15 Minutes"

There are many shopping cart systems, auto responders, and affiliate tracking systems out there that are full of bells and whistles to drive your online sales. The problem is they are an absolute nightmare to incorporate into your website. Finally someone has created ONE system that includes EVERYTHING you will ever need to take orders online, keep in contact with your customers easily and effortlessly, and track your affiliate commissions headache free. This is an in-depth interview with Korey Chapman from 1ShoppingCart.com and he reveals the ins and outs of the extremely popular 1ShoppingCart system. He doesn’t hold back as he explains the science behind how you can use this system to exploit the opportunities available to make serious money online. You’ll enjoy this interview because you’ll discover the secrets behind how some of the biggest online marketers (Jonathan Mizel, Alex Mandossian, Ted Ciuba, Marlon Sanders, and Tom Antion) run their business using www.1ShoppingCart.com

This is Stu McClarin reporting for Michael Senoff’s Hardtofindseminars.com where I’ll be bring you exclusive audio interviews with the hottest, most sought after Internet service providers that can make your business explode.

Stu: Hi, this is Stu McClarin and I’d like to welcome everybody from Michael Senoff’s Hardtofindseminars.com. I’m speaking today with Cory Chapman from Oneshoppingcart.com, and we’re going to be digging deep and finding out what Oneshoppingcart.com can do to help you grow your business and make some money. Cory, I’d like to welcome you today.

Cory: Thank you very much Stu and thanks for having me as a guest on Michael’s Hard To Find Seminars.com site.

Stu: Cory, what is Oneshoppingcart.com?

Cory: Oneshoppingcart.com is a complete e-commerce system. Basically, what it would do is it would be equal to a complete e-commerce shopping package that you would have to develop in house, but we provide it ourselves, we host it ourselves, and then we essentially rent it out to you in pieces so that you can utilize it as if you were a Fortune 100 company where you had a huge

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

development team and you had developed your own e-commerce solution.

Stu: What exactly does it let me do?

Cory: It has a lot of features to it. It all depends on what package you run. You can start off with very basic packages such as an autoresponder package where you’re just sending out email out to people and you’re keeping track of a client database. Then, you can go all the way up to a professional package which includes all of our features, which would include a shopping cart. It would include autoresponders, an affiliate program, the ability to digital downloads, as well as tracking, as well as other features that come along with the package as well. There are additional features.

Stu: I’m just going to dive right in. How does that sound?

Cory: All right.

Stu: I’m looking here at your website which is oneshoppingcart.com, and I see that you’ve got four different packages. Now, the first one is the autoresponder package which is \$19 a month or \$200 a year. So, what does the autoresponder package let me do? If I’m starting up and I’m selling information online, what does that allow me to do?

Cory: Well, it doesn’t let you essentially sell anything online in particular. It’s a service that basically sends out email.

Stu: Who would typically use this service?

Cory: Typically, this would be somebody who already has their own in-house shopping cart or they just want to run a service, a marketing service or such, that they want to collect and build themselves a client based list. There would be a million and one reasons just to have the autoresponders on their own. We find that a lot of the clients out there have specific target markets in which they only need to contact their clients by email. Maybe they have their own stores or physical stores where they don’t want to have it online, or somewhere along those lines.

Stu: So, this allows me to keep in contact with a whole big list of clients?

Cory: Essentially, yes. It’s essentially like an enterprise contact management system.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: So, how would it work? If I was interested in that, do I just come to you guys and say, “I want the autoresponder package.”? How do I go about it from there?

Cory: Well, there’s a couple different ways to go about it. It all depends on your prerogative on how you want to get started. There’s two ways to get started. Obviously, you can go on a package right from the get-go and you choose the autoresponder. If you decide to do that on a service, we’ll actually give you 30 days free.

Stu: Sweet deal.

Cory: So, you get two months service and you’re only paying for one month. Now, the second way to go about it is to actually go through the trial itself. The trial is essentially a complete package or a pro package for \$3.95, and you get in that package basically all of the features of the system. So, you get the autoresponder. You get the shopping cart.

Stu: You get to experience the granddaddy of them all.

Cory: Exactly. Then after you’re done the trial, then you can choose which service suits you best. It’s kind of like a rough draft. You figure out what you want to use, what you don’t want to use, and then you can kind of slot yourself into the right package at the end of those 30 days.

Stu: So, I’m noticing on your autoresponder package basically all the newsletter type things that I get in my email that I signed up for. This would basically follow that kind of model, right?

Cory: Yes.

Stu: So, I’m allowed with this package to send out a newsletter to the people that sign-up on my website, and how many times can I send that out? Is there a limit to that?

Cory: There is actually no limit to sign-in whereas other companies actually have a cap on how many of them you can actually send. The way that we cap it is we cap it by how many customers you have in your database. So, in essence, all the packages are top load at 10,000 clients.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: So, if I have under 10,000 people on my package there, I can set up an autoresponder to contact them without me having to be there, and there’s unlimited to those?

Cory: Yes, exactly. You can send out an unlimited amount of messages to those select clients that are in your database. Now, it’s not to say that you’re capped at 10,000. You can also upgrade. If you see in the future that the client database limit in the autoresponders is 100,000, and if you go up to the actual pro package, you can actually have a million clients.

Stu: Wow! So, another thing that I wanted to kind of touch on too, there’s a thing called “Unlimited broadcasting.” What is that?

Cory: That is basically what we were just speaking about. It’s the ability to send out unlimited amount of emails through your autoresponder feature whether it’s part of the package or whether it’s the autoresponder package itself. You can send out as many broadcast emails as you’d like whether you’d write yourself up an email, whether it would be a promotion or an advertisement that you’d want to reach the customer base, and you would set it up to what day you’d want it to go out to and which customers in your database, and then it would be sent on that day.

Stu: So, that’s essentially the difference between an autoresponder and a broadcast email. An autoresponder is set up ahead of time and it’s basically a series of emails that sent out automatically, and then a broadcast, if you just had a spur of the moment thought that you wanted to contact everybody on you could just do it that way?

Cory: Exactly.

Stu: Now, what is a self-replicating autoresponder? I had seen that there. I had no idea what that was.

Cory: Self-replicating means that you have the abilities to do multiple days within that autoresponder. So, it’s self-replicating in the sense that you can have multiple messages within that same autoresponder. So, say you have an autoresponder series, let’s just for the sake of it call it, “The New Welcome Series” where somebody purchases a product from you and they get the New Welcome Series. So, what you can do is set it up to I believe 365 days in delay of messages in there. So, you can set one up for once a month to go to that customer just to remind them that they made their purchase, or you could make another special offer or

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

there may be other products involved with the same product that they purchased. It’s just a way to market your products.

Stu: Another question I have is let’s just say that somebody purchases a product from my website, but they also sign up for my newsletter and maybe they downloaded an ebook. Can I set up autoresponders for each of those?

Cory: Yes, you can have product specific autoresponders as well which is what we usually recommend for our customers because it also give them the ability to segment the customers in the actual client management database.

Stu: And, you guys have that on the back end?

Cory: Yes, you can do that within your actual interface itself.

Stu: Nice.

Cory: So, for the sake of it, let’s say you have four products. You can have four separate autoresponders. Each one would be specific to each product. So, depending on what the customer was purchasing, then you could know what target market they would be in and therefore, you can put them under a certain category and if you have a future product offer which was in that same market, you could send a broadcast out to those particular people who bought the original product to purchase an additional product.

Stu: Now, it’s starting to make sense. So, there’s really a science to all this.

Cory: There sure is.

Stu: One of the other questions I had was if I already had a customer database, can I integrate that right off the bat?

Cory: You sure can. You can import product databases as well as client databases up to our system. If they are in a standard CSB format which is viewable by itself, you usually export CSB by most of the standard software packages that are out there.

Stu: So, you basically allow me to come in with all my stuff, transfer it all over to your backend, and then start using your system.

Cory: Correct.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: Nice. Let’s dive into the starter package. What’s the difference between the autoresponder package and the starter package? They’re a lot different. Am I correct?

Cory: Correct. They’re separate entities. You have the autoresponders for sending out email, keeping in contact with clients, keeping your client database basically up with whatever you’re doing. Whereas, with the starter package, it’s essentially just the basic shopping cart itself. So, what you’re looking at there is having your products having the ability to have people purchase your product electronically over the Internet. You can track ads with it. You can create multiple product offerings. It’s basically a complete shopping cart system.

Stu: So, the starter package allows me to set up a way on my website where people can start ordering products I may have available like CDs or books or whatever.

Cory: Correct.

Stu: How does that work? If I’m interested in this package, and I’ve got products I want to sell, how do you integrate this starter package into my website?

Cory: Actually, the integration of our system is wonderful. It will integrate with any system, and the reason being is that our system is link based, HTML linked based, and as we know the entire Internet runs on HTML. Essentially, what we will do is we’ll provide you the back-end features for the shopping cart which is the “Add to Cart” button, the “View Cart” button, the “Buy Me” button – all of those links are provided when you actually create the product, and you just simply link them onto your website, and then when the customers go to make the purchases, they click on the links and then they go to the actual shopping cart itself which is also customizable for the look and feel, meaning they can have the same look and feel as your website so customers don’t even think they’ve even left your website.

Stu: I was just going to ask you that because that’s one of the downfalls to a lot of the systems out there is that I go to purchase a product from Joe Smith, and as soon as I click on it, it sends me to somebody else’s shopping cart. That’s what it looks like.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Cory: Exactly. Whereas, with our system, you actually have the ability to customize that look and feel so it actually looks like your own shopping cart. We’re actually in the midst of branding a redirection template now that will actually make it seem that they’re actually still in the same domain as well. So, even when they look up in the URL bar, they’ll still think that they’re at your website because they’ll see your domain name in there.

Stu: Oh, that is awesome. Now, you mentioned something about adtracking?

Cory: Yes. Say you wanted to create a promotion or let’s say you wanted to offer a product at a certain discount to your customers. What you would do is you would send them out this ad, and then you’d be able to track the actual campaign of it. You’d be able to see how many times they clicked on it, how many times those clicks have actually turned into sales on your website. So, you can actually gauge and see if what you’re doing on the promotional side is actually working.

Stu: So, it gives me an awesome opportunity to test on the fly.

Cory: Exactly.

Stu: Sweet deal. What if I had digital products? Can they download them right after they pay for them?

Cory: Yes. There’s two methods that we use for payment on our cart – online and offline. Now the online means that it goes to the payment gateway, processes in real-time. There’s no manual intervention whatsoever. So, essentially your whole online business runs itself, and you can be on the beach in Maui sitting on a chair having a drink.

Stu: So, once I do all the part, set this up, I’m off.

Cory: Yes, exactly. So, and once you do that, what happens is the individual products will actually once the purchase has been made, there will be a paid for pop-up immediately after, to give the customer the ability to download the digital package right then and there. Once that window is closed, it’s gone.

Stu: Is that all secure? Let’s just say that one person purchased it. They copied the URL, and sent it to a friend. Would they be able to get access to it to?

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Cory: It’s a one-time URL.

Stu: That’s key to know. So, now how does it work with the offline? Let’s say I have a whole bunch of books, physical books that I want to sell to people. How does that work once they pay for it?

Cory: I’m just going to clarify here. You speak about selling a physical book?

Stu: Yeah, like a printed book – a book that has a cover and a whole bunch of page in between, and somebody’s made the purchase off my website. Now, what happens?

Cory: It’s going to be shipped like any other product. You’re going to be sent the shipping information in an email, and then what you’re going to do is you’re going to take the shipping that they already paid for through the cart. That gets calculated, and then you’re going to ship the physical product out to that customer at their shipping address.

Stu: So, basically, I can go to sleep, wake up in the morning, and have all those emails directed to a folder in my Outlook Express here, and I wake up and I see that I’ve got five orders and I just fill those orders.

Cory: Yep, for five books.

Stu: So, it’s pretty easy set up as well?

Cory: Yes, most of our customers find out it’s about ten or 20 minutes to actually go in, integrate it with the website, and they’re off to the races.

Stu: Now, do you guys have a whole bunch of different buttons that I can choose from?

Cory: No, we actually don’t provide those now. That’s probably going to be a future product.

Stu: Basically, you give me a basic structure that I can just insert into my current webpage?

Cory: Exactly.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: And, it redirects them to a shopping cart that you guys have set up. It’s all secure, and blah, blah, blah.

Cory: You’ve got it. We handle all of the security and we handle all of the hosting of the shopping carts. There’s no additional database software that you have to install. There’s no client software that you have to install. The actual system is a standard web browser.

Stu: Okay, I have a question for you. Can I capture all the information that people fill out to fulfill that order in a database?

Cory: You sure can. Every entry goes actually into the client database immediately.

Stu: So, I could realistically, it’s really easy to set up what we were just talking about with the autoresponder package to correlate with the starter package.

Cory: Yes. Once a customer actually makes a purchase on your site, you have their contact information and you can do what you want with it. You can broadcast a message out to them. You can apply them to an autoresponder series.

Stu: So, have you guys got examples of some people that are using these packages?

Cory: We sure do. Actually, if you give me a second, I will pull up the company examples that we usually use.

Stu: This is great Cory. For me, I understood a lot of how the shopping carts worked, but now I’m really starting to understand the science behind it. It really is amazing. You think about why you get sent these emails, and there’s a real strategy behind all this which is just awesome.

Cory: It is extremely powerful to the affect of having the shopping cart, and having the value of the marketing.

Stu: Have people seen a huge difference between when they weren’t using this and when they are?

Cory: I haven’t really had per se a lot of testimonials along those lines, but I do get a lot of people saying that they love the shopping cart. That it’s complete, and that’s it’s made their business that much better.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: It just makes things a lot easier?

Cory: Yes. I’ll give you three good examples. There’s a company here. Their URL is downtownstock.com, and what these people do is they actually sell paintings on the Internet. It’s a beautiful website. They did a really good job with the shopping cart integration as well. There’s another company here called envision-sbs.com.

Stu: so, these are examples of people that have taken their basic website and included your shopping cart?

Cory: You got it. Now, Envision Smart Business Solutions is who they were, and what they do is actually sell software.

Stu: Okay.

Cory: So, we’re trying to get as diverse as possible. So, the first people sell a physical product. These guys sell an electronic product. The last guys are Inf-inet.com, and these guys actually do web design, web hosting and e-commerce.

Stu: You’ve basically given us an example of people that are selling physical products that they would have to ship offline, people that are selling electronic products.

Cory: And, the third one is a services based product.

Stu: That is awesome. This is great Cory, because I think that’s a lot of the myth surrounding a lot of this stuff is that people who aren’t information product really can’t use this stuff, but that’s totally the opposite. This stuff can be used for all kinds of purposes.

Cory: It can be tailored to anybody.

Stu: This is wicked. Those were the first two packages – the autoresponder package and the starter package. Now, what’s with the basic package?

Cory: The basic package is a combination of the starter and the autoresponder together. Essentially, that’s what gives you the shopping cart plus some of the emarketing tools that you would require to stay in constant contact with your customer base.

Stu: So, it combines the two packages.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Cory: Correct.

Stu: That’s another thing I’ve noticed when I’m looking at these packages which is really, really attractive, a lot of this stuff may be complicated to some people, but you guys offer free email and phone support.

Cory: Correct.

Stu: That is great. What’s with the pro package? What do I get there that I wouldn’t get elsewhere?

Cory: Here’s the big kicker is the affiliate program. Once you get into the electronic marketing and you get into your own client database and such, the next step you have to take is getting an affiliate network. This is where the affiliate software is very strong. It gives you the ability to have virtual sales right on the Internet. It gives you the ability for other people to resell your products for you and profit from it.

Stu: How does that work?

Cory: Well, let’s just say for instance I’m selling Product A on the Internet, and I have my own client database, and then I have a customer that comes along that purchases the product and says, “You know what? I bet you that all these other people in my neighborhood or that I know in this group that I belong to would like to purchase this product as well.” So, instead of them just going to their friends and family and referring them to the product, what they can do is they can become an affiliate of your system.

Stu: And, they earn money themselves.

Cory: Exactly, and you can set their commission rate as well.

Stu: Here’s a question for you – let’s say that I want to offer a commission for different types of groups. Can I do that?

Cory: You sure can.

Stu: Let’s say I’ve got a bunch of people that are interested in selling my Product A. I can give them 20% commission. Then, I have people that are interested in selling Product B. I can give them 30%?

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Cory: You sure can. You can set the actual commission rate by the individual affiliate.

Stu: Really?

Cory: Yes.

Stu: So, even if I had five people selling Product A, three of them could be getting paid 15%, and two could be getting paid 10%?

Cory: Sure, it only makes great sense to pay the people are selling the product the most, more commission.

Stu: That’s awesome. So, you change that on the fly depending on their performance.

Cory: Sure can.

Stu: Awesome. That is great.

Cory: The other thing is that and I will also mention that the affiliate system is also two-tier deep meaning that an affiliate can also have his or her own virtual salesmen as well.

Stu: Really?

Cory: The affiliate can actually branch out one more tier meaning that they can actually employ other salespeople beneath them.

Stu: And, that’s all included in this system?

Cory: That’s all included in the professional package.

Stu: So, how do I track that? How do I know who’s selling what?

Cory: There’s actual reports that you can get. You can see who’s selling what products, how many sales they have, how many leads they’ve been attracting. You can basically track every move that they make.

Stu: So, you have like your own little sales force?

Cory: You sure do.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: Because your package includes all the autoresponder stuff, you can just send your sales force broadcast emails telling them more sales tips to help you sell your product or whatever.

Cory: You sure can. So, not only can you contract your own database of people, but you can also contact your affiliates, send them out a message that they can send out to their client databases. So, it’s a way of branching out the entire system so that you can expand your sales force internationally.

Stu: Again, here’s another point that I think would be helpful for a lot of people would be the fact this doesn’t just relate to digital information. If we’re selling hard products, I can give people a link to post on their website or in their emails or whatever that they send to people and once people click on that link then I’d know that it’s coming from that one person.

Cory: Sure does.

Stu: That is just awesome. So, you’ve got here a digital e-book licensing and delivery. What’s that?

Cory: Well, our system also has the ability to pass out user names and passwords with the actual digital product. So, what you can do is you can say you have a digital medium in which you have the ability to put a user name and password in, and you wanted to sell it, you can actually upload user names and passwords onto the system to get passed out with the file.

Stu: So, that’s good for what? Like membership sites?

Cory: Yes. We also have the ability to integrate a package called E-books Pro. I’m going to go back to another thing about the affiliates in a minute. The E-books Pro, what that will do is you essentially send them your document. What they do is they take your document, and they put it inside a piece of software that locks it down with their user name and password, and then they provide you with however many user names and password you want, and essentially what will happen is when that file goes out it only can actually be opened by those user names and passwords.

Stu: So, that will prevent people from say downloading that digital product and just sharing it with their friends.

Cory: Exactly. It’s an extra level of digital protection.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: That’s fantastic because that’s probably one of the biggest fears out there that if I do an e-book and I sell it for say \$49 somebody can just share it.

Cory: with that, you have the ability that you don’t have to have that worry. You have that extra level of security with the user names and passwords. There is actually one other piece of software that we integrate with, and it’s another product called a source track. This is say you wanted to have an affiliate network that was deeper than two-tiers meaning that you wanted to have maybe 15 tiers or 30 tiers deep and you actually integrate with the source track, which gives you the ability to have unlimited amounts of affiliates and unlimited levels.

Stu: Wow.

Cory: Most people find that two tiers is more than sufficient for any business.

Stu: It just makes so much sense and now I see why and how people are making so much money on the Internet.

Cory: They sure are. It’s an awful lot of powerful tools. What was the last census of the world? We’re up there at what 30-40 billion range, 30-40 billion customers.

Stu: My mind’s just running here. I’m even thinking like for people that are traveling, they could set up a virtual shopping center wherever they go, as long as they have Internet connection. They can start taking orders wherever they are.

Cory: They sure can. I actually have some individuals that even come to the professional package just for the affiliates so that they can manage their own sales team selling products.

Stu: That’s awesome. I’m getting so excited. Okay, now one of the things that I’ve got a question about was concerning the membership site. Let’s say somebody comes up. They sign up for my membership site. They pay the money on their credit card. Do they have to keep coming back every month?

Cory: No, they don’t. We actually have another feature that is inclusive in all the packages that offer the shopping cart which is recurring billing. You can actually set when the recurring billing occurs or

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

occur about. You may have a membership site where you may want somebody to be charged on a weekly basis. You may have a site that you want them to be charged on a quarterly basis or even yearly basis. That all could be set up.

Stu: Is there a way to end that as well? Let's say that they made four payments.

Cory: There would be an end date. You can basically put how many times that recurring time actually happens.

Stu: Now, did you say that you had something else that you wanted to talk about with the affiliate tracking system?

Cory: Yes, that was the sales track.

Stu: So, if I'm paying out affiliate commissions, how does that work? Do I basically just see on the website with the reports that I owe people what?

Cory: Yeah, what happens is when you set up your affiliate marketing, you set up payday. What happens is on payday, you get sent an email that basically stipulates what the actual payment for each one of the affiliates who would be selling your product. So, all of the billing and financial side is all taken care of by the system and actually calculates it all for you. So, essentially all you have to do is sit down, write out the checks and mail them out.

Stu: Essentially, I can send them a report of their performance. Is that not correct?

Cory: Yes, they can actually view their own. Whenever they become an affiliate of the system, they're given their own web section to you actual interfacing which they log into and they can see their own performance. They can see their own leads generated. They can see their own statistics, what products they've been selling.

Stu: This is just awesome. Now, here's a question, you guys have so much stuff here, that's the thing. You've got so many components to all these packages. What's the easy newsletter management?

Cory: Well, the easy newsletter management would essentially be another function of the autoresponder. That would be setting up 12 emails for the year. What happens is they go out every single month to let's say your entire client database. So, that's your easy

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

newsletter management because essentially you’re setting up a newsletter, pre-setting it up for an entire year. So, it’s basically on autopilot. It goes on it’s on. Or, of course, you can always generate your own newsletter manually using the broadcast feature.

Stu: So, with that newsletter feature, let’s say I have 12 emails set out to go, once a month, and somebody signs in on the fourth month. Do they start getting the 12 or do they start getting the number five?

Cory: They’ll essentially get it from the beginning.

Stu: So, it starts right from when they sign on?

Cory: Exactly.

Stu: That is just awesome. You guys have built this thing over time because I noticed when you first launched this you guys didn’t have the four different packages. You had a couple others. How did this develop? Do you guys just start developing this from feedback? How does it work?

Cory: Well, yeah it was basically developed via feedback as well as what was being developed online as far as what the marketing practices were and what worked and what didn’t work, and what good features and what bad features were. Essentially what we try to do is package together the best of the best we could find on the Internet.

Stu: So, what were some of the problems that people were having in the past with let’s start with the autoresponder package? Cory, was there problems that people were having with their autoresponders? Needs that weren’t being satisfied that you guys just took care of with your package?

Cory: Well, there’s a lot of other companies that do the autoresponder separately. They have a lot of restrictions with their services as well as they don’t have a lot of the agreements in place that we do with the Internet Service Providers because you need a certain agreement level with the Internet Service Providers so that your emails naturally goes through their servers without being blocked because a lot of these smaller services, they get a lot of what we call spammers. So, what will happen is they end up being blocked, and what will happen is their email will actually never get through to their intended audience regardless of whether they’re valid email addresses or not. With our service, we have agreements with the

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

majority of the ISPs out there that we're on what they call a white list meaning that we can send out emails freely to mostly everybody on the Internet.

Stu: so, I'm not going to get stuff bouncing back because people think I'm a spammer.

Cory: No, exactly. For the most part, which you may get and what we have seen happening to people is they have a client list they import, and then what they'll do is they'll send a broadcast out to it saying to people, “Hi, Built my new store here. Come and visit me.” And, what they might get is they might get a few emails that will come back as bounced and what that means is maybe the email address doesn't exist anymore, somebody's closed down their account with the ISP and just deleted this mailbox and so on and so forth.

Stu: The email list hasn't been updated in a while. That's nothing to do with the problems that you guys would have or anything like that.

Cory: Exactly.

Stu: Cory, I'm really impressed. This is something that I've been looking into for a while, and I had a good understanding of a lot of stuff, but I was kind of foggy on some of the little intricacies, but man, you've guys have really made this simple and easy which is just beautiful.

Cory: Yes, and most people are impressed with the features and the benefits of actually using the system, but I think where they really start to profit is when you start understanding the system and understanding how all of the features actually correlate together and how they operate together and how to actually use them efficiently, and once you figure that out, it is such a powerful tool. It's something that you couldn't even fathom anywhere else.

Stu: I was just thinking for a product idea for you guys would be to offer some type of course on how to utilize this.

Cory: Actually, we're going to providing more conference calls coming very soon. We're going to have different levels of conference calls meaning that we'll have beginner user kind of conference calls. We'll have a medium all the way up to advanced features in which we'll actually one of our live technical guys on a call with a representative. The representative will be asking specific questions about how to set up specific things, and how they correlate to the

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

other services and modules and the system. So, it really gives the audience a chance to actually get it and understand how the system works as well.

Stu: That’s just awesome, and I can’t emphasize enough though that you guys do offer free email and phone support from ten a.m. to eight p.m. Monday through Friday Eastern Time.

Cory: We sure do, and even on the off hours, we usually have individuals that monitor tickets and such for me even on the off chance they’re there sometimes on a Saturday and Sunday with tickets and they actually get answers as well.

Stu: For somebody starting off to do this, it can be very scary and I think that’s what you guys have put a lot of effort into as making it simple, easy and even back it up with all that support.

Cory: Exactly, and in addition to that, we’re actually including an online tutorial to actually set up portions of the cart itself.

Stu: Oh, beautiful.

Cory: So, not only would you have the ability to “He’s a man. He should know.” Everybody goes, “Blah” “He’s a man, he has to get his own son to read 20 pages to figure out how to do things.” It’s always best to be able to run the online tutorial that actually shows you pictorials and audibles on how to actually set things up.

Stu: So, you have some heavy hitters using this in the information marketing world. Do you guys want to name some of those off because I think people would be interested in that?

Cory: Sure, the top three are Jonathan Misel, Alex Mendozian, Ted Seba. Those are three of the pretty top guys out there as far as the Internet Marketing community is concerned. Just to let you know, we also have a franchising service in our business – a franchising program I should say.

Stu: What’s that all about?

Cory: Essentially, it’s a rebrand of our service meaning that you could have your own copy of oneshoppingcart.com with the whole back end and all of the features. Now, Ted, Jonathan and Alex all have franchises of our business.

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Stu: Really?

Cory: Yes.

Stu: So, how are they using that?

Cory: Well, essentially, they're reselling their own product. Essentially, it's oneshoppingcart.com's product, but it's under their name. They sell it as their own, and they sign up their own customer base to have shopping carts and all these features that we offer.

Stu: That's hilarious. So, we'll be seeing all these other shopping cart systems, but realistically they're One Shopping Cart.

Cory: Correct. There's 32 of them out there right now.

Stu: Wow, and that's hilarious.

Cory: So, there's 32 of them actually activity out there reselling. So, chances are sometimes you might run into them and say, “Geez, these guys seem like they're ripping off oneshoppingcart.com.” Chances are they're our franchises.

Stu: They're just repackaging it.

Cory: Yes.

Stu: So, where's One Shopping Cart going? What are you guys working on?

Cory: Well, actually we're working on bringing out portfolio products. That's probably where our strongest direction is right now. We're looking at all the other missing components, well not so much missing components because I don't think we're missing much, but maybe we want to make it so that customers can have a one-stop solution. They didn't have to go anywhere else. Currently, we sell the shopping cart solution, the e-marketing tools. We sell actually merchant accounts as well with a processing gateway meaning that you can actually purchase a merchant account and processing gateway account through us as well. The future of services that we're going to be probably be looking at are going to be webhosting. We'll actually provide the webhosting services and maybe down the road we might be thinking about having templates driven websites being available to our customers as well. We're always continually looking at what's successful out there as far as

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

e-marketing is concerned. So, who knows? At this point it could be speculation and a year from now it could be something new out there you may want to integrate with that may make our customers even more successful.

Stu: It happens so fast too. I mean, I’ve been following you guys, and you guys have been updating and changing things. It’s been happening pretty quick for you guys.

Cory: Yes, we actually have a whole dedicated development team so that our customers don’t have to have one.

Stu: How big is Oneshoppingcart.com?

Cory: We’re just a little under 10,000 customers.

Stu: Ten thousand customers! And, how long have you guys been opened for business?

Cory: Since the year 2000.

Stu: Holy smoke. In three and a half years, let’s say, it has built up a business of 10,000 people.

Cory: Correct, and the majority of that business has been gained within that past year and a half, two years.

Stu: Wow that is incredible. That’s a lot of people are relying on you guys. You guys have really proven yourselves in that respect.

Cory: It sure is, and I’ve heard through feedback from some of our customers that have switched over to One shopping Cart service and I would probably say a good majority of their reasons for doing so is either their current shopping cart company or their own in-house solution shopping cart was unavailable too much. It was unattempts for them. So, they moved on over to our service which for the most part is like 100% up.

Stu: That’s an important point is that you guys have set up some key relationships to make this successful.

Cory: Oh, definitely. I mean, everywhere from the technical side all the way to the marketing side, we probably wouldn’t have understood the marketing side of the business unless we got involved in the Internet marketing, and once we had an involvement in the Internet

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

marketing group, we knew what kind of online marketing that we would require to integrate into our cut.

Stu: And, that’s just it, and even with the merchants account, you were mentioning that before, because that’s a big headache for a lot of people, and you guys kind of take care of that.

Cory: It sure is, and I mean we have a great program together. We’re reselling authorized.net, which is a great company. It’s well known around the world, and we also have a 99% acceptance rate. That one percent that doesn’t make, we actually fully refund their money as well.

Stu: So, let’s just say I’m outside the US. Is this available for people outside the US?

Cory: That particular service no, but three are actual other services that we resell. We resell Worldpay for international merchant accounts anywhere outside the continental US. You can get a Worldpay account.

Stu: So, you guys have set up those relationships so, anyway if I was in another country, I could still purchase the One Shopping Cart system.

Cory: Exactly, and you can accept local currencies. That’s the other thing, too. You can accept any currency internationally through our cart provided the payment gateway would support the currency.

Stu: So, if I’m in Canada, I can accept Canadian payments and US?

Cory: You sure can.

Stu: That is bonus! That’s just awesome. This is great Cory. I really appreciate you taking the time. Is there anything else that you’d like to talk to our viewers about?

Cory: I don’t think so. I think we pretty much touched on everything.

Stu: It was a great conversation because one, not only did we get to learn about a lot of the features that you guys offer, but the strategy and tactics that you can use behind it, and that’s the science behind using all this online marketing stuff is once you have all the tools available to you, it’s just a matter of knowing how they work and how to integrate them all.

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Cory: Exactly, and here's the whole thing too, our price point is actually lower than the majority of all the other companies out there that would even be remotely competitive with us, and even if you were to go and try to piece this whole thing together through separate companies, like get a shopping cart system, autoresponders; your costs go through the roof. You don't have the whole think integrated together and you can't keep track of everything together. So, that's really the power that behind our system with all of the marketing tools plus having a shopping cart, the central point of administration for the entire system. We have all the reports in the world that you can ever want as far as your statistics are concerned. You've got it all under one roof for one good price.

Stu: There's two very key things I want to point out here. One is that you can try it out for 30 days for only four bucks, \$3.95.

Cory: Exactly, four dollars, what's four dollars?

Stu: And, the better thing that backs it up is you're famous no-risk guarantee.

Cory: Exactly, any time before that 30 day period that you dissatisfied with the service, you can have your \$3.95 refunded.

Stu: I can't say enough about One Shopping Cart because just to reiterate some of the things you said, it's just that you guys have so many functions all in one place, and to me when you're messing around with all these different elements of it from other service provider, you don't know if they are going to be in conflict when you combine them all. You don't know if one thing goes down does that mean all the other things g down, and here it is all centralized. It's all in one spot, and that's just beautiful.

Cory: It really is.

Stu: That's great, Cory. I really appreciate you taking the time to explain Oneshoppingcart.com, and all the benefits and features of it and how people can use it to help the business and make more money.

Cory: No problem,

Stu: Well, thank you so much. It's been a pleasure and a delight. I thank you.

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Cory: You're welcome Stu, anytime.

Stu: Take care Cory

Cory: You, too.

This is Stu McClarin reporting for Michael Senoff's Hardtofindseminars.com. I hope you enjoyed this interview, and if you want access to our archived interviews, please go to www.hardtofindseminars.com.

FREE GIFT: A copy of our newest blockbuster, **“BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.”** (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtfindseminars.com/consulting.htm>)

A listing of my other web site and resources.

Who Is Michael Senoff? Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: **“BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.”** (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called www.ExecutiveAudioInstitute.com. Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at Michael@hardtfindseminars.com or at (858) 274-7851 For Michael's full biography and story go [here](#)

Site : <http://www.hardtfindseminars.com>

Title : How to buy pre-owned Jay Abraham & Gary Halbert marketing books, seminars, audio tapes, videos for pennies on the dollar?
Description: If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles,

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtofindseminars.com/AudioclipRights.htm>

Site: <http://www.ExecutiveAudioInstitute.com>

Title: <http://www.ExecutiveAudioInstitute.com> offers you free rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts

Description: Street-smart marketing advice from marketing pros and business people who clawed their way to the top. Warning, not for the wishy-washy person who is looking for ways to make a few hundred dollars extra a week. This is an institute of learning and a shrine for serious marketing and business students only to learn how to dominate their marketplace using direct marketing and result getting advertising. It's a site accessible to any business who wants to train their salesmen, wife, employees or customers how to get more from their business. Web and marketing rights to this huge collection (117 hours of audio content, mp3 downloads, and transcripts) is available for the asking. This includes the rights to give away for free over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing advice in the world. Details go to <http://www.hardtofindseminars.com/AudioclipRights.htm>

Site: <http://www.hardtofindads.com>

Title: Hard to Find Ads

Description: <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world's largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It's not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What's here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-

27

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You’re NOT Supposed To Know.**” (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)

style ad can out pull an image-type ad 5-1, just because it’s editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I’ve deemed it editorial-type advertising because it’s so powerful. It’s an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It’s the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It’s another great free resource from Michael Senoff.

Site: <http://www.ClaudeHopkinsAdvertising.com>

Title: Claude Hopkins Rare Ad Collection See & study 57 actual print ads

Description: Claude Hopkins Rare Ad Collection See & study 57 actual print ads. Claude Hopkins is known as the greatest copywriter of all times. He had a career back from the early 1900s all the way to the 1950s. There are several books out on the market by Hopkins. One is called “My Life in Advertising” and the other is called “Scientific Advertising.” These are two of the greatest books on the subject of advertising and marketing ever written. I would recommend them to anyone who wants to get a great fundamental education on marketing and copywriting. Claude Hopkin’s books talk about all his life experiences that he went through and his most successful advertising campaigns. Up until now his ads have never been found. I went out and researched with the help of a research historian and located 60 of his lost original print ads from the early 1900s. These are the same ads he talks about in his two books. These ads were extremely hard to find. It’s the world’s largest collection of Claude Hopkins’ print actual ads. I decided to share this collection with the world, so we built an entire course around this rare Claude Hopkins Ad collection. These ads are for serious copywriting students only. <http://www.ClaudeHopkinsAdvertising.com>

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/consulting.htm>

FREE GIFT: A copy of our newest blockbuster, **"BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know."** (86 pages the most revealing, proprietary secrets on the subject of business consulting that exists anywhere at <http://www.hardtofindseminars.com/consulting.htm>)



Richard, Marketing Consultant

"There's plenty of theory out there about how to be a marketing consultant. My HMA consulting system is the only one that takes you step-by-step through the process of making the first phone call, then to closing the client, and finally to servicing the client. Plenty of content out there in marketing on what a business should do, but they're not interested in the content. They want you to be able to execute."

The biggest problem business owners have is not being able to get the job done, and so they have plenty of consultants who tell them what to do. Now, you've got a system that is going to be able to take you through and show you how to do it. And that's the biggest difference in my HMA Marketing System. For more information on the HMA System go to:

<http://www.hardtofindseminars.com/HowToConsulting.htm>

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/consulting.htm>

Copyright Notices

Copyright © 2004-2005 by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff

JS&M Sales & Marketing Inc.

4735 Claremont Sq. #361

San Diego, CA 92117

1-800-237-0634 Office

858-274-2579 Fax

michael@hardtofindseminars.com

<http://www.hardtofindseminars.com/MarketingConsulting.html>

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.