

# Audio MARKETING SECRETS



**17 Roadblocks That Can STOP You  
From Making Your Information Product  
And How To Get Around Them FAST!**

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.hardtfindseminars.com](http://www.hardtfindseminars.com)

## Copyright Notices

Copyright © MMVII - © MMVIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

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](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

# **17 Roadblocks That Can STOP You Making Your Information Product And How To Get Around Them FAST!**

**by Michael Senoff**

## **1. What Do I Do If The Titles You've Given Me Don't Quite Fit...?**

The titles in your information product creation package are guidelines based on titles that have been proven to sell in the past.

But sometimes these basic titles don't quite fit.

So I'm going to give you a STACK of alternative titles you can use that should be just as effective...

## **2. What Titles Can I Use Instead Of “11 Insider Secrets...”**

Try these...

“11 Proven Ways...”

“11 Shocking Secrets...”

“The Top 10 Proven Techniques...”

“11 Guaranteed Secrets...”

“11 Guaranteed Techniques...”

“11 Best-Kept Secrets...”

“John Smith's Top 10 Secrets...” (replace “John Smith with your own name)...

“John Smith's Top 10 Tips...”

### **3. What If I Have Just 3-6 Major Points With A Lot Of Detail In Each Point.. This Doesn't Quite Fit With The “11 Insider Secrets Title...?”**

This is actually a powerful format for audio presentations because 3-6 points are easier for your listeners to remember.

It's a particularly popular format when you speak from the stage.

It's simple enough to adapt a headline to fit this format. Here's a few you can use...

“3 Little Known Fundamentals...”

“3 Secret Fundamentals...”

“3 Key Fundamentals...”

“John Smith's 3 Key Fundamentals...”

“3 Secret Keys...”

“3 Little Known Keys...”

“3 Breakthrough Keys...”

“3 Guaranteed Ways...”

or “3 Proven Keys...”

### **4. What Titles Can I Use Instead Of “7 Fatal Mistakes...?”**

It's true that some topics just don't suit this title.

Here's some that may be even MORE powerful!)

Instead of the “7 Fatal Mistakes...” title you could try...

“The 7 Most Common Mistakes You Must Avoid...”

“7 Costly Errors Nearly Everyone Makes...”

NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtofindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtofindseminars.com/Audio_Marketing_Service.htm)

“7 Common Blunders...”

“7 Simple But Costly Mistakes...”

“7 Stupid Blunders I Made...”

“The Top 10 Mistakes I Made...”

“John Smith's Top 10 Mistakes...” (again replace John Smith with your own name)...

“John Smith's Top 10 Stupid Blunders...”

## **5. What Can I Use Instead Of “17 Roadblocks...”**

Keep in mind that your “17 Roadblocks” audio is a Question and Answer product.

You cover the most frequently asked questions your clients need answers to.

Here are some alternative titles...

“17 Stumbling Blocks...”

“17 Most Frequently Asked Questions...”

“17 FAST Solutions To The Most Common Problems...”

“17 Answers To The Most Frequently Asked Questions About...”

“17 Simple Solutions to The Most Common Problems...”

“17 FAST Answers To The Questions You'll Have...”

## **6. What Can I Use Instead Of “The Quick Start Guide...”**

“The Fastrack Guide...”

“How To Get Started FAST...”

“7 Ways To Get Started FAST...”

NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtfindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtfindseminars.com/Audio_Marketing_Service.htm)

“7 Secrets To Getting Started FAST...”

“7 Things You MUST Do FIRST...”

“Your First 7 Steps...”

## **7. What Can I Use Instead Of “Secrets From The Pros...”**

“Brain Dump From The Pros...”

“(Your Topic) Experts Reveal...”

“(Your Topic) Mastermind...”

“Interviews With...”

“An Hour With...”

“49 Minutes With...”

“(Your Topic) Expose'...”

## **8. Why Is Numbering The Points Important...?**

Numbering the points helps you listener stay tuned in to your audio presentation and makes it far easier for you to stay on track and focused but there are other advantages too.

One of the biggest advantages is when you're interviewed by the media and particularly for radio or on teleseminars.

Having “The Top 10 Secrets...” or the “7 Fatal Mistakes...” makes it very easy for someone to interview you without doing a lot of research.

This makes it very easy for you to get on to radio shows.

You send them the title of your audio presentation and a short list of suggested questions.

Hosts on talk back radio are trying to fill in HOURS of time on their show with quality content.

NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtofindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtofindseminars.com/Audio_Marketing_Service.htm)

They know if you have a “Top 10 list...” all they have to do is ask “now what's number 2...” “mmm...number 3...” and so on.

You've made it very easy for them to interview you.

This is one of the biggest secrets to getting spots on radio that go for one or two hours at a time.

That kind of free publicity can generate a MASSIVE list of new clients and sell a lots of your audio programs.

That leads to the next question...

## **9. How Do I Get FREE Radio Publicity...?**

To give you a better insight here are 3 Insider Secrets To Selling Your Information Product With Free Radio Publicity..

### **Insider Secret # 1...Create A Sexy Topic...**

Probably the biggest reason most authors and information marketers never get on the air is that they don't have a sexy enough topic.

Here's the biggest secret to getting free publicity in any media including radio, television and newspapers...

If you give reporters and interviewers the stories their audience will want to read listen and watch...

If you basically do the interviewers job for them and make the topic you'll speak about irresistible for their audience...

Then you'll be irresistible to the media.

So having a topic that SCREAMS out "WOW" to a radio interviewer will get you more air time than nearly anything else.

### **Insider Secret # 2....Talkback Radio Is A Lucrative GOLDMINE...**

The hosts on talkback radio have to work like CRAZY to fill up all that empty



NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtfindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtfindseminars.com/Audio_Marketing_Service.htm)

airtime every night.

They're constantly on the lookout for guests who'll give them plenty of high quality content.

And someone who's had experience being interviewed...

Someone who's produced an audio program - maybe an accompanying book...

Someone who has a sexy topic to talk about...

That's someone they want to interview.

### **Insider Secret # 3....Make it easy for your interviewer...**

This is the greatest secret of all.

If you want to appear on the same radio show over and over make it easy for your interviewer to do his/her job.

Most people think that a radio host has all the answers.

They think that it's easy to just ask questions about a topic.

But think about that.

Could you ask an hour of intelligent questions on a topic you know next to nothing about?

That's very hard to do.

But if you've designed your information product in the right way every interview will be a BREEZE for your radio host.

There are several formulas you can use to create a powerful interview on the air that also make it VERY easy for your radio host.

The "Top 10" formula is an example.

"Top 10 Mistakes We Make That Could Be Making Our Children Fat" is an example of one successful topic I used on the air.

## **10. Why Audio? Wouldn't Video Have More Emotional Impact...?**

A presentation that includes visual images as well as audio can be even more powerful than audio alone.

Combining video and images with audio will effectively activate more areas of the brain - if your prospects take the time to actually watch the video.

So why would you choose audio recordings over video recordings or a multimedia presentation?

One simple reason – convenience...

**“Your clients  
are far more likely to listen to an audio CD  
or an MP3 than they are  
to sit down and watch a video...”**

You can listen to audio while you're driving, while you're cooking, while you're doing other kinds of work.

And your clients are FAR more likely to listen to your message over and over again if it's on audio...”

Also consider this...

If your video doesn't engage your viewer visually – if it's just a video of you speaking – it's far more time efficient for the viewer if it's delivered as audio.

Your time pressed prospects and clients will NOT appreciate you wasting their time with video that is more appropriate as audio they can listen to while performing other tasks.

Generally audio is far quicker and easier to make than video and in many cases you end up with a product that is more functional for your clients.

Audio CDs or CDs with MP3s are also very cheap to duplicate and have high perceived value.

An audio CD usually has a perceived value of \$20 to \$30.

You can deliver an MP3 as an online download easily and at low cost too.

NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtfindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtfindseminars.com/Audio_Marketing_Service.htm)

So consider using video where it's appropriate but keep in mind the unique advantage of convenience that audio has when trying to educate your clients.

You can always make video and audio to increase the value of your information product even more.

### **11. Why Are Stories So Important In My Audio Programs...?**

Put simply when you use stories it's far easier to activate different parts of your listener's brain.

This makes it possible for you to powerfully influence your listener's behavior.

For the full report “The 7 Hidden Ways Audio Can Powerfully Control The Minds Of Your Clients” go to

[http://www.hardtfindseminars.com/Audio\\_Marketing\\_Secrets\\_Brain\\_Two.htm](http://www.hardtfindseminars.com/Audio_Marketing_Secrets_Brain_Two.htm)

### **12. How Can I Use Audio To Sell My Information Product More Effectively...**

The simplest and most powerful way to do this is to create your own “audio infomercial”.

You have someone interview you on audio about your expertise and what makes your information product unique.

If you get a good interviewer he'll capture you on audio at “concert pitch” giving the perfect sales presentation for your product.

I have sold hundreds of thousands of dollars worth of information products using this amazing “audio infomercial” technique.

If you'd like to learn about the audio infomercial interviewing and recording service I provide and to listen to my free recording “Audio Infomercial Secrets” go to...

<http://www.hardtfindseminars.com/InterviewRequestForm.htm>

### **13. Do You Have Other Suggestions For Selling My Information Product...?**

Yes. First you'll need a sales page to describe all the unique benefits to your client if they buy your information product.

NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtfindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtfindseminars.com/Audio_Marketing_Service.htm)

The great thing about this product creation system is that the titles of all your audio programs are designed to make it very easy to write a brilliant sales letter.

The titles themselves go a long way towards making GREAT copy that will sell your product.

If you want more information on how to write sales copy for your information product go to <http://www.hardtfindseminars.com/Copywriting.html>

At that link you'll find 25 FREE copywriting seminars from some of the world's greatest copywriters including Brian Keith Voiles and Carl Galletti.

You can also go to my other FREE resource [www.hardtfindads.com](http://www.hardtfindads.com) and find the world's largest online digital swipe file.

This site is packed with many of the greatest sales letters and ads in history including some VERY successful ads selling information products just like yours.

### **13. Are There Ways To Sell My Information Product Without Spending A Fortune On Marketing...?**

Yes. The lowest cost, most effective way I can think of once you have a sales page and an audio infomercial for your information product is to create “joint ventures”.

Look for people or organizations who already have a large list of the kind of clients who would buy your information product.

Then approach them with an offer to give them a generous percentage of your sales if they will contact their list and let them know you have this highly valuable product available.

Remember this is no risk for you and your cost of production is low.

You can afford to give 50%, 60% even as much as 85% commission to the organization that promotes your product.

Every cent of profit you make is profit you wouldn't have had otherwise and you're increasing your list of clients you can offer back end products to.

You can use a similar technique looking for websites online that have either a

NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtofindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtofindseminars.com/Audio_Marketing_Service.htm)

huge list of clients perfect for your information product or huge traffic of visitors to their website who would be interested in buying your information product.

Finding these markets BEFORE you start making your product can be even more effective.

That way you can custom make the information product to a specific market and KNOW you have someone to sell to.

For more information and plenty of free audio on joint ventures go to...  
<http://www.hardtofindseminars.com/audioclips.htm#Joint%20Venture%20Deal%20Making%20John%20Alanes>

#### **14. Is It Worth Trying To Sell My Information Product On Ebay...?**

Information products can sell on ebay but you do have to be careful that you don't start discounting your product and pissing off your clients who pay full price.

There is an easy way of finding a goldmine of clients on ebay.

Simply go to [www.paypal.com](http://www.paypal.com) and look at the paypal shops in the categories related to your information products.

Vendors who have plenty of verified sales also have email addresses for all those people who've bought from them.

You can approach those vendors about doing a joint venture where they send an email to their list in exchange for a generous commission of every sale of your information product.

For free audio on how to find and approach vendors on paypal go to...  
<http://www.hardtofindseminars.com/AudioclipsF.htm#Paypal>

#### **15. Where Can I Find Examples And Case Studies Of Real People Working Out How To Create Their Own High Value Information Products...?**

You can listen in to many hours of my interviews and consultations with experts and ordinary people where we talk about creating information products.

Simply go to...  
<http://www.hardtofindseminars.com/AudioclipsG.htm>

## **16. How Can I Add Even More Value To My Information Product...?**

Interviewing other experts in your field and interviewing the clients and prospects in your field are two excellent ways to add hours of extra high value audio.

If you don't have time to do this, this interviewing service is something I offer with my personalized information product recording service.

Call me (Michael Senoff) on 858-274-7851 for more details or email me at [mseoff1@san.rr.com](mailto:mseoff1@san.rr.com).

Another way to add value to your audio program is to make written transcripts of the call.

The way your audio recordings are designed makes written transcripts far more valuable.

Your clients can read through the transcripts easily from one point to the next.

It doesn't FEEL like an audio recording when you read it.

You can search online in your area and find a transcription service quite easily.

Don't be too cheap though.

Some of the really cheap services do NOT give you a high value product.

If you use my personalized audio recording service at present I'm offering transcripts of all your audio recordings as a free bonus.

Finally you can package other people's related products, services and software with your own.

Ultimately it's better to sell your own products. This increases your credibility, your control and usually your profits.

But often you can make favorable deals with other experts in non-competitive but related fields and other suppliers of related products, software and services.

Packaging these with your information product can add huge value.

One major tip.

Be aware of the possibility of back-end sales.

If you package a product or service from someone else you should ask for a percentage of all ongoing business you create for them from the clients who buy your information package.

At the very least you should get a percentage of the first back-end sale they make.

### **17. Is There An Easy Way To Record This Audio Myself...?**

Recording yourself on audio can be a big learning curve but there are simpler ways of producing lower quality audio which may be enough for a recording of your voice.

The simplest way I know of is to use a program you can download online called Step Voice Recorder which you can use on your computer.  
<http://stepvoice.com/>

Step Voice Recorder records your voice directly as MP3 files which are easy to use online and can be easily converted into other file formats when you burn your audio CDs.

If you want to record audio for online downloads record your audio at around 24kbps.

If you record at a setting higher than that you generally just add extra hiss.

Lower and you'll get "ghosts" on the recording. Strange echos you don't need.

If you use a unidirectional microphone you can buy at your local music store that should eliminate most of the outside noise when you record.

Other software options to Step Voice Recorder include Audacity which you can download free at <http://audacity.sourceforge.net/> and Sound Forge (you can do a Google search online to find Sound Forge).

You can do most basic editing on Sound Forge or on the free Audacity program.

NEW Time Saving Service: If You Can Talk Into a Phone You Can Be Selling Your Own High Priced Audio Program in as Little As 7 Days... click on [http://www.hardtfindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtfindseminars.com/Audio_Marketing_Service.htm)

I have to warn you that you'll find it very difficult to create compelling audio without a script you can read.

Being interviewed is usually a far easier format.

It takes a lot less effort and creates a far more compelling audio.

If you use my personalized audio recording service you don't have to worry about creating a script or any of the technical details at all.

All you need to do is get to the nearest telephone and we can record your audio program interview style in the fastest time possible.

I take care of all the editing and all the technical stuff so you can keep you mind on the content you're delivering.

To find out if you qualify for this unique and powerful service go to...  
[http://www.hardtfindseminars.com/Audio\\_Service\\_Consult.htm](http://www.hardtfindseminars.com/Audio_Service_Consult.htm)



# Copyright Notices

Copyright © MMVII - © MMVIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff

JS&M Sales & Marketing Inc.

4735 Claremont Sq. #361

San Diego, CA 92117

858-274-7851

858-274-2579 Fax

[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)

[http://www.hardtofindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtofindseminars.com/Audio_Marketing_Service.htm)

## Legal Notices

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.