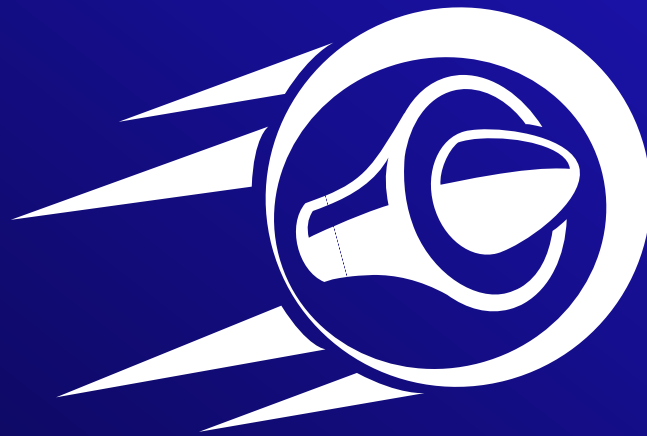


**REVISED &
UPDATED**

ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

I Am A Heavy User Of (LSD)

by Michael Senoff

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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Any perceived slights of specific people or organizations is unintentional.

I Am A Heavy User Of (LSD)

The first thing you have to learn to make a great information product is you have to know the secret. And the secret for creating a successful information products is to use LSD, the real drug, a drug that will make you high. I call it love, service, and dedication.

If you get turned on with LSD, you won't need false drugs like you find pushed around the schools today. Because if you have love for your fellow man, service to mankind and dedication to yourself and your family to provide a better way for life.

I encourage you to listen to this consultation with Roy because contained in this recording you will hear about these secrets to be successful in your own business.

Roy had recently bought into a business opportunity for over \$600 that came with a standard web site template. The web site was designed to sell a \$19 book written by someone else. This \$19 book's real purpose was to sell a higher end book as well as consulting for the price of approximately \$3,000.

What would Roy get out of the deal? For every \$19 book that his web site sold, he would receive half of the profit – no matter what he spent on marketing the book. He would not receive proceeds from any subsequent sales of the higher end book or consulting purchased.

As we talked, Roy begins to understand exactly who would make the money in this endeavor – and it wouldn't be Roy. This kind of business never sounds like a good idea to me. Listen as I try to sway Roy into creating his own Information Product where he would have total control of the product and would receive 100% of the profit.

We discuss reasons why Roy should spend his money and time developing and creating his own Information Product. We explore potential topics for his Information Product and how to determine what types of topics would be best for him to research.

Michael: Let's say it takes you 50 hours to get this thing going. But it could take you another 50 hours to get your own thing going, the one you control, the one you don't have to share with anyone. It takes the same amount of time. So, why would you spend the 50 hours on paying out more than half of what you make to someone else?

[Music]

Michael: Hi, this is Michael Senoff with www.hardtofindseminars.com. Here's a short consult I did with a gentleman named Roy. Roy had emailed me because he's been solicited by an SEO company that wants him to invest \$2,500 and they guarantee that they're going to get him in the top of the natural listings on three or four major search engines. He just bought into a \$600 business opportunity package, which comes with a standard website to sell a \$19 book. The \$19 book is designed to sell a higher-end book, but the book is owned by someone else and all the marketing efforts that Roy puts into this, half of the money, especially the backend money, will be going to the original owner of the information product. You'll hear me sway Roy away from doing this and to develop and create his own information product. It takes the same amount of time, the same amount of effort to work on the marketing of a \$19 book as it does to work on the marketing of a \$2,900 information product. And in this recording, you'll hear me explain to Roy exactly how to do this. So, get ready. Thirty minutes long, lots of great content ready for you right now. Let's get going.

Roy: Hey, Mike, how are you?

Michael: Good. How's everything going?

Roy: Well, doing good. Making progress a little bit at a time there, that'd be fine.

Michael: Let's start from here. I got your email and it says a few days ago we talked on the phone, among other things, about website promotion. You told me that it was not a good idea. You're being approached by a company who wants to promote your website for \$2,400 plus a substantial monthly, ongoing fee. The price is high, but the services do sound good; page one organic listings on several major search

engines. You told me to succeed in this business that I needed to create my own product. I understand that. However, the other part to my puzzle is this, how to advertise in the best way. Michael, please tell me what you suggest. I want to succeed.

Roy: I listened to the audio recordings that I had purchased from Jason, or actually through one of his affiliates.

Michael: That's right. So, you bought Jason's package. What did you pay for this system?

Roy: I paid almost \$700, I think.

Michael: All right, \$700 and you got the book from Jason and the manual that explains all his Internet secrets and everything and that's where you heard about me. The bonus CD Rom was in there. You learned the system to basically do what he's doing and that's to set up this web page, www.learntoearncash.com. You've got supposedly a proven sales letter that sells people on the \$19 book, which sells the information product, basically the one you order, right.

Roy: Right.

Michael: That's find, but here's what I wanted to tell you and I'm going to go back to stressing creating your own information product. You know the person who makes all the money in this deal, right?

Roy: Yes.

Michael: Who makes all the money in this deal?

Roy: The person that wrote the product in the first place.

Michael: That's right. You're about to drop \$2,500 on advertising to sell a book that sells...he's got a bunch of people out there paying to market his services, to market his book, and his big sale is a \$3,000 consulting on the backend.

Roy: Right.

Michael: That's the real money. I just don't think it's a good investment to drop \$2,500 to sell someone else. He's been at this a long, long time. He's got tremendous keyword placement all over the place. He's got probably 50 to 100 different websites that bring in the volume. He does some offline advertising, as well. You can't just stick this page up, pay some company to claim to get you to the top of the search engine page, and expect to make money. It's just not going to happen. It is not that easy and I know we all want it to be that easy, but it's not. And then all these SEO companies...and I don't know which one you're talking about...but a lot of them are just outright frauds. They'll promise you the moon. They'll take your money and they will not deliver and that is another very risky way to invest your money.

I'm not saying you can't make money with this, but we only have so many hours in the day and so much time, why are you going to spend your time making someone else rich when you've got the ability in yourself to create your own product; something that you control, that you could get other people selling for you. That we've got to stop right now. That's my opinion. I know you've already got \$600 into this thing and you don't want to lose it and you don't want it to go to waste. I can understand that. But I'm just looking down the road.

Roy: I eventually wanted to do that. I thought, though, that I could get this website up and then I've got another website up. It's just another template that I got from SMC. I've got those two up just because I could do it quickly and used those as learning tools to teach me as much as I could learn in trying to sell something for a few bucks. I actually tried to sell something. Thought that might be the best way to learn. It's taking a lot more time that I thought, though.

Michael: Well, it does. It takes a lot of time and it takes money. But by the time it's all said and done, I want you to be spending your time in the most valuable way to make yourself the most money for the time you invest. No matter what you're going to do, it's going to take the same amount of hours. Let's say it takes you 50 hours to get this thing going. But it could take you another 50 hours to get your own thing going, the one you control, the one you don't have to share with anyone. It takes the same amount of time. So, why would you

spend the 50 hours on paying out more than half of what you make to someone else?

Roy: That makes sense. Doing these other websites has taken more time and energy and money than I anticipated.

Michael: Yes. And the same thing with SMC. I mean, yes, you can make a profit selling their products and they warehouse them and everything. But they're the ones making the money. I know they've got some stars that make a lot of money, but they don't tell you about the warehouses they have of their own product and the staff that they have handling orders and the paperwork and the customer service. I mean do you have time for that?

Roy: No.

Michael: You want those headaches?

Roy: I do not.

Michael: I'm going to go back to my favorite way to make money and that is developing and creating your own information product that you can sell. It could be on any kind of topic. It could be something from your own experience. It doesn't even have to be something from your own experience, but you've got to have something you can control. And I do sell a service. I have a service where I help you create and develop your own product by using audio recordings where I interview you on a subject. You don't even have to be the expert. We could pick a subject like how to win at statewide barbecue championships. And we could interview five of the greatest barbecue pit masters in the country and get the rights to those interviews. Have those audio recordings and then have them transcribed into Word documents or reports and then you could sell an information product for all hundreds of thousands of people who want to win at barbecue contest. Wouldn't that be something fun? You'd get to keep all the money.

Roy: Yes, it would be. Just the thrill of making the sale is something I want to experience.

Michael: Once you invest in your product and you have audio recordings and you have typed transcripts, you have information. What does that cost, especially, let's say, you're delivering a product online as a digital product. Your cost is only a one-time upfront cost and then your marketing and your advertising. There's no physical cost in it.

Roy: Yes, I can understand that.

Michael: I just want to get in your head...you're a big boy and you can do whatever you want, but I wouldn't waste another ounce or minute or any time doing anything that's going to make anyone extra money except for yourself. And the only way that's going to happen is you have to have your own product. You have to either buy exclusive rights to something or you have to create it yourself. In the example I gave you, all you've got to do is find something...and I want you to pick something that you really like and enjoy. It could be something like how to double your tips delivering pizza. That could be sold to a Domino's Pizza chain. It could be sold to every single pizzeria that they could buy for their employee, to show their employees how to get more tips to give them an extra added value for the employees to come work with them. And at the same time, drivers are treating their customers better and they're getting paid more and that makes the pizza stores look better. You can create anything. Anything you can think of. And to create this product, it just takes someone who's skilled at interviewing someone to get all the information out of them.

I have something that I'm going to ask you to take a risk, but I'm not going to ask you to risk any money. I've created a product that teaches you exactly how to do this, whether you do it yourself...you'll have all the information to do it yourself, or whether you hire me to do it for you, you'll have everything you need to do to create a product that you can sell; your own information product. I can send you a link to that. You don't pay anything upfront, only if you're happy with it. It's all a digital product just like what I'm preaching to you, I'm doing. I'm going to show you my product that I'm selling. Only if you're happy, do you pay. That maybe a good start for you right there.

Roy: Yes, it sounds like it is. You had mentioned something about that on that tape back with Jason. Maybe you could buy those products and

create some really good ad copy and sell them for twice what SMC sells them for, or something like that. So, I had that kind of in mind when I did that SMC thing. But I'm still struggling to find the right niche.

Michael: Well, we talk about that in the course...how to find the right niche. And that's going to take some thinking on your part or I could help you come up with a niche. I mean we'd have to talk about what are you interested in? What do you enjoy? Do you have any hobbies? Do you collect anything? Are you a nut about anything that you wouldn't mind talking to people about because you're naturally interested in it?

Roy: If I was going to answer that question right now, probably my strongest attributes or skill and something I actually enjoy doing and putting it in one word is organization.

Michael: Organization. You're an organized person?

Roy: Organizing anything and everything that you can think of.

Michael: You're very interested in and very good at organization?

Roy: Yes, I always have been.

Michael: Tell me like in what way? Can you give me specific examples? When did you first know that you were an organized person?

Roy: I mean my mother has been an influence on me, probably through her genes, as well as her actions about just keeping a neat, tidy house. Everything had its place. So, that was a start. As I got older, I was in the habit of writing things down to keep them better organized. Computers came along with spreadsheets. I keep all my financial information on, which I learned how to do. I've been doing that for years and years. I've got all kinds of spreadsheets I keep everything organized on, as well as calendars like Day Timer for example. I've always been a Day Timer fan for a lot of years, too. So, organizing just in general, organizing your life, your to do list, your appointments, your finances, insurance, retirement. I've had experience in all these kinds of things.

Michael: Are you really good at all this stuff? Are you pretty organized yourself?

Roy: Oh, yes. I definitely am.

Michael: I did an hour interview with a lady just like you.

Roy: Okay.

Michael: Her name is Beth. And this is one of the audio interviews in with your package that I'm talking about. It's an intensive interview. This...I've never in my life talked to someone who is so organized and you may be more organized than her, but in my experience, I've never met someone so organized. And we talk specifically on this subject...how she could take her organization skills and create an information product or a service to sell. You're going to really benefit from that. It's exactly what we're talking about.

Now, the market you're talking about, organization, it's a huge market. There are companies and people who sell services to come in and organize homes. It's a humongous problem for so many people because we're all not born like that. If you're skilled at this and you could teach people how to get organized, we could create an information product like that very easily.

Roy: Oh really. Sounds good.

Michael: Sure we can, absolutely. And especially with television, they've really popularized this with a lot of the home shows that go into a home that's really unorganized and they go in and clean it out. That's a fantastic market to be in. There could be a lot of money made selling information to people on how to get organized or selling a service to do the organization yourself.

Roy: Okay.

Michael: I mean you could build a whole company just based on that; you really could. And if it's something you really enjoy, I strongly recommend that's something you stick with because I don't want you to get into something that you don't enjoy.

Roy: Well, I know whenever I go to work every morning on my home businesses, I'll devote a percentage of time to get everything organized and usually enjoy that much more than doing some of the other things that I have to do to make sales.

Michael: I understand. But does your organization skills end up saving you money? Is it valuable for your life?

Roy: I can choose the best rates for auto insurance, for home insurance, for telephone rates, cell phones; things like that. There's lots of different things you can shop around for and get better rates on.

Michael: I'm looking...I just double-checked the product. It's called Discover The Simple Yet Little Known Secrets for Creating Your Own Best Selling Information Product in a Single Evening. And it's about a lady named Beth. She may not realize this and I'm not a doctor, but she's, in my opinion, borderline OCD. Hearing the story, Beth currently works as bookkeeper for a school system in Georgia. Her personal goal is to have her own business and to work from home. Not only does she like to be extremely busy, but she has two children who will be going off to college soon and would like her business to generate the income that she would need to live the lifestyle of her dreams. The problem is that Beth doesn't know what kind of business she could develop and make successful. We discover her talent and that's organization and you'll hear a whole hour.

Roy: That sounds good.

Michael: I'm going to send you to the link or the offer on my product. You can review that. Like I said, you can order the system, try it out for 30 days, but I think this is really going to help you out.

Roy: Okay, well I appreciate that, Michael, I really do.

Michael: Okay. Well, let me get that to you and then certainly go ahead and get that and it's all digital. You can get on it right away. We can talk at another time because there's a free 30-minute consultation included with it.

Roy: Oh, okay, well that sounds good.

Michael: Don't spend your money with that SEO company.

Roy: I'm not.

Michael: Hold on to it. It's hard to earn \$2,500. Don't throw it away.

Roy: Well, I will then.

Michael: Okay.

Roy: Thanks again Mike.

Michael: I'll shoot you an email.

Roy: I really appreciate it.

Michael: You're very welcome.

Roy: All right, bye-bye.

Michael: Bye.

[End of Interview]