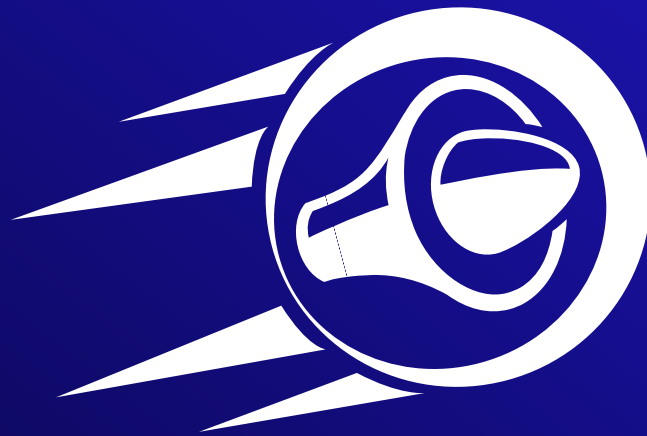


**REVISED &
UPDATED**

ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

**How To Make Enormous Amounts Of Money
Packaging & Marketing Information**

by Michael Senoff

 **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.hardtfindseminars.com

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How To Make Enormous Amounts Of Money Packaging & Marketing Information

If you ever wondered what Michael Senoff would say about MLM opportunities, you've come to the right place!

Here is a short consultation that I did with a gentleman named Peter who has become a representative for an MLM company that sells food and vitamin supplements to promote better health.

The reason Peter called was because he wanted to know quicker, better ways to promote his MLM business – things seemed to be moving too slow for his needs. He had discovered a company that, for a handsome price, would not only show him the secrets to successful MLM marketing, but guarantee his success as well.

Now, everyone is entitled to his or her opinion. Peter called me and asked what I thought and I gave him my opinion about this company's offer to sell him secrets. I also gave him my strong advice about the MLM industry.

My reviews about MLM opportunities are less than stellar, to put it mildly.

I, like most successful marketers, began my career in an MLM organization. I believe that an MLM can be great training for the future entrepreneur. However, the truth is that very few people are successful enough to tout MLM's as the "end-all" to success beyond your wildest dreams.

I invite you to listen to this consultation and put yourself in Peter's place as I advise him about the pro's and con's of MLM's as well as the best alternative that I can think of for earning an honest dollar – namely, creating an information product that you, yourself, own and control.

So, after digesting this consultation with Peter, you will never need to ask me what I think about an MLM opportunity. You can assure yourself that I will simply tell you exactly what I told Peter.

Michael: You can sell vitamins and powder and make ten bucks. So, you've got to sell a hundred people to make a thousand bucks, or you can sell one guy one product for a thousand bucks. You've got only one person to deal with instead of a hundred headaches, a hundred questions, a hundred phone calls, a hundred reorders, a hundred shippings, a hundred applications – or you can deal with one guy because you've got margins in your product.

Music

Michael: Hi Peter. It's Michael Senoff. I'm returning your call.

Peter: How are you Michael?

Michael: Very good. How are you doing today?

Peter: I'm doing fantastic. Thank you very much. I'm going to give you the full overview. I've been searching the Internet recently on so many things, and I have seen the audio presentations that you have on your website and I was really impressed. It's really, really awesome. It's fantastic.

Michael: Well, great, thank you very much. I appreciate it.

Peter: My pleasure. I have a couple of questions for you. Would you give me a couple of minutes?

Michael: Absolutely. You go for it.

Peter: Okay. I am presently involved in a multi-level marketing company called Usana selling health food. First of all, what do you think of it?

Michael: I'm not a big fan of multi-level marketing. I know they've been around for sometime and I think for the right type of person, there is an opportunity in it. I personally don't do multi-level. I did it in the past. I didn't have much success with it, and it's just I'm not a big fan of it. I've kind of moved away from it. But, I credit multi-level for a lot of things. It really got my fire going. The training is wonderful. The experience is wonderful whether you make a dime or not.

Peter: Okay, well my main concern is a lot of the ads that you have in [HardtoFindSeminars.com](http://www.hardtofindseminars.com) that you've got. I'm looking through them. They're

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all wonderful. My question is I've come across a company called the US Green Tea, which is similar to a company called Enter in Motion.

Michael: What do they do?

Peter: What they do is they give you the secret of how multi-level marketing works and how to improve and double your income and add 20 to 30 people every week, and they're actually guaranteeing you're going to make a certain amount of money within the first six to twelve months.

Michael: What do they charge for that great service?

Peter: They have three plans. One is Platinum at about a thousand. One is Gold at seven hundred, and the other is four hundred dollars. It's a lot of money.

Michael: Are you a new distributor in multi-level?

Peter: No, I'm not. I've been around for about a year, a year and a half. I'm almost 30 years old. I've been on and off multi-level until I really found the one that makes me going which is Usana. It made a huge difference in our house, my wife and I, and I think it's appropriate for me. But, on the other hand, the business side of this is it's not duplication. It's not just giving out some papers and making some ads here and there to make your business work. There is a different type of approach and different type of concept to get this going, but I don't have this information.

Michael: You want to know should you invest the money in this to help you learn how to build your multi-level business.

Peter: Yes, sir.

Michael: I don't know the specifics of the program. I'm all for education. Have you been able to talk to some people who have done it? What are they guaranteeing you they're going to do?

Peter: They're guaranteeing me to tell me the perfect way to get the multi-level marketing business off the ground in no time. They actually guarantee it by writing that it would within the first six months or twelve months, if I'm not making \$50,000, let's say, they're going to refund every penny I've invested. It's a strong guarantee.

Michael: It's a strong guarantee, but they're not going to do all the work for you. I'm sure it's conditional. They're going to guarantee it if you do this. They're going to tell you what to do, but you've got to follow through and do it.

Peter: I'm ready to do it. I'm in a situation right now where I have to work from home because my wife is a medical student and we're going to have a baby in a couple of days.

Michael: Oh, wow, congratulations. You know, Usana has some pretty good training, don't they?

Peter: Yes, they do, but they followed the standard type of training that is available like you have to go for your warm market. You have to go after duplication which this doesn't make sense. It may have worked for some people, but they have invested ten years into it.

Michael: Have you done some searches on the Internet on this company to see if there's anything bad to say about them, any reviews or anything?

Peter: The Green Team I have not found anything bad on it. I have found a lot of people trying to promote it, but that's it so far. But, they've been out since 2003.

Michael: If they were so great, why aren't they in the multi-level business? Do you know what I mean? It's hard for me to answer. I don't know it. If this is a lot of money for you, I would say go find some inexpensive books on eBay from some of the great multi-level people. There's only so many ways you can slice and dice this unless they've given you some specific tools. I just don't know what they offer. It's hard for me to answer. I don't know who's honest and who's not. I really can't tell. You're just going to have to do your homework. There's no free lunch. No matter what it is, you're going to work your ass off.

Peter: Of course, and I'm ready to do that. I just want to do it the right way and the smart way instead of just working hard for nothing.

Michael: Right. I know you've got a great product, experience with it in your health and you and your wife are sold. I think it's doable. It's just a lot of work. I think there's easier ways to make a living, I really do, then multi-level. Most people fail it. I started in it. I'm thankful for the training.

Think of all that effort you're going to be going out there selling this product, their powders and all that stuff. You're going to be recruiting and promoting the company, and you're going to be doing the selling. Well, all that selling and all that time could be selling your own high profit information product, or your own high profit service or expertise of your own where you keep all the money, where you keep control, where you're not hamstrung by meeting a minimum volume and all that stuff.

Why don't you just skip the multi-level thing and just get your own thing going, your own product, because the real thing that makes it happens is hustling, the calling, the getting on the phone, the selling, generating leads. Why do it for a carrot that you may get some guy under you that's going to make you rich? You don't have to manage these people. Nine out of ten people aren't going to do shit. They're just not.

I remember. You're trying to motivate them and get them going, and they're just not going to do it. You can sign them up.

Peter: Yeah, even you do, exactly.

Michael: I've seen a lot of people go into it. All the top marketers started out in it. They all went to something else. There are easier ways to make a good living, and you may as well just skip that chapter.

I may sound harsh. I'm just telling you there are other ways where you keep control, where you're not tied to a company that has volumes, and you're not trying to pull along all these people who are less motivated than you, and you can sell anything. Once you learn how to create and develop and information product, you can sell a product for thousands of dollars and keep about 90 percent of it.

Wouldn't you rather do one of those deals a week than dealing with all these people who sell and ship and distribute and fill out applications for a \$40 powder? It's just so much work for the money. I know there's always the hope that you're going to get a star under you, but that's like winning the lottery.

That's just my opinion. You've got a lot of recordings on my site that go into how to develop an information product. It is not hard to do. You do not have to be an expert. I'm an expert at some stuff, but all my interviews, I'm just the interviewer. I'm just interviewing the expert. You can find experts in any field you want.

You can go interview ten of the highest paid multi-level marketing people and do an hour interview and just say, "Tell me how this starts." "Tell me your story." And, they'll be talking and talking, and you can have ten recordings with all the experts, and then you'd have a product you can sell for \$500, and you didn't have to be the expert, did you?

Peter: Exactly.

Michael: What does it cost you to make ten audio tapes? Ten bucks?

Peter: Nothing.

Michael: See, and then you've got margins. So, turn it around. You be on the other end selling the information rather than being the person buying this information. Now, you're in the situation. You know how the other people feel. You've got a baby on the way. You've got a wife. Is this your first child?

Peter: Yes.

Michael: It's your first baby. You say, "I've got to get my shit together. I've got a kid. I've got a family. I've got college coming up."

Peter: Well, that's it.

Michael: I know how it is too. When I had my kids, I got my ass going. You've got to get serious, but I know multi-level. There's an attraction to it, and it is great for a lot of people, but most people just are not going to come through and it's disappointing. It really is easy to create a product. It's just as easy as I explain. If you keep studying some of the recordings and get a better fundamental understanding – you saw the marketing PowerPoint presentation?

Peter: No, I didn't.

Michael: Which ones did you see? Anything that sticks out in your mind?

Peter: I think the one that I listened to is the Executive Audio Institute.

Michael: You saw some of the recordings there?

Peter: That's correct, some of the recordings that you've done.

Michael: Well, if you go back to that, there is so much great content there. You will have a masters in marketing after you digested some of that stuff.

Peter: Wonderful.

Michael: I don't mean to burst your bubble, and I'm sure you've had a great product experience, but you having a wonderful miraculous product experience, not everyone has that.

Peter: The weird thing is yes.

Michael: A lot of people do?

Peter: Yes.

Michael: Okay, well, maybe I'm wrong then.

Peter: I'm not telling you you're wrong or anything, but I have seen things that's just mind-blowing on the product side. I just need to get the business going. The product side I'm telling you, I fell off my chair. People use this stuff for diabetes. They're not diabetic anymore.

Michael: You know, anyone can go on a diet and lose a lot of weight and not be diabetic and exercise. It's not necessarily the powders and stuff.

Peter: Well, it's not just that. There's something called multi-vitamins and supplements. I'm not trying to convince you or anything. The experience that I had was just unbelievable.

Michael: Okay, that's great.

Peter: Yeah, and for everybody who I have seen, I have parents – my father actually was almost going to get cancer, and they were able to reverse it – very, very powerful. I need to look into the business side because this is where I'm lacking.

Michael: You may want to give it a try if they've got a guarantee, or just keep looking. Find someone successful who's on it and ask them, "How do they do it?" Call them up. Ask them if you can record it. You've got upline who's successful.

Peter: Yes, of course.

Michael: So, why don't you just find out what they do?

Peter: A lot of times they don't tell you everything. That's the problem.

Michael: All right. There are some that are really willing to help you.

Peter: Yeah, of course, but the thing is it's not going fast enough. It's going very slow and it's not what I'm looking for. I'm looking for something powerful. I'm looking for the five dollars here or five dollars there. I'm looking for a thousand and a thousand.

Michael: If you're looking for a thousand and a thousand, I'd get your own product. Do Usana on the side. Keep taking the products. Tell people naturally, but don't make that your main bread and butter. That can take years to build up. It's not going to come quick.

If you want quick money, if you can bust your butt, you can interview ten people, pay someone to transcribe it or have your wife type them all out.

Multi-level is a great market. You can go after those people. That's a product. You just get on the phone, and you can pay someone to make calls for you and sell that.

If I said to you right now that I have got ten recordings with ten of the best multi-level people that explains specifically, exactly in detail how to build the business, and it's \$500, and I'll offer a guarantee. I can ship them to you today. I can give you payments. You'd be interested, wouldn't you?

Peter: Of course.

Michael: Because you're looking for that. Well, every one and their mother is interested in learning the secret on how to build a multi-level business. That's why you're interested because you're not doing it right now. Why not you be the owner?

Peter: That's a very good idea.

Michael: Now, you may be able to find that product already. You may be able to search online for resales rights to MLM training, and if you don't want to take the time to do it yourself, you may be able to find someone who has a product, maybe even an old out of date product that they're not doing anything with, and say, "I'd like to market this online", or "I'd like to try and sell some of these." And, maybe they'll say, "Well, sure, go ahead." And, you just agree that you'll pay them a three or four percent royalty on whatever you sell.

Selling is where it's at.

Peter: I've been in sales since the age of 16.

Michael: Okay, then you know. You can sell vitamins and powder and make ten bucks. You've got to sell a hundred people to make a thousand bucks, even though it's a residual. Or you can sell one guy, one product for a thousand bucks. You've got only one person to deal with instead of a hundred headaches, a hundred questions, a hundred phone calls, a hundred reorders, a hundred shippings, a hundred application, or you can deal with one guy because you've got margins in your product.

The companies come out great because you're doing all the marketing. There's no margins in it for the distributor, very little. The company, you better believe they make margins, five to one. That powder and vitamins cost them nothing. And, they don't have to pay for advertising because you're doing it all.

I would say you think like the owner of the company, and you sell to the market that you're ready to buy in because you can relate to them. Just turn it around.

Peter: That's a very good idea. I'm probably going to digest it.

Michael: Let me know. That's what I would do if I were you.

Peter: Fantastic. So, I hope all is well on your side.

Michael: Yep, everything's good. I can't complain. If you email, I do recordings of it. I can provide you with a recording so you can review it later. Would you like that?

Peter: Of course.

Michael: Great. Email me and say, "Send me the recording." And, I'll send it out to you.

Peter: Okay, what email address do you prefer?

Michael: Send it to Michael@MichaelSenoff.com.

Peter: Okay, I'm going to do that then, and probably keep in touch. If there's anything you need on your side, we'll talk.

Michael: Okay, and good luck with your baby and everything.

Peter: Thank you very much.

Michael: What are you having, a boy or a girl?

Peter: It's going to be a girl.

Michael: All right, congratulations.

Peter: Thank you sir, bye.

Hi, this is Michael Senoff with HardtoFindSeminars.com. I hope you enjoyed this consultation. Please email me at Michael@MichaelSenoff.com if you'd like to hear other consultations with my customers, Enjoy!