

Audio MARKETING SECRETS



PRODUCT CONSULTATION
INTERVIEW SERIES

Cory: A Glass Blower
Information Product Seller

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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Consult With Cory A Glass Blowers Information Product Seller

Here's a short consultation that I did with a gentleman named Cory. Cory currently sells two different Information Products over the Internet. He purchased my Audio Marketing System hoping that it would give him the solutions he needs to take his business to the next level. Although Cory's two products are selling well, he wants to begin to create products that will give him profits of \$100,000 or more per year.

Cory's idea to make the big money is to develop a great back end sales strategy – perhaps a multimedia product that includes DVD/video. However, higher ticket back end products for his two current Information Products would be difficult because of the type of content they contain. With that in mind, he would like to begin to create different types Information Products in more competitive markets.

Listen as I advise Cory that, by augmenting his products with good audio, he could build more value into his current products or any new products that he develops. Further, it might be a good idea to build business opportunities into his products since business opportunities often command a higher price than mere information.

Here are eight topics that we discuss...

- 1) Creating audio from interviews with experts in the field that his product falls within. Included here are reasons why an expert would want to be interviewed in the first place.
- 2) How audio interviews could become a back end product or the increase the value and price of your front end product when audio is coupled with audio transcripts.
- 3) The transcripts themselves must become the major contribution to your sales copy.
- 4) Why niching your product can give you an advantage over your competitors.
- 5) Why people will pay more for a product that includes audio than for just an e-book.
- 6) How to develop the best questions to ask your experts during the interviews.
- 7) How to conduct the interview and be a good listener in order to maximize the content being presented.
- 8) Advice about how to create different niches for your products.

Cory is very concerned about sales copy and would like to know the strategy behind developing the best sales copy possible. You'll hear some innovative ideas about how to actually use your audio to entice people into reading your sales letter. Additionally, learn the importance of doing your interviews before developing your copy – whether you hire a good copywriter or write the copy yourself.

Finally, you will hear the best strategies to maximize your back end sales if you do choose to offer back end products. Also, learn why asking your customer base what kinds of products they would like to have are of the utmost importance. This consultation is 32 minutes.

Michael: That's what we're talking about. We're talking about being good listeners and shutting up, asking questions, and let the person you're interviewing write your copy because they're the experts, they know what the market wants. They're dreams are what your buyer's dreams are. So why would you think that you could come up with it if you have no idea about the field. You're just listening and they're writing your copy for you. They're talking it for you.

Music

Here's a 30 minute consult I did with a gentleman named Cory. Cory has ordered my audio marketing secrets course and had also invested over \$30,000.00 in his education on direct mail copywriting and marketing. He called me to ask my advice on how to step it up to the next level. I give him my best advice on how to use audio to do that. I hope you enjoy.

Cory: Hey, how's it going?

Michael: Hey Cory how's it going?

Cory: Good. Get my email?

Michael: Yeah, I got your email. Let me just start with that, okay. I'm just going to read that. It says obviously I'm prepared to outsource what I need to leveraging the knowledge of an expert is an obvious tactic in order to make my goal possible. I also know that the sales copy is the make or break point and I have to put on the hat of market researcher, product developer, copywriter, marketer, etc., and I'll add that I've been thoroughly in awe of the above fields.

I'm basically looking for a solid strategy to create the info product in a manner that lets me write sales copy that will be successful in the market. I'm sure that there must be a strategic way to approach breaking into markets, but I'm seeking some guidance. I'm very well grounded on nearly all direct marketing principles, \$30,000.00 plus education. Currently I only have two underachiever type websites. They both focus on making one shot sales via targeted Google ad word traffic in their respective tight niche markets and

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Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

they are MetalPlatingBible.com and GlassBlowingBible.com. Now you want to get serious and start creating real businesses that make \$100,000.00 plus. I'm aware that the back end sales strategy is a must.

Let me ask you this. You spent \$30,000.00 on marketing information?

Cory: Yeah, I'm a really young guy, I'm only 23 actually. But I've been pretty obsessed with this stuff. Probably the first course I stumbled upon was Cory Rudl, the late great Cory Rudl.

Michael: How long ago?

Cory: That was probably when I was 17. Another big turning point for me was Marlin Sanders Amazing Formula. He really broke the stuff down, the fundamentals, and really made a lot of sense. But pretty much you name it, every major guru out there, probably most of them internet focused guru's, I bought all their courses.

Michael: Are you pretty skilled on the computer? You do all your own computer stuff?

Cory: Yeah I'm really skilled. The one thing I haven't tasted much of is like the old great guys like Dan Kennedy and probably internet guy's stuff.

Michael: You ever study Jay Abraham's stuff.

Cory: I got it as a gift. Somebody gave me one of his things on stealth marketing. I didn't really get to look at it too much. But I just want to go over the money. I see the benefits and being able to spot the man, and obviously my interest in information products. That's really what I want to do. But I see the benefit in being able to just spot the man for all different types of information. And then somehow get a product created to solve the problem or give the people what they want basically.

Michael: That's smart. That's the most important thing is to shop for the demand first before you even create your product.

Cory: That's part of my problem. I'm looking at like my main goal is to eventually break into competitive markets and then start developing a real business. But I'm obviously not an expert in all the different topics as far as like sales copy goes and sales copy that stand a chance. Something that needs kind of a hook or angle or you need some kind of credibility or expert status.

Michael: The thing is you don't need to be the expert. Now let me ask you. I know you just ordered the Audio Marketing Secrets. You haven't really gone through that yet, right?

Cory: I went through it, it had nothing really to do with the course, it seemed like it was more geared towards people who already have their expertise or had their niche selected.

Michael: Right, because it was how to take your existing e-book and increase the value and turn it into an information product.

Cory: That's okay. It will still relate to you.

Michael: It will relate to any market. You've got a couple ideas here and I'm not saying these are the ones you want to pursue for the big time, but metal plating bible and glass blowing bible. Those are basically e-books, right?

Cory: I have no interest in any of the topics but they are a little pocket of demands that I found and it turns out there's a lot of demand for them.

Michael: How's it going? Are you moving some of them?

Cory: Yeah. This month's been a little slow. I was pretty much averaging at least four or five sales a day for each of those.

Michael: Oh, that's great.

Cory: They're pretty much each getting like a three percent conversion rate.

Michael: Who wrote all the copy for that?

Cory: I wrote the copy myself and its not the best copy, but the key component of the system is what its based on, which is basically, if you put on the survey page and drive traffic to the page, you ask them the number one biggest question on the next copy and you come out with this list of questions and those questions actually become the bullet points. That's the power of that system.

Michael: All right, so you've got a couple little products that you're selling have high demand. I mean three or four books a day, five books a day. Has it kept up, or is it up and down?

Cory: Oh the metal things been up six months plus totally steady. And by the way, what I said before, that's just my ultimate dream. But I also know that if I could possibly work with the ones I currently have. Another one in my areas of focus is developing a back end sales strategy because some of the big money is going to be in having multiple products lined up.

Michael: Well, any copy that you have can be developed into that. Let's say metal plating isn't the ideal thing, or glass blowing isn't your passion, but they're two little niches that have some legs, right?

Cory: Hm-hmm.

Michael: Do you see ways of optimizing this market demand into higher end stuff. Is that something you would consider?

Cory: I'm pretty much for both of them, my general idea would be to go into a much lower multimedia experience type of course like DVD/video.

Michael: Let's use one of these just as an example for the purpose of our talk. Just supposing that this was something you really wanted to develop. As an example, what I say can be related to anything because you've got a niche here, you've got proven demand based on the last six months of orders from your e-book. Which one is doing better, metal plating or glass blowing, or about the same?

Cory: I would say metal plating has more of a track record. The other one's only been up for about a month.

Michael: Who is buying these? What's the market and why are they buying it, in a nutshell. Cause I didn't read the whole thing.

Cory: Believe it or not, this whole approach is not too customer eccentric, but what I can tell you is from the survey questions. For both topics there's a lot of little things that are involved in the overall big topics. For glass blowing some people want to learn how to make glass pipes, some people want to learn how to make beads. Some of them I know it's the business opportunity that it provides. But there's about 10 or 20 different little things that are all under the main scheme of the big topic that they all want to do and they're in the bullet points. Like you're going to learn how to do this, you're going to learn how to do this.

Michael: All right and then the metal plating, is that for businesses who are paying money for metal plating?

Cory: I actually did some intensive customer surveys and a big thing that people who, because of their big investor and have to do metal plating once and while may normally outsource it, and it's very expensive, they wanted to figure out how to do it in-house. A lot of them are motorcycle type places for their chrome. It's all over the spectrum though. So I was thinking that would be an expected back end of trade because they're only so much you can learn from my e-book which is just how-to information and it's a very technical topic in

nature. So it would cost you at least \$5,000.00 to get a back end product created. I assume that that's the next logical step from the e-books.

Michael: What are you selling these things for, \$29.00?

Corry: \$29.95.

Michael: All right, \$29.95. That's about what books sell for. The whole idea in the Audio Marketing Secrets is to up the price and build the value by using audio. You wrote the copy for all this, but at the same time, let's say for glass blowing, there is a business opportunity in there available. Whether it's a mother at home who wants to learn glass blowing can make beads or if you sell the opportunity of making beautiful vases or paperweights with colored glass. Showing that opportunity that you can make some money. So you're selling a bus. op. right?

Corry: I'm assuming that's definitely one of the ways you can go with it.

Michael: All right that's one way. And you can always get more money selling a bus. op. than you can selling just information on a subject. Okay. So let's just say we took glass blowing and we turned it into a business opportunity. So you've got your \$29.00 book, but how can we turn that into a \$97.00 product or a \$497.00 product. And you can do it very simply by interviewing experts in the field. So you could find maybe four or five of the top expert glass blowers or five people who are making \$100,000.00 a year making things through glass blowing. And you call them on the phone, say how would you like to be interviewed for a product we're coming out with called glass blowing secrets or whatever, and they look at it as free publicity and they get to toot their own horn and they have someone who is willing to listen to everything that they've been doing, which is pretty rare in a lot of cases.

Corry: Are you thinking of this as a second product, as a back end product?

Michael: Either a back end product or it could be your front end product. The whole idea is to use audio to increase the value of whatever you're selling. So instead of selling books for \$29.00 you can sell product for \$497.00 or a couple thousand or a thousand bucks or three thousand.

Corry: That's definitely a good tip.

Michael: Absolutely and it's so easy to do and you don't have to be the expert. You just got to be the guy asking the questions and if you're interested in the subject, and we're just using glass blowing as an example, but lets say you found a topic or a market you're really passionate about, you're really interested in and its fun for you to learn about and as you're interviewing

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these people you're grilling them and they are divulging all their secrets and you're recording all that. Now those recordings will be transcribed and then those transcripts become part of your sales copy when you're putting your letter together.

Cory: That's good.

Michael: I'm just saying you got an automatic little selling thing, it's very simple to create audio to bump that product up to a product that sells for \$500.00 to a \$1,000.00 to a couple thousand dollars. And the more you talk, the more you make.

Cory: That makes a lot of sense. I've been thinking about trying to get into a more competitive type of niche and obviously the content of the information product is directly related to what you're allowed to say about it in the sales letter and let's say I'm not an expert in a given competitive niche such as dog training or eBay selling secrets, which I know are two big ones right there. What's an approach I might be able to take to somehow get my foot in the door, especially in regards to the sales message?

Michael: To have a competitive sales message compared to everything else out there?

Cory: So theoretically, I could take a look at a top selling course that already doing well and basically copy all the main benefits into my own version of a product.

Michael: You want to niche it. So instead of a course on how to make \$100,000.00 a year selling on eBay, you make it how stay at home mothers can make \$100,000.00 a year selling on eBay, or selling baby clothes on eBay. You look at all the different topics on eBay. You've got to niche it. The more you niche it, that's how you have a competitive advantage even though all the teachings are the same as a general course. It can be the same course, it can be the same letter, but you customize it just like when they send you your electric bill, it's customized for you and there's places throughout your copy that you can personalize for that specific niche. Add and replace, if you structure it right.

Cory: Isn't there always going to be one guy that's going to go for the jugular, the biggest portion of the niche? Are you saying don't try to compete with that guy?

Michael: I love competition. If you see a lot of competition, generally, the market's so huge. If you're competing with four or five other players in the market, you'll love competition because they're out publicizing the opportunity and the product and the information, and there's pretty savvy shoppers out there. If

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they're searching around, and they find what you have and you're doing it better, you're going to win them offer.

So, you out-market them. You offer them risk free. Almost all my products that I sell – you saw, it was an offer for “you don't pay anything for 30 days.” If you saw two competitors' offers and they're both about the same, who are you going to go with?

Cory: You do everything you can do to make the most of it.

Michael: Yeah, and the guy who does that believes in his product, which I do. So, you out-market them, and also what no one else is doing is they're not increasing the value of their product. They're not using audio to beef up the product. The immense value audio has to a product, doing interviews, interviewing experts. It's so easy to do, and your customers love it. It has so much perceived value. They'll pay more for that than your competitors.

Cory: You know the whole idea of “the gun to your head” thing that you had. If you were in this situation where you just take the niche, where you know there's demand for information. You want to create your own product, but you don't have any knowledge prior, what is that one-step, two-step, three-step?

Michael: If you had a niche, and you wanted to sell a product with that market, I would go to Circuit City. I would go buy a digital recorder. I use one called the Sony ICD-ST25.

Cory: My key factor here is that you're not an expert on the niche. That's one thing.

Michael: Absolutely, you're not an expert on the niche, and you want to sell a product within that niche. You don't have to be an expert, but you know how to go on to Google and type in a subject on the niche, and you know how to ask questions and find an expert. You know how to go to a trade publication and see whose writing articles in it. You can find the articles that are written by the experts. You can talk to people in the niche and ask, “Who are the foremost experts in this niche? If you can have any of these guys teach you about this niche, who would you have teach you? Who are legends in the niche?”

You start collecting these contacts and these names and a way to contact them. Then, you call them up or call their secretary and invite them to be interviewed about their business and about what they do and about themselves. Then, you're just a guy asking the questions, and you do ten of them. You find ten experts on that niche, and you interview the hell out of them.

Cory: Would you do some prior research to find out what the best questions to ask are?

Michael: Sure, that's very important. Now, here's what I would do for that. You go to Amazon.com, and you search a book about your niche, and then you know how on Amazon, you can look inside the book? You can see the table of contents. They let you look inside the first few pages of the book. There's your questions. There's your table of contents. There's been experts who publish books and they have your entire table of contents of all the important things of what goes in the book, and you have all your topics and questions to ask to follow along already done for you.

So, you print those outlines out, and you have a format in nice, orderly order, table of contents of subjects to ask your experts. So, let's say you want to interview Bar-be-que Pit Masters. Go to Amazon. Type in Bar-be-que Pit Masters. You'll find plenty of books on it. You click on the book. Look in the table of contents. Print it out or write down the different subjects that you think are pertinent to your interview, and then you have that series of master questions. Then, you can ask all your experts the same questions. So, you only have to get your question down once.

As you're doing the interviews, if you're curious about it, you just dig. You're like a little kid, "Why Daddy, why? Why? Tell me why. What's the reason for that? Why do you use that?" Then, you just keep digging and digging and go deeper and deeper. Then, the guy you're interviewing starts to go into a trance, believe it or not. He's going on. He's talking about himself. He is loving you because he's never been able to release all his passions about his expertise that he's been doing for so many years because most people don't care. Do you see?

Cory: Here's a question that's on the topic. You told me the importance of niching it and the end result, so would you have to keep some stuff in mind from the get-go, from the beginning.

Michael: I don't think so.

Cory: You know what I'm saying?

Michael: Yeah, I know what you're saying. No, not necessarily because that's in your pitch. You can keep it all general. The more prepared you are. If you can think and write down ten different niches of this product you want to go after. Let's just say for example you're interviewing pit masters, and let's say you do ten interviews. Let's say you think, well, you want to go after the kid's market. You want to go after the women/homemaker market, the dad market, the

competitors market, maybe the people who are going around the competitions. You want to do maybe Texas barb-be-que, southern bar-be-que.

When you pick your interviews, you break them up into different topics. So, if you have your bullets, and you say, “Well, in this series of ten interviews with best pit masters in the country, you’re going to hear from a 12 year old pit master champion, you’re going to hear from Whoever from Georgia who’s won all the awards in southern bar-be-que.” So, you’re going to appeal in your bullets to the different segments of the market.

Cory: It might be helpful to have that in mind, right?

Michael: Yeah, sure, have a plan who you want to go after, and then when you do your interviews, interview them from different segments. So, the interest level on the interviews will reach a certain demographic.

Cory: Now, the sales copy – you can go straight to the benefit without having any kind of a hook, just like, “How to Get X Benefit”. Then, there’s a hook angle with “Ex-Blackjack Dealer” or “One-legged Golfer”. Do you think that’s really important to have some kind of hook in there?

Michael: On the headline?

Cory: The headline.

Michael: The only purpose of the headline, you’ve probably heard it and read it before – I know there’s a lot of talk about benefit-oriented headlines. The headline has got one purpose, and that is to capture their attention, get them to stop, and get them to read the next line.

Cory: You don’t want to be a “me, too” marketer. Sometimes benefits are benefits are benefits.

Michael: No, benefit headlines aren’t necessary. They can be effective, but like I said, it doesn’t matter. Your main purpose of the headline is to capture attention and get your person to read the next line. That’s it. That’s all it’s designed to do, and that next line is designed to get them to read the next line, and so on and so on.

Cory: One of the things I’m always like worried about mentally, is do I always have to do it different or have some kind of angle, or can I just talk to benefits? Do you know what I’m saying? Do you always have to be coming from some sort of angle?

Michael: People are very perceptive. People aren't stupid. You see a lot of copy out there, and you don't know any better, and you're tempted to just copy and it's that "hypy" copy. People have seen that all the time. I don't like "hypy" copy. You know, "Explode Your Profits to the Moon". People can sense this BS a mile away. So, I wouldn't go with that "hypy" copy, but you do need something somewhat dramatic and attention getting that's going to get the interest of your reader.

Another point I want to add is, after you've done all these audio interviews, the hook is you can use audio to sell them on reading your letter. Let's say you have your ten interviews. You can do five minute clips of each one, and give that away for free just like I do on my site, and peak their interest and give them a little taste of what they're going to hear. Then, under those clips of the audio, there can be a link for more information on how to get the full hour plus the eleven other recordings with pit masters from the USA, click here, and then you take them to your sales letter.

Audio can be used to give away for free and to capture the attention and getting them salivating for more.

Cory: What would you think would be the approach, just looking at like the top guys' sales letters and making sure your product has all their benefits?

Michael: What I would do, and this is what I do with my sales letter, an interview always come first. So, you could go look at some other sales letter, but you may be copying a poor copywriter's work, if you don't know what the results of those letters are. Just because you see it out there, you don't really have an idea.

You could look for benefits and make notes of things that you think are definitely going to be important to cover, but I surely wouldn't just copy and model sales letters.

If you really want to do it right and you said it, the sales letter is king. You need to get a skilled copywriter, and either you pay them to do the work and you may have to pay five or six thousand dollars, but look, if you're selling a product for 500 or 600 or 1,000, that's a great investment. You get a copywriter who knows how to write and is a researcher first, and who will do the interviews to research this product.

You may want to do the ten interviews, and provide that copy or the transcript to your copywriter and tell him to develop the sales letter from this copy.

Cory: S, you're basically saying all I've got to worry about is creating a great product with tons of value, and making sure it really gives the market great value, and the copywriter will handle the rest.

Michael: I'm saying that your copy should come from your interviews, from what's spoken after you ask these pit masters the questions. They're going to write your copy for you. Copywriters can't just dream up copy. They take the audio, the transcripts from your interviews and let them talk your copy. It's called copy-talking, and let your copywriter pull out and assemble your sales letter from their words.

Cory: I was thinking I should try to do the copy myself.

Michael: You can do it yourself. It's just either you've got time or money, but I would definitely not put a word down on that sales page until you do audio interviews with the people you're going to have the product from, and let them write your copy. How much time have you spent on my site? Did you get to the copywriting section?

Cory: I pretty much listened to all of it.

Michael: Did you listen to the Eugene Schwartz one?

Cory: Yes, I did.

Michael: That's what he did for Marty Edelson. When he interviews clients, he records the call, and basically said it. He didn't write the letter. Marty Edelson wrote the letter. He wrote the headline. He was a good listener, and that's what we're talking about. We're talking about being good listeners and shutting up, asking questions, and let the person you're interviewing write your copy. They're the experts. They know what the market wants. Their dreams are what your buyers' dreams are.

So, why would you think that you could come up with it if you have no idea about the field? You're just listening, and they're writing your copy for you. They're talking it for you.

Cory: That makes a lot of sense. I would like to feel that if I do have a great product and it solves needs of the market, it gives them what they want, then it should be easy to write the sales letter. I guess I make it more complicated sometimes.

Michael: If you've got a great product, and the market demand is there, you could have the worse crappy sales letter in the world and the product will still sell.

Cory: As long as you highlight the benefits obviously.

Michael: Yeah, if you have a product that there's no market for, you can say the greatest highest copywriter in the world and he could have the most beautiful sales letter that could ever be purchased, and there may be no sales. The market demand – go with the Eugene Schwartz again. The market demand is the most important thing. So, when you have the hungry, passionate market demand, your copy doesn't even have to be that great.

Cory: I've experienced that actually because it was like a little on shot deal that I've been setting up. Okay, well that's some great information then. I appreciate that. I guess my last – I'll have to talk about it. As far as back-end sales go, what's the best strategy to maximize back-end sales? I know the answer to that is kind of the ultimate dream of owning a business online is the whole thing is like on automatic follow-up auto responders, and eventually you come to you have your staple set of three to four products. From my point of view, after the customer orders the first one you get them on the auto responder basically with follow up orders on the back-end.

One of my questions was, what's the best strategy to maximize back end sales? How many offers can you send those back-end offers?

Michael: Well, if you deliver on your first product, and you really deliver value, and you're not getting big return rates, and you've got a kick-ass product that really delivers great value and you've got a hungry, ravenous market, your back-end products should be good as long as you can create valuable products that that market is looking for, is willing to buy. You build your list.

Yes, you should be making offers to them constantly, or asking them, "If I was to create another product for you in this market, what's something that you would like to have?" Ask your market what they would like, and create a product based on their demand. Even if you have to call them on the phone and talk to them, and you should be talking to your customers who buy your product. You should find out how they like it, what they didn't like about it, how could you improve it, what can I to make it more valuable?

Your customers have all your answers. You've just got to be willing to ask, and again, listen to what they say because they're the kings. Instead of dreaming up what you think they want, pick up the phone and call ten of them and talk to them.

Cory: That's where the leverage is really going to come in, right? Back end sales, unless you have a high dollar product.

Michael: You can just focus on a one-time sale on a \$2,900 or \$3,900 product and just have an automatic selling system using your audio that you create to sell the product, similar to what I do with one product that I have as a consulting training. It took a long time to get it set up, but everything's in place, and it's just an automatic little vending machine. You never know when the phone's going to ring and a guy wants on.

Generally, with this, there isn't a lot of back-end because a lot of the people, like in anything, don't really do much with it. I haven't experienced much of a back-end with my consulting training system even though we tried, but it wasn't there. So, we rely on that front-end.

Cory: As far as the mechanism of the offer and how you send the offer for the back-end.

Michael: I don't you could really mail too much. I mean, everyday is probably a little too much. As long as you're mailing value, I think people will stay on your list, and you can monitor that. If you start building up an auto responder and you've got a list, and you've got a good auto responder service, people can unsubscribe and generally the good ones will ask the reason why they unsubscribed. If you're getting a ton of people unsubscribing, you know there's a problem, but as long they're not unsubscribing and you're continuing to send offers out, you should be okay.

You can send offers more often than most people think.

Cory: I know the demand for my metal plating thing is very high, and these people are just starving. They're really dying to get this stuff. Should I be able to easily expect that I could get ten percent of my first time customers to buy the back end products, if it's the right in your face, here's how you do it, kind of course?

Michael: I don't know. I think that might be a little high because you've got to understand. Let's say a hundred customers buy your metal plating stuff. Eighty percent of them, just the law of averages, the Parado Principle, 80 percent of them aren't going to crack it. They're not going to do shit with it.

So, you've got 20 percent there who may have a high enough interest in it to really want more stuff. So, let's say you mail out to the 20 out of the 100. If you get 30 percent of those, you'll be doing pretty good.

Cory: All the marketing courses focus so much on how easy it to sell first time customers. They'll buy basically anything.

Michael: No, I don't believe in that.

Cory: So, you're looking at more like two to three out of a hundred will repeat or something.

Michael: On the back-end?

Cory: Yeah.

Michael: I don't have any golden answer, but I think ten percent may be a little high.

Cory: I'm seeing the incredible value especially if you get into a market with a low dollar entry level item, and it's sort of like piece by piece, and eventually you come out with four or five different products. That's the money machine.

Michael: Yeah, that's right, or you can package those products and do one high-end package. It's really nice selling a high end package because you're not dealing with all the smaller end sales. A guy who buys a high-end package and wants everything is a real passionate guy, and you don't have to deal with the people who are just barely passionate, and you don't have to deal with the packaging and the shipping and the customers and the customer service and all that.

You've got to keep in mind as you build your business, you want your life to be nice and easy. You don't want to be stuck in your business with tons and tons of customers, and tons of problems and tons of returns and tons of transactions. That all costs money the more customers you have.

So, you may want to beef up the product and just go after the highest level of interest people even though it's a smaller percentage, but you're getting more dollars, and equals out the same, but you have less work involved.

Cory: You answered pretty much all my questions.

Michael: The audio is so underused, and it's so easy to do, and that's the easiest way you can build the value of your products to promote your existing product and to also create killer copy, all from your interviews, all from asking questions. I've showed you where you can get all the questions from, and just by shutting up and listening, and letting them talk.

Cory: I really appreciate this.

Michael: All right.

Cory: Thanks.