

Audio MARKETING SECRETS



7 Fatal Mistakes
That Will KILL The Creation Of
Your Audio Program Stone DEAD

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

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1. Falling Into The Research Trap...

Research is wonderful and can really increase your depth and understanding of your niche knowledge.

Now this may sound a little crazy but creating your audio program is NOT a good time for research.

The fastest way to create a high value audio program your clients will love is to do it straight off the top of your head.

You don't need more research.

Believe me you know enough already.

And the information that comes straight off the top of your head is the kind of basic fundamental stuff your clients will use.

The fundamentals that are an internalized part of you are also the information your clients really need AND desperately want.

Save your research for another time.

Get what you know right now recorded so your clients can start taking advantage of it.

Along the same lines is fatal mistake number...

2. Trying To Make Your Audio Program “Perfect”

First of all your program will never be perfect.

But there's an even more important issue you need to keep in mind here.

Your clients are not particularly interested in how slick or well produced or well edited your product is.

What they are interested in is high quality content that provides a solution to their problems.

They want answers they can use not high production values.

Here's something else that may surprise you...

Being too slick may actually REDUCE the perceived value of your audio program.

You can buy a nice, slick looking audio at the bookstore for \$10 to \$30.

But your prospects will pay more for the “real” stuff.

They'll pay more for an audio with lower production values that's packed with the “hidden underground” secrets everyone else is keeping from them.

So take your focus off trying to make your audio program perfect and put it on giving high quality CONTENT that solves the problems of your niche prospects.

And then there's fatal mistake number...

3. Thinking You're Not A Big Enough “Expert” To Make An Audio Program...

If you're sharing information with anybody and they're willing to pay for it then you're enough of an expert to put the same information into an audio product and sell it.

It's the same except for one thing.

The audio product is more useful to your clients because they can listen over and over at their leisure.

You can become a leading expert in nearly any field simply by choosing a tight

enough niche.

The smaller, more well defined your niche is the less competition there'll be in that niche.

If your niche is tight enough you'll be the ONLY expert in that niche and you can claim the title “The world's leading authority” or “America's leading consultant”

Choosing a tight niche for your information product leads us to fatal mistake number...

4. Picking A Niche That Doesn't Have Enough Money Or Enough Desire For Your Information Product...

There's no point whatsoever in creating an information product for a market that has no disposable income to buy it.

An information product for broke pensioners is unlikely to sell at a good price.

On the other hand creating an information product for people who've just bought a luxury home is an example of choosing a great niche with plenty of money.

So first you need to choose a niche where people have money to spend.

Second you need to choose a niche where there's a “starving crowd”.

You want people who have a desperate need, a starving hunger, for the information you want to sell.

If you can find a niche that has money and is hungry for the information you want to sell you'll find it very easy to sell your audio program at a price where you can make a good income.

In fact finding that hungry cashed up market and finding out what should be the first step when you create your information product.

Find the market first then create an information product that's exactly what they want and need.

5. Waiting To Have Enough “Time In Your Schedule...”

If you wait till you have enough time to get your audio program done you never

will.

Think about it.

Every day, every week you spend hours of your time repeating the same type of information to your clients.

You're talking all the time.

This fantastic, high value, niched information is coming out of you at a rate faster than you could possibly write it down.

It's all there already.

All you need to do is record it.

The time to make your audio program is NOW.

You can start right away catching your ideas in a mind map.

Then it's just 60-90 minutes of recording each time.

Even if you're the busiest person alive you can do this and when you do you'll be freeing up so much of your time.

Once you've recorded your audio program you can save yourself HOURS of time by simply selling clients a copy.

Or GIVING them a copy.

No more repeating the same information over and over.

You can invest your time working in that high value interactive process where you're dealing with their truly unique problems.

6. Thinking You Need Technical Expertise...

Creating an audio program is very simple.

You don't need any special skills to be interviewed just a little bit of very easy planning and a good interviewer.

Thousands of people all over the world have had their ideas recorded on audio, radio and television without having one scrap of technical know how.

You don't need any either.

You don't need to be an accomplished writer.

In fact you don't really need to write much at all – this is audio after all!

All you're doing is sharing the expertise you already have in a specific area.

It's just like talking to a client or a friend and explaining how they can solve their problem.

Don't get caught up in the details of the process.

You're sharing information not becoming a technical whiz.

7. Failing To Plan For MORE Related Audio Programs...

The easiest prospect to sell to is your client – someone who's already bought one of your information products and is happy with it.

They know what to expect.

And you know what kinds of related information products you need.

If you plan and brainstorm to create a whole series of related audio programs you can offer all of these to every client who buys one of your audio programs.

One ordinary client might buy 3, 4 even a dozen programs off you over a period of time.

If you also create higher priced back-end consulting, seminars etc that complement your audio programs you can offer these too.

Thinking of what you can GIVE to your clients and what they really need and having a plan to create information products, consulting, seminars, workshops, membership sites and other services every step of the way makes good business sense.

The easy money in the information marketing business is in back end sales.

As you mind map your audio program ideas for other audio programs will come to you.

Get them down!

These related audio programs are often easy and quick to plan and make when you're on a roll.

You can create and record one audio product after another in quick succession if you keep those creative juices flowing and produce products off the top of your head with the expertise you already have.

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