

# Audio MARKETING SECRETS



## PRODUCT CONSULTATION INTERVIEW SERIES

How To Shift Your Strategy To Explode  
Your Information Product Sales

by Michael Senoff

 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 free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

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Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-234-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

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## How To Shift Your Strategy To Explode Your Information Product Sales

Peter is an internet marketer in Australia. He has created a membership site with about seven interviews with Australia's top marketing experts. His results have been disappointing so he contacted me for advice about how to improve both his web site's promotion as well as his sales promotion.

You will hear me talk about my own previous personal experiences with membership sites and how they, too, were disappointing. This is what led me to the philosophy of giving away audio interviews for free. My methodology with regard to the free audio is to educate my listeners and then direct them to niche products that they are able to purchase.

One idea that I suggest to Peter is to provide five to ten minute clips of each of his interviews on his site. Following the clips, direct the listener to a place on the web site where they can sign up for a 30-day trial for the remainders of each of the interviews. The way to facilitate sales here is to hire a great copywriter to go through the audio and pull out the selling benefits of the audio interviews and put them on the page where the 30-day free trial is offered.

We go on to discuss the expansion of Peter's business by looking for niche products where there is very little competition. The main point here is that Peter would not need to be the expert. He should find the expert and then offer his audio interviewing and editing skills to add value to their existing information product as a joint venture.

We talk about potentially hungry markets such as parenting and family counseling. I also suggest the development for an information product for obtaining quality care for your aging parents because there is a huge void in this area.

However, the main idea here is go find a hungry, passionate market that has a real need for information. Selling a business opportunity is always the very best way to go.

Peter likes the idea of joint venturing very much. I suggest that Peter try to acquire other older products by business gurus and leverage off of that person's credibility – similar to what I have done with the Arthur Hamel course offered on my site.

Peter really likes the idea of joint venturing with other businesses. We discuss possibly joint venturing with Ebay Power Sellers, adding value to their existing products by augmenting them with audios containing valuable content. Here, you can target the Power Seller's past customer base with new, enhanced products.

This is truly a “twist” to the Audio Marketing Secrets course that you and your brainstorming efforts will benefit from. Enjoy!

FREE REPORT reveals in detail how you can take your own ordinary \$28 book, e-book or even a concept you have and turn it into a valuable information product you can sell for thousands more. [click here](#).

Michael: I’m selling a course from 1985. The credibility of him putting 100,000 people through this seminar is what he had and he’s the expert. You don’t have to be the expert. You just got to be the guy to line up interviews with a series of experts on a certain subject. You don’t have time to create a whole different product. But you’ve got the ability to do the interviews and to interview other people in the related niche and build the value of his information product.

[MUSIC]

Michael: Hi, this is Michael Senoff with [www.hardtofindseminars.com](http://www.hardtofindseminars.com). Here’s another interview with a gentleman named Peter out of Australia. Peter is an Internet marketer and he had created an information product with a series of seven audio interviews from Australia’s top marketing experts. He had asked me to review his website promotion, including his name capture page and his sales letter. So, in this recording you’re going to here myself and Peter going over ideas of how he can improve his promotion. We also talk about other opportunities that he can use since he has the expert ability to record and edit and produce web audio. I hope you find this helpful. Enjoy.

Michael: When did you first develop this product, the audio recordings?

Peter: I developed them about six to eight weeks ago. I did the first interviews early this year.

Michael: So, you’re trying to sell six or seven hours of audio interviews. Did these guys send out your offer to their list or you’re not sure?

Peter: I am sure. A couple of them have and I gave you the results of those in the email that I sent you yesterday. I think that was Frank Garon and Chris \_\_\_\_\_. And I’m surprised it’s been pretty disappointing to be honest. I think everyone’s surprised. We got a total of about 324 hits on their affiliated links between them and that’s going out to probably at least a combined list of 200,000 or more. So, I think it points to perhaps...I mean,

obviously, the first question is an issue in the message that they sent out. Frank did two mailing.

Michael: It was just basically endorsement on this product and this collection.

Peter: Yes, that's right.

Michael: Well, I'll be honest with you. I've tried over the years creating a membership site and selling my audio recordings and I failed. It just didn't work. I mean I had the same idea to have a membership site and sell access to my audio recordings and at that time I had 60 or 70 or many even 80 hours of content and I piled on the bonuses. I would get people to sign up. I had like a gold and a platinum. I had \$19.95 a month and I had a \$29.95 a month and it was for a membership site, access to all the audio recordings. But there were a couple of problems because I still had some of the content that was for free. So, I was always in between well am I going to be better off giving it away for free or trying to sell it. When I realized it just wasn't happening, people would sign up on the membership site and they would download everything and then instantly they would just cancel their membership. So, it was an ongoing monthly automatic recurring membership that I set up with PayPal. And people would cancel. I guess a lot of people on the Internet, if they're pretty good at searching around...for one example, you've got my site that in some ways is competitive to what you're doing and I'm giving it all away for free. And there's so much free content out there that I think part of it, and I don't know for sure, it's probably a combination of things. I don't think a lot of people want to pay for a lot of stuff that they can get free. That's one part of it. Another thing, in the sales letter that I saw...and I don't know if everyone on those lists know who these guys are. You see the names and stuff and you've been around Internet circles and I've seen the names, but I don't know who these people are or what they do. So, when you're talking about these interviews with these, you do go into it a little in the sales letter, but without hearing anything or sampling what they sound like, I think it's a tough thing to sell. It really is. Like I said, over the years I've had a real hard time selling just the audio interviews on my site and that's why I'm giving it away. Now, I'll use my audio on my site to sell people on me and to sell people on the content and use the audio recordings as a way to get people to the site over and over again. And then what I've done over the years...and it's something you can consider. I know time isn't on your side, but the reality is it just takes time. Let's say I do an audio interview with someone on joint ventures and then they like that audio and I capture their attention, then I can direct them to an offer like on a more targeted niche type product. You said it right there in your letter, maybe you should create something that's a little more niched and more specific rather than that general Internet marketing flavor. You said

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it in your email. You said maybe come up with something that's a little more niched. There's a lot of competition. I mean there's so many other niches that you and I could both be spending our time in and probably make a ton more money.

Peter: True.

Michael: Because we're not focusing. We're just Internet marketing. I mean that's what I've been trying over the year is to niche and create specific niche products that there's really not that much competition on. So, what you're doing is a tough road to go. It really is. I know. I've been giving it away for free for many years and it's only been the last 18 months or so that I finally started to create individual products and start using my audio to sell those products. So, I'm definitely moving more to niching my products and selling more niche products.

Peter: Now, you're working within the marketing, sort of business improvement type niches, \_\_\_\_\_ under that, is that right.

Michael: If you go to my site and you look at all the different categories of stuff. Like for instance, my website, all those free audios get people back to the site. Now, I've sprinkled through those audios... anyone going there for the first time, I call it the monkey maze. When you go to a local fair or carnival, there's a funhouse and there's a little thing you go in and it's got all the mirrors facing different ways and you can't figure out which way you're going, my site is kind of like that. People get in there and they get lost in the site and they're bouncing around and they see a headline that may attract their attention; say it's on joint venture or on marketing consulting or making money as a consultant. I've got these audios positioned in places on the site, preferable places on the site, where I want to lead people to stuff that I want to sell them. So, on my site, I must have 20 hours of audio recordings all on marketing consulting because that's my big, backend seller; a package that I sell on how to become a marketing consultant.

Peter: That's the HMA.

Michael: Yes, that's the HMA. So, I'm using my site, the free content, to get people there to educate them big time. Give them a lot of great value. Some of those people filter out on the other end and buy my HMA stuff or they'll buy my joint venture product or they're buy my how to buy a business product with Art Hamel or a number of my other products. You've got Frank Garon. I've heard of him. Jack Humphrey, I've heard of him. Russell Bronson. I've heard of them all, but I don't really know anything about them. It's not like if I saw your sales letter... I've heard of them

maybe through emails and stuff, but I really have not idea what any of them do and what they've accomplished to where I'd really want to investigate more. It's got to be spoon fed to me. One idea, and I haven't listened to the recordings, what if you did five or ten clips of your interviews with each one of them up on your sales page and kind of let people listen to a little bit of the product. I've done this pretty successfully. For instance, my joint venture products, I have a joint venture recording where it ends after the first part. There's three parts. And then I say if liked this and you want to hear the other two parts for free, email me and in the subject line write joint venture and then I'll send you a link. SO, they'll do that and then I'll send them to the sales letter that explains that the remaining two parts of the recording are in this free 30-day trail from my joint venture product. If you took those recordings and gave them the first five or ten minutes that might help.

Peter: I've got some samples up on the website, but it's not many. I was just surprised. I thought that the marketing would work reasonably well because each of them would send out to their lists and we should get some kind of reasonable response from their own lists, but that hasn't proven to be the case. In this case that was a lesson learned. To get like 200 or 300 clicks for two or three mailings to that size list is pretty \_\_\_\_\_.

Michael: That should tell you something. Good thing you didn't mail it in the mail.

Peter: That's exactly right.

Michael: Really, the greatest investment if you can do it is to hire a good copywriter to do it. See, you could hire a great copywriter and he could go through those six or seven hours of audio and really pull out and dissect all the selling benefits of that. And he could probably put together a great letter that would do a lot better than what you have.

Peter: Yes, yes.

Michael: You're doing interviews. Do you like the interview process?

Peter: Sure. I'm comfortable with that.

Michael: You can do interviews and it doesn't cost you too much money.

Peter: Exactly.

Michael: Just getting the people to agree. I would recommend you look for some niche topic that there's no competition on. I'll give you an example. There's a guy who ordered the same course you ordered. By the way,

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you'll have that. Once it's edited, it's an hour consultation I did with him, a guy named Drew. It took him like a half a year to put together a product on how to make money playing online Texas Hold'Em poker. You know how popular poker is now, right?

Peter: Sure.

Michael: It's all over television, at least here in the United States. And so, he put his own sales letter together, kind of sent me an email similar to what you had. He wrote it himself. He had a great course. He had about four hours of audio, systems, and strategies, and everything. Put a ton of work into the product. But I really liked his product because it's a huge market. What he was selling was a system to go on the Internet and get in a game and win over 90% of the time playing online. He came up with a real unique strategy to do that. First of all, because it's poker, you've got gambling, which is almost like alcohol and drugs; it's like addictive. So, you have a very high passion index for it and being able to do it online, it's that opportunity to make easy money, so it has a lot of great appeal. And he was selling this thing for just \$14 and I'm like, well, here's the reason you're not selling it. He was selling it as an e-book. He didn't have the confidence to sell the thing for \$500 or \$600 or \$1,000, which he could do. See, I like that market because it's very popular. You have a humungous market for it. He's got a good product. His audio is pretty good. His course is already done. He really needs to invest in creating a better sales letter or some good promotions; some good press releases or a good audio infomercial, something I do to sell it. The whole game is in the copy and in selling it...a good sales piece. If you can't do it yourself, which I can in a lot of ways, I can do it through talking. You've got to invest in a good, skilled copywriter to do it for you. But I'm thinking, what if you found already an expert? Like if you went over to Click Bank, what you have is the skill to do an audio interview. You can do the recordings. That's what people are lacking. A lot of people don't have that skill or don't know how to do it. You do your own editing and everything?

Peter: Yes.

Michael: That's a great skill right there. I've done the same thing with my HMA system. I'm not the expert. Richard is the expert. The same thing with my Art Hamel business buying system, I'm not the expert. He's the expert. The Art Hamel course that I sell, which I've sold hundreds of, really all I did was take his expertise, which he had. He was doing seminars back in 1985. I'm selling a course from 1985. The credibility of him putting 100,000 people through this seminar is what he had and he's the expert. I must give six or seven hours of free audio away to sell the course. And then the course, of course, is a 1985 training plus some additional audio.

Here's what I'm saying, you know you don't have to be the expert. You've just got to be the guy to line up interviews with a series of experts on a certain subject. And one idea is you can go to Click Bank and look for some products. Click Bank categorizes their stuff number one selling all the way down. So, they give you the most popular stuff. But look for some niche stuff that if you asked yourself, well, if I hooked up with guy and made a deal where you added audio, whether you interviewed him or interviewed other experts in his niche, see if you can work a deal. You don't have time to create a whole different product. But you've got the ability to do the interviews and to interview other people in the related niche and build the value of his information product. You may want to find some niche product and just build the value through doing audio interviews and then, obviously, there's a whole joint venture. You want to find other people with lists that you could market that product that you build to. There's no easy answer, Peter.

Peter: Is there a model that is more successful than others. It's one of the things that Russell Bronson suggests to do in his interview that I did with him. He's actually starting to employ people to identify other niches, do audio interviews with experts, and then market those. He's a traffic generation expert. He's able to bring traffic and build lists.

Michael: Is that what he makes his money on, selling software on how to build traffic generation?

Peter: He's got a range of product, Michael. He does a lot of affiliate stuff. How I got to meet him, he did what's called the affiliate boot camp. He's charging \$1,000 just to be in his course, but he really lined up some top level people. He ended up...I think he got about 15 or 16 different tele-seminar interviews. It's all good stuff. He got really top-flight people and I thought it was good value. There's a lot of information in that, that I've yet to get my head around. But that's the kind of stuff he's done. He said he's trying to get out of the Internet marketing niche and he said the same thing. I guess that's really where I've got to start looking at that and picking up other niches that have already got existing traffic and existing lists and help those people add value to their products. That's really what you're saying.

Michael: You mentioned a couple of other things. I don't exactly remember. You had some guys in India. What's this thing you're building all of these pages for?

Peter: There's a couple of...I mean you've probably heard of Traffic Equalizer and Directory Generator.

Michael: Yes. I've had Directory Generator on my site.

Peter: Those things are bad news. This guy took a pretty dim view of those...very much a spam-looking site. There's a couple of higher end softwares. One of them is called Net Webs. I don't know if you've heard Nathan Anderson at all. Another one called Instant Page Portals, which is a product of Chris \_\_\_\_\_. They're more sort of software based. They're quite a bit more sophisticated. They essentially still do scrape results from search engine, use those results to optimize a page to a particular keyword, and produce a site with...like if you put 100 keywords in you get 100 different pages. That's, in particular, in the case of Instant Page Portal. They product a much nicer looking page. You can put some decent articles in their and create actually some reasonable content. So, it's not a bad deal whereas the Directory Generator is not. A lot of people just use them as spam sites, so there's no real value added as you'd understand. So, basically my team builds sites for members of those communities. They're very, very limited members, like there's only, I think there's...anyway, it's limited to 400 and then each portal is limited to 100. But they're rabid and keen hunters doing fairly well with that at the moment.

Michael: So, this is one of your businesses?

Peter: Yes, it's one of my businesses. I mean I suppose the important thing is I've got a good relationship with a reliable team offshore. So, I can basically use them to do anything and I guess that's the important thing out of...

Michael: Do they have anything to compare it to? Do you think you're under charging?

Peter: I could be, but then, of course, there's an affordability factor because we build them in lots of 40 to 50 to 60.

Michael: I see. You're building multiples for each customer.

Peter: Yes, that's right.

Michael: That's great.

Peter: It's a good income. But how long it will continue for is another question because obviously it's a very limited market. They've got a limited amount of money they can spend.

Michael: And these are your customers?

- Peter: They're my \_\_\_\_\_ in the U.S., U.K., Spain, Chile...
- Michael: How many do you have?
- Peter: About 50 or 60. The membership of those sites is limited.
- Michael: What are they selling...all different things?
- Peter: Mainly ad-cents and affiliate products.
- Michael: So, it's mainly ad-cents, to earn ad cents revenue.
- Peter: That's right. But what I'm looking at is because I've got my head around now the reciprocal linking game fairly well, I'm looking at a couple of other products that you can build just pretty well plain article site or base content site and it's not that expensive. The metawebs in the Instant Page Portal...members are paying \$300 to \$500 a month. It's fairly expensive. But there are softwares out there like Excite Pro and there's another one now for like \$20 a month or something. So, I'm looking at seeing if I can create a membership site around that where I'm packaging up a whole lot of audio interviews and maybe access to services. Just how to \_\_\_\_\_ and make it \_\_\_\_\_ attractive that...
- Michael: So, you've got a client who's spending a couple of thousand with you. The main reason you're building these pages for these clients is so they can earn ad-cents revenue.
- Peter: That's right.
- Michael: Do all of them include like Click Bank stuff, affiliate stuff to try and make more income from the page visit?
- Peter: Some of them do. That's less effective than the ad-cents.
- Michael: What kind of volume of hits are these pages getting? Is it all across the board?
- Peter: Yes. It can vary from 10 to 20 impressions a day or something like that, up to several hundred. People are earning some good money.
- Michael: Would it hurt their ad-cents revenue if there was some content on those pages that are just sitting there with nothing on them but ad-cents?
- Peter: Well, they do have content on the pages, as well. They put article content in and so on.

Michael: Is it all relative to the site?

Peter: Yes.

Michael: It is. So, there is an article?

Peter: Article content, yes. I've got lots of opportunities to increase my range of service. You'd be familiar with the whole product level, rights issue, and rehashing a product level rights articles. It's seen as rich content by the search engines; all that kind of stuff. And there's a couple of softwares that do that now. I'm looking at doing that. I suppose my business is based on the premise that people haven't got time, they just want someone to do it for them.

Michael: That's true. Can you build on what you're doing?

Peter: Yes and I intend to do that. The problem I have with it is that it's not really that passive. It's quite a bit of customer service, which I do have outsourced at the moment. I'm still having to put a fair bit of time in. There's always problems and issues that have to be done, but that's fine. It's a good online income, but it's not remotely passive. My focus is to build something that's passive or highly leveraged. I have too because I won't get out of my situation unless I build up passive...

Michael: I understand. Have you had any other ideas that you've seriously thought about for information products that are more niched?

Peter: Yes. My wife and I, we're interested in something in the parenting area. We've been pretty successful with bringing up our kids. We've got three grandkids. So, we're quite interested in something like that...parenting, counseling. My wife's done a counseling course, those sorts of things. We're having a look at something like that.

Michael: I'll tell you a huge, very hungry market--it may not be the most exciting market--parenting, that's a pretty good market. I mean I don't know how...I mean everyone has a hard time with their kids, but one that is a real desperate market is the elder population; getting care for your aging parents.

Peter: Right.

Michael: When they can't take care of themselves. There's a huge, huge void in that area. I've got a friend whose parents had moved out here from Boston about a year ago and both of them have Alzheimer's. Just seeing the

deterioration in their mind and what he's got to go through as far as getting them care. There's no help out there. Someone who is that situation will do anything or pay anything just to get some help. There's so many different markets. There's just millions of them. You've got to come up with one that's very hungry and where there's a real need and where there's money to spend the money on. Sticking with money making opportunities is always a good idea because you can always get more money when you're selling an opportunity that will create more money like my consulting thing or my how to buy a business thing. You can demand higher prices because you're selling a business rather than something else. I hope I've been helpful.

Peter: Yes. That's good. I think it just concerns the direction to go and then I think if stick to existing client or joint venture partner that have existing lists, that's probably the best way to go. As you know, it's the marketing that's the issue. Like it's all very well to think up a niche, do a nice product, all the rest of it, but how you're going to market it, that's the question that we have to think of first.

Michael: You may want to try and take this offer here, the top marketing masters. Take your best interview and give it away for free and then have a link to your sales letter...if you like this interview and you want to hear six other top marketing masters and build on their insights and forecast trends. And then send them to the sales letter. So, you're giving them something and if you really give them value for a measly \$97 for six more interviews, that maybe more effective. You can certainly try that. Anything else you can think of that I could help you with or at least try to?

Peter: That's fine, Mike. I think your concern that I've really got to look further outside the box into other niches...

Michael: Find some old gurus in Australia from the 70s who are still around and maybe aren't as popular anymore or aren't doing any marketing because they don't know how to use their Internet skills and see if you can acquire their product and just interview them. It's the same thing I've done with this Art Hamel guy. Are there any great money making gurus that you know of from the 60s or 70s or even early 80s...

Peter: [inaudible]

Michael: On anything, anything from Australia. Who are some famous great businessmen from Australia that everyone would know their name?

Peter: There probably are. The question then is what's my market channel going to be? Like how am I going to market that effectively?

Michael: Let's say if you found an Australian real estate billionaire. It could be real estate investors or whatever the niche is. You could find the best...I'm just giving you examples...say mortgage brokers. People in the mortgage broker circles know who the best mortgage brokers are. If you do some digging and some research and find the number one guy in Australia who just blew everyone away...and he may be a real subdued guy and never marketed himself at all. But you may be able to approach and they would love something like that. You leverage off of all his credibility and all his proof and just do a series of interviews with him on how he did it. Give him to give you the rights or sell you the rights or share half a joint venture to sell his expertise to all the other mortgage brokers.

Peter: Yes.

Michael: Any niche you're looking at, find the best or find the greatest or find the three or four or five greatest and interview them. And that's going to be of real interest to all the people in the field, coming into the field year after year because they come and they go. They come in. They're there for two months and they go and you've got a new crop every year coming in who want to learn the business.

Peter: \_\_\_\_\_ with the Pay Pal shops. I thought that was pretty exciting. Is that as effective as it's saying it could be?

Michael: Ebay owns Pay Pal, so they're all one. What's nice about it, if you found a power seller on Ebay...if you see a guy who has a feedback now of in the thousands, you know that that guy, if they accept Pay Pal, he's got that entire database in his Pay Pal account. You see, every time an order comes in, it's all in a database that you can go in and download as an Excel file.

Let's say you're approaching someone...well, you heard the recording, but if you approach an Ebay power sell that has a specific market that you want to approach to do a joint venture, the most important thing is you've got to know the guy's got a list. And you know he has a list and you have a ballpark idea of how many people are on his list and you know he has access to the email address because they're all in his Pay Pal account. That's the biggest advantage of that whole thing is to know for sure they've got the list, they've got the names, they've got the email addresses. And if they have a shop, you know what they're selling and then you can look at all the other stuff they're selling and you just ask yourself, well, what can I create for them and do a joint venture with.

Peter: Good. That's sounds like a great model.

Michael: You don't have to go through any kind of broker. You just approach them directly through their Pay Pal shop or through their website. If you work it, I think there's a lot of opportunity in that and you just go to [www.paypal.com](http://www.paypal.com) and look at all the stores or go to Ebay.

Peter: Did Pay Pal [inaudible]?

Michael: Well, at the time of the recording, Peter, you could and just like Ebay you used to be able to email people using email addresses through Ebay. But they've closed that and now you have to kind of go through their little system and sign in. And it is similar to Pay Pal. It was like the Gary Halbert Dollar Letter. Have you heard of that?

Peter: Yes. I thought that was great.

Michael: So, you could do that. If you can get their Pay Pal address, if you find their Ebay auction and act like you're going to bid on something and bid on it, you'll have their Pay Pal address. You may have to call them and say what's that Pay Pal addresses if you want to use that technique, that's if you want to automate it. But if you find someone with a huge list, you just pick up the phone and call them and shoot them an email. You could email them a question through Ebay and if it's an assistant, just ask who the boss is. If they've got a big enough list, you can get in touch with them. But that is a nice way. It's nice having some intelligence knowing how big their list is. So, sure, yeah, I think there's a lot of opportunity right there. I mean there's millions of auction going on. There's got to be over 100,000 power sellers or more with all different products, all different kind of services.

And you know, most people never follow up and sell their existing customers anything else. I'm as guilty as anyone. It's just we're programmed to go after new business, new business, new business. That would be a very fast way...if you could find a power seller who is willing to work with you, even if you approach...let's just say he was selling something related to antique cars and he had a huge list and you contacted him. You image what kind of audio products could I have and you could say, look, I have got ten interviews with the all-time antique car experts...I'm just using an example...as if you already had it already made up. And you said, would you like to do a deal where you promote this series of audio recordings to your list and we can share in the profits or you'll get 20% and I'll get 80%. And if he says, yes, this sounds really good, then you can just go to work and maybe in 30 days or so, you could have those ten interviews. So, you can create your product on the fly if you've got the ability to record an audio recording. Making products for you is no big deal.



Peter: That's right.

Michael: It just takes a little time and work. I mean it takes a lot of time and work, but you can do that. You've got the ability to create products.

Peter: Yes.

Michael: So, you've got that down. You just need to find willing partners to promote it.

[END]