

# HMA

**HIDDEN MARKETING ASSETS**

# *University*

**INTERVIEW SERIES**

## Who Wants Money Fast?

### The Impatient Man's Guide To Success

 Michael Senoff's  
HardToFind Seminars.com

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 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)

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## **Who Wants Money Fast? The Impatient Man's Guide To Success**

Entrepreneurs are generally impatient people. We like action, and we want everything done last week. That's why digital products are perfect. They're easy and cheap to make, have incredible margins, and can be thrown together in a few short hours. But the best part about them is – they free up time so you can concentrate on the thing that matters most in business – marketing.

And in this hour-long audio, new AMS student Liam interviews me about the best ways to make and market digital products – and also on the thought process and intricacies behind it. He really made me think, and the finished audio is like a quick-start guide for entrepreneurship. You'll hear everything from how to make decisions fast to how to "pearl dive" your email list – and be ready with an offer at the exact time someone is ready to make a purchase.

### **You'll Also Hear...**

- The fastest known way to get the buyer to come to you – instead of wasting your time chasing down prospects
- Surprising solutions for transitioning your prospects from only wanting the free stuff to breaking out their credit cards
- How to make up to 30 times the amount of sales that most email marketers do
- What you need to know if you want to incorporate direct mail into your marketing plan
- The "insider secrets" to space ads – never pay full price when rate cards are for dummies
- The often unheard-of way to use failure as a stepping stone to success
- Why it's so important to position yourself as the "person with more information" – and how to do that
- The best 3 homework assignments you can get – that will help you improve as a copywriter, interviewer, and entrepreneur

It used to be that if you wanted to create a product, you had to hire engineers, buy materials, build a prototype -- essentially spend tens of thousands of dollars before you even knew if the thing would sell. That's still one way to do it, but fortunately, it's not the only way. And

in this audio, you'll hear all about making money fast with digital products and a simple marketing plan.

Liam: I want to start off, Mr. Senoff, you said something really interesting. I know you've started all kinds of business from selling pens and selling t-shirts. But you mentioned something about you were always good at getting started fast, thinking fast and not dwelling, taking action. I'm wondering if you elaborate for me what that means and what kind of thought process that would entail, and then again how that turns into entrepreneurial success.

Michael: A lot of entrepreneurs, one characteristic is that they're impatient and they want control. I want to get going. Action is everything. Just do it. Just do it. Thinking about it, planning about it, looking at all the things that can go wrong, all of that stuff is hesitation. That hesitation is there because of fear and that will keep you from just doing it. So I like stuff that I can have control over and that I can put into action fast. I would think that's probably what I may have been referring to.

I'm impatient. I want to get it going fast and creating an information product using audio interviews is a great, fast way. I mean, look, you're going to have a product in the next 55 minutes that if you wanted to you could sell. And it's being recorded. Once that recording's done you don't even have to edit it. You've got your product. You've got your intellectual property. You've got your voice, which is your own. No one can duplicate it. You're protected intellectually. The intellectual rights are yours already. That's pretty fast.

How long does it take to create an invention maybe made out of plastic where you need plastic injection molding, you need engineers to do the diagrams, you need expensive equipment and raw materials to create a product. By the time you even have your product you've got maybe up to \$20,000 or \$30,000 invested and you don't even know if it's going to sell.

But you're able to create a fast product in 55 minutes, and if it doesn't sell, so what? You've got barely anything invested but your time, some preparation and having the questions. Then you have something that can be distributed virtually for free anywhere in the world because of the digital product. So I'm just using that as an example.

Liam: Right, but what you're saying is really good. How interesting is it that there are so many people that do the opposite. They say, "Give me six months and \$50,000 and I'll be ready to go into business."

Michael: That's right. A lot of people believe that the traditional business, maybe like a McDonalds or a restaurant - with a restaurant you've got to lease the space for maybe five years. You're committed there. You need ovens. You need equipment. You have all the regulatory agencies to comply with. You've got taxes. You've got the employees. Workman's compensation. Lots and lots of headaches to sell your pizza or to sell your salad or to sell your spaghetti, your sandwiches or cookies or whatever. All of that.

You've got hundreds of thousands of dollars invested in staff and personnel, and then you're working on margins that are so small. A lot of people grow up to believe that's how a traditional business works. You've got to get all that stuff ready before you go into business.

But there are other, better ways to do it; especially now with the internet and information products. So information products, which is primarily what I do - I'm a publisher of information products. That's primarily my business and I love it because when they're digital products there's no hard costs.

There's none of the negatives and the risk and the downside that we get with a traditional business, like I mentioned in the restaurant example or the food service business or the manufacturing of products business. And many others, too.

Liam: And I want to talk to you about that. I perceive this can be lost, Mr. Senoff, this can be lost at times when you're focusing just on the marketing or on the sales perspective of things. Is getting yourself in a situation where you can leverage those skills and where the model is set up so that the leverage actually can perpetuate or can take care of itself on a grand scale. Does that make sense?

Michael: That a business like a traditional business could get lost in all of the minutia of everything we talked to -

Liam: Let me clarify. I think sometimes us here in the information marketing world; a lot of it is based on what? It's based on copywriting and sending out your sales message either via email or the internet, or doing direct mail follow up. A lot of info businesses start up that way.

Michael: Yes.

Liam: I wonder if sometimes do we get caught up in the marketing so much that we don't think - like you said, is the model I'm operating with something that can maximize the ultimate leverage of these skills.

Michael: Well, tell me if I'm on the right track with this. The information products business, once you have your product, that's great. But the marketing is everything. The marketing and the selling is the only thing that really matters other than your market and your product. That's what most business should be doing, is concentrating on the marketing and the selling that is important.

There's always something we can be doing in our marketing. Always. Whether it's establishing new joint venture relationships or getting exposure within your community, getting exposure for your product or your business in with the media, selling more, making more offers, trying new sales letters or new sales angles. It never ends.

Liam: So what you're saying is - because, you know, look, everybody's dream is probably to write the one promotion and then move to the beach. So why is that so elusive? What are the realities that prevent that dream from really being something that happens?

Michael: You know we hear that you're one letter away from being a millionaire. I've heard it and I haven't gone after that. What we're talking about where I've heard it were within the direct mail circles. So what you do is you find a market and you find a mailing list within that market that you can rent.

So if you find a mailing list, say, of a product that sold - let's say it's an herbal supplement that helps you lose weight, okay? And you find a mailing list where this mailer is willing to rent his list. He must have maybe, say, ten million names on it. Say the hotline names are these are recent purchasers of this product within the last 30 days and they've paid \$60 for this product. So you can rent the names of people who have bought this weight loss supplement who have paid \$60 in the last 30 days.

So the concept is let's rent this list and let's sell another type of weight loss pill product. Because if you're going to market and sell something to a buyer of someone who's already spent \$30 on a supplement to lose weight there's a real good chance that that buyer may be willing to try maybe a complementary supplement that they can lose weight with.

So you would create a sales letter and you would mail out and test to that list of buyers. Now, this mailing list owner, he may have 100,000 buyers every month for his product. So you potentially have 100,000 names that you could mail out to every month. So if you can make your letter with your weight loss pill product profitable on a test of, say, 1,000 or 5,000 names, if it costs you \$5,000 to mail out to 5,000 names and you could double your money and bring back \$10,000.

Right there there's a good chance that if you can make that work, if you can double your money, then you're set and you're a millionaire. The concept is if it's going to work with 5,000 names and you have available to you 100,000 names you just do the math. You have available to you 100,000 new buyers every month. Technically you can make yourself a million dollars. Does that make sense?

Liam: Oh yeah, absolutely. Oh yeah.

Michael: So this is the dream. It is doable. It is doable. It may not be as easy as it sounds. You're going to have to find your product, have control over your product, get your shipping and all the details of selling a product like that down. You're going to have to create your sales letter and get it printed, order the list and test it. It's elusive maybe because most people don't actually go through the steps and give it a try.

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Liam: Right, right. You've obviously had the opportunity to talk to a bunch of individuals who are masters at that.

Michael: I've talked to some people who have done that, I would say. Are they masters at it? Eugene Schwartz was probably a master at it. But I don't think it's as easy as it sounds, because I don't have any firsthand experience in doing direct mail like that. I'd like to and I've always wanted to. I just, for some reason, I don't know. I avoid it. Doing the online stuff is easier. But I would say it's doable. You've got to test it though. You've got to do it.

Liam: Right and you said you'd like to do it?

Michael: Yeah, I would.



Liam: And would you create consumer product, kind of like what we were talking about?

Michael: Well, I don't want to do any kind of health supplement or anything like that. When you're dealing with supplements and anything like that you're in a gray area. I don't want to be looking over my shoulder worrying. You have a lot of risks when you're doing stuff like this.

Eugene Schwartz, when he was selling even his consumer books on how to lose weight and all the stuff that he sold, he had a lot of heat from the government. When you're mailing out tens of thousands of letters and 50,000 letters and you claim to lose weight, which is really a hot market. You've got the postal regulators looking at your stuff. You could be violating any kind of FTC laws when you're dealing with consumers.

There are some inherent risks in there that I don't want to take on. That's probably one reason I shied away from it. But if it was a product that was a harmless, kind of innocent product where it wasn't a questionable type of consumer product, I'd be more apt to do it. It depends on the market and the product.

Liam: Have you gotten a chance to research anything like that?

Michael: Yeah, I'm always looking at different stuff. Look, anything can be sold by the mail. I mean, you just look around where you are. Your room or your office, anything can be sold by mail and can be done through copy. I've considered it. I think I'm still kind of entrenched in building my world's largest interview site and I'm kind of obsessed with that. So I haven't veered off that much.

I'm more apt to take risk by mailing out tens of thousands of emails because it doesn't cost me anything, and generating sales that way. There's less downside doing what I'm doing. To test 5,000 names on a product, it's kind of like we talked about starting that restaurant. There's a lot of costs involved up front in getting it all set up. There's a lot of work involved. So I've just personally taken the easy road, doing all online stuff for right now. But, it's not out of the question.

You know, I do do some direct mail. Actually, in my pen business I still market and sell pens and I use a one-page direct mail letter to do that. So I've used a little bit of direct mail. I've been doing it with pens for years. There's a couple pens I've been doing for almost 16 years. I still have accounts that order pens.

And that is a little business that is different from what we're talking about in the examples of the restaurant because I learned how to manufacture a pen without any machinery. It's like a felt tip marker. My materials, the pen parts, cost me about 17 cents. I can wholesale the pens for about \$1.50. So I can almost get ten times margin on a wholesale level. That's what you need with any product.

The information product beats that. I got a call from a guy in New York who runs a bar. One of my pens is an invisible ink marking pen. They mark the hands of the people who come into the bar. This guy just ordered 12 pens from me. Remember, my cost is 17 cents. But he's paying \$4.50 per pen. So he's paying \$60, and that includes his shipping because they just ship out in a Priority Mail envelope, for 12 pens that cost me under \$2. So this is what we're talking about in business.

No matter what business you want to go into, you want to find something with margins. Okay? So I sold a pen at, I don't know, what is it? Fifty times my cost to this guy? You look at a grocery store, a big grocery store chain. They're working on maybe one or two percent. I'm working in the tens of thousands of percent in margins. So that's another attractive thing about the information products business. Your margins are huge.

So you could have a business doing ten million a year only making a couple percent in net profit. But in the information products business, you could be selling \$100,000 a year and 95% of that can be net profit. Because there's very little hard cost. So it's your margins that's what's really important. So when you choose a business and you're looking for a business, that's one very attractive thing about selling information. Video, audio, downloadable transcripts, publishing PDF files or Kindle books, stuff like that.

Liam: From what I understand a big part of the mass mailings that you and I will see people do, or the big space ads, also means that obviously a big part of it is great copywriting. It's about the great copywriting. But also are they able to suppress their ad costs through media buyers, or what not.

Michael: Yeah, absolutely. I don't know if you've listened to the Ted Nicholas interview.

Liam: I haven't yet. Does he talk about that?

Michael: Oh, yeah. Do you know who he is?

Liam: Oh yeah.

Michael: In that interview he was one of the largest space advertisers ever. He was a publisher and he sold information products and courses, and how to incorporate your business for under \$50 without a lawyer. He sold through space advertising. He admitted that he would never have been able to make his business work if he wasn't able to buy his space advertising at reduced rates. If he paid the rate card rate for his advertising it would have never happened.

So for anyone listening who wants to get into selling using space advertising, the interview up at [HardToFindSeminars.com](http://www.HardToFindSeminars.com) with Ted Nicholas, he tells you exactly how to negotiate your rates for space advertising and what to say to the advertiser. You see, the advertisers are selling space that expires every month or every week or every day if you're in a newspaper. That space is gone if it doesn't get sold. You can negotiate and buy advertising if you know how to do it.

If the average Joe calls up and says, "Yeah, I want a full page ad," he's going to get the standard rate card which is going to be very inflated. It's what the dummies pay. But an astute businessman in business to sell his product or service knows that you never pay the full price that you're asking. You negotiate a rate. There's a way to do that with a publisher when you explain that you're in the direct mail business.

The direct mail business is a business of numbers. You know what kind of numbers you need for you to advertise with them again. Of course, the publisher wants you to advertise with them again. So it's all calculated on cost per thousand. How much does it cost you to get your advertising message in front of 1,000 people? So it all comes down to mathematics. The numbers have to work for you to continue advertising with them. So there are ways to negotiate that.

Liam: That's interesting, though, that he said that. Because Ted Nicholas, I heard about him at a relatively young age and I know he was the guy who was able to I guess move to Switzerland long ago and be able to live on Lake Geneva. So let me ask you this. You've had a chance to talk with him and you've had a chance to talk with some other highly successful entrepreneurs and copywriters. Is there anything, Mr. Senoff, that you notice that they have in common that lends to their success?

Michael: We just did it. We didn't just dream about it and talk about it. We did it. We made it happen. We created products. We created sales campaigns. We wrote copy. We marketed. We just started and we didn't quit. We just kept going. I would say that's the ingredient right there. There's no secret. You've just got to do it and keep going. Don't give up. I would say that's what the successful people do. They don't quit.

Liam: Yeah, I think I tend to agree with that. I believe the big issue that people have is they don't know how much failure's just a component of success; that you need to fail in order to get past that.

Michael: That's so true. The problem is people are not willing to fail and that's why they're not willing to try. So this is why most people don't make it in life. They're afraid to fail or they're not willing to fail, and they don't understand that no matter what you're going to do, if you're doing to do it well and you're going to be successful that's just part of the criteria.

You're going to fail. You're going to have to fail. That's just how it works. You don't do anything real well and get successful without failing. That's just how it works. There's no way around it. You may get lucky one time and have a success and never fail, but that rarely happens. You have to understand that with success comes failures. Many of them sometimes. But if you keep going and you don't quit, that next try at something may be the big home run you're looking for.

Liam: And I'd be really curious to know, what kinds of questions do you try to ask yourself to learn anytime you fail?

Michael: Well, I'm not asking questions. If I try something and it doesn't work I say, "Well, I guess that doesn't work. I'm not going to do that again." You want to learn from your failures. You just don't do what doesn't work. You want to do what works. You may not know why it works, but if it works you just keep doing it. If it doesn't work, don't do it.

So you look at the results from your efforts and then you let that guide you to what you do next. I worked low paying jobs as a busboy and as a waiter and a dishwasher. I shucked oysters and swept floors and cleaned bathrooms. That wasn't working for me. I didn't like it. So I looked for an easier and better way.

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Liam: So, Mr. Senoff, we're about halfway through. If it's okay with you I'd like to transition and talk more about selling, salesmanship in print and marketing in general. Does that sound good?

Michael: Sure.

Liam: Great. Well, you said something really interesting regarding a product you just bought. You said something like, "If you're chasing a buyer it's much harder to make your sale than when a buyer's coming to you." Take away selling. Can you talk to me a little bit about what makes that work and how you go about implementing it?

Michael: That's marketing. Marketing is like a perceived image about you, about your product or about your service. It's positioning. What makes that work, if you look at my site [HardToFindSeminars.com](http://www.HardToFindSeminars.com), let's say you're visiting my site for the first time and you say, "Okay, who's this Michael Senoff guy?" You see the little video. For the last five years I've been interviewing the world's top experts.

Okay, okay, you're looking at that. Then you scroll down the page and you say, "Holy shit, this guy's interviewed this guy, this guy, this guy, there must be 150 interviews right here. All for free." There's proof. You can go to each one of those pages and start listening to the beginnings of each one of those interviews. There's my voice and sure enough there's the expert that he says he interviewed. So there's proof right there.

Then you go check out the testimonial page and you've got some of the top marketing guys in the world who say nice things about me. There's a whole book - 330 testimonials and stories from Michael Senoff's students. There's more proof right there. There's his bio. You can see a picture of him and his wife, his grandfather, his history of how he got started. Boy, here's his products.

This guy's a published author. He's got products. He must have 12, 13, 14 different products. All of that work, that's all marketing and that's all positioning. So if someone's a qualified person for learning about marketing and advertising and copywriting and they see all that proof and all that evidence and everything there, that's how you get them coming to you. That's why you call me, right?

Liam: Sure.

Michael: Isn't that what happened in a nutshell with you?

Liam: Oh yeah.

Michael: Okay. So that's my marketing. On your time I put it up there and did the work to get it all up there. But on your time and your own effort you scanned my website, you downloaded and listened to my interviews, you listened to a product that sounded pretty good and you got some value from it, you looked at the testimonials and you probably looked at some of the case stories from my students.

All of that you were doing on your time and then you called me. I didn't call you. So my marketing and my positioning got you to pick up the phone or to type on your keyboard and email me to inquire more about maybe one of my products. You did become a customer. You ordered my audio marketing secrets. So all my marketing produced a profit of \$97 for me. And you're doing an interview with me now.

So everything I did worked exactly how it was supposed to work. It positioned me as an expert and positioned you as a student wanting to learn more from me and my expertise. You see?

Liam: I do see, I do see. I think if I had to classify it or to reduce it to its basic fundamental I think it's you having something that people want.

Michael: That's right. I provided some value. You wanted to learn more. Correct. But I positioned myself in a way that I'm the guy who has more information that you may want to know, you see?

Liam: Right.

Michael: If you came to my site and there was none of that and it was just a sales letter for my audio marketing secrets, and you knew nothing about me, no stories, no social proof, no testimonials, would you have even read the rest of my letter? Would you have called me? Would you have thought that I may know something that you want to know? You know what I mean?

Liam: Oh yeah, and I'll tell you something else, Mr. Senoff. I'm sure you heard this before because it happens to anybody who listens to this stuff a lot. Before our phone call I felt like I knew you. I just felt like I know Michael Senoff. I don't really know you but I felt like I know you.

Michael: Right.

Liam: So I listen to all your stuff.

Michael: I hear that a lot. Yeah.

Liam: I bet you do. Yeah, I bet you do.

Michael: So the use of these audio interviews is a great way for hundreds and maybe thousands of people to get to know me, but I don't have to invest my personal one-on-one time doing that. What a great leverage for audio.

Liam: Now you get to invest the one-on-one time talking to someone like Ted Nicholas. And that's something I really want to talk to you about, because the one thing that really distinguishes you from a lot of online marketers and what I'd like to talk to you a little bit more about is how are you able to get someone to come in then for something free. What does it take to get them to say, "Okay, I'm not just going to go for the free thing. Now I'm going to whip out my credit card and pay."

Michael: You know you've got to prove your worth up front. So look, you've got 120 hours worth of free stuff. There's all different types of people. There's people who are just going to listen to the free stuff and they'll never buy from me. Then there's a section of your market that they've listened to free stuff, I've established a repore, like you say they feel like they know me, they trust me, they like me.

Actually a lot of these people have built up and said, "God, I've listened to so much free stuff from him and I've gotten so much value, I want to give back." It's just human nature. You want to pay back some way. So when I make an offer for a product or service there's already that demand for them to buy something from me. You know what I'm saying? It's almost like they've got to relieve themselves because they've gotten so much already.

I think that has helped me generate a lot of sales selling my products and services. But it's like you say, giving away the free stuff gives me a chance to get people to like me and know me and trust me. Because I have many customers who buy from me and it's been four or five years and they've never bought from me. So it may take customers that long to really warm up to you and be ready to pull the trigger and finally buy something from me. I see that all the time.

I mean, I have customers who said, “I’ve been listening to you for seven or eight years and this is the first time I’m buying. I’ve wanted to get something from you and I’m now ready.” But that would never have happened if I didn’t give the value first, if I didn’t give the free stuff first. I believe you’ve got to give to get, give to get.

Liam: Right. Give until it hurts.

Michael: There you go. That’s right. You’ve heard the saying.

Liam: And so obviously what that speaks to is the importance to nurturing your leads, following up on them. Anybody who’s marketing their own business knows what I’m talking about when you say these auto-responder sequences. I’m surprised; some of mine have been going on for years with their auto-internet marketers. I’m not surprised, but I’m relaying the content. If you look at other internet marketers out there, I’ve signed up for some other email lists, maybe four years ago. To this day I’m still getting regular emails from them.

Michael: Yeah, yeah, yeah. It’s very important to keep in touch with your people. I can’t say enough about email. I mean, that’s primarily how I market and how I sell stuff, is a combination of what’s on my site but driving my customers back to my site to listen to a new interview or to look at an offer. That’s all done through email.

Liam: So I have a question. You mentioned a guy who I think you said it was seven years he was consuming your stuff before he decided to buy. What made it happen on that seventh year and 26<sup>th</sup> day to finally say, “Okay, I’m going to buy.”

Michael: What made it happen was I put an offer in front of him, let’s say for my marketing consulting system which I train people how to do marketing consulting. What made it happen is he’s been studying my stuff and he’s learned a lot. He got a special offer. It could have been on a use system. It could have been on a reason to buy because it’s a payment plan. It could be a price reduction. It could be a scratch and dent sale. It could be order now because I’m not taking any consultants in because we’re filled up.

Any of those reasons, I put an offer in front of him through the use of email that made an offer for something that he wanted. It finally clicked and maybe it was at a price that he could afford where before it was too much money. Or maybe the timing was right where he’s at a different point in his life that before it didn’t make sense because he



had a job and he would never have time to do it but now he was laid off. He's looking for something new and he needs to do something.

So that question is really important and you've got to understand that your list and your market and your customers, it's always a moving parade. There's always something going on. They may be getting married. They may be getting divorced. They may be starting a family. They may have just gotten fired. They may have just gotten their house foreclosed on. Life is never stagnant.

There's always stuff going on and if you're selling products that show you how to generate an income and provide some kind of business opportunity, the demand for that stuff is going up and down all through someone's life. So if you stay in front of all of your customers all the time, daily or maybe three or four times a week, you're going to be catching part of that customer list at certain points in their life when the time is right.

They'll pick up the phone and call you and order, or they'll email you and they may say, "Now's the time for me." But you won't know what's going on in 10,000 of your customer's lives. But all you can do is stay in touch with them and they will know when the time is right. When the time is right they will get back to you if they like you, know you and trust you.

And if you've provided great value and if you sound legit and you're honest and they feel like they know you. That's what's so valuable with the email communication and offering the value. You're going to get them when the time is right.

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Liam: Oh yeah, I hear you. It goes back to that [INAUDIBLE 0:31:17], moving theory of life, like you said. So my job is to sit here and starve until somebody's ready to buy? Or can it work where you have the whole spectrum working?

Michael: No, you don't have to starve until someone's ready to buy. There's prep work in your marketing. Just like I gave you the example with my website and the testimonials and all that. You may be just starting out and you may not have over 10,000 people on your subscriber list. You may not have people you can market to. So you're going to have to build that. There's no super-fast way of building it.

If you're building it yourself it can be a slow process. But if you want to do marketing that doesn't mean you can't step in and work with a client who has spent 20-30 years of his life building that list. You gave an example of the bookstore owner. This guy's had a bookstore for - how many years has he had a bookstore. Do you know?

Liam: Thirty.

Michael: Look at this guy. Thirty years. He's invested half his life. How old was he, do you know?

Liam: He was in his sixties.

Michael: Okay. Half his adult life, thirty years being in the book business. You as a marketer say, "Hey, I can help you," and you step in and since he doesn't understand or know marketing because he hasn't put the time in or is too busy operating the business or being a technician in his business, you can come in and he's going to turn over his entire email list to you to do some marketing.

Now, that's one way you can do some marketing and leverage on someone else's entire life's work and get a piece of that action. Or you can build it himself. I mean, look at this guy. It took him 30 years. I had a buddy of mine here in San Diego. He's a salesman and he hooked up with a guy who made orthotics, you know, for runners. You know what orthotics is?

Liam: Oh yeah.

Michael: Okay. He came back with a huge like printer's box filled with all the guy's past orders, all his past customers. This guy must have 20,000 past customers from the last five years who have ordered an orthotic. You've got a name, you've got an address, you've got a phone number, you've got an email address, you've got what he ordered, the size of his foot.

My friend has been calling on this guy's past customers. The owner of this business has never taken the time to do that on his own. He's going to pay a salesman to do it. There's nothing wrong with that but those 20,000 past customers are gold because my buddy who's making the calls, he gets some of them. Some people are ready for new orthotics. It's just the timing is right. They got back into running, they lost one, maybe the heel was worn down.

Because my buddy's making the calls, no different than me sending out the emails or sending out a direct mail letter, you're going to get some of those 20,000 past customers who the time is right. But if the call was never made, you would never know if the time is right. Does that make sense? It's all the same.

Liam: It's crystal clear. Obviously a big part of it then to really get going with it is have the volume. You said 20,000 names.

Michael: Yeah, that's a gold mine. 20,000 names.

Liam: Gold mine.

Michael: You look at those 20,000 names like a bunch of oysters at the bottom of the ocean. There's a certain percentage of those that you're going to have to open them and there's going to be pearls inside. That's just money. It's just who's going to make the call. Who's going to get the money? Someone's got to make the call, make the contact or send the letter or send the email or send the fax or do the voice broadcasting who wants the money.

Liam: Let me ask you about that. I worked in sales. I know you worked in sales. One of the things I was always contemplating was, "But look, he's not buying now." I mean, does that mean I should be doing something differently or is it because he's really not ready?

Michael: If he's not buying now, it depends on what it is. What were you selling at the time?

Liam: It was a service for restaurants.

Michael: You know, as a salesman you can ask him why he's not buying now. You can say, "Is it a timing thing? If it was the right time would you buy? When would you be ready to buy?" If you're contacting your customers or you're out selling, you want to get the real reasons why they're not buying. Just ask them straight up. Say, "Hey, I want to just ask you straight up, why aren't you buying? Should I invest time in getting back with you? Do you think you'll be a prospect in four weeks, six months or two years? Would you like me to keep in contact with you?"

Just ask them. They'll tell you. But if it costs you very little to stay in touch with them by sending them an email or putting their email on an auto-responder or sending out a postcard every 30 days, you want to

do that. If it's someone who's not buying and they can be honest with you and tell you they'll never buy, you don't want to waste your time because it costs money to keep in touch with them, especially by direct mail or postcard, even by phone. Email really doesn't cost any money.

But if you give them an opportunity to opt-out of the email list they'll let you know then if they're not interested.

Liam: Okay. And so I think to sum it up, I think the principle of that is however good a marketer you are, you need to make sure that those skills are applied to a prospect list that actually could yield some sales.

Michael: Yeah. Always be selling. Always be marketing. Always be making offers to that list. If you're not making offers you won't be selling anything. So most people think that they may be marketing or selling or making offers too much, when in fact they're not making enough offers or not keeping in touch with their customers enough.

If you could increase the response of your contacts with your past customers or your prospects, that's why I do a daily email. Where most people used to think an email should only go out once a month. Well, I'm keeping in touch with my customers 30 more times than the average guy.

So if I'm asking for things or generating repore and trust and likeability and providing value, and then asking for sales 30 more times than the guy who sends out one email a month, who's going to make more money?

Liam: Right.

Michael: The people who don't want to hear from you are going to get off your email list anyway. You can't worry about offending the people who aren't interested in hearing from you daily or however many times you want to keep in touch with them. You want to get those people off your list anyway. You can't worry about those.

Liam: Right. And conversely just having a list and mailing them once every 30 days, they're still not going to buy.

Michael: An email list?

Liam: Yeah. Just following up on what you had said.

Michael: You may get a buyer from your monthly email. But you'll get a lot more if you're mailing every day. If you're mailing every day, it's like remember that list that thousands and thousands of people with all kinds of things going on in their life which you don't know about. The divorces, the new jobs, the moves, all that stuff.

You have no control in knowing what is going on with all of your customers. That's why it's your job to put stuff in front of them, because they know when the time is right. The guy who only mails once every 30 days is missing all those different times are right for all those different people with the other 29 days.

Because remember, there's always something going on in those other 29 days with all of those people. If you're not in front of them every day, you're going to miss some of those time is right people ready to buy now or ready to act.

Liam: Right. You said that and I took a few notes here. That gives me some ideas about some things. But yeah, I think that's really good stuff. So tell me, what are some of your goals going forward now?

Michael: You know my goal is just to have an easy and relaxed life as possible. I've got two young kids and I don't want to be a workaholic. I want personal time freedom. That is my goal. I have a business set up that allows me pretty much to do that with my online marketing business.

So I get to call my own shots. I can pretty much do what I want. I do have to stay in the game because my kids are young. I've got to put them through college and things are always happening. So you never know.

But I really like what I'm doing and I'm going to continue doing it and just constant improvement and more interviews and learning about stuff that I'm interested in and then sharing it with my subscribers and probably creating some new information products. I mean, definitely creating some new information products. And just more of the same.

Liam: Yeah. I think the last time we talked you said you had your products for more interviews.

Michael: Yeah, I do.

Liam: Were those for just adding more to the collection you already have or were those for creating separate products?

Michael: A combination of both. Some of them will be individual products that I'll be selling. All of them will also be packaged in with existing products that I'm selling as well. So what's nice about the interviews are you can give them away free. You can package them in and increase the value of an existing product. You can make it a standalone product that you can sell. You can do all of the above.

Liam: Right. Like you said, repurposing.

Michael: Yeah, that's exactly right. Repurposing.

Liam: Before we go, I'd like you to give me three homework assignments either for how I can improve as an interviewer or how I can improve as a copywriter. Maybe one is how I can improve as an entrepreneur.

Michael: How you can improve as a copywriter. Depending on what your product is and what your market is, the way you can improve as a copywriter is to get inside the head of your buyer. So find buyers of your product that you want to sell. Get on the phone with them and talk to them and find out why they buy, what makes them buy, what do they like about the product, what are their goals, what don't they like. One-on-one conversations. You want to talk to your market.

If you don't want to get on the phone and talk to them one-on-one, enter their conversation. Go to user groups or news groups or web pages or websites where these buyers are talking about the products that they're buying. Look at Amazon reviews on competing products. You want to find everything you can about that buyer and what makes them tick and why they're choosing to buy your product or service and what they don't like about competing products or services.

You don't copywrite. There's no such thing as copywriting. What you're doing is you don't dream up copy that's going to go out to these buyers. You assemble desires and objections and product benefits and features that are already out there. So you've got to go find them in the real world. And then you will assemble your copy, your webpage, your sales letter, your email or your direct mail letter in a way that you have proof of what they want.

I just sent out an email yesterday that was titled, "Imagine." It had a bunch of how-tos and it all related to my HMA marketing consulting program. It was how to build a steady stream of clients, how to generate X amount of dollars every month only working this amount of

hours per week, how do to this. All these how-to statements. But I didn't write them. They came directly from the words of a profile where I asked if they had a magic wand what would their consulting business be like.

So I took their statements and turned them into how-to statements. They wrote them. I just assembled them in the email. So I didn't dream any of that stuff out. That's where you get your best copy, right from the mouths of your buyers and your clients and your prospects. So that's number one.

Liam: Okay, great.

Michael: How to be a better entrepreneur? Listen to all my stuff. Study. Talk to more entrepreneurs. The stuff you're interested in? Get on the phone and talk to people who have been doing it 20 or 30 or 40 years. Stand on the shoulders of other experts who have done it before you and you'll short cut your process to getting to where you want. Don't try and do it all on your own. Find other experts who have done it. Read everything you can about what you're trying to do. And then learn from their mistakes and just do it.

There's nothing you want to do that someone hasn't done already and that someone hasn't failed already and that someone hasn't succeeded in already. Just find out what they did to succeed and you do the same. Unless you're totally blazing a new trail in something that no one's ever done. Then you're going to have to just kind of learn as you go along. And what was the third one?

Liam: Interview.

Michael: Oh, how to be a better interviewer? I think you did a real good job. You're real calm. You had your questions prepared. I think you did great. Look, how many interviews have you done?

Liam: I've done a bunch.

Michael: You've done a bunch. I think you did fine. There's nothing I would say that you did wrong or that you could do better. I guess what could you do better? One thing that I think about when I do them, a lot of the questions - and this just kind of goes hand in hand with researching your market and product.

A lot of my interviews aren't really my questions. I send out to my list, "Hey, I'm interviewing this guy. What is it you want to know?" Or I'll do these ask campaigns. If you want to learn something about negotiating, what would be the number one question you'd want to ask my negotiating expert or my licensing expert or my consulting expert?

So the questions I ask the expert aren't even my questions. They're the questions that my listeners want to hear. That goes into play the same thing about when you're writing copy or your webpage for a product or service. You're going directly to your market. Do you see?

Liam: Right. By the way, I appreciate your complements about interviewing because I think the interviews you do are incredible.

Michael: Why, thank you.

Liam: I think they really are. You do a great job of really listening and then digging deeper into what's being said.

Michael: Just dig deep.

Liam: Well, listen. I'll work on one and two and I'll get back to you.

Michael: Okay, definitely do that. I've enjoyed it. Have a great rest of the afternoon.

Liam: You too, thanks so much.

Michael: All right, bye-bye.

Liam: Bye-bye.

*For more interviews like this, go to [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

That's the end of my interview with Liam. I hope it's been helpful. And if you'd like more help or information on creating your own information products, go on to Google and search "Audio Marketing Secrets."