

# Audio MARKETING SECRETS



## SPECIAL REPORT

How To Turn A \$28 Book Into A  
\$3,900 Information Package

by Michael Senoff

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://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](http://www.hardtofindseminars.com)

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# **How To Turn A \$28 Book Into A \$3,900 Information Package**

**by Michael Senoff**

This report will reveal in detail how you can take your own ordinary \$28 book or ebook or even a concept you have and turn it into a valuable information package.

I'll show you step by step my fast track method of creating a high quality information package designed from the start to sell easily and create the possibility of free publicity.

To begin with we'll focus on creating an information package you can sell for around \$197 but along the way I'll reveal to you the secrets I've used in my own business that help me to sell information packages for as much as \$3,900.

But first let me share with you 4 great reasons to increase the value of the information products you create...

**1. You can make far more real profits with a higher priced, high quality information product.**

Why?

If you sell a book or an ebook for \$20 or \$30 the cost of printing and delivering the book can be quite high.

From \$3 to \$20 for each book once you take into account printing or copying, postage, retailers commissions (if you have any), handling and all the other expenses of doing business.

Let's just imagine you clear \$10 a book (and believe me you'd be doing pretty well to make \$10 profit from a printed book).

To make \$10,000 clear profit you would have to sell 1,000 books.

Now here's a million dollar secret most book authors and publishers don't know.

It takes almost the same amount of convincing, proof and work to sell a \$20 book as it does to sell a \$197 information package.

But your \$197 information package that might include your book and say 6 audio CDs only costs an extra \$6 to \$20 to reproduce and deliver.

So imagine you clear \$150 on your \$197 information package.

That means you only have to sell 67 prospects on your \$197 information package to make \$10,000 profit.

Generally speaking it is FAR easier to find 67 good prospects than it is to find 1,000.

If you already have a book or an ebook that's selling well you can offer your \$197 information package to the buyers of your book and create highly lucrative backend income from your current book sales.

But having a high value information product doesn't just increase the profits you can make it can also REDUCE the hours you have to work.

That leads us to...

**2. If you're a consultant or a speaker or you deal with clients one on one an information product with plenty of high quality audio can help free up your time.**

Think about the time you spend now repeating the same information over and over.

This kind of information is perfect to record on audio.

This can free you up to invest your one on one time with clients working with their very specific and unique problems.

Your clients will be pre-educated on all the fundamentals you've recorded for them on audio and you'll be able to spend all your time working on very specific solutions for their unusual challenges.

Just as an aside if you're not making money from consulting this a field you should

seriously consider.

Just having a book or a high value information product positions you as the leading expert in your niche and in most cases you can charge a premium for the highly specialized one on one advice you have to offer.

### **3. You can attract new high quality clients when you have a higher priced information product.**

Prospects who've gone through all the information in a book and 6 audio CDs you've put together already know what you're about.

They see you as being a genuine expert and they have a very good idea of what to expect if they become one of your clients.

### **4. The most important reason of all for creating a higher value product is to increase the service you provide to your clients.**

When you create a product here's the fundamental question you need to ask yourself...

#### **“What Can I GIVE My Clients?”**

What will happen if you really go out of your way to GIVE your prospects and clients the best value, highest quality information product you can produce?

What will happen if you give to your prospects and clients way beyond anything you or anyone in your field has done before?

Let me tell you a story.

On my site at [hardtofindseminars.com](http://hardtofindseminars.com) I give away literally tens of thousands of dollars worth of high quality audios, transcripts, reports and more completely free.

There's interviews there with Jay Conrad Levinson, Carl Galetti, Brian Keith Voiles and audio from Gary Halbert, Dan Kennedy, Ted Nicholas and John Carlton.

The site is PACKED with high quality stuff you'd pay a FORTUNE for anywhere

else.

But at [hardtofindseminars.com](http://hardtofindseminars.com) it's FREE.

The average sale from my business selling marketing tapes, videos, programs etc is \$700.

Think about that for a minute.

\$700...

**“Would You Like  
An Online Business  
That Has An Average Sale Of \$700?”**

I sell products online with prices that reach into the \$3,900 even \$5,900 range.

Here's the lesson.

When you give high value you create trust.

And when you have the trust of your prospects and clients they'll spend many times the money with you than they would with someone else.

How can you create more trust and multiply the sales when you create your information product?

It's simple – don't just create a book.

Don't just create one audio CD.

Don't just create one video.

Add real value to your information product with a whole pile of extra high value targeted audio and deliver it for next to no cost.

An audio CD costs \$2 or less to copy and mail.

If you're copying a lot of CDs and you put together a good deal CDs can cost as little as 25 cents each.

You can give your prospects and clients HUGE value at minimal cost.

And if you take the attitude of “What can I give?” then you can have an average sale of \$700 or MORE...

And regularly sell high ticket items worth THOUSANDS of dollars each.

You'll also find it far easier to sell your products because the value you'll be offering is so much higher. You'll be giving your prospects an offer they'll find almost impossible to refuse.

So when you add highly targeted valuable audio products to your book, ebook or any program you sell you'll make...

1. Your offer many times more valuable and...
2. Your client much more likely to do business with you in the future because you gave them such incredible value.

But there's even more implications to making your offer more powerful with highly targeted audio...

**“A Great Offer  
And Delivery Of That Offer  
Makes Risk Reversal A Breeze...”**

Giving your clients 5-10 times the value of what they pay makes giving a great money back guarantee a real no-brainer.

I'm sure you know the longer the money back guarantee the less refunds you get – assuming you deliver a product of value.

Generally speaking if you offer a one year guarantee your client is less likely to ask for a refund than if you offer a 30 day guarantee.

They don't feel as pressured into making a decision about whether to ask for a refund or not when you give them more time.

And a few months after buying the product they've forgotten about it.



Now think again about increasing the value of your information package – the value of what you deliver to your client by adding highly targeted, high quality audio recordings.

What if you double that value. Or triple it. Or give ten times or even twenty times the value.

If you're giving \$1,000 genuine value when your client is spending \$200 you'll slash your refund requests.

How confident can you be with your guarantee if you KNOW only a miniscule percentage of your clients won't be asking for a refund?

A powerful offer with massive value to your clients means you can give a fantastic guarantee.

And fantastic risk reversal guarantees can multiply the response from your sales message – sometimes exponentially.

In this report we're going to invest some time working out how you can make a really, really enticing offer. What can you give to your clients.

I'll reveal in detail exactly how to turn a simple book or ebook or even just a concept into a highly valuable audio series that will sell at a high price online, offline, from the platform at seminars...

And using this technique will make it so much easier for you to create a whole pile of free publicity from radio, television and newspapers if you choose to travel down that highly lucrative path.

Before going into the nitty gritty of how to create a high powered, highly valuable information product I need to cover one more vital point...

**The importance of tightly niching your product.**

Fitting your product into a tight niche increases value enormously.

Your prospects will pay far more for a marketing system designed especially for carpet cleaners than they will for a general marketing program – EVEN if the programs are nearly identical.

In the same way people will pay more to learn how to be an effective hotel manager than they will to be an effective manager.

Everyone thinks the problems in their industry are unique and even though those problems may be common to most industries you'll make far more money and find it far easier to market your product if you focus on a very tight, well defined niche.

Also the prospects in the tight niche you choose for your information product should have a burning desire for the information you'll produce and the money to pay for it.

“The Secrets Of Avoiding Work” for people on social security is a lousy product idea and a lousy niche.

“7 Insider Secrets To Buying Your Next Beach Home In Maui” might be a highly cashed up niche worth chasing after.

Niches that have prospects with a reasonably high disposable income where you can demonstrate to them how to make or save a substantial amount of money usually make great choices.

Also try to choose a niche where you'll be able to go back to the same client and sell a whole range of other related information products.

It's much easier to sell to clients who've bought from you already – especially when you provide exceptional value.

Now let's take a look at...

### **The Many Ways To Increase The Value Of Your Product**

You can add value to your information product in an almost infinite number of ways...

You can add targeted books, ebooks downloaded online, reports, tickets to

seminars, teleseminars, teleconference calls, membership sites, useful software, consulting video and audio.

Of all these adding highly targeted audio recordings is probably the quickest way to add real value to a product.

Why audio?

Audio is easy for your prospect to use.

You can listen to an audio CD while you do other work, while you're driving in your car, while you exercise, while you walk – the opportunities are endless and the commitment level for your buyer is low.

While they may not read a book or even a report your prospect knows they'll get plenty of chances to listen to an audio CD.

Audio CDs have a high perceived value at \$20 to \$50 a CD and they're VERY cheap to duplicate and mail.

One CD can cost from a high of two dollars down to as little as twenty cents to reproduce.

If you're doing very short runs of very high priced packages you can burn the CDs on your own computer at minimal cost.

Finally recording a CD is relatively easy to do.

If you find a professional who specializes in interviewing experts to create information CDs the whole process can take as little as an hour and a half to two hours to make a one hour CD.

You can create five to six hours of high quality, high value information to add to a package FAST by recording audio with an expert.

Later I'll tell you about the easiest and fastest way you can get your recording made without even leaving your home or office.

First let me show you a quick way you create...

**5 different, highly valuable audio recordings in the quickest time possible...**

To really be useful and enticing enough so your prospect will buy your information package your audio recordings need to be in a style and format that is appealing and educational.

Here are 5 different audios you can create with minimal effort. Each audio recording can be as short as thirty minutes and as long as two or even three or four hours.

The title of each audio you put together will help keep you on track and sell the product both to your prospects and as a possible radio show or magazine or newspaper article.

First let's create audio number...

### **1. 11 Insider Secrets To (your topic)...**

This could be “13 Insider Secrets To Turning Your \$28 Book Into A \$197 Information Package”.

Or “19 Insider Secrets To Getting Website Traffic To Your Site In The Next 30 Days”.

Or “21 Insider Secrets To Marketing Your Restaurant For Maximum Profit”.

You can have whatever number of insider secrets you like although if at all possible it is better if the number is odd.

For some reason odd numbers seem more believable.

The other option is a “Top 10 Insider Secrets”. Top 10 lists are always popular.

To prepare yourself for this audio all you need to do is think of all the major tips, tricks and tactics you share every day with people or clients in your niche.

Think of the biggest keys or the most important, useful tips.

Write quick notes down so you can remember each tip.

This whole process should take you less than thirty minutes and as little as just ten minutes.

If you have a professional interviewer this quick list is all you'll need.

Your interviewer will target in on areas where you should expand and elaborate and keep the recording quick interesting and smooth.

So with less than two hours work on your part you'll have your first one hour audio recording.

But this is just the beginning.

After your “11 Insider Secrets” report you can move on to recording...

## **2. 7 Fatal Mistakes That Will KILL Your (Topic)...**

This could be “11 Fatal Mistakes That Will Kill Your Information Product Stone Dead”.

Or “9 Fatal Mistakes That Will KILL You In The Search Engines”.

Or “15 Fatal Marketing Mistakes That Can KILL Your Restaurant Business”.

This is a very easy recording to make and very compelling for your prospect.

Everyone wants to know where they might be screwing up.

Again you simply write down a short list of all the dumb preconceptions and most common mistakes people and clients in your niche make.

The other really valuable aspect to this recording – it's your chance to help your buyers overcome the seemingly brain dead but all too common mistakes you see over and over again.

You can educate them on avoiding the no-brainers without having to tell them in person and make them feel stupid or inadequate.

And we're just getting started.

The third audio is a chance for you to answer all those frequently asked questions...

## **3. 17 Roadblocks That Can STOP You (Topic)**

This could be “21 Roadblocks That Can STOP You Creating A High Value Information Product In Minimum Time”

Or “17 Roadblocks That Can STOP The Traffic To Your Site Stone Cold DEAD”.

Or “13 Roadblocks That Can STOP Your Restaurant Getting A Flood Of Diners Overnight”.

What do you put in your “17 Roadblocks” recording?

All the most frequently asked questions you get on your niche topic.

What do people struggle with.

What questions do they ask over and over.

Simply make a quick list of these most frequently asked questions.

Then you can have your interviewer ask each question and you can answer it live on audio.

Very simple and very high value information for your buyers.

#### **4. Quick Start Guide To (Your Topic)**

Quick start guides are highly valuable in this modern internet age where we're bombarded with information and find it difficult to work out exactly where to get started.

So we might have “The Quick Start Guide To Creating Your High Value Information Package – 7 Steps By Step Instructions To Get You Started Immediately”.

Or “The Quick Start Guide To Getting Traffic To Your Site – 7 Step By Step Instructions You Can Use Immediately That Will Bring You A Flood Of Traffic In 30 Days Or Less”.

Or “The Quick Start Restaurant Marketing Guide – 9 Steps You Can Take Immediately To Bring You A Flood Of New Diners”.

Preparing to make your quick start guide audio is quite simple.

Just make a list of the first steps your buyer should take to get maximum results.

A short list of all the simple things they can do to get started fast.

Quick start guides are even more valuable if you supply a one or two page quick start check list – a simple list of every step your buyer should take to get started.

You can supply this list in printed form or as a download online.

These first 4 audios create the core of your information package created by you.

Now we move into an exciting way to massively increase the value of your package without having to put in your own effort.

This leads us to to the exciting title number...

### **5. Secrets From The Pros – 9 Unique Tips And Techniques To (Your Topic)**

So we might have “Secrets From The Information Marketing Professionals – 11 Unique Tips And Techniques From Real World Experts Who've Made Wildly Successful Information Products Themselves”.

Or “Secrets From The Web Site Traffic Pros – 21 Unique Tips And Techniques From SEO Geniuses Who Get More Traffic Than Any Sane Person Could Every Need”.

Or “Secrets From Real Live Resturant Owners – 13 Unique Tips And Techniques From Restaurant Owners Who Learned The Hard Way”.

To give more dimension and insight to your information package you can get views, instructions, tips, and insider secrets from other experts in a similar or related fields to your own.

This can also create extra income streams for you.

Think about it.

If you get an audio interview with another expert they might have a completely different slant than you or better still they might be offering a related, highly useful product that doesn't compete with your own.

The audio interview would contain high value information for your buyers and lead them into buying another related highly useful information product or service provided by the expert you interview.

A product or service you receive a comission if one of your client buys as a result of listening to the audio CD that is part of your information package.

But it gets better.

What would happen if you offered two (or more) other experts' interviews on audio CD as part of your information package AND they offered an audio interview of you as part of their information package?

You could gain extra income and exposure to highly targeted prospects who are already buying products in the field, price range and style of your own information package.

There are two main ways of creating an audio that gets other experts' opinions, insights, advice and tips on the subject of your information package.

The first is to simply interview them on audio.

With the right kind of system this can be done by phone very easily.

Simply give your expert the subject and any audio, reports etc you've already created.

Ask him to make a quick list of any tips or insights he might have on the subject before the interview.

Then you interview them for their 5,7,9, “11 unique tips and techniques”.

### **The second method is a “mastermind”.**

You get a group of experts or professionals together (you can do it in person or by teleconference).

You still have them prepare in the same way but you'll find by getting a group of experts and professionals from the same field together you'll gain insights that would never have appeared if they were all interviewed seperately.



You can also interview each expert separately then do a mastermind which will give you a wonderful tapestry of insights and tips.

If you do both you can also give a separate title to the mastermind audio like...

“The (Your Topic) Mastermind – Revealing Insights From X Of The Greatest Minds In The (Your Topic) Field.”

So it could be...

“The Information Package Mastermind – Revealing Insights From 5 Of The Greatest Minds In The Information Marketing Field”.

Or “The Web Traffic Mastermind – Revealing Insights And Tips From 7 Of The Greatest Minds In Search Engine Optimization”.

Or “The Restaurant Marketing Mastermind – Revealing Insights And Strategies From 4 Of The Most Profitable Restaurant Owners In The USA”.

These five different concepts for audio to add to your information package are powerful and effective both for training your clients and for marketing to prospects.

But it gets better.

Let me share with you the fastest, way I know to create audio for your information package with the minimum amount of effort...

**“In Fact If You Can Talk Into Your Phone  
You Can Be Selling  
Your Own High Priced Audio Program As Soon As  
Seven Days from Today...”**

Here's how it works...

I call you on your ordinary telephone and interview you live creating an audio recording for your niche product on each of the topics I've already gone through here.

So you'll have your “Insider Secrets” audio, your “Fatal Mistakes” audio, your “Roadblocks” audio.

You'll have a “Quickstart Guide” audio and I'll even interview other experts in your niche to create a “Secrets From The Pros” audio.

Nothing could be simpler or easier.

I've been interviewing information marketers like you for over 4 years.

I've interviewed some of the true greats on audio like Jay Conrad Levinson, Carl Galetti, Joe Vitale, Herschell Gordon Lewis and Brian Keith Voiles.

Your audio interviews will be PACKED with the HOT information locked inside your head right now.

I'll drag that information out of you and get it on to audio you can sell.

I'll help you spark off a pile of brilliant insights you only get with the magic that comes when you're talking to someone else.

And the best part is this really is the fastest way on earth to create a series of powerful, unique audio recordings for your information product.

You just take 10-15 minutes of your time to list a few notes and ideas before we do the interview for each audio recording.

I'll even give you a quick guide that will make this very easy to do.

Then you talk to me on the phone for 45 to 90 minutes and your audio is done.

You don't have to fly or drive to a recording studio.

You don't have to do any editing or worry about any technical details at all.

Over the years I've put together my own highly trained team who does all that for you.

Each audio recording should take less than two hours of your time to put together.

And since we do everything over the phone we can make these recordings with you anywhere – at home in your office, on the road, even while you're on vacation!

It could take you months even years to get this kind of high quality information

down on paper or on audio yourself – if you ever get it down.

**“But When I Interview You  
You'll Be Done  
In A Few Short Hours...”**

I'll edit the recordings for you and provide you with highly professional wav files and MP3 files ready for duplication as audio CDs, cassette tapes, or even for online downloads.

AND I'll give you full audio transcripts typed out in a word file or pdf file you can sell as workbooks, online ebooks or chop up and create articles that you use as a lead generator for your audio program.

You'll have an audio program that's designed from the start to be a HOT selling product.

A program that's designed to make it easy for you to get free publicity on radio, in newspapers, magazines and on television.

And here's one last service I'll provide that will blow you away.

Once we're finished recording your audio program I'll interview you one last time and create your own “Audio Infomercial” that explains who you are and what your audio program is about.

This is a powerful selling method I've used myself on [hardtofindseminars.com](http://hardtofindseminars.com) to sell hundreds of thousands of dollars worth of information products.

Now you could probably get someone else to interview you.

You could probably go through the long and painful editing and recording process yourself but ultimately wouldn't you like to work with someone who knows how to make you an audio program that sells and gives you the tools to sell it?

I can help you from start to finish and together we'll create your audio program complete with transcripts in the minimum time possible.

And you'll have a program that will sell like hotcakes.

Now I'm the only person offering this comprehensive service, and my time is limited.

I'm running my own websites and my own online and offline businesses.

I can only provide this service to a few carefully selected clients.

So I sat down and thought to myself...

“If I could create an audio program with anyone in the world, who would I really like to work with?”

“Who would I really like to help make a boatload of cash with a program that's just RED HOT?”

I really gave that some thought.

I thought to myself: “It would have to be someone with tremendous integrity.”

Someone who really values their clients and wants to make a genuine difference in their lives.

Someone who understands that people are more important than money.

And someone who already knows how to make money in the real world.

I thought to myself if I could get a really special client like that he'd be a real pleasure to work with.

And so I sent YOU this audio CD.

At the moment I'm taking a few bookings in the small amount of time I have available in my schedule to create these high value audio programs.

But before we get to that stage I have one final gift for you that will help both of us find out if we can work together on a project like this.

If you call me or email me right now I'll give you a half hour audio product consultation worth \$350 as my gift to you.

I'll give you a pile of specific ideas for turning your unique book or concept into a high priced audio program that will sell.

I'll also be asking you some questions to see how good a fit we are and I'm sure you'll have some questions for me.

One thing I can promise you – there won't be any hard sell.

I'm not desperate for clients or for money and I'll only work with you if you're a perfect match for my service.

Also I want you to keep this in mind.

I'm only offering my product creation service to a few carefully selected clients and I fully expect my clients to use this service over and over to create a whole series of audio programs.

I do know how to make audio programs that sell after all.

So I expect that very soon my client list and my schedule will be full.

I'd hate to see you miss out.

If you want to take advantage of my unique experience and expertise with your half hour gift consultation call me to schedule a time right now on **858-274-7851**

Or you can email me at the email address on this audio CD. I look forward to hearing from you.

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