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**URGENT NOTICE – If you you're involved in or seriously interested in the business of publishing and marketing information products... then you need to hear about how to send video infomercials through the internet using e-mail. (Amy Black)**

There is nothing more powerful than a TV infomercial to sell your product or service. But because they are so expensive for the average person, most wouldn't even think of trying to produce or test one. Fortunately, with the help of some breakthrough technology and Amy Black of VMdirect that has all changed. Get ready to hear Amy reveal a step-by-step way you can reach thousands of your prospects with video email. It's the same as having your own infomercial online. VMdirect's team of experts has assembled a video delivery system so advanced and simple to use that it's transforming the way people are marketing online. The best part is the cost. The service starts out at only \$4.95 per month. This is definitely one interview you don't want to miss. For more information about how you can profit from this new technology, e-mail Michael at [VMDirect@hardtofindseminars.com](mailto:VMDirect@hardtofindseminars.com)

This is Stu McClarin reporting for Michael Senoff's [www.Hardtofindseminars.com](http://www.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: So, this is Stu McClarin on behalf of Michael Senoff's [www.Hardtofindseminars.com](http://www.Hardtofindseminars.com) I'm speaking with Amy Black who is the president of VM Direct.

Stu: Amy what is VM Direct?

Amy: Thank you Stu for having me on the show. VM Direct is a wonderful website that you can go to and get your own video email product as well as video-on-demand product, and we have a very active affiliate network so there's also a business opportunity associated with this product.

Stu: What does it do? If I were to come to the site, what would I find? What are you guys selling?

Amy: It's a communication solution for anyone who's done Internet marketing online to get the message out, anyone who sends email blasting, or anybody that's ever tried to do a video on their website. Our product will really give you the power of your very own television broadcast station because you can play a two minute

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video of yourself or anybody in your company talking about your own product, product offerings and services, and they can send that to anybody online with an email address and it's a very, very simple product to use and even simpler to view because all the viewer needs to do is click on a link and up pops your video streaming right there. There are no plug-ins for the viewer, no movie players to rely upon, or any downloads. They're also not receiving a file attachment or program executable. So, they'll be sure that it's a very safe medium as well. They can send their own video commercial, if you will, to anybody online with an email address, but they can also post video on any website they have control over. So, if they have a business website of maybe their home-based business or a sales site where they have products and services, or they're trying to market some services, they can post a video right there on their website explaining that product's features and benefits, and we all know video far outsells text. So, it's a very powerful medium and we make it available for everyone very little money.

Stu: I want to talk to what you first said because I think that's so powerful. If I'm emailing a whole lot of people or if I've got a whole bunch of people sign up for my newsletter, you guys give me the opportunity to send them video?

Amy: That's right. In fact, if you have a newsletter designed like VM direct, we put out a newsletter every Friday, but we use the powerful video-on-demand tool for our newsletter so we can keep our basic newsletter design, and then have a video embedded in that newsletter. So, if you're a company that has a large email address list of clients or even your internal employees and you want to get information out to them in a compelling manner. You can use that video tool and you can send your message with video.

Stu: It's unbelievable because when you look at the difference between sending them a text message and then sending them a video message, there really is no comparison. Is there?

Amy: No comparison at all. In fact, video does far outperform standard text and it also achieves higher click-thru rates. We get 30% greater click-thru rates with video than you do with just that text message.

Stu: So, you guys have done research on that then?

Amy: Absolutely, and when you've got 30 billion emails being sent everyday, you have to make sure that your message stands apart from all that clutter, and with video, of course, they're not receiving

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that in those 30 billion emails. So, you can be assured that your message is going to get noticed, and not only that, you’ll know when it gets noticed because everytime someone watches your video email, you receive a notification back letting you know when they watched it.

Stu: Okay, so, not only can I send them a video email, but you’re telling me now that I can also tell whether they even looked at that message?

Amy: That’s right. So, unlike a text email that just sort of gets lost out there, or a brochure that maybe you’re mailing through direct mail, your video email everytime it’s opened, you will receive an email notification letting you know who has opened it, and not only that, if they forward that message to anybody else, you’re going to know that too. So, it’s a very, very powerful tool that really gives you the marketing feedback that we all so desperately want.

Stu: Holy cow! I didn’t know that you could measure the results. I knew about VM Direct. I got it basically through an email from somebody I’d met, and just like you said it intrigued me because it was video, and that’s why I viewed it, and that’s what brought me to your company. But, I didn’t know you could measure the results like that. That’s big time power.

Amy: It’s even bigger than that Stu because this product is a full application. So, not only do you get the email notifications back, but you also have a complete detailed usage screen that you can go to and see all the video emails that you’ve ever sent with this product. You can see who opened it, when they opened it, how many times they viewed it, and for how many seconds it was actually viewed because with our video email product, you’re only charged by the second the video was viewed. We don’t round that up to the next minute or charge you for uploading your video. We only charge you on view and it’s the actual viewing time. So, you can see it’s a very, very efficient product and it’s very cost-effective.

Su: So, I want to ask you about this. You’re telling me there’s a whole back end to this system, too where if I was a user and I signed up to use your video email, I would get a password and log-in. Is that how it works?

Amy: That’s right. It’s all web-based so, just think of your own email client that you log into be it Yahoo! or AOL Mail. VM Direct is the same thing, only obviously more power of video, but you just log-in with your user name and password, and then you’re into the entire

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application. From the application you can compose your messages. You have a video vault that I mentioned before that will show you all of the past videos that you've sent, and you have complete control over those messages. You can delete them out of your video vault so they can no longer be used, or let's say you've got a great marketing message but maybe you're on a budget. So, you want a great video in there promoting one product, but you notice this month that you're getting a lot of users going over your budget. You can just save the web video from being viewed any longer, but you're not going to leave the content. So, you have that ability for your video vault. In your video vault, you also have the key that's going to give you the web code for all the videos you've created so you can post them on your website. Then, you also have an account pad that will give you all the detail usage of your account so you can see all the activity that has gone on with all the videos that you've ever sent.

Stu: Wow, wow, wow!! Now, so I want to go back to the point you said earlier, too. You said that I can also put videos on my website. So, how does that work?

Amy: Well, again very simply once you create a video, and say you send it to yourself. You store it in your video vault. Then all you need to do is go to your video vault, and there'll be a little button there with HTML, which stands for Hypertext Mark-up Language. That's the language of the code that you need that goes into a webpage. So, once you click on that HTML button, you're going to receive the web code for all the code that's needed to post that video anywhere on line. All you do is copy that code, go to your website, insert it in your website code where you want that video to play, and we have a wonderful site that I'll give you that you can share with your friends – [www.sandratiffany.com](http://www.sandratiffany.com). Sandra Tiffany is a State Senator in the State of Nevada. She is a very big power user because this is a great way to communicate with her constituents and keep them up to date of what's going on in the legislature. You can go to her site and you can see that she's got video-on-demand all over her site, letting her constituents know where she stands on the issues such as education or seniors, and letting them know some of the extra activities that she's involved in. So, you can go there and actually see that tool being used.

Stu: So, what does that site again?

Amy: [www.sandratiffany.com](http://www.sandratiffany.com)

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Stu: Okay, perfect. That's awesome. I just want to tap into that still. It's all streamed from your servers. Is that correct?

Amy: Yes, once you create a video email. You've logged into your account. You clicked on the compose button. Your web cam is up and you gave the message. It could be up to a two minute message. Once you've send that message, it is stored. A copy is in your video vault, and all the video is stored on the VM Direct server. So, this product doesn't take up any or your hard-drive space. It doesn't take up any of your computer resources. Everything is stored on the VM Direct servers. When you're recipients go to view their message, our servers will detect what bandwidth speed they're connected at, and they'll send them the appropriate stream because this product can be viewed on a 28.8 all the way up to broadband.

Stu: Okay, so that's an important point that I want to touch on too, because I noticed when I was reading through your material you mentioned that, and your system adjusts for what capabilities my user is going to be viewing it at?

Amy: Yes, exactly right, bandwidth detection. When our servers are contacted, the stream of the particular message, it also is told at what connection the recipient is connected at be it low-bandwidth or high-bandwidth, and then it will serve the appropriate file delivering efficient viewing.

Stu: Why is that an advantage then, really?

Amy: Well, let's say that we only do one type of file. You've created your message, and then we upload it to our servers a very big video file. So your viewers that are on 28.8 and 56 are going to have a hard time receiving that message. So, we also upload a low-bandwidth file ensuring that everyone online that has an Internet connection can receive your video message. If any of you out there log on to a 28.8, you know it's very difficult to even get a graphic to come up. So, imagine getting a video coming up on 28.8. Having that detection is very powerful because it ensures that everyone can see this product, and everyone can use the product too provided they're on a PC and they have an Internet connection because if you're on a 28.8 it really doesn't matter when you're creating the video because when you create the video it's your own PC's processing power, processor speed within your computer that encodes the video to play at two different files. So, you can see that if you're even on a 28.8 PC connection at home, you can actually create your own video emails as well.

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- Stu: So, nobody's going to waiting for long downloads or anything.
- Amy: No, no.
- Stu: And, that's the way it's sent in the emails. Basically, you send them a link and they click to the link and that's where your message is then viewed?
- Amy: Exactly right. We send them a link to your video. Once they click on that link, up pops the webpage with your video streaming message right there.
- Stu: Amy, I'm excited about this, and that's why I wanted to contact you guys because I think this is so powerful especially for people in sales or marketing who basically what you just said, it gives you the opportunity to do a commercial, a one to two minute commercial, and that is just awesome.
- Amy: Well, wait until you hear the prices because that's even more awesome.
- Stu: Fire away with the prices, then.
- Amy: As a customer, you get started with this product. You can have 60 viewing minutes of video email for only \$4.95 a month.
- Stu: For five bucks, I can get 60 minutes of video.
- Amy: And, those are viewing minutes. Let's say that you sent out 100 messages but only ten people opened them. That's all you're going to be charged for, those ten people's viewing time.
- Stu: So, let me ask you this question – what happens, let's say my campaign just is off the roof, and my 60 minutes are used up real quick. Is there any easy way for me to know that my minutes are dwindling down?
- Amy: Yes, again, you have full access to your detailed usage and also you have that notification option that's going to let you know everytime the message has been viewed. So, you're going to know if you have a lot of activity. But, if you're doing a campaign, obviously you're going want to buy one of the bigger packages from our packages. We have six of them to choose from for the customers. We have four customer packages, and three business packages. Again, they start at \$4.95 a month, and go all the way

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up to \$6,000 for 5,000 viewing minutes of video. The more you're marketing the greater the package is you're going to want to get.

Stu: Can you take me through the process of actually doing one of these? I want to sign up. I've paid my five bucks. Now, what do I do?

Amy: Well, then you just log on. You're going to be sent immediately your user name and password. You log right in, and the next thing you know, you've got your compose page up. You just press the record button, and then once you record you can preview that message. If you're satisfied with it, just address it like you would a regular email, and send it.

Stu: So, my recording for the people that are listening to this, I either have to have a web cam myself. Are there other ways I can upload video?

Amy: Yes, exactly. This product is as technology simple as having a basic web cam connected to your PC. This is not a Macintosh product, but connected to your PC, or you can use a camcorder through a video capture card or VCR or DVD player. If you have a video capture card into your PC, you just plug that device into that port, and then when you log into your video email account you can press record on the video email and play on your VCR or DVD player, and your content will stream right in.

Stu: Wow, so you just gave me two options then. Basically, I can record it for me sitting there at my desk from my web cam, or I can do a shoot with a real camera, and then just upload that to my computer and then send to you guys.

Amy: Correct. It takes a little more technological skill, but it's easily done.

Stu: But, it will enable me to have a little more professional message than me sitting at my desk. I could be standing wherever. So, that's awesome.

Amy: That's right, and there are a lot of corporations out there that already have their corporate video or commercial maybe they shot and spent a lot of their time on television for, and they'll repurpose those commercials. They can do that easily with this product. And, if they can't upload it themselves, we'll do it for them. It's a very small fee for uploading a video.

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Stu: I’m getting ideas. Let’s just say I have a product that I’ve just started or I’ve just developed, I could have a video of me demonstrating that new product or explaining that new product. This is just awesome.

Amy: Any video content you have, and that’s the power of this product. It’s all about your personal content. That’s where the real power of it is because where do you get your own personal airtime? You don’t.

Stu: Right. What kind of businesses are using this?

Amy: Oh, you name it, all sorts of businesses. We have retail centers. We have a lot of home based business owner. We have larger corporations using it. We’ve got dating sites looking at it. We have travel sites looking at it. We have realtors looking at it. We have just all sorts of different types of companies using it. Motivational speakers use this, people that are in business for themselves, entrepreneurs.

Stu: I guess it would be pretty interesting for the new dating game. That kind of puts a new spin on the dating. You get the video.

Amy: If you want to really know if he’s really tall dark and handsome.

Stu: Yes, exactly. Okay, so, what kind of successes are some of these businesses have? Do you guys have any stats on that kind of stuff?

Amy: I can give you a quick story. There was a retail center of very specialty stores who sell high quality sheepskin rugs, and slip covers and things like that. He has a couple of retail centers in Las Vegas, Nevada, and he said, “Okay, I’m going to try this instead of giving a direct mail piece to all my clients this holiday. I’m not going to go through the printing and the mailing, the postage and all that. I’m going to try this video email because you’re telling me, Amy that it really works.” I said, “Pete, it really works.” So, he made a list of 2,100 people that he created a video email of just him talking. He said, “Hey, I’m Pete. I’ve got this wonderful product, and you’ve been in our store before and I think you’ll be interested in this special. There’s a coupon number below. Go to my website. Enter that coupon number and you’re going to get a discount on your product that you buy.” Now, this guy is selling \$20 slippers and some rugs that are pretty pricey, but within 24 hours of sending out that video email, his website received over \$3,600 in sales. Now, you can not do that with direct mail.

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Stu: Wow! I’m at a loss for words here because I can’t believe you guys have made this simple because in the past, there have been some very time-consuming clunky and god awful operations to try to get video online. How did you guys separate yourselves from those kind of operations?

Amy: Well, it’s amazing with \$42 million can do for you. It’s a lot of money, a lot of research and development went into this product. The founders of this company, we found a company called “Hello Network” back in 1997, and our dream was always to democratize streaming media because the Internet is all about leveling the playing field out there. It’s about giving everybody the same power, the same reach as the major large corporations. But, we had started Hello Network, and we had to put all these millions of dollars into investment. Obviously, the only people who could afford the product were the larger enterprises because then we were selling \$10 and \$50,000 \$100,000 campaigns. So, that wasn’t our dream, and as Hello Network moved more into the wireless arena, Craig Ellers and I broke away from Hello and founded VM Direct so we can get back to our dream of democratizing streaming media. So, we spent a good year and a half developing the product. We’ve got incredible technology engineers and programmers here on staff, and we developed the product to where it is today, and we’re continuing to develop new products as well. So, we developed this one the video email product and we got it to a point where it could be used on a massive basis for a very, very low cost. We used the power of the Internet and what I mean by that is this video product is powered by Java. So, if they have Java within their Internet browser, which 99% of them do, that’s what opens up the video and allows it to play without any players or downloads.

Stu: So, I don’t need to download anything or people viewing my message don’t need to download anything?

Amy: No, they do not, and nor do they have to open up a video file attachment and often times those attachments don’t get delivered because they’re just too large, nor do they have to launch any program executables which often are stripped up to because they can carry viruses.

Stu: I have another question for you. Let’s just say I’m at my computer. I’ve done my video. How do I now what that looks like? Is there a way to look at that beforehand?

Amy: Oh, sure. There’s a preview button right there, and you can preview it and see what it looks like just before you send it.

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Stu: If I don't like that one, I can scrap that one and get another one all geared up?

Amy: Absolutely.

Stu: Beautiful! I love this Amy. So, what kind of support is there? If I'm having trouble with this, do you guys have a technical support group?

Amy: We have an excellent support team, and again, we do everything here in-house at VM Direct. We have a complete technical support team that will help you if you have issues with your camera or the camera can't find the product. We'll certainly walk you through that. We also have very strong affiliate support staff here as well that will help those that are involved in our business opportunity.

Stu: Why don't you talk about that? You mentioned off the top that there's an opportunity to make money here. Why don't you go into that?

Amy: Well, our product is solely offered by our affiliate network. We have a very strong affiliate network, and that's been at work since May 26<sup>th</sup>. We just launched it officially May 26<sup>th</sup>, and the affiliate network goes out there and they share this product with other businesses and other individuals. Now, to get involved it's a wonderful opportunity because there are five great ways that you can make money with this product. Any customer that you promote this product to and they buy it, you will receive 20% of that purchase for every month that they remain involved. Not only that, your customers act as a lead generator for you because every video email that they send out links back to the affiliates replicated website. So, if some received a video from a customer, and they thought that was so cool, which many of them do, and they want to do this themselves, the affiliate that first introduced the first customer to this is going to get that credit.

Stu: Really?

Amy: Customers are wonderful way to earn money. Obviously, there's a matrix commission that allow you to earn money for every other reseller that you get involved in the program. Then we have generation bonuses, which allow all of our affiliates to earn well below their eighth level because this is a three by eight flexible matrix that we have set up, and I say flexible because it's not like your typical forced matrix when you stop right at that eighth level.

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With our plan, you can earn well below that eighth level, and you can also open up a fourth, fifth and sixth leg. So, it's a very, very flexible matrix. So, you can earn generation bonuses. Two of those are set at two percent, and then there's another one set at four percent and you earn shares in those each and every month. Then, we also have bonus pools and those allow you to earn additional earnings as well off of your customers and the number of affiliates that you have. Then, we also offer equipment for all of our affiliates so they can get their business up and running quickly, and also have some great marketing materials at their disposal, and that's for our success kit program because if anyone's looking to capitalize their new video email business or if they're looking to get a quick return on their investment. The success kit allows you to do that, and those range in price from \$69 all the way up to \$600. They offer great one-time commissions and bonuses. There's five great ways you can make money with this opportunity and it's very easy to get started.

Stu: With that success kit you said that you provide some equipment. What kind of stuff are you talking about there?

Amy: Well, the basic kit, the \$69 kit, that's a non-commissionable kit and it just has the basics in it. That would be for anybody who already has a web cam and doesn't want to buy a new one. The next kits have a web cam included in them. They have coupons where you can get your own greeting card because everybody has their own graphic greeting card next to it, and those greeting cards are applicable to any website that you want to redirect people to. So, you've got those coupons, a wonderful \$50 value. You have CDs in there for promotional purposes. One of the CDs is just a marketing piece. It has some of our business opportunity calls on it, samples of the products. Then there's another CD that actually has one free month per customer, a \$4.95 plan, plus it has 250 bonus minutes. So, once that plan exceeds the 60 minutes, then the bonus minutes will kick in. So, those CDs are designed to help you get your customers and to help you retail the product.

Stu: Nice, did I hear you say that you guys have calls where people can get more of an explanation on this kind of stuff?

Amy: Absolutely. We have a couple of devices set up. We have an opportunity hotline that they can get information from, and that number is 732-273-2801. That's a business opportunity hotline. You can call that anytime. Then, we also have company conference calls, a live conference call everyday Monday through Thursday, I should say, at five o'clock, and then Saturday mornings and on

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Wednesday evenings at five-thirty, we have a training conference call for all of our affiliates. So, we try to provide them all with training as well as giving them the tools they need to recruit others. Then, we also have all the conference calls that we've done in the past are in the back office of all the affiliates because we equip everybody with so much. All affiliates get a back office, and in the back office they have access to marketing materials. They have access to marketing planners. They have access to all the past conference calls and all the company newsletters. We put out a newsletter every Friday. They also have access to their activity reports which will tell them exactly what's going on in their business organization dynamically, when it occurs. From the moment when they buy something from your site, you'll know. You'll always know where you stand with your commissions with this company because we think you need to know that.

Stu: You guys have a tremendous support network.

Amy: A tremendous support network. We also have training available for folks and lead generation system, and in fact, we have the world's very first video email autoresponder program, too.

Stu: So, I've got to understand this. How do you guys make money? Your offers are so cheap. You're paying out all these commissions for affiliates. You guys must be doing pretty well for yourselves.

Amy: The affiliate program, once you become an affiliate, then you pay \$40 a month and it gives you your self-replicated website. It gives you back offices I was telling you about, the lead generation program, the training, the marketing materials, and our video is a very, very efficient streaming video product. So, we don't need all the servers and the infrastructure that other video companies need to keep our product up there and running. Our product is a very, very simple product, but it's not simple to duplicate. Again, it took us \$42 million to get it where it is today, but it's not one that a lot of other companies can start off on. Not that there aren't video email companies out there, but their delivery mechanism is much different. Again, they rely on the media player or they rely on a program attachment or a program executable.

Stu: Right. Let's just say that I just want to use it for my own personal business. Can I just sign up for me personally?

Amy: Sure.

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Stu: And, I do that by going to your website and I just sign up as an individual and you guys will put me in touch with who I need to sign up with?

Amy: Well, you can’t actually go to the VM Direct corporate site and enroll because again, we value our affiliate network and we protect our affiliate network. So, you do have to have a sponsor. Contact your sponsor, go right to their website, and if you want a personal home package, they’re there. If you want a business package, they have a business page, or if you want to become an affiliate yourself, you can visit our affiliate page.

Stu: So, how do I get in touch with one of these sponsors?

Amy: If you don’t have a sponsor, you can go to the VM Direct site, fill out a form, and then we’ll find one within your area.

Stu: Perfect. That’s awesome. I’m very excited about this, and this is why I wanted to talk to you guys about it, because I just think the power of sending video in email or having it on your website, and it’s really for the end user, is so powerful and so easy for them. It’ll make a huge difference and help you stand your business out from the rest of the competition.

Amy: Absolutely. Video says it better.

Stu: Do you guys have any concluding words because I think we’ve really hit the nail right on the head with all this stuff? I just think it’s beautiful. I think it’s a great system, and this is why I wanted to contact you guys. Do you guys have anything that you’d like to say?

Amy: Well, I’d want everybody out there to know that when you go to use our product, when you go to our website, understand that we have a philosophy here one of constant improvement. We will not stop with this product offering that we have here. We have a live product coming down the shoot. We’ve got point-to-point. We have a lot of things in development, and we will not stop with what we have here. We believe again in constant improvement, and we also again value our affiliate network very, very dearly. We are in business partnership with them, and when they talk we listen. So, we’re unlike any other network marketing company out there in that we truly have such passion for our product. We’re very low on hype. We’re big on product, and we’re big on supporting our affiliates and equipping them with everything they need to have a successful business and to have that at a very low cost.

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Stu: That's great. I thank you so much for your time. It's been a great interview and the power of this product for a small guy is just incredible, and like you said it just basically levels the playing field.

Amy: Absolutely. There's nothing else out there like that. It's an incredible product. So, if you want to get involved in this business opportunity, the timing isn't any better than it is today, and we are going to definitely make a big impact. We're already making a big impact online. In fact, VM Direct has only been out there a few short months now with this network, but VM Direct right now is in the top 5,000 of all websites visit. We're up in the top 5,000. We think it's just a matter of months when we're up in the upper 3,000 of all websites used, and eventually we'll be in the top 500.

Stu: Let me ask you about that. How are you guys marketing yourselves?

Amy: All through the affiliate network.

Stu: So, it's basically word of mouth, enviromarketing then?

Amy: Absolutely.

Stu: Like you said, it makes it pretty easy for you guys because the end users that are using it, will also experience it first hand. So, they're interest is peaked right away.

Amy: Right away because people don't receive these, and the number one comment we get when people receive a video email is, “That is so cool.”

Stu: For somebody to sign up as an affiliate, it's pretty easy for them to basically start making money without really having to do anything.

Amy: Well, they have to do something. This is a work program. It's not a welfare program. We call our compensation plan, “The Power of You”. The more you put into this product, the more you put into marketing the product, and the more you send out your own personal video email, the more you are going to earn. It is a product that's new to the marketplace therefore it requires an education of the marketplace. This is not like another vitamin or another herb. People understand what those do now for you. This is a brand new market, a brand new marketplace, therefore, it does have it's challenges in that people have to understand the features and benefits of video, and it's up to our affiliate network to educate them

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on that. So, if you’re looking for an easy program, don’t get involved with VM Direct because all of our affiliates are very hardworking people and they respect us as a business even though they can get involved for under \$100, and \$40 a month. Sometimes people will want to treat it for what they paid for it, and because it is so low-cost to get involved with, they might think, “Well, I don’t have to do anything because the company’s going to do it all for me.” That’s not the case. This is just like any other programs. It requires effort on your part. The more effort you put into it, the greater the rewards will be.

Stu: You’re right. There’s just a great underline there. “The more you use it, the better off you’re going to be.”

Amy: Absolutely. Those who use this product the most who use it for their personal use, they don’t send out promotional videos, but they send out their own face because that’s what people want to know. They want to know, “Can I do this?” And, the power of you sending a video email to someone, a personal video email is absolutely incredible.

Stu: I can’t thank you enough, Amy. This has been fantastic. I love your product. I love how easy it is. I love how powerful it is, and I just love that it gives the edge to the small guy, the entrepreneur, and thank you very much for your time.

Amy: Oh, you’re quite welcome, and thank you Stu. It’s been a pleasure.

Stu: Thanks, Amy. If you’re interested, once again it’s VM Direct and we were talking about video email today. Amy, thank you very much and have a great day.

This is Stu McClarin reporting for Michael Senoff’s [Hardtofindseminars.com](http://www.hardtofindseminars.com). I hope you enjoyed this interview, and if you want access to our archived interviews, please go to [www.hardtofindseminars.com](http://www.hardtofindseminars.com).

### ***A listing of my other web site and resources from Michael Senoff***

**Site :** <http://www.hardtofindseminars.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

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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, Martin Howey, 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>

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**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, Martin Howey, 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, Martin Howey, 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

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

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**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-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.

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**Site:** <http://www.idpen.com>

**Title:** \$500 to \$1000 a week part time from home making and selling police id pens. Free report how below.

**Description:** <http://www.idpen.com> Learn how I have made a very good part-time income each year for the last ten years by manufacturing and selling pens. For detailed information on how I got in to the pen business go to <http://www.hardtofindseminars.com/aboutme.htm> . One pen I offer for resale is filled with invisible ink. This pen is used to effectively and safely write an owner's identifying and contact information in case of theft. The market is huge. Crime is skyrocketing each year and the stolen property departments of police departments are filled with valuable property that cannot be returned to their owners because the owners cannot be identified or located. You can help fill this huge gap in the market by assembling this unique pen at home and selling it to all types of outlets, such as police departments and other government entities, convenience stores and department stores, etc. The work is very easy and your hours are flexible. Log on at <http://www.idpen.com> for your free report, "How to earn \$10,000 a year from home with my unique crime-fighting pen." Go to <http://www.idpen.com> to listening to how you too

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can profit in my pen business. Hear actual recordings of customers calling to place orders for my police id pens and hear free marketing lessons on how to sell them.

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**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>

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**Site:** <http://www.BigDUniversity.com>

**Title:** Big D University is all about creating a fun, exciting atmosphere for kids who have a strong desire to ask questions about business and money.

**Description:** Big D University takes questions from kids all over the world and submits them to the world's leading experts for answers. These experts (Big Daddy Professors) volunteer their time, experience, and knowledge by recording their answers on to a toll free hotline. Then, this expert advice is transferred to the Big D University web site and is made available through streaming audio to all the kids who come to learn about business and money. Big D university is the only University that enrolls kids based on what they don’t know. Go now to to <http://www.bigduniversity.com>

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**Site:** <http://www.monicoproducts.com>

**Title:** Monico Products Your source for (UV) Black Lights, Pen & Marker Inks, Pen Parts, Short Run Pen Assembly, Pen Imprinting,

**Description:** If You're Looking For (UV) Black Lights, Pen & Marker Inks, Pen Parts, Short Run Pen Assembly, Pen Imprinting, Special Ink Formulations or Anything Related to Making, Packaging, Selling or Marketing Pens, You Are at The Right Web Site! Monico Products is the original name of my pen

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manufacturing business site. On the site I list all my pen products and pen manufacturing related services. Products can be purchased at the site. I also sell a line of Ultra Violet lights. I manufacture one pen that marks valuables with invisible ink. For example, you can mark your driver's license number and your identity on your valuable property in case it's stolen. This pen replaces the need for those vibrating engravers. UV lights are a natural complementary product to sell with the id pens because you need the UV lights to see the markings. The site also offers valuable free tips and reports on how to identify counterfeit currency, credit cards and how to spot bad checks.

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**Site:** <http://www.fingerprintpen.com>

**Title:** Instant finger print pen takes child finger prints anywhere and on any paper Guaranteed to Work...Without Messy Inks

**Description:** New and easy way to obtain FBI quality fingerprints anytime, anyplace, on anyone, using any paper, without messy inks or stickers, totally non-toxic and requires no messy inks. It can be used to take up to 200 fingerprints and comes with a 5-year guarantee. Here is one of my web site used to promote and sell my amazing new finger print pens..."Introducing a quick and easy way to get FBI quality fingerprints anytime, using any paper, without messy inks" Guaranteed or triple your money back..." My Fingerprint Pen is everything you need to start obtaining perfect FBI quality fingerprints anytime, any place, on anyone, using any paper without messy inks, stickers or contraptions and it's...backed by my triple your money back Guaranteed". See how it works at <http://www.fingerprintpen.com>

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