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"My heart was pounding when my internet marketing coach revealed how I could package and offer my information products for higher profits and less returns"

Meet my marketing coach Ramon Williamson. Ramon was my very first personal Internet marketing coach. He was the genius and mentor who helped me develop my first Internet presence. As an Internet marketing coach he is second to none. I recently asked him for some advice on how to better my site <http://www.hardtofindseminars.com> and structure my current product offerings in the best and most profitable ways. Ramon delivered me a priceless, one-hour consultation:

This information is too valuable to keep to myself and I am sharing it with you. The detailed, step-by-step strategies he gives me to improve my business profits are applicable to all Internet and information product businesses. The information he lays out is substantial and constructive. It is a captivating 60 minutes of pure marketing genius.

Ramon: You don't want to put anything on your website unless it's a selling message particularly on the front end of your website. And it also establishes you as a person that has useful information.

[Music]

Michael: I'm looking for a little bit of help, just some thoughts on where I want to go. I've got a CD-Rom with probably over 70 hours of audio interviews that I do with all these people. Did you check out that audio page, the audio clip page?

Ramon: Yes, the audio clip space.

Michael: I've been giving that thing out for free. I have people who listen to the whole thing—sometimes once or twice. It's an extremely valuable resource. I've got a ton of testimonials—people love it. I'm not ready to start selling it. I've been giving it for free to generate leads, to get some exposure and to them back in sales, which I do get back in sales. But it takes a lot of and filling out addresses and

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dealing with customers. And I want to start cutting that stuff out of my life. And I want to start selling the CD-Rom. I’m open to some consulting from you if you want to take a look at the way I’ve set up my www.hardtofindseminars.com business and the way I have the products on there. I get sales for Jay Abraham products or another product I have. Because the Jay Abraham stuff is hard to find and it’s not an unlimited supply, I’m trying to build more products of my own that I have control over with the resell rights and stuff. Any input that you have, I’m open to giving you a second chance working with me.

Ramon: The key, Michael, is I think twofold. Number one, asking yourself what I really want my business to be in two or three years. What kind of life style do I ultimately want? Because you know as well as I do when you market via the Internet, you market via auctions. It can go in one of two directions. It can put you in the fulfillment business.

Michael: Yes. I want my life to be like it is right now. I’m at home with my kids. I want it to be just like it is now except more zeros; as automatic as possible. I have my site. I want to generate leads to the site, which I’m doing through key word placement. It’s a pretty specific niche right now because people who are looking for Jay Abraham or Gary Halbert are getting there, people who get my CD-Rom, people who I generate leads for through Ebay. And then I just want more sales. But if you see something within my marketing angle, the way that I have the site set up right now, where I can position myself differently or more credibly or whatever ... may be something that’s not congruent that I’m not seeing, I’m open. I think I’ve done an excellent job in walking people through the site, building trust, giving value at the site.

Ramon: Right.

Michael: I think I just need more products and services to offer, but I’m not really sure.

Ramon: Looking at your site I would strongly suggest to you ... it’s interesting ... I did an interview with Seth Goldin who wrote, *Purple Cow*, and another book called, *Idea Virus*, which is a great book.

Michael: Viral marketing.

Ramon: Yes.

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Michael: Yes, that is interesting.

Ramon: And he made an interesting comment during the interview. He said, “The only reason to have a website is to generate an opt-in subscriber.” It was sort of an off the cuff remark, but I thought about it later. And I went back and I looked at various one-page websites that I have for different markets. Like I have a golf site. I have a shaving site. I’m doing a power-putting product now. I went back and I looked and I realized sure enough about 68% of the sales that I had generated from those sites were not people going to the site and buying immediately. But they were rather from people who had opted in and had purchased because I could tell from my tracking links because I code the tracking links based on one, two, three, four, five, six, seven in terms of the exposures or offers that they get. The majority of people bought as a result of opting in. And so one of the things I would strongly suggest is that on your Home Page that you begin to position yourself as the guy who is the master of hard to find marketing secrets from the masters. Something like that where you actually offer an easy sign up directly from your front page.

Michael: With a pop-up or just right there in the front page?

Ramon: Right there in the front page because people have been conditioned online that if they go to a site and they kind of like what’s on the site and they want to remember it, the truth is that most people don’t bookmark the site. What they do is they opt in to the e-Zine especially if there’s a free offer associated with the e-Zine. And that’s the way they really stay in touch with you. There are really three things that boost opt-ins on email lists. A picture of you right there at the box. Number two, some sort of free offer that they’re going to get access to by signing up for the e-Zine and then a statement in your e-Zine welcome letter that basically says three things. Number one, this information is not going to be a bunch of recycled ads, articles or the latest promotions from “X” guru. It’s going to be original content that will help you in these areas. And you tell people specifically what areas it’s going to help them in; if it’s going to help them in auctions, if it’s going to help them find seminars; and really I would suggest you have two different lists. One list is like your alert where you sent out an alert on a new product. And that’s basically your platinum customer list that you’re going to give first dibs on any products that you come up with. The second list would be, obviously, specific one-minute marketing tips where they’re literally simply excerpts ...

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Michael: How about whenever ... I do have two lists ... I have a new audio clip, an audio recording, I'll notify them that they can go listen to online.

Ramon: Absolutely.

Michael: And then I have another one that if they're interested in any new hard to find products, they can get on that list, too.

Ramon: Absolutely. What I would suggest you do is with the audio ... one of the things with the audio and selling a CD ... there are two things that I found that dramatically increase the CD sales. Number one, when you sell a CD from the Internet, the thing that I've noticed is that if you offer them something that they can immediately download while they're waiting on the CD to get there, significantly increases the sales. What I suggest is that you have about four or five of your audio clips from the CD on a password protected website with a couple of the physical downloads. It could be like a transcript. It could be bonus interviews that you've done of that kind of thing. And they can download that immediately while they're waiting on the CD. And then also, the other thing is that when you offer the CD, make sure that you offer an up sell because if your CD is ... what do you plan on selling the CD for?

Michael: I don't know. May be \$100, a couple hundred. There's so much on there. But what is a customer willing to pay?

Ramon: Here is what I would suggest you do. How many megabytes of content do you think is on there?

Michael: It fills up the whole CD. I have probably 75 hours of audio.

Ramon: Here's what I would suggest you do. I would suggest that you break up that single CD into multiple CDs and I'll tell you why. With all the tests that have been done, people prefer bulk often times to substance.

Michael: Right.

Ramon: An interesting illustration of that is side-by-side offers in direct response infomercials prove that people will buy a product—the same content in both products—but in one way its packaged as a manual and a single CD and a single audiotape; whereas they take that 200-page manual and they break it into eight 20-page manuals. They take that CD and break it out into three short CDs. I got a CD recently with 20 minutes of content on each CD. It was

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ridiculous. But it out pulled the other packaging five to one. So, there are five more sales. So what I would suggest you do is pick your top 20 interviews and have transcripts done. And the best place to find people to transcribe is the back of *Writer’s Digest Magazine*.

Michael: That’s a great resource.

Ramon: They’ll transcribe them for super cheap.

Michael: I’ve got transcripts to everything. I have for my first CD transcripts of 678-pages of every recording, from my very first one. And I have it indexed. I had a guy index it with over 800 different topics, like 1,400 live links in the index. If you see Gary Halbert, you can click on it. It will take you to the page where me and whoever I was talking to discuss Gary Halbert. It’s really incredible.

Ramon: Right. So, I would suggest that what they get is that you break that 600 pages into ... and I would suggest ... I know it will be a pain ...but I would suggest that at least 20 of those reports be physical delivery reports where you actually bundle those products, those reports as physical products on paper. And then you put the rest of them may be in PDF form—in a searchable PDF—whatever onto a couple of CDs. I would break all of the interviews down. So now what you’ve got is you’ve got, let’s say, 70 hours of audio, you could realistically have ten CDs. So, let’s say you’ve got ten CDs, you’ve got 20 reports, you’ve got a bonus report with 400 more pages of stuff in it and now you have a complete marketing education system. It’s sort of a mini marketing university.

Michael: Right.

Ramon: The Hard To Find Marketing University. The ultimate collection of hard to get interviews that Michael has captured over the last “X” number of years. And you see that big course as a package at \$397. And then what I would suggest you do is have smaller introductory version that you sell on the Internet through ClickBank to allow affiliate people to really blow the thing out and have it all digital delivery. And may be what that is, is that’s five best interviews, your five best this or that and then have some sort of implementation guide in terms of here are the top ten things that I’ve learned that you need to implement in your marketing based on these interviews or based on doing these 70 hours of interviews this is what I’ve learned. And then let affiliate people market that online. Set it up as a \$97 product, give away 70% of the profits and

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get a nice direct response one-page website set up with great graphic that’s very affiliate friendly. Give away 70% of the money and do JVs with everybody on the planet. And what that will do is that will blow that book out to 1,000-1,500 or 2,000 people quickly. It’ll make you 15-20 thousand dollars in cash flow. But more importantly, it’ll give you 1,500 to 2,000 back in customers.

Michael: ClickBank, to set that thing up, is it a pain in the butt?

Ramon: No. In fact, that’s why I suggest it. There are three reasons to go with ClickBank. They are a third party merchant service. Their fees are seven or 15%, something like that. But there are two things, the two reasons you want to do that. Number one, they’ve got about 15,000 heavy active affiliates.

Michael: Who do nothing but look for stuff to hustle?

Ramon: Right, through ClickBank. It costs you \$49 one time to set it up. It’s cut and paste. They do all of the affiliate payments for you. They manage the entire process. It’s the simplest way for affiliates to sell online. So, you’ve got lots of affiliates out there who drop your ClickBank link into their thing immediately. And all you really need is a great looking website, some cover art for your package. And audio content is getting hot now. It hasn’t even reached the peak because most people are still using audio to welcome people to their sites

Michael: Right.

Ramon: That’s what Armon and Rick are teaching. But what I’m teaching people is a totally different approach to audio. The approach that really sells is it comes from the off line strategy and the MLM and the network marketing industry of using sizzle messages.

Michael: What do you mean?

Ramon: Like, for example, most people when you come to their website they’ll say something like, “Hi. This is Michael. I want to welcome you to Hard To Find Seminars.” And they’ll go on to say that kind of thing.

Michael: Right.

Ramon: What I would suggest you do is you should have on the front page of your site an audio box that says; “Free mini seminar reveals five

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simple ways that you can make more money online right now.” It’s going to get listened to 100 times more than just a simple introduction message. It’s a selling message. You don’t want to put anything on your website unless it’s a selling message particularly on the front end of your website. And also it establishes you as a person that has useful information on the topic or subject. And it sets you apart from all the people who are just using instant audio, for example, to just say welcome to the sales page. I’m exploring a thing that I’m calling audio sales letter where there’s nothing but audio on the whole page and an order link. It’s actually selling them the system that way.

Michael: How is that going?

Ramon: It’s going amazingly well. But I think if a lot of people start doing it, I think the impact of it will diminish. And I’ll tell you what it works best on. It works best on impulse products, which online impulse products are products that are \$27, \$37, \$47. Once you get over \$50 on a product, what I’m finding is there are really three things that you need. You need bona fide documented testimonials and you need a preponderance of proof that it is likely to work for the person because there have been so many \$50 to \$100 e-books that have just been junk in the last few years; people are less likely to buy.

Now that’s in the Internet marketing space. In the other spaces out there like golf and a lot of the hot keywords ... remember that all of the keywords other than Internet marketing are about five years behind where the Internet marketing space is. So, the real secret to making money online is to take what you see happening in the Internet marketing field and make money online field and apply it to another keyword online. And you’ll make a fortune. And that’s what people are doing now that are really making big money online. They’re not making big money online selling how to make money products. They’re taking the technologies and the ideas from that space and applying them to another keyword.

Michael: Give me one example.

Ramon: A perfect example is golf. I’m playing around with this power-putting example because what I found out is that for golfers there are three big problems. Number one, golfers perpetually have a problem with focus and concentration because golf is one of the few sports where the ball is not moving. And so as a result, you don’t have to react to the ball. You have to act on it. And so golfers have a huge

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problem with concentration and focus. So, I found a product called *Golf Mind* that helps them improve their concentration and focus.

Michael: Are you marketing that? I’m familiar with that.

Ramon: Pardon me?

Michael: Are you marketing that *Golf Mind*?

Ramon: Yes. I’m sort of testing it right now. If you go to www.ramonrecommends.com/secret/golf.html

Michael: Are you dealing with Norman Howlett?

Ramon: Yes. I wrote a little one-page on that *Golf Mind* just to test it out. That will give you a sense of what I’m doing copywriting wise.

Michael: Good.

Ramon: I wrote a little one-page of this and what I find is people are really interested. But in the middle of doing this, the other thing I realized is that the number one skill that people are struggling with is putting; is the short game. So, I said power putting, it’s all the concept of power putting and I’m not even going to teach them how to putt. What I’m going to teach them how to do is I’m going to give all the putting resources that are online and all the putting products that are a review of all the putting products in one e-book. So, basically for \$37 you save four hours of time and you get everything about putting in one place. Those are the kinds of products that are really selling online right now. Not so much teaching the people how to do it so much as ...

Michael: Resources.

Ramon: Resourcing them to how to do it so that they don’t have to spend the four or five hours to find all that stuff. And then have a couple of interviews inside the product with key putting coaches. That’s one example in golf and another example is shaving. I ask men all time who taught you to shave? And they get a blank face because very, very few Father’s ever taught their son ...that’s the stuff that happened in *Leave It To Beaver*. For most guys, you’re on your own. And so proper shaving techniques—those are like little niche markets that are kind of hidden online, but a lot of people are secretly searching those topics.

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Michael: Really? High keyword interest?

Ramon: Yes. And I know you’re doing a lot on Ebay. Have you seen that auction keywords sites?

Michael: What’s the URL on it?

Ramon: WWW.auctionkeywords.com.

Michael: I don’t think I have. Tell me about it.

Ramon: The key with Auction Keywords and one of the reasons I pay her the \$50 a month to get her platinum membership is basically what she’s doing is she’s going on Ebay and she’s finding all of the hot keywords. And she sends on a day-by-day basis the keywords that people are searching the most on Ebay. She sends out this thing called *Today’s Auction Keywords*. So, to give you an example, on August 2, she sent me auction keywords in this category and what I saw here is that the “holiday” on Ebay was search 39,337 times.

Michael: Jeez.

Ramon: The word “Avon” was 37,228.

Michael: Wow.

Ramon: So, when I saw that what I said was okay what needs to be in my subject Ebay. I do this little thing called *Money Making Auctions* at www.moneymakingauctions.com , write this newsletter once in a while. And one of the things I was telling my subscribers the other week is that what you do is you get these auction keywords ... forget about what you think you want to sell on Ebay... just let go of that notion.

Michael: Right.

Ramon: Look at these auction keywords and ask yourself, “If Avon is being search and holiday is being search, and family is being search 37,669 times, then you could come up with something perfect Avon gifts for the holiday,” or something like that.

Michael: Right.

Ramon: And then what you do is go and find a wholesale source for Avon products or you get some products from the local Avon lady that’s been sitting in her basement for five months that she can’t sell.

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Michael: Right.

Ramon: So, you do the Avon grab bag. This is the kind of stuff I’ve done where I’ve gotten ...I don’t do it anymore because it’s too time consuming and I’ve got other stuff that’s a higher leverage for my time invested. But if I needed to make some cash, I would put together Avon grab bag of 15 items and I’d tell the all the failed Avon ladies out there, I’d say I’ll buy any Avon product that you have that’s less than a year old and I’ll give you \$2 for every one of them right now. So, you’ll have a boatload of Avon products in a matter of days.

Michael: How many keywords will they give with this \$50 subscription?

Ramon: I get 200 keywords a day.

Michael: Really?

Ramon: Like for example, I found out that “cassettes,” the word “cassettes” was searched 16,313 times. Speaker stands, blank CDs were searched 17,171. The nasty secret on Ebay that no body will tell you is that the power sellers aren’t selling houses and cars on Ebay. What the power sellers are selling on Ebay is 500 blank CDs that they bought or they got from a wholesale source and they’re marking it up 50 to 100% and selling it on Ebay. And they’re dealing in just sheer volume. And they’re really working these keywords.

Michael: It’s incredible.

Ramon: Those searches on Ebay is working the keywords. You’ve got to work the keywords. It’s the same as like the new thing I’m testing on Google is ... I don’t know whether you’ve seen that keyword analyzer. But if you’re buying Google ads, that’s the must because the minute you see that 28 people have bought that keyword on Overture and zero people have bought it on Google, you better snatch that keyword immediately because what you know is that Google is feeding Yahoo. Google is feeding 16 or 17 different other sites out there including Amazon dot com because that’s where they get those ads from at Amazon under the books. They get them from Google ad words.

Michael: Right. In relation to Ebay, with our knowledge on how to market using audio on your auction, using good graphical HTML page on

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Ebay and knowing the keywords, you can own a market. Ebay is just incredible.

Ramon: Right. All you would have to do is—what I would suggest—is two things. Number one, you create a product on marketing on Ebay and integrate all the things that you know and that you’ve learned and offer that product. And the fastest way is just to get somebody to interview you and ask you all the different questions. Basically you need about 35 or 40 questions to create a good product and 25 or 30 resources. And you’ve got a product. And then from there, as it relates to your current audio interview, that’s what I would suggest you do is to break it up into a bunch of different ones and have a download. Have 20 pieces that are a physical delivery. Have a whole package. But then lead with a \$97 package that you work JVs with everybody on.

Michael: That’s a good idea.

Ramon: That gets you 1,500 to 2,000 customers, which you will probably convert probably about 12% over time. Let’s say if you got 1,500 customers that have bought your first thing, they will convert about 12% or 180 customers that will then buy your \$397 item, which is a \$71,000 profit.

Michael: Right. And they’re all great ideas. You and I both know it’s just a factor of time. I just have to make the time and do all these things. Those are great ideas. I really appreciate it. What do you charge for your consulting to your consulting clients? How do you offer your consulting?

Ramon: Well, really right now the way that I do it is I have two levels. One is \$1,000 a month where I’m actively involved with helping the person. I’m literally hands-on figuring out stuff with them where they need a lot of figuring close help. And really I can only work with about four or five of those people at a time because it demands a lot of time. And what I inevitably end up doing is in spots rewriting copy, suggesting what the graphics should look like—really getting involved with them. And I normally don’t work with them any more than about three months because I just get wore out. It’s just a demanding relationship.

The other thing that I do is my on demand coaching is \$500 a month. And basically what we do is we have two organized calls or two official calls a month. One on the first week and then we skip a week, and then the next week. Then I’m available by phone and

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email throughout the entire month to help you work on specific projects or if you have specific ideas and things like that that you want to develop. I can support you with that. Primarily the people who get the best results in working with me are people who are selling information and who have un-leveraged assets or products that they can quickly create and they just need some coaching on how they can best leverage it fastest.

What I would suggest is don’t even worry about creating, for example, your big product right now. You could have the \$97 product together and launched in three days. You’ve already got all the elements. All you have to do is just repackage them and put them on a page that’s password protected. So, you’ve got about four hours into it and you roll it out there to the market that’s out there in the ClickBank world. And that \$97 product ... even if you’re paying 50% on it ... you sell 500 copies ... you have a pretty good cash flow.

Michael: Would you want to give me a quote if you were to do that for me? I don’t know if you have the time available to organize that. I’ve got all the transcripts. I’ve got all the audio recordings. I’ve got most of the copy done somewhere or another on my site. I’d love to get that ClickBank setup. I just don’t have the patience to do it. That’s why I’d be willing to pay somebody to do it for me.

Ramon: Well, typically here’s what’s involved, just so you know. To launch out a turnkey product like that, my typical fee is \$3,500. And the reason is because basically I do the whole thing for you. The only other option that I might consider is JV where we split a portion of the profits. My hard costs, just so you know, to get good graphics and a cover, my hard costs are somewhere around \$400 to \$500 only because I don’t deal with these cheapie cover designers online. I get real good looking stuff affiliates would love to have on their website. And what you get in the package, my other costs are just time and the writing and pulling together all the elements and writing the affiliate tools because the affiliate tools are the things that really make it go. And so for that my fee is \$1,997. And then I want basically 15%.

Michael: What I have is definitely there’s nothing else out there like it. If you wanted to set something up and promote me and create a package from audio recordings and do it all, I’ll give you 100% of it.

Ramon: So, why would you do that?

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Michael: Because I’m interested in number one, I’d be happy with just the backend. If you can get it out there with the ClickBank community like you say, I’ll have exposure to my site. It gives me an opportunity to sell my consulting services; my products and that exposure would be worth it to me.

Ramon: Sure.

Michael: It’s just an idea. That would be worth it to me. You can’t pay people to listen to you. To guys interested in learning, it’s in sections, there’s something about the way I’ve set this up and the way my recordings are ... they’re almost like people looking through a keyhole and being a voyeur, that voyeurism aspect is something that drives people to listen to 65 hours and sometime not once but twice. I get people all the time, “Mike, I’ve listened to your CD.” They live with it. They sleep with it. That’s the affect these recordings have on people. May be part of it’s me and my personality. My down to earth style when I’m talking to people and that’s it’s real. It’s not fancied up, slicked up promotion. Now, in those recordings, I’m always selling, too. I’m selling that listener on Michael Senoff and on products that I have on the site and on the idea that furthering their education on marketing is a great investment and on a number of other things that will bring money in down the road for me.

Ramon: When you talk about putting together that type of situation, are you talking about selling the front end product or selling the backend product?

Michael: I’m talking about you setting up the ClickBank and crating out of what I have on my site, whatever you think would be a good nice front end product. What you were explaining with the one-page site with ClickBank people for \$97. You setting that up and selling and you can keep 100% of it. You don’t have to give me an answer now. It’s an idea. But I’m open to that if that’s something that you think your time and investment would be worth.

Ramon: The biggest issue for me is that the time investment and the hard cost investment for me of about \$800 or \$900 to get the thing going. And I’d have to look at ... you can always ... the people who creates something can always sell it 100 times better. I tell people all of the time, you talk about hiring somebody to copy write for you. Truthfully, you should write your own copy and just hire somebody to dress it up because no body can sell it you can. What I would want to do is I would want to hear the content. Say, okay, who

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would be, based on what marketers are being keyword being Googled in keyword searches and say who would be the best interviews to actually have. So, if you could tell me these are the 20 best interviews that I have then having some physical transcripts and things to kind of go with that. The only other thing that I would add ... may be a 30 or 40 page implementation guide or master marketer crash course or something like that to it. You would have a product.

Michael: I’m saying the product is done. I have all the transcripts. I’ve got the 20 best recordings. I don’t have a crash course on how to do it except put the CD in your CD player and it opens up and it walks you through everything. There’s all your recordings. There’s the descriptions of the recordings and click what’s interesting to you. I’m always giving instructions in the recordings or the person I’m interviewing is giving instructions on how, too.

Ramon: What are the primary topics of the interviews?

Michael: There are interviews on copywriting. There are interviews on joint ventures. There are interviews on how to create an information product from scratch, how to access your hidden information products from within yourself. There are some moneymaking type interviews on how to sell trailer homes. You can read all the different topics up there on that audio clip page. There are tons of them. There’s something for everyone there. Now, that may be the problem. That CD and what I did with Ebay was using keywords. I was selling the one CD have a description of every recording and using keywords to sell this CD. For instance, I did insurance agents, how to get more leads for your business. Well, my CD-Rom certainly covers that topic in more than one area. Then I would go verbalize distributors, how to build a huge down line with that CD. We talk about all those things. They were selling on Ebay. The problem is I was keyword spamming and Ebay doesn’t allow a compilation like that to be sold on Ebay. So, they kept cutting out my auctions and it’s just too much time to mess with on Ebay for that CD. I’m better off doing joint ventures.

Ramon: Right.

Michael: That one product can be molded for any market. It can be molded to market for new inventors. Think of all the thousands of people who file for a patent with these sham patent companies who have a product or an idea, but have no idea how to market it. It could be the new inventor’s marketing CD-Rom because no matter what,

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how to leads, how to get customers, how to create their product, how to get sales; it’s all covered in there. So, really the angle on your letter or your market I think will sell the CD. Do you see what I’m saying?

Ramon: Right.

Michael: It could be broken down. I could take the three recordings on copywriting or I’ve got three one-hour recordings o joint ventures specifically. It could be molded to really anything we want; even with a change of a headline. You and I know marketing is it’s everything. Any of those headlines could be molded to market a specific niche because it’s all related. Anyway, it’s just something to think about. Think about it. You don’t have to give me an answer now. I wanted to throw it out at you. Time is my biggest problem right now.

Ramon: Right.

Michael: As you probably know yourself. Bill Myers, he teaches you just say no, just say no. Time is my biggest problem. I work out the house. I have two kids. I’d rather pay people to do it right. I want somebody that is skilled and know what they’re doing to implement this stuff.

Ramon: Like I said, I would be interested. I just need you to tell me ... I would really have to listen to it and listen to the CDs and really see and also what were the top 20 listened to CDs?

Michael: Recordings. What I can do is I’ll go into my control panel. I’ll send you the top listened to recording.

Ramon: Then we have to look at that market and see who is buying right now. And then based on who is buying, we can say yes, you’ve probably got something. But if there’s a miss-match on the buying ... the biggest challenge right now online with these ... because, you see, these compilations CDs were selling good years ago. They basically had one or two good items on it and 25 duds. So, a lot of people are reluctant. Like the Ebay Money CDs that was out there at one time. That was a hot selling CD for a while. But then it dried up because there was nothing to it.

Michael: That’s the thing. With my stuff, there is something to it. Every one of these recordings has something to it. There may be one or two that aren’t that great, but I could pick up 20 hot recordings. I know which ones are hot because people ask me, “How can I get in touch with

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that person.” Or they inquire about it or my recordings selling products. I’ve got a recording with a guy named Art Hamel, who was the dean of how to buy businesses. And he sold a course in the mid 80s for \$400-\$500. And I bought his remaining courses that he had in his basement. These courses are from 1985, but they’re still applicable today. I did an hour recording with him. By the time people listen to that recording, they buy it from me off my site for \$300. Now my current and future recordings are all designed to sell something. Rarely will I do a recording that there’s nothing to sell at the end whether it’s consulting or a product or a service or whatever. But they’re still information packed.

So, that’s why it’s worth it to me if I can get the CD out to thousands of people through ClickBank and pay you 100% of the front end. If people listen to it, there’s going to be sales for me down the road. That’s why it’s worth it to me to give away everything. And I’d even consider covering your hard costs on the implementation of the site and all that, too.

Ramon: Yes, I would be interested because I think that there are a couple of different bundles that could be put together. For example, your Gary Halbert interviews. You could actually put together a specific Gary Halbert CD. And that could be one of the bonuses in the actual position.

Michael: Well, that one Gary Halbert ... it’s not an interview I did with him, but I have the resell rights of a product. So, I was able to take that product, it was an information marketing boot camp, and that Gary Halbert recording is basically a promotion for the information marketing boot camp. But it allows me to have audios of Gary Halbert on my site legitimately. It’s not an interview I did with him.

Ramon: What about the John Carlton interview?

Michael: The same thing. That’s on information marketing boot camp.

Ramon: Is there good information in the recording?

Michael: Oh, yes, yes. See what I did, I took the recording, the digital recording from the boot camp and then I edited down to just the bare bones best stuff. Where there’s people talking and asking questions you can barely hear, I cut that stuff out. So, I tightened it up the recordings through editing.

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Ramon: If you’ve got those tight, like some of those bid name people, you can actually use that as like a bonus. You’ll get this bonus download info and that kind of thing. Yes, I would be interested because, Michael, I think that information sells. A lot of people out there are looking for quality information products. I think people are really hot on audio-based products right now.

Michael: Just take ten minutes and go to my site. Read some of the testimonials. Go fill out the form for my audio CD-Rom. Wait until you see the form. I get people to fill this whole thing out. Wait until you see the questions I ask.

Ramon: Yes, I saw it.

Michael: I tell people, you have to fill it out complete. I’m bribing them for a CD. But I’m getting some killer information. I’ve sent out a thousand of these CDs with this form.

Ramon: Let me ask you something. One of the things I was going to suggest to is that you actually go back to the 1,000 people who have requested the CD and offer them a turnkey money making package that they could put onto the Internet and sell the \$97 package because since they’re already raving fans of the CD, they could sell the \$97 package and put 50% in their pocket as an affiliate.

Michael: Yes, I can do that.

Ramon: And build a huge ... in fact that would be stronger than even pursuing the JVs because those people are already raving fans. And if you tell them, “Hey look, here’s what I’m going to do. For \$50 I’m going to give you a turnkey personalized package, hosting included, a domain name included. So, all you have to do is, you get a unique domain name off of the main domain name and all you have to do is promote this around to people.”

Michael: Yes, I’d be willing to do that. If you set it up, I’ll send out an email to all of them on audio postcard or whatever.

Ramon: Now, I would be interested in that because I think that would jumpstart it faster because the JV route takes a long time. But if you can jumpstart it, then you’ll get the attention of potential JV partners.

Michael: I can get the attention. Once it’s set up, I’ll promote it.

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Ramon: I’ve got some time here in August that I wouldn’t have otherwise. I’ve got about two weeks. I decided we weren’t going to go on vacation. We were going to wait until I was going to this seminar at the end of the year. But the thing of it is that ...

Michael: Kind of look around the site.

Ramon: Yes, let me take a look at it and send me the CD.

Michael: Go in and fill the form out because I want you to experience what it’s like filling the form out. It will come to me and it will automatically go out to you. And I’ll get one out to you. Just go back to the site to CD-Rom and fill it out.

Ramon: I’m glad we reconnected.

Michael: Me too.

Ramon: I think there could be something to come out of this.

Michael: You can listen to the first 16 or 17 recordings on the audio clip page. You can download them.

Ramon: Be sure to let me know the top 20 listened to.

Michael: All right, I will.

Ramon: It’s really important.

Michael: I’ll send you the numbers to those. I’ll do that.

Ramon: Okay.

Michael: All right, Ramon. I’ll talk to you later.

Ramon: Okay Michael.

Michael: I want to thank you for listening to www.hardtfindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtfindseminars.com by email. You can email Michael@hardtfindseminars.com or you can call (858) 275-7851.

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