

Audio MARKETING SECRETS



Front Line Secrets
From The Trenches

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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Founder & CEO: www.hardtofindseminars.com

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Front Line Secrets From The Trenches

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This final bonus audio idea won't suit every information product but for the fields it does suit it is a VERY powerful concept.

Let me explain.

Imagine you were producing a restaurant marketing program.

Simply interview a dozen people about why they go to the restaurant they do.

What first got them to go there?

Was it an ad, a flyer, a recommendation from a friend?

What did they like about the approach?

What did they dislike?

What other approaches have got them to eat at restaurants?

What did they like about those?

What did they dislike?

What did they like about the service?

What did they dislike?

How do they think the restaurants they visit could improve their service, their customer experience etc etc...

This is obviously all HIGHLY valuable information to restaurant owners.

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

The title to this audio could be “21 Front Line Restaurant Marketing Secrets From The Trenches – Interviews And Secrets From Real Live Prospects And Clients”
Or

“19 Front Line Website Traffic Secrets From The Trenches – Real Online Surfers Reveal What They're Looking For In Your Website”

You may be able to create a similar high value audio for your niche simply by calling prospects and clients on the phone or in person and interviewing them and recording the interview.

You can create many hours of high quality audio using this technique.