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University

INTERVIEW SERIES

**How To Make Your Audio Interviews
Timeless... Without Spending A Lot Of
Time On Them**

*An Interview with Michael Senoff
Audio Interview Expert*

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

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Published by:

Michael Senoff
JS&M Sales & Marketing Inc.
4735 Claremont Sq. #361
San Diego, CA 92117
858-234-7851 Office
858-274-2579 Fax
Michael@michaelsenoff.com
<http://www.hardtfindseminars.com>

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Any perceived slights of specific people or organizations is unintentional.

How to Make Your Audio Interviews Timeless...Without Spending A Lot Of Time On Them

Nowadays it seems like everybody is concerned with time. That's why I call it life's biggest currency. And that's also why I like working with audio. Audio interviews allow people to maximize their time because you can listen to them anywhere – outside, in the car, in the gym, anywhere. But making audios has also allowed me to free up my time as well.

So in this interview you'll hear AMS student Dixie grill me on the ins and outs of audio interviews. She asks very specific questions that get me to reveal step-by-step, detailed answers. And I end up explaining the whole process of making an audio recording from conducting the research to the amount of megahertz you'll want to save your files under.

But you're dreaming if you think you're going to be able to do everything yourself. It's time-consuming enough to research and conduct interviews. You're not going to want to edit, transcribe or write descriptions as well. That's why you'll probably want to assemble a team to help you with all of that. But if you don't know where to look for good cheap help, you might end up paying more than you need to. So in this interview you'll also hear how to compile the best team for the best price.

You'll Also Hear...

- The techniques I use to make my interviews "timeless"
- All the tools for interviewing that you'll need – what kind of phone to use, how to capture the audio, what kind of editing software is best and cheapest, how to get fancy music for free, and much, much more
- How to recognize the different types of interviews you'll be conducting and how you can easily use each one to your advantage
- Idea generators for every kind of interview

- The number one, most important thing to remember when conducting interviews
- How to use audios as marketing tools

People are always looking for more – especially more value for their money. That's why the more audio interviews you conduct the more value you'll be adding to your products (and the more you can charge for them). You can literally talk yourself rich. But the trick is to keep your business as streamlined and time-efficient as you can. And this interview gives you all the ideas and techniques you'll need for doing just that. Enjoy.

Any of your listeners, if you want to tackle anything like I've tackled with them out of all the audio interviews and the way I do it, you are dreaming if you think you can do it all yourself. You have to have a team and you have to have the conviction and the guts and the belief to invest money in that team to build your dream.

Music

Dixie: Michael, I know audio has been a huge part of this life but I'd really like to hear from your perspective, what value do you see in audio interviews?

Michael: Everything I've got going now with the website which is primarily now a audio interview website. I mean, my business is kind of more from mainly the guy who sells pre-owned J Abraham marketing seminars to the world's largest digital resource library for downloadable business audio interviews and that's been a progression overtime. But everything, the success of the website and the money I make and the contacts I make and I guess the perceived value of my name as an internet marketer, has all been related to audio interviews. Audio interview has so much value and any of your listeners, the biggest benefit is it's so easy to do. We all learn how to talk and all it is is two people, Dixie, you and I having a conversation and some audios are prepared for, I could have no exp... it's just you and I talking. I try and keep in mind your listeners and just want to provide them that honest and best answer to your questions. I'm just talking to you I'm keeping in mind your listeners and I wanted to share my experience and that's how two friends would talk. So, you know, if you've got a friend, you

know how to talk and you know how to ask questions and you can answer a question, and communicate effectively, you can interview someone and you can do, create, publish and market and sell audio interviews. Does that answer?

Dixie: It certainly does. Michael, tell me compared to like an eBook versus an audio interview, perceived value, different?

Michael: I think there's a perceived value. I have a CD that I give away for free on my website. It's 61 hours of my best audio interviews. Now I give it away for free but anyone who orders it has to provide some information. They have to give me their name, their address, phone number and I ask them a few questions and one of the questions that I ask them is how do you like to learn? A lot of people don't like listening to audio. A lot of people are readers. They'd rather print out and read the transcripts. Some like video better than audio but there are a lot of people who really love audio. But perceived value in my opinion with today's world with people becoming busier and busier and the responsibilities of work and family and all the other responsibilities of living today here in the United States or anywhere. Your time becomes very limited. At least it is for me. Statistically most people who buy a book, 95% will never get through the first chapter but with audio, I think the perceived value is more compared to an eBook because you can take it with you on the road and with an hour's worth of audio, it provides a better service than an eBook. People will get an eBook, they'll have to print it out, they'll put it in a three-ring binder if they ever print it out and it sits there probably like most of their books. But in audio, you can download onto your computer. You can download it on to your iPod; you can bring it with you. It's mobile. You can listen to it while you exercise, while you clean the house, while you're driving to and from work, while you're doing errands, going to the grocery store. I believe if you are a publisher and you want to sell something, you want to educate, an audio format is proven. Plus, and we're all sold on the interview format. And I use examples, look at Oprah Winfrey. We're sold on that whole daytime TV. In an interview shows like Oprah and and Barbra Walters, Hugh Downs. I mean, these are interviewers If you think about Johnny Carson and Jay Leno, these are interview shows. They pull out some other stuff in between but they have guests on the show and the host interviews the guests. So we're sold on that interview format. So it's not like we have to re-sell. eBook format?, I think there's millions and millions of people sold on it but not everyone sold on it because it's something new to a lot of people. I had a call today from a guy in the UK who had received the promotion for one of

my products; it was a business-buying course. It was a digital product. Okay it was a pdf file which would fall into the same category as an eBook but he was hesitant to order because he was “not very good on the computer” . He wasn’t used to digesting downloading and absorbing a pdf download. I had to convince him. I go – do you check email? He says, yes. Can you click on a button? –Yes But he was hesitant because he’s not used to a new format like that. So I believe the audio format has lots of advantages over an eBook. eBooks are gaining in popularity and are very effective, there’s some advantages with eBooks that audio doesn’t have because of the limited size of an eBook file. It’s smaller than maybe an hour audio mp3 file and eBook can be more viral than an audio. But audio can be viral as well. They can be burned on CDs. They can be uploaded to a website. If you look at my website and the different formats of how I offer audio. It all starts with an interview. Someone can go to hardtofindseminars.com, press the green button and play it and listen to it through the speakers on their desktop computer or their laptop. Or they can download the mp3 file and take it with them on the road or you can take the audio recording and have it transcribed and then you can have the printed word for word transcripts in a pdf file or a word document that can be downloaded and printed out for the readers. So it starts out as an audio but the audio can morph into different formats and different products. And because of this, you can increase the value of whatever product you have by using audio and especially for audio interview format. Does that make sense?

Dixie: Oh it sure does and I’ve got lots of questions for you. One of the questions I have for you. Suppose, for example, for this audio that I’m recording from my home, where would you go, or if they wanted to do it, where would they go to transcribe it?

Michael: Where would they go to transcribe it? My first transcriber I found, I posted a listing up on e-Lance. eLance is kind of like eBay. eBay, you can get anything you want, any product you want. eLance is where you can get any service provider. They’re free lancers, experts, from web programmers to writers to ghost writers to administrative; to telemarketers all over the world who have raised their hand and say I’m a service provider. You are someone who’s looking for a service provider? A virtual assistant, help for your website, a writer, anything that you’d need to help you kind of stretch your day. To save you time, where you can form it out. You can go to eLance and post a job. So when I needed a transcriber, I went to eLance.com, it’s free to sign up and I said I need someone to transcribe an hour’s worth of an audio interview. And then these providers will look at your listing, they’ll

4 Listen to hours of free interviews, case studies and how to consultant training at
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introduce themselves, you'll have their bio , you have a feedback rating from previous work they've done with other eLance customers and they'll bid against each other to get your job. And it will be a bidding war instead of the price going up when you sell an option, the price goes down. So let's say you set the bidding for ten days, you have people from all over the world to want that job because they know it could lead into more work and you'll see ranges. Because I just went through this. I just had to get a new transcriber and I was looking for quotes for transcription work here in the United States, I was getting quotes for \$180 to transcribe an hour's worth of audio. I was used to paying \$60 and I was ok with that but I was able to find a service provider to do it for \$25 per hour of audio. That's one of my main expenses – transcribing audio and if I can save \$35 compared to the \$60, I'm going to do it, because it's money I can put in my pocket, put in my kids' education, go on a vacation. Any money saved is money earned and even though I'm outsourcing it, it is going outside of the United States, but we're worldwide market now, especially with services like these. You know I have a team. When you look at my site, don't even consider that I do all this stuff myself. And I would tell any of your listeners, if you want to tackle anything like I tackle with them out of an audio content interviews and the way I do it, you are dreaming if you think you can do it all yourself. You have to have a team and you have to have that conviction and the guts and the belief to invest money in that team to build your dream. To go ahead and commit. Because you're going to have to pay outside providers. You'll have to pay money for transcription. I have a writer who helps me write the descriptions. After the audio interview is done, I send it to a writer, she listens to it and she writes the headline and writes the description of the audio. I have an editor who does the editing of the audio interviews. They may spend 5 hours on one hour of audio editing it, cleaning it up, polishing it , making it sound the best possible. And we do this all for our listeners because we want to make the listening experience easy on the ears and pleasurable. When Oprah does a show like that, I mean, you know the show is taped, it's edited, meticulously , there's a lot of post production work if you want to do it the way I'm doing it. Anyone can just do a recording. You and I, Dixie, we can do this interview and there'll be mistakes in it and, maybe interruptions and, maybe I say the wrong thing or you say the wrong thing, we can leave all that stuff in it and we could give it to your subscribers and your members but you're not doing them a favor. It's sloppy work. You don't want to do that. You only have one time to make a good first impression so you may as well do it right from the beginning. And I didn't do that. I was lazy in the beginning. I didn't think

it was going to turn into this. I used an inferior recording device, I didn't know of a better one I didn't take the time to research it out. I didn't really edit as much as I did. But when I got serious, I started cleaning up my act. So eLance is the place to go to find your team, to build you team to do everything that you don't have time to do. You should be focusing more on the marketing of your business, not the busy work. Don't fall into that trap because you like to keep busy or you are the control type person who wants to control everything .If you try and do that, you'll never get off the ground. There are not enough hours in the day. There's no way.

Dixie: That's great advice, Michael. Michael, given that the internet is evergreen environment, are there interviewing techniques to make an interview timeless in value?

Michael: The techniques are evergreen because a good interview starts with good research, just like a good sales letter or a good marketing piece. And researching what your market wants to know is very important. I mean, you have to come up and design and think of questions for the interview we're doing today and I can tell by the quality of the questions, you did your research. You've probably been listening to your clients and your customers and identifying what is it they want to know.

You're listening to an exclusive interview found on Michael Senoff's [hardtofindseminars.com](http://www.hardtofindseminars.com)

And you're serving your customers by asking the questions that they want to know and probably some of the questions you want to know because the questions that you want to know are probably some of the same questions they want to know.

Dixie: Absolutely

Michael: So what's timeless is if you take the time and do the proper research. If you're preparing an interview on how to fly a kite you may want to go to Amazon.com and type in "how to fly a kite" and look for some books on kite-flying and you look inside the book. On Amazon, you can look at the Table of Contents and you can see all the topics. You can see the topics of small kites, large kites, kites with tails, double wing kites, where to fly, what are the best conditions to fly. Someone's done it before you. I don't care what you're going to be interviewing someone on. There is someone who has come before you and he's already done it. It may be in the form of a book on Amazon and you can get

that outline and you can type that outline and turn those into interview questions. So what is the best thing to look for when buying a small kite? Are there advantages over kites with tails than kites without tails. What are the best conditions to fly a kite in? When is the wind too strong to fly a kite. So you need idea generators to take content and create questions from it to create your interview and you can bet not all the time you can look for the best-selling book and you can kind of gauge which books have been put together well and you can borrow what's already been done before. You can search newspaper articles on kite-flying. You can search magazine articles on kite-flying. The writers who put these articles together had to do the research, right?

Dixie: Right.

Michael: A magazine editor had to do their job in research that before they put that article, so leverage the time and borrow on the research that they've already done and jot down topics and mould questions for an interview that you can put together and you can always reformat the questions. It's not like you're stealing anything and you're borrowing information and you're leveraging time because it's all been done before. So with all this fact to leveraging your time, time trying to get more hours out of a day, why reinvent the wheel? Why do all the grueling personal research yourself when it's been done before and you can borrow and leverage on that.

Dixie: Absolutely. So that goes back to eLance and outsourcing and doing the things that you love and that makes you money as opposed to doing the little things and trying to do them all yourself.

Michael: Alright. Today's currency is time. And everything I'm doing now over the years it's been modeled to buy myself my time back. To give myself more hours in the day to do the things I want to do but still be able to meet the responsibilities that I have for myself or for my family.

Dixie: ABSOLUTELY. So Michael, you've interviewed who's who as I said in my introduction. I know the listeners would love to hear what do you do to prepare for an interview?

Michael: What do I do to prepare for an interview? It depends on what kind of interview I'm doing. Let me break it down let's say I'm interviewing a big name. Like for instance I had an interview with Tom Hopkins. Tom Hopkins is one of the most recognized leaders in sales training worldwide. And I was able to get an interview with him I know it's

going to be a real feather in my cap. Once you get your interview you know you can use your name, my website has an interview with Tom Hopkins. It's good for search engine rankings and it will bring people to your site and it'll increase your credibility because I've got the interview with Tom Hopkins. It's as simple as that now the way I handled this interview, I didn't do any research on this. All I did was I sent out an email to my list and I said, on Monday, I'll be interviewing sales training giant, Tom Hopkins. I'll be asking him questions on your behalf. If you have any questions for Tom, please email them to me. So I went to market place and asked them what they want to learn from sales guru Tom Hopkins. The questions came in and then I organized them, I removed all the doubles I put all the best ones up at the top because we were limited on time and all I did was ask Tom Hopkins the questions that came from my students. It was a wonderful interview because it was diverse. I was giving my students from hardtofindseminars.com exactly what they wanted to know. And as an interviewer, if you have a list, an email list or a subscriber database, and you're trying to serve them with information to better them, that's the simple way for an interviewer to go. Because you didn't have to do any preparation. You just ask your list what do they want to learn and you'll relay it to your interviewee subject and ask him the questions to get it all in the recording and clean it up and you got a great interview. That answers the questions that they want to know. Another example is, I had a great interview with one of the most popular interviews on my website with a negotiating expert. His name is Jim Camp. It's one of my favorite interviews. I love this interview. I listened to it probably ten times and this is going to be a real exciting interview and I wanted to do a really good job. Now this guy, he's a pretty good marketer, so he had already been in the media doing interviews so I went to his website, I printed out all these press releases that he made available for free to any media who want to do an interview with him. He had about four of them and I just used the bullets – the topics in his press releases just like I gave you an example of going to Amazon and I created my questions from that. So I used his material that he was already giving to the media and I created my own series of questions. Now that's just part of it and that'll get you the skill to have in an interview and that alone can be a great interview and I think if you have some other questions that you want to know what to make it even better but this is so simple. Anyone you're going to interview if they're all out there selling a product or service and they're somewhat credible, they have got to have a website, it may even be a brochure website that outlines who they are, what they do, some of the benefits they offer, some of the service they provide. You go to their website and simply come up with questions to ask them.

Dixie: I agree with you. Michael, you said something that's really interesting. You said depends on the type of interview that I'm doing. So, can you explain that a little bit more?

Michael: Well, in the Tom Hopkins example, when I say type, why am I doing this interview? Tom Hopkins' a big name like that , I'm doing this mainly for marquee value and many have an interest in interviewing him , I have the opportunity but this is marquee value . Big name, millions of people know the name. Michael Senoff interviews Tom Hopkins. Elevates my credibility instantly. You know the law of association. I'm associated with Tom Hopkins. I've interviewed him. Hey that's one type of interview. Another type of interview, you have a series of teleconferences you're doing, right Dixie?

Dixie: Yes I do.

Michael: Are you doing all different topics on product creation?

Dixie: Actually I'm doing with another product right now and it's on internet marketing and more teaching those that come aboard that want to learn about how to market

Michael: Okay now, when they come aboard, do they have access to some of these interviews only for members?

Dixie: Absolutely.

Michael: Okay. So a type of interview you may do a content interview for an existing product. So I have multiple products. Joint-venture marketing product, product on barter, how to buy business where I already have existing audio content, transcripts and downloads. I may need to increase the value of that product and say –hey you know I'm going to do another interview on joint ventures and I'm going to put it for my subscribers who order my product and I'm going to put that in the back there. So I'm going to add value to it. This type of interview, you may not take as much time or you may not put the importance on it even though it's important but it's the interview that adds the value. That adds content to an existing product. The more audio interviews you have, the more value you're offering for your customers or for your purchaser. If I was selling a product on negotiation, I just have one interview; yeah maybe I'm going to sell that for \$30 or \$97. If I have 20 products on negotiations from all the best negotiators in the world, I've

increased the value of that maybe ten times, 20 times. The more you talk, the more you make. You can literally talk yourself rich doing interviews. So we have established value, we have an interview to add content to an existing product. One type is the example that I gave you was the question and answer interview. Another type of interview is the promotional interview. It's an audio interview where before I do the interview, I may have established a joint venture with the party that I'm interviewing. I'll give you an example. There's an interview on my site with the guy named the Moneyman and this guy shows people how to get unlimited bank financing unsecured by building their corporate credit. Everyone knows what a personal credit score is. I'm thinking of a number, you know that commercial?

Dixie: Yes.

Michael: Okay that's your personal credit. You know how important your personal credit score is. For many businesses, if you're separate entity, and you're not a sole proprietor and you have a corporation or an LLC, there's a whole business side, how to build your business credit where you can get bank financing unsecured so he had a product or a service that he sells, which I ordered by the way, because I think it's fascinating and it's good to know. But I started a joint venture with him. So we produced an audio interview, with also an integrated PowerPoint slides with that interview but that is designed to sell my listeners on his service. Designed to educate them, you know, like a lot of my interviews that I have an ulterior motive and that's to educate you so much, get you so excited and provide so much value that you're going to decide to check this guy out and you may buy his service. Then there's something in it for me. In an interview like that where there's a financial benefit because it's a joint venture relationship I'm promoting him, I'm endorsing him. I'm really going to take my time with that and really create the best possible interview I can. Some interviews I'll spend more time on than others. I'll give you another example. There's a company called Best Profit Systems, a guy named Doug Hoggins and they're big internet marketers and they have a membership site where they have all the top gurus and offer training to entrepreneurs and small businesses and he contacted me. He said we're going to be sending this CD to our members and I need a 30minute interview with you. And he had me on his site with all of his gurus, just because it's some of the stuff I do but really because of the content I have available at my site. So we did a 30 minute interview and I structured the interview with one goal in mind, to give so much value and it's really quite a promotional interview for my part. It's in an interview style but I am promoting my site like you wouldn't believe. I

am giving that listener probably a 150 reasons to go to my website to enter their email –to enter their name, and to log in and just to check it out and I probably spent 4-5 hours on this 30 minute interview. I wanted it to be perfect. Meticulous, every word, every syllable, I really took extra time in the post production because I knew this interview would be listened to by some big players and possibly by hundreds of thousands of people. So it all depends, you know, it depends what is the interview going to do –why are we using it and those can determine the different types and how much time you want to put into it or how you want to do it. It all depends on what the end-result is on what the interview is for. Does that make sense?

Dixie: It surely does. Just a recap for the listeners, Michael, you're talking about an interview type that would be credibility by association or marquee as what you called it, the second would be like a content interview. Third is like a question and answer

Michael: Yeah. That's a type of interview—Q and A.

Dixie: And fourth is like a promotional interview where you're like you talked about really putting your effort out and giving those folks a hundred ways to get to you and giving them reasons to find out of you.

Michael: Correct. And there's that other promotional, the joint-venture interview where you have that financial interest, you're promoting someone else's product so there's self-promotion and then promotion of others.

Dixie: So self promotion and then promotion of others. I personally want to know this one I'm going to ask it and I'm sure there are listeners who want to know as well. What tools are you using for your interview?

Michael: The number one tool I'm using is a corded telephone--the best tool in the world. Simple telephone. Everyone knows how to use a telephone –that's what I'm using to talk to you, Dixie. The next tool I'm using is a device that captures the audio recording in a digital format. Now I use a simple digital recorder SONY ICD-ST10 digital recorder. It's about, maybe three times bigger than the stick of thumb, it's a digital recorder, you could pick this up at Radio Shack, you can pick them up at Circuit City, Wal-Mart, Target, they're all over the place. You can go on eBay, you don't have to get that one I necessarily have. Mine takes two double A batteries and it has an input jack so you have the digital recorder to capture the digital audio. And then you also have to get a device that plugs in to the back of your phone and then plugs in to the

microphone port of your Sony digital recorder and this intercepts the audio from your phone and inputs it to the digital recorder-that allows it to capture both sides of the conversation.

Dixie: Cool!

Michael: With the Sony, you get some software, once we complete the interview, I'll press the stop button and then I have a USB plug that plugs in to your USB port on to your computer and the other end plugs into your Sony digital recorder. Your software pops up and you see a Sony file of the audio interview that we just did. And then I can save that to a folder on my desktop. When I save it I convert it from this Sony file to a WAV file. A WAV file and I'd save that to my hard drive so now I have my audio recording saved digitally and you need editing software if you're going to edit your audio. And there's all kinds. You can just go on to download.com and type in editing software –the one that I use, there maybe better ones out there, but it's the one I started using from the beginning, I'm used to it, I can edit fastest on it because I couldn't pick up the new ones called GOLDWAVE.com and I use the old 4.5 version. It will not work on the new Vista and I have one of those Vista. It'll work on your XP –anything before VISTA. And you can download that and I think it's \$34 for the software and then you can edit your audio recording and once you've edited that, you can save it as an mp3 file and there you have your edited mp3 audio ready to upload and to publish on to your website or to put on to a CD.

Dixie: Michael, I think I missed the piece. Because you said that from the SONY ICD that you have, something that attach to the phone what is that

Michael: I don't know what you call it but you can get it from Radio Shack. So if you go to Radio Shack or go to Radio Shack online, and say I need that little black device that allows you to record telephone conversations and there's three different ones. There's one that has this little suction cup that sticks on the handset of the phone and you don't want that. But there's another one. It's a little tiny black box and it's got a phone cord that plugs into the back of your phone and then you take the phone line and plug into the box – oh these are Radio Shack devices' kind of confusing but the instructions are all there anyone could get it at RadioShack or they can search on RadioShack.com or you may be able to find it in other places. It just allows you to record a telephone conversation.

Dixie: So once you've got the WAV downloaded and use your editing software –the GOLDWAVE that you talked about, then with the GOLDWAVE editing software then you can create whatever format you wanted them

Michael: Yeah. You can save it as a WAV file, you can save it as an MP3 file. It allows you to save it at different bitrates. I don't want to confuse the listeners –it really isn't that confusing but there are some specifics that you probably need to know. I do have an audio interview. It's with one of my product. It's a product offer called audio marketing secrets. It's at http://www.hardtofindseminars.com/Audio_Marketing_Secrets.htm If you wanted to let the listeners know about that then I have a whole course on exactly how to do this. All the details of the megahertz and step by step on how to do this.

Dixie: Okay. So perhaps Michael, you could give me the link so that I could include it for the folks

Michael: It's called audio marketing secrets and it's basically everything I know about producing audio interviews. Some of the stuff we're talking about but in more detail. It's a risk –free offer. You can try it before you even pay a dime. It's at http://www.hardtofindseminars.com/Audio_Marketing_Secrets.htm

Dixie: Fantastic. I will take advantage of you because I want your expertise and there's so much information you have that I think it's going to be value for the listeners today as well. Michael, how is it they get all this fancy music intros and endings added to those audios? Do they have a band that they hire? How do they do that?

Michael: You can go online and search for royalty-free music and you can find CDs and downloads of different music that audio people can use for introductions and it's royalty-free, copyright –free meaning whoever you buy it from owns the rights to it. They maybe musicians that made it and you just download it. So it's nothing but an mp3 file that you'll paste just like you copy and paste on a word document. I mean you paste it into your audio file at the beginning. I only use one small little piece of music. It's an orchestra type thing that you hear at the beginning of my audios. I don't have any other fancy music. And I also don't recommend doing audio and starting the audio out with ten seconds of music or 15 seconds of music because in my opinion, it's a waste of time. I know it may sound fancy and sound nice to you and kind of seems like a nice professional TV show with the music intro

and everything but you got to keep in mind, your listeners, they want the information, they want it fast, don't waste my time with music. My little music clip is literally 3 seconds and it's not at the beginning, it's right after my introduction that kind of gets them going before the interview starts. SO I personally would not recommend music in the beginning and I wouldn't recommend it at the end. I know it's kind of make it a little fancy but just give your clients, give your people the information fast. They don't have time to waste. If they want to listen to music, they'll be tuning in to the radio.

Dixie: That's great advice. But I know that they'd want to know at least how to do it.

Michael: Yeah that's how you do it. You could search on Google, royalty-free music. You'll find all the free music you want.

For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [hardtofindseminars.com](http://www.hardtofindseminars.com) or go to http://www.hardtofindseminars.com/Audio_Marketing_Secrets.htm

Dixie: One of the things I wanted to educate the audience about is file format. I've got lots of questions in this area. Is there a different file format for podcasting as opposed to mp3 players?

Michael: We'll talk about three different file formats in my interview process. One is my SONY digital recorder or whatever recorder you're using may operate on a certain file. One is recording the actual audio. My Sony uses a Sony file format, so on the Sony digital recorder, it's recording on a Sony format. When I plug in the Sony recorder, I see the Sony format but I want to save it into a WAV file. Before you buy your digital recorder, make sure that you have the capability to save it as a WAV file. You want to edit in a WAV file and here's why. When you're editing your recording, as you're editing you always want to keep saving your work so you'll go to your file. Let's say you edited ten or fifteen things out. And what I do as a practice is, I'd save the file as Save As. So you do some work, you save the file because you know that your computer could freeze up. Sometimes a software, I maybe editing and I've done maybe ten or 15 minutes of meticulous editing and I saved it and it'll get stuck. This does happen sometimes. And I've to go back and start over so you want to continually save your work as you're doing the editing. When I'm operating as a WAV file, when I save it, it saves it very fast. If I'm editing as an mp3 file it may take a whole minute to save the file. So you want to get through your editing process very quickly so I'll recommend when you do your

editing, edit in a WAV format. Now the WAV format is a pretty large file. You're not going to be able to manage a file that large up on the internet, therefore, we have to save the file into a manageable size and the universal audio format most popular is in mp3. That's what iTunes is all about - mp3 recording. I don't know what it stands for but when you save your file as an mp3, that file has access into any iPod, any cell phone, any digital PDA that is one of the most universal formats for having your audio be viral. Being downloaded, take it on the road. So that's really important. So you save your file as an mp3, now you could save it as different mp3 megahertz and bitrates and I don't want to confuse you but when you get your GOLDWAVE software, you have the options of saving it at 44100 hertz, you can save it at 32000hertz, you can save it as 24000hertz, you could save it as stereo or you could save it as mono. But got to keep in mind, your file has to be manageable. When someone goes to a website and downloads a file, they don't have time to sit there for an hour to download a file, If you upload that file as a WAV file, you say here it is, go right click on it and download it and it's an hour audio recording, that file could take 30minutes for someone to download and they're going to get frustrated and they're going to abandon your site because you're not being respectful of them. So you've got to have that file and I'm going to give you the magic number. When I convert it from WAV to mp3, I save it at 22050 megahertz mono 24 kilobytes -- 22050 megahertz mono 24 kilobytes. If I saved all my files as stereo, because you have two tracks, it would be twice the size. It's too big an unmanageable and at least now, with the bitrates and speed, maybe in a year or two, we'll be able to handle that type of data faster as technology increases. So you've got your Sony format, convert to WAV, after you've done your editing then you're ready to publish to your website. You saved as an mp3 file and there's also a tool I use called, instant audio.com and it's a service that any of your listeners can subscribe to. I can send you a link to it and they have a tool where you can upload your mp3 file into their server and that will convert it into one of those players. You know where you have the buttons, the fast forward, the rewind, and such really easy. Now some of my recordings at hardtofindseminars.com have that player, I mainly create my own player with my webmaster but I still use that service all the time and it's a real brainless, easy way to take your mp3 files and convert it into one of those buttons where you can copy and paste the code into your website. It's real simple and then when someone goes to your website, they'll have that little player button. And also keep in mind, if you want to be able to give your viewers or your visitors to your site, the ability to download that mp3 file, the big mistake I see most marketers make is maybe they haven't

taken the time to learn how to upload their mp3 file or to link to it to offer it to their visitors to their site. They'll have a button up there where people can play it but that makes people stuck to the computer. You know having the ability to download it is where the real value is and it can get passed along and it becomes viral and you're really doing your listener, your viewer, your website visitor a favor by allowing them to take it with them on the road. And that's what separates my audio interview site from almost all the other ones out there. Maybe they just haven't figured out how to do it.

Dixie: Michael that was going to be my very next question. You know a lot of people have it downloadable as opposed to streaming audio and you're telling me that the perceived value is better to have it downloadable

Michael: Absolutely, yeah it's like these teleconferences. You know when you get an email. We're going to have a teleconference on Tuesday night at 6:00 o'clock. The only way you can listen to it is to come on board or to sign up. I mean, you know how busy people are. Let's say I did the interview on the subject of flying kites and then we sent it out to my list and I said I've just done an interview with an expert on how to fly kites. You can go to my website and listen to it now or you can download it or you can print the transcript right now whenever you want it, it's up there. There it is. Or you sent something out to your list and say, we're going to be interviewing an expert on a teleconference on how to fly kites. The teleconference is at 8:00 on Tuesday night or at 6:00 o'clock on Tuesday night. All you need to do is go there and then register your name, your email address and it's a limited space on the calls. And here's how you can access it. Whose interview's is going to get listened to more, do you think?

Dixie: The one that you can download, most definitely.

Michael: Absolutely. People are busy. It's 6:00 o'clock. I mean, a mother or father or a professional. You know when you're telling someone what time to show up for an interview, you may get a few of those people. You may get some of the real hardcore type to call in, but most of those people have engagements. They got to put dinner on their table. They may have dinner plans. They may have karate lessons. There are a hundred things that may come before that date or that kite-flying teleconference. I'm doing my visitors a favor by saying here's the interview, I'm not going to tell you when you have to get it. It's going to be there for you when you want to get it. I'm not going to make you sit online and be stuck to the computer and listen to it. I want you to take it

with you on the road. I'm not only going to give it to you as a flash playable format. I'm going to give it to you in pdf transcripts where you can read or you can listen online and read at the same time. I offer most of my interviews as html so you can click to a page, play the audio, listen and read at the same time for those real hardcore learners because you could really absorb it when you're reading and hearing it with two different senses at the same time. And I'm going to give you the ability to take it with you and so you're providing the mobility and you're providing choices, anyone of the people who received my email knows that it's not a one-time thing. They can go back anytime and get it so they may go away. They may go on a weekend. They may go late at night when they have time and so I'm not burning any bridges by your list, you may be sending it out and there may be a lot of seriously interested people who wanted to hear that teleconference but they just couldn't make it. There are other things more important in their life than when you're scheduling it. Does that make sense?

Dixie: Yes it sure does. So have you used anyone to do voice overs?

Michael: In 99% of cases, I haven't. There is one production that I did. There was a famous copywriter named Eugene Schwartz and he's dead now but there was a speech that he had done years ago and I had the transcripts to it and it was brilliant and I hired an actor in San Diego and we staged an interview because Eugene was dead and he had heard the voice and he sounded like him and so I hired an actor to play Him. Actually, it wasn't really an interview. I hired him to do an audio eBook. It's a monologue. He read the transcripts being Eugene. So I did do that, once.

Dixie: How about using audios as a marketing tool?

Michael: Absolutely. I mean there's all kinds of audios on my site that are used as marketing tools and if they're introducing a subject or a product or a service to the listener, and they haven't heard of the product or service. It's pre-launched. And if someone comes to my site for the first time and they want to learn how to get corporate credit and they watch my presentation like we used that example before, that's pre-launch promotional audio, no doubt. One of the interviews I do on my site or me consulting with other people or me giving my advice, that's pre-launch audio promotions. Selling Michael Senoff, selling my expertise, directing them to products and services that I offer. In a way, no matter what audio you're doing for what subject, for what topic, you're the interviewee you're always selling yourself and you're selling other

products very intentionally and that's really important to ask yourself what's the purpose of this audio. You have to get all the value you can out of that interview. You want to think strategically.

Dixie: Correct. So the links of like a promotional audio would be less than what you would be doing per se at a content interview.

Michael: No there are no rules. You know, in copywriting, it's been proven - as long as it's interesting, and effective. The two-page sales letter outsells the one -page, four-page outsells a two-page, the eight-page outsells the four page. It's been tested over and over again, the more you tell the more you sell. As long as you're not boring your listener and you're talking about something that's interesting to them, the more you talk, the more you make. I have products that have been selling for years where it just started out as one interview. There's one product with an expert named Arthur Hamill. He was in the 80s one of the most popular guys in the seminar business. He put a hundred thousand people into a seminar on how to buy a business. I started out selling his product with just one interview. Over the years it became two interviews, three interviews, four interviews, five interviews, six interviews, seven, eight, and nine. I must have 10 or 11, all free interviews with Art Hamill. This business-buying expert. Strategy that gives so much value to the listener but ultimate strategy to sell his course. And over the years, that course started out as \$297, went up to \$497, \$597 \$697 – they could have it at \$997 up to \$1500. The more audio content I've provided, the more training, the more lessons, the more I had the chance to sell that prospect and I was able to increase the price over those years.

Dixie: Wow!

Michael: Does that help?

Dixie: Absolutely. That's fantastic.

Michael: If your market is interested in something and passionate about it, they'll listen to everything you got. People come to my site and they say, Mike, I've listened to every single one of your audio recordings. Everyone, over a hundred and probably 50 hours now of audio. When you're listening to audio, when you give your listeners the chance to take it with them, they can absorb more content because they can take it with them in their car on the road. They're turning their dead time into productive listening time. And that's how I can get someone to listen to 150 hours of audio. But if it was poor content and it wasn't interesting to them, they wouldn't listen to any of it. But if its good content and you

give them the ability to take it with them and you're adding value and you're teaching them something? They'll digest it and digest it and keep listening and listening and you can really go through a lot of audio content. Last year I've been running – I'm trying to run three, four five, six days a week and then I've got an iPod shuffle and I listen to a lot of content myself, you know, and if I'm running for an hour, I've got a whole hour to listen to audio and it surprises me how much stuff I'm able to go through. And I'm always looking for more. And all that time they're listening to your stuff, you're selling them; they're being sold on you. The more value you provide, the more they're sold on you as a conduit for that information. They get to know you. They feel like your friend, they feel like they know you. It's really interesting as they hear your voice asking their questions on their behalf, you're bonding with them. And that's another thing. You're doing something that they're afraid to do. The service you're providing as an interviewer is you're providing a voice that they have. You're doing it for them. A good interviewer who will ask questions that they would ask themselves but maybe didn't have access to that person or didn't have the courage to call him. You're doing it for them. Does that make sense?

Dixie: Oh it sure does and you're right. I encrafted my questions to things I not only wanted to do but that I also felt was pertinent to what kind of stuff they'd want to learn.

Michael: Yeah and as an interviewer, isn't it great to be able to pick my brain and learn for yourself. You're getting a lot of value for it yourself. Number 1 but at the same time, you've got stuff for your students too. So you're not wasting your time. You'd probably asked me these questions even if it wasn't for your students because you want to know the answer to them.

Dixie: Correct

Michael: And that's the same thing with me on many of my interviews so one of the subject I interview people about is stuff I want to know. Never wasting my time.

Dixie: Right. Speaking of questions, video is extremely very hot video-marketing is going around the internet like fire spreading, it is amazing how an audio compete with video in social sites.

Michael: Well, I don't know about social sites. I know video is huge in the convergence of this technology and their software that makes it easy to

do video and you have YouTube. If you have two sales messages and you could get the prospect to watch or to listen to each one of these two sales messages and one was on video so if you have video and audio component and you have one just an audio, the video is going to outsell the audio hands down. The video format is the most powerful selling format there is . Look at the television. And I won't argue with that. And there is definitely a place for video. Ah man, I would encourage anyone to explore it but for what I'm trying to do, the real value audio has is it's mobile. You can't drive in your car and watch TV or watch a video. Much videos produced where you just have talking heads so if I was to watch a video of a guy doing a monologue and I see his face or I see his interviewer or interviewee and I'm listening but I'm watching at the same time, you know. For the stuff that we're producing, much of the video out there is overkill, you don't need the video if you just strip the audio out of it and gave the viewer the ability to take that with them and to listen and digest on their own terms and their own time or in a transcript form, they'd still get as much out of it. And you as a marketer, I believe you have a better chance of getting your sales message in your prospect's head with audio. With video, you're saying you have to be looking at a screen. You have to be looking at your computer or if it's a DVD, you have to put the DVD in , you have to watch it on your TV, it doesn't allow you to be mobile. Now I know you have laptops and I know the Apple phones can play YouTube video –that too is mobile video but you're limited. The file size on YouTube is minimal, in most cases; you'll watch a short clip. My opinion is because audio can be downloaded and taken with you on the road, you have a better chance of getting your sales message into the head of your prospect. And I used this example in another interview. I interviewed Vic Canant, CEO of Nightingale Comet, world's largest publisher of audio information products and they're basically 95% maybe more of an audio format. He talks about it in interview because it's so forgiving. People can take it with them. They can replay it over and over again. They can listen to it and absorb it during times that otherwise, they'd be wasting time. So with audio, because of its mobility and transferability, there's a better chance of getting that message heard, compared to video. That's my opinion. I could be wrong.

Dixie: I agree with you. I am very partial to audio. I can ride my bike and aim my audio, do my laundry. It just allows you the opportunity to multi-task and so learn at the same time which I really enjoy. So we've talked about the concepts to taking perhaps a audio product at low-in price range to a higher price range?

Michael: Sure. I gave you the example with the Art Hamill. It started out as a product. There was no sales letter. I did one interview with Art Hamill when I first met him and he was selling his old seminars from the 1980s. He had them down in his basement. They were cassette tapes. They were all shrink-wrapped--still in great condition. This is what he was selling on eBay and when I contacted him, I was able to do an interview with him and it was the first time I talked to him and my interview is up on my site and that's how it all started. It started out , I was able to buy his old sets for \$25 a pop and then I took that interview and any of your listeners who have an eBook or who have an idea or concept , they can be interviewed. They could take the outline of their eBook or create an outline for their concept and they can be interviewed one time. You got to start with one and they can get the interview up on their website or on a CD or as a downloadable mp3 or transcripts or all of the above, then they have a starting point. They have an audio interview which the interview itself will act as a promotional sales tool. That interview, as long as you're educating and providing value and you're discussing content and topics that are interesting to your prospect that becomes your sales piece. Now for any of your students who are copywriters, myself and a copywriter associate of mine named Ben Settle, we have a little system and he's written a lot of copy for me but his research always starts with my interview. My research starts with other research but I provide an audio interview of something that he can create a whole entire sales letter based on just one interview and there's a lot of value to that. So any of your students who are creating their own product or concepts or ideas, they do their interview then they have that interview transcribed. Now you could put the transcripts of the interview up on your website or in a printable form or send it out just as transcripts as is, that can be effective enough as a sales letter if you have a call to action at the end of it. You know, when you say, for more information or if you'd like to order, you got to make an offer. You got to have a call to action if you're selling something. So you start there. Now the way you increase the value of that product, you may sell that for \$39 like an eBook, \$49, \$59, \$79 but the way you start increasing the value of that is you start doing more interviews on this subject. I may find other experts --I'll use our same example about flying kites. I may go to the Kite Association online and kind of look around there and look for authors or experts on kite flying. I may go to Amazon and find other publishers of kite flying books and I may invite them to do an interview and explain to them I'll be creating a product that teaches rabid kite-flyers how to fly their kite better, would you want to be interviewed? How did you get this interview with me, Dixie?

Dixie: I emailed you.

Michael: And what did you say in the email?

Dixie: Exactly what I said, that I told you a little bit about what I was doing and how I thought that what you do would be an excellent complement to it and I asked if you'd honor me with an interview.

Michael: You asked. You just asked. All your listeners, all they have to do is ASK. That's it. Some are going to say No, most of them are going to say No. But I tell you right now, most of the people you ask are going to ignore you, or they're going to flat out say no. Are you interested in those people? How many experts are there on kites? And if you want ten experts, you can ask a hundred people and get your ten interviews. One out of ten. Let's be realistic. Let's say you're going to have to ask ten for an interview to get one. You may do better than that, you may do worst. But I'm going to give you that's a realistic expectation. You most likely would beat that expectation but if you're willing to ask, you'll get everything you want. You'll get that interview. And I said yes and we're doing the interview now. It's as simple as that

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Another real advantage, Dixie, over doing interviews where we're not live and it's not a teleconference is that you have the luxury of editing it. If you're a copywriter and you're writing the sales letter, you're going to put your rough draft up on the World Wide Web to sell your product? And I'll use an example when Bruce Springsteen comes out with a new album - Ten songs. They may have worked on that album for a whole year, when you're doing a live teleconference; there are too many variables to screw it up. You maybe nervous, there are hundreds of people on the call, it's nerve-wracking. I don't like doing teleconferences. I don't want to screw up live. But with this, with the editing, you know, I stutter. You may hear me stutter and I started off and my mind wanders and you heard me forget -I'm human just like everyone else. But I get to be superhuman after I edited. When you hear the edited version, you won't hear many mistakes, if any.

Dixie: That's amazing. I'd go out and buy that software you're talking about right now.

Michael: You just go online—GOLDWAVE – it's really easy to pick up. Some other advice, there's interviews out there. I've listened to interviews but they're terrible interviews. They don't have the guts to ask the good questions. You got to ask a question that your listeners don't have the guts to ask. Ask questions that people want to know that no one would have got the guts to ask. That will also make for good interview too. So you want to start adding more audio content, more interviews to your product. And the more experts you have, the more value you're offering to that buyer and the more you could charge for it. You should take each one of those interviews and have them transcribed, you should have them available as mp3 downloads as you get students who have maybe purchased your products and have had success. You'll hear about it and in many cases you can ask them if they want to do an interview. There's a training that I sell on how to be a marketing consultant on my website and it must be the 20 hours of free audio interviews. About half of those audio interviews are case studies with students who bought my training so if I hear someone had a success, they'll email me and say, Mike, my life is turned around, I just got a client and they're excited. And I say, well, can we do an interview on it. So I call them and I'll go, Okay, -- Robert Newhart we've done two interviews so far, Hi Robert, tell me what's going on. We're recording and it's a Monday, he says he went out, I saw this client and I took him to an opportunity analysis and then I did the close and he said, Yes. I go, how long did it take? Was there any objections? I interview him about the story of Jessie's case story is case study and these are very valuable. Could be used as promotional material but also content on the back-end of your site. A lot of people may not realize this –you can use the same interview for both. I have stuff that's available for free on my website and some of my content product for paid members. And even though it's free on my website and then some people are paying for the same content, what they're paying for is other content that is exclusive but I'll still package some of the free stuff with the paid stuff because I make it more accessible, it's more organized and there's value in that. So one interview can be used in a whole bunch of different ways. It could be used as a promotional audio interview for your product. It can be used as actual content to add value to your existing product. If the guy you're interviewing has something to sell, could be used as joint venture promotional tool to sell someone on their product or service. So the more content you have the more valuable and good content that fits your market, the more you can charge for your product. So the more you talk, the more you make. It's as simple as that.

Dixie: Tell me Michael is there any last minute things that you would like to share with those that are listening today about doing audio interviews? That might be helpful to them?

Michael: Yeah. I think one of the most important things in doing audio interviews is to be a good listener. When I first started, I kind of take some training and I must complement you, Dixie, you've done a wonderful interview. You haven't interrupted me, you haven't talked too much, I could look back on interviews where my ego gotten away and I wanted to be the star. The interviewer is not the star. Your listeners really don't care about you. They could care less. They're using you. They're using you to get the information that you're getting for them by doing the interview. I know they may care about you, Dixie but really when it comes down to it, they want to hear what I have to say. At least the ones that's listening. And it's the same thing with my students at [hardtofindseminars.com](http://www.hardtofindseminars.com) They don't care about me, they want to hear what the guy I interviewed has to say. So by me interjecting my two cents and me talking more than I have to, it irritates people. It takes away from the interview. You as an interviewee should just ask the question simply and straightforward and shut up and just listen and if you're a good listener, and this interview is a perfect example. You were able to pick up on things and ask another question related on what I am saying. So you can dig deeper and deeper like a child when someone answers a question, you can say- well tell me more about that. Why? Or that's really interesting, can you explain that or how did you do that or when did that happen? Oh and how did that make you feel? Can you tell me anymore stories? When your people are doing interviews stories are really important. Stories are powerful and they sell. When I'm interviewing an expert, even before when I prepare for he interview, I say, jot them some memorable case studies, I want to hear lots of stories. So you'll hear in a lot of my interviews, I say, can you tell me a story about how when your clients did this? And I'll ask three or four or five stories. You know when we're children and we're read stories, that sticks with you. People like to hear stories. They like to learn from stories. And stories are easy to listen to. So take advice, you heard this. God gave you two ears and one mouth so you'd listen twice as much as you talk. Be a good listener. Don't butt in. Talk as little as possible on these interviews. Just be a good listener and ask the questions that your students need to know or want to know. Do your listeners a favor and edit your audio, clean them up, save them time and just do everything for your listener. You got to look at each interview –once the production's done, you're done. You do it one time and you do it right. And it's powerful sales message and once it's up online, that thing could be viral --you just have no idea where it's going

to go. You have no idea who's going to share with who or who's going to listen to it or when they're going to listen to it or if it gets in the hand of a big promoter. Once it's out there, it's kind of like going to Vegas. You just never know when you're going to hit the jackpot because that thing is travelling around and it's out there to the world and you can't get it back. So you have one time to do it right from the beginning so really take the time in that production. Do it right. And that one interview could pay you over and over and over again. In all different ways from increasing your credibility to making you more money to getting you more contacts for joint ventures, for product sales. One little audio interview.

Dixie: Michael, I've used so much of your time. Thank you so much for participating in the call and being gracious to share your experiences with audios and I'm sure the audience learned a tremendous amount from it. Thank you again for being fair.

Michael: You're very welcome. I really appreciate. You did a great job interviewing me. You asked some great questions and the people you interview will appreciate the good questions. They'll appreciate the time of a good interview and a good interview like this opens the door for another interview too down the road. So I really appreciate it and it's been my pleasure and I hope I've provided some value for your listeners. If they want more information send them to http://www.hardtofindseminars.com/Audio_Marketing_Secrets.htm