

# HMA

**HIDDEN MARKETING ASSETS**

## *University*

INTERVIEW SERIES

**How To Turn Your Audios Into  
Lead Generators...  
Even When Your Market Is  
Narrow And Corporate**

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.hardtofindseminars.com](http://www.hardtofindseminars.com)

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Any perceived slights of specific people or organizations is unintentional.

# How To Turn Your Audios Into Lead Generators...

Even When Your Market Is Narrow And Corporate

Scott is a pharmaceutical rep who has written a book and done a few audio interviews on sales and persuasion. He'd like to be able to use those audios as lead generators to get a consulting practice going. But because his niche market is very narrow (vice presidents of pharmaceutical companies), he's not sure how to do it. So he's come to me for advice.

In order to market to such a narrow niche, Scott really needs to do a little research to find out what's keeping his target market up at night. If you can market to people's insecurities and help them solve a problem, they'll call you time and time again. And in this audio, you'll hear all about it.

## You'll Also Hear...

- How to make it easy for every mobile phone user to listen to your audios – and other suggestions for getting your audios downloaded to the blackberry crowd
- Ideas for getting your audios promoted to other people's lists
- 3 strategic locations you'll want to put your contact information in your audios
- How to capture contact information while qualifying prospects on your website
- The safeguards you'll want in place before you do a joint venture
- How to find a good audio editor – where to look, how to describe the job, and how much you can expect to pay
- How to sell experts on the idea of doing an interview with you – especially if they're a little nervous about it being unscripted

Audio interviews are a great way to pre-sell your expertise and build your credibility, no matter what your market is like. And in this audio you'll hear some ideas for turning your audios into the lead generators you need.

Hi I'm Michael Senoff Founder and CEO of [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years I've interviewed the world's best business and marketing minds. Along the way I've created a successful publishing business all from home 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 MP3 audio business interviews. I knew I needed a site that contains strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years and today I'm going to show you the skills you need to survive.

Michael: Hi it's Michael Senoff with Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com). Here's a great interview on audio marketing it's called "*How to Turn Your Audios into Lead Generators Even When Your Market is Nero in Corporate.*" Scott's a pharmaceutical rep who's written a book and done a few audio interviews on sales and persuasion. He'd like to be able to use these audios as lead generators to get a consulting practice going but because his niche market's very narrow, which is Vice President of Pharmaceutical companies, he's not sure how to do it so he's come to me for some advice.

In order to market to such a narrow niche Scott really needs to do a little research to find out what's keeping this market up at night. If he can research and sell to the people's insecurities and help them solve a problem they'll call him time and time again and in this audio you're going to hear all about it. You'll also hear how to make it easy for every mobile phone user to listen to your audio interviews, you'll learn some ideas for getting your audios promoted to other people's lists, you'll learn three strategic locations, you'll want to put your contact information in your audio interview, you'll learn how to capture contact information while qualifying prospects on your Web site.

You'll learn safeguards you'll want to place in before you do any joint ventures. You'll learn how to find a good audio editor, where to look, how to describe the job and how much you should expect to pay. You'll also learn how to sell experts on the ideas of doing an interview with you especially if they're a little nervous about it being unscripted. Audio interviews are an incredible way to pre-sell you and your expertise to build your credibility no matter what your market is like. And in this audio interview you're going to hear

some of my best ideas for turning your audios into lead generators that you need. Thanks for listening now let's get going.

Okay. What do you want to sell?

Scott: So what I want to sell is I want to sell training programs and I want to sell consulting.

Michael: And you want to specifically focus on the Vice Presidents of Pharmaceutical companies?

Scott: Usually the people who are doing the buying because they usually have the sales challenges and they're looking for new solutions.

Michael: Alright. So this is a new project for you.

Scott: This is a new project. My day job is still I am a salesperson in the pharmaceutical industry.

Michael: How is your track record as a pharmaceutical sales rep?

Scott: It's outstanding. It's very good.

Michael: Are you with one of the big pharmaceutical companies now?

Scott: Right. Three years ago I was with one of the biggest companies they're the third largest.

Michael: Which one?

Scott: That one was Sanofi-Aventis. And the one I'm with right now I almost rather not say because I'm still with them.

Michael: Okay that's fine. How do you compare to other reps around the country? Were you Number 1 guy?

Scott: Sure. So right now there's 400 people selling the same products I'm Number 3 right now in the country, but consistently it's not always that high but I'm consistently within the Top 20% and there's a little bit more to the background too. So several years ago my manager said "How are you doing this?" And I said "Well I use a lot of what I learned about persuasion in graduate school." And she said "Geez can you do a presentation at our meeting?" I said "Yes." That led to several more and the next thing you know they were flying me in and out to train some of these people at the initial sales pool. So I know that there's interest at the top.

- Michael: How many other trainings have you done?
- Scott: I've probably done maybe 20 over the years.
- Michael: And you did them for free?
- Scott: Yeah I do them as part of the company. I've done two paid ones so far.
- Michael: What did they pay you?
- Scott: They pay me a couple of thousand bucks but again it's in addition to the salaries that they're already paying me.
- Michael: So you felt kind of obligated to do it as a team player.
- Scott: Yeah it's sort of fun for me. I like doing it. I think it's a valuable topic.
- Michael: Did you ever record any of the trainings?
- Scott: I have but the recording quality is horrible.
- Michael: Is there an opportunity for you to do more trainings?
- Scott: Yeah.
- Michael: And even though you're in front of their people could you get the rights to it like say "Well I don't mind doing these trainings for you but I'd like to record these and have the rights to use them for whatever."
- Scott: I could do that and I've got a couple coming up from companies that are not my own companies that I can possibly get the rights to those as well.
- Michael: If you can get the rights to do these trainings and keep doing them and pay a videographer to come in and have a microphone on you and have them videotape you or video and audio and that may be the product, especially if you can have the rights and say hey this is me right here training employees from X. And if you can use the name that's good proof element and credibility if you're able to use the pharmaceutical company's name and then start selling those trainings. I mean you can sell consulting and that's fine, the one-on-one stuff, that's going to eat up your time. I think you should

develop these trainings of you doing them in front of these people or you doing PowerPoint presentations with this.

Scott: Yes.

Michael: So you could take all that and put that online then you have a product that you can market and hustle and it takes you out of the picture and you're not out flying all over the country doing these physical trainings for the rest of your life. You can do them for a year and really nail down and collect maybe the best five or six or seven or eight or ten of them and have the rights to duplicate those and then you got something with some real meat to sell.

Scott: Let me talk about other things in here that maybe relevant. So right now I have a book, a published book, and where I'm at with this right now is I'm actually getting people that are calling me up and saying "Hey Scott we know that you do this, we're interested in having you in next year during our sessions and so we're talking about possibly consulting." Now some of these consulting things with these companies we're talking about \$50,000, \$60,000 dollars if you can solve a tough problem.

So the training is nice. I love the idea of having passive income and an audio product that I can sell online but we're talking about a very narrow niche that is highly competitive. So probably where the money would be for me, and believe me I've researched this inside and out, would be in the consulting. And the training itself, the getting in front of people for an hour and talking about persuasion, that's sort of a means to get to the consulting end. Does that make sense?

Michael: Yeah that makes sense. That's fine. If you're comfortable and you like it and that sounds like great money go for it.

Scott: Yes. So now what I'm interested in is I'm kind of getting these fillers out there. So I have some audio recordings with experts in my industry, based on your advice by the way, and so I'm getting people that are sort of calling and I like that, but my interest is really finding out how you're taking your audio and getting it out there and turning that audio that maybe on iTunes or maybe somewhere on the internet turning that into a phone call. So a Vice President of Sales at a company calls me up and says "Would you do this for us?"

Michael: Yeah, okay. People are listening to your audios and you're getting inquiries correct.



Scott: Yes.

Michael: And the real money from what I understand you're saying is these consulting gigs. These people calling are they potential clients for consulting gigs?

Scott: Very few of them are they're usually one level removed. So some of these guys can make decisions about having me come in and do, for example, \$5000 dollar training but it's usually their boss that can make the decision about wow, this guy's got something here and we can use this to make a \$1 million if we pay him \$50,000 dollars.

Michael: Alright so why are they calling you?

Scott: Sometimes they're referrals. So for example, a lot of my friends in this industry have kind of become decision makers and so they talk amongst themselves and one guy will talk to the other guy and they'll say "Hey you know Scott has a lot of interesting stuff on persuasion" and the guy I don't know will say "Oh that's interesting." The guy will say "Hey you should give him a call here is his number." So it's usually word-of-mouth but the audio recordings have led to that word-of-mouth. So the guys I know brings my name up because maybe he just heard one of my audio recordings or he's just received an email off of my Auto responder with some interesting ideas on the topic.

Michael: What these audios are going to do for you and what they've done for me for years and years is pre-sell, it's to warm them up to pre-sell your expertise and your credibility. And if you're interviewing a real expert within the field just by you interviewing them and that association it increases your credibility. So it's just a tool to take you out of the picture and do a little pre-selling. So by the time they're calling you you're positioned well and then I would take that call and then I would set an appointment for a more detailed analysis where you can sit down and talk to them whether it's face-to-face or by phone and see if they can lead you to a decision maker to come in for a presentation to show them what you can do for them.

So the audios are lead generators and they soften them up, they position you, they give you a little credibility, they're calling you so that's positioning is golden. It just makes it easier if you didn't have the audios then you got to start calling on people to try and over the phone deliver the credibility that that person has heard through one

of your interviews it's going to be tough. You're just way ahead of the game by having those interviews out there positioning you.

You're listening to an exclusive interview found on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Scott: Talking about marketing the audios because where I'm at with this is these are busy people that I'm targeting. When they listen to the audios they go "Wow this is good stuff" and I'll usually listen to it but getting them it takes time to download the MP3 to their iPod, to listen to it over their computer, that's my challenge. Do you have any strategies for...?

Michael: Sure there are some strategies. With my site I try to make it as easy as possible and give multiple ways for them to digest and get that audio in their brain. There are people who read faster than they listen so I type up the transcripts and have them available in a PDF file. You could have those audios in a PDF where they can print them out, download them, or read them. I've been experimenting in taking the entire 60 page transcript and I'll put it in notepad as a text file and I'll send out an email to my list and have the entire transcripts in an email even though it's 20 pages right there because these executives they're on their mobile phones, okay, they can all read text messages in an email.

You get a lot of people reading their email on the phone. If you're doing some email marketing or if you want to put that transcript and a link to the audio in front of them I would do that in an email have the entire transcripts of the audio as a text file in an email, I'd have it as a PDF file that they could download, I would have it as an MP3 file that they can download. I'll have an email you a resource where you can take that audio recording and upload it to a free service. And if you have an executive who doesn't know how to download an audio on their Smartphone or it's hard to access the audio through their phone they can dial a phone number, it's like a long voicemail recording. So they'll dial a phone number and then there's an access code.

Let's say you have four or five interviews. You can setup four or five phone numbers and you can provide just the phone number to the person. All they have to do is dial it with their cell phone and the audio will start to play so they can listen right on their phone without having to download and without having to access the mobile web. Do you know what I'm saying?

- Scott: That is a beautiful suggestion. A lot of what I'm seeing is I'm seeing a lot of BlackBerry emails coming through.
- Michael: Oh yeah. Do not discount mobile. You're getting more and more people they are reading their email on their phone. I mean don't you, don't I? I mean you bring it into the bathroom you check your email. I'm telling you don't discount your mobile phone users that is where it's going so you got to make that available. And a lot of people their phones aren't powerful enough to go to a Web site and to download and all that the iPhones are but that's a very small percentage of people who know how to do it. So having a phone number that they can dial and listen to the audio – so you can do a short email "To listen to this full long interview with this expert from whatever it is dial this phone number" and all they got to do is touch it on their Smartphone it'll highlight it, dial it and then they're listening to the audio through their speaker or just holding it up to their ear.
- Scott: Oh that is a beautiful suggestion. So one put the transcript right in the email even if it's 20 pages and two you're going to send me a link to the phone number that plays the audio.
- Michael: Yeah I'll show you how to get that setup.
- Scott: Oh that's great.
- Michael: So a combination email you can say "Here's a phone number. If you dial with your phone or highlight it with your BlackBerry call this number and you'll hear a 16 minute interview" you write the description of what they're going to hear. If you don't want to listen online you can read the transcripts they're in this email below.
- Scott: These guys are on airplanes, they're in airports this is good stuff.
- Michael: And most of them have unlimited plans so they're paying for their talk time but a lot of them have unlimited so they're not worrying about the bill.
- Scott: Any other suggestions for the BlackBerry crowd?
- Michael: That's going to be as easy as it gets. It is a text email and then that phone number with that service. I can't see any easier way to get audio or a transcript in front of them. Now another option you can think of if you can get a list of these Vice Presidents, you know, one good account could be worth \$50,000 or \$60,000 grand to you, you can invest doing a test mailing out to 1000 of these VPs your

audio recordings or you can send out a CD with one of them and then on the CD or with a letter you can say “To access this recording, this recording and this recording, you can go here and send them to a Web site or you can mail them a simple letter that says “Your six numbers below if you call each one of these numbers each one will reveal an hour interview on how I was able to be Number 1 pharmaceutical rep using persuasion techniques.” And just mail them a letter with each one of the access numbers that they can call from their phone or give them a Web site where they can go download them and just send them a letter, go direct.

Scott: Ah that’s fantastic. So I can put some more things on CD and actually just send it right out.

Michael: You could do an actual CD or you can just go a simple letter a personal letter, you know, and have in the letter access to the phone numbers or a link to your Web site with the descriptions of what they’re going to hear. Here’s what you’re going to get, here’s what it will do for you and here’s how to get it, and just send them to it.

Scott: One other question I have for you around audio and it was a suggestion that came from some of your recordings. What I’m doing is there are people out there that already have customers that are my target audience and so when I call them sometimes they’ll say “Yeah one of the things we could do is I have the ability to record audio and do an interview and take a listen to a couple of them and you’ll see that they turn out pretty good.” So two questions I guess. One is about how to leverage that to turn it into sort of a true relationship and joint marketing. And two I got a guy the other day he followed up that comment with “Well Scott what’s the investment on that” because I said “One of the benefits of this, of course, is you can take that audio and turn it into a CD send it out to people, send it over email”, kind of what we’re talking about now. Could I make a side business by just charging some of these people to do this? Now I noticed one of the things that you do...

Michael: You can but I’ll tell you the real world form my experience I have very few people who request me to do that. I don’t know if it goes along with the fear of speaking, most people don’t have the confidence to do it. Over all the years how many people have come to me wanting me to do audios so they can promote I can count it on one hand. The market just isn’t there. I mean I don’t know. I mean I’ve been in front of the market and I certainly have a lot of interviews and it surprises me that more people haven’t requested that I do it. Maybe I’m asking too much money I mean

I'm asking a couple of thousand dollars but you need to get that because it's very time intensive and labor intensive. I think you're better off going with more leverage things; it's a very labor and time intensive thing to do it. I would stay away from it if I were you. I think you're better off creating products that you can sell that take you out of the picture rather than bring you into it.

Scott: So now another idea that you had, and you tell me if this is something that may pan out or if this is just sort of a chasing a rainbow type of thing.

Michael: Now wait before you do that you had another part of the question. Let's say someone listens to your audio and that audio is a good lead generator, maybe it's been proven to be a good lead generator for you, and that person has a list of people who could benefit from that, by all means get them to distribute that audio to their list as a favor just as a value added thing. If they have a list of colleagues or people they could benefit from your information on maybe how to bump up your closing rate 10% and they have access to a bunch of sales rep in the pharmaceutical industry. It'll be real nice of them to send that audio to share the wealth and pass it on to their colleagues. And then in turn that's great for you because it's you doing some automated selling and they're endorsing it to their people. Do you see what I'm saying?

Scott: Oh absolutely. Absolutely.

Michael: So that audio is a little moneymaker. It's a lead generator and it's a sales pitch even though it's you doing a great interview, you're giving value, you're building credibility, you're selling yourself, you're positioning yourself and that's all part of the sell and you never know who's going to be listening to that and who calls you.

Scott: So for example, I know somebody who has a big list this audio would work well with their customer base so I send it out. And one of the things I have embedded in the audio based on your suggestion is "**For more information on this go to www.**" Now have you found any particular sort of enticement freebies that tend to lead people back to your Web site more than others because I've said, you know, for more information write this for more audio interviews you can come back to my Web site, but I'm just wondering if you've found something that tends to sort of maximize the effectiveness of getting them back.

Michael: Well if the content matches what they want to know and there's some value there throughout my recordings you'll hear, I have it in

three separate places, 10 minutes in, 30 minutes in and at the end.  
**“For more interviews like this go to [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com). If you’d like to hear more expert interviews on this, this, this and this, go to [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com).”** I do it three times through the interview and I would recommend you do the same thing 10 minutes in, halfway in and then at the end because some people will listen and they’ll get distracted and won’t get to the very end. Don’t just save it for the very end but what you want to do is if you’ve delivered some value and they like what they’ve heard they’re going to go to that site.

I’d also have your phone number at the end as well so they can call you if they wanted to. But at your site I would definitely have a way to capture their name and email address or some contact information. You could have it where you force them to enter their email and name before they get to the other stuff, you know, Squeeze Page or you can leave it open and have a box there where you give them the opportunity to log in.

Scott: Is there one thing that works better than the other?

Michael: It goes both ways. If you’re forcing people you’re going to lose people, if you give them a choice I think those are more qualified. You know if you’re delivering the value they’re going to get in touch with you believe me. It’s just like you may have had a 100 people listening to your recording but only a certain amount called but those are the people you want to talk to are the ones who filter out on the other end, you know what I’m saying, because they got the highest level of interest, they’ve picked up the phone, they went to your site, they called you, they’re interested if they’re calling you.

Scott: Okay got you. You know one of the things I’ve seen you do on iTunes is all sorts of general business topics and poof there you are and it amazes me how many times I’ve seen your recordings on iTunes. Now tell me if this is intentional what you’re doing. Where I pull them off it doesn’t seem like there’s a lot of individual recordings under each category it seems like there’s maybe one recording or two recordings. Is the best idea to sort of spread it out and be seen in a bunch of different...?

Michael: You know iTunes is like a little mini search engine so I may have advertising, copywriting, business buying. I’m not sure how many categories they offered, iTunes offers the category list so you’re limited by what they offer. I’m pretty sure they give you the choices of what category you’re going to be on so we have just about all my

recordings on iTunes kind of like Spam. I'm glad you say that because if you're searching around iTunes you're going to see me and I get leads from iTunes, people on iTunes searching for stuff to put on their phones and stuff and that's how a lot of people are introduced to me.

So I want to be there when people are searching business or copywriting who maybe have never heard of me. If your stuff is on persuasion you got to look at the iTunes category and see what's offered. But by using your – I'm pretty sure it's keyword searchable you do have an opportunity for a description when you post your thing up on iTunes I believe and I think some of the keywords are relevant if people are searching. So I'd find out what are the keywords really being searched for whether it sales, training, NLP, persuasion, pharmaceutical sales, you got to do some keyword research and find out what is it people are looking for.

Scott: Can you do that on iTunes?

Michael: You may be able to if you can I don't know how pal, but I think if you do some keyword research in the search engines it will probably cross over to iTunes.

Scott: You know Michael some of these people that I'm talking to some of the people that I'm interviewing these are people that are doing training in this industry already. And some of them go in and they do two day training and they walk out with \$40 grand. Now one of the things that I thought about as these audio get more exposure, as they get more exposure is asking for a referral fee. For example, putting my name and number on the end "**For more information about Bob call Scott**", did that ever pan out for you because I noticed that's something that you do?

Michael: Yeah it does pan out. Not in a big way, you're always going to make more money selling your own stuff, but if you can set it up. Now you have to be real careful. If you have a deal and let's say you've interviewed a guy who does these trainings and you make an agreement and you know he's effective on the other end. So if a lead comes in and he takes care of it and he follows up and he'll go in and do the training, if you approach him with a joint venture deal you can say "Hey I'd like to promote your training using the audio that we did together" and if you can get it in writing and you feel confident about it there are some things that you can do to control the flow of those leads. So instead of sending them directly to his phone number for more information - so when you interview him instead of saying "Hey can you tell everyone how to get in touch

with you” and then he gives his phone number, and so you do all the marketing and you get that interview out and you’ve got an agreement that he’s going to pay you a commission on anyone who signs up for his training that heard about it through you, then he’s got you by the balls because you don’t know if he’s going to be honest with you when someone calls. He doesn’t have to tell you someone called from your recording and you would never know right.

So what you do is you setup your own phone number and you control the phone number. You can go to [www.kall8.com](http://www.kall8.com) you get an 800 number for your US market or you can get a regular old area code and number from different cities that you control. And then what you do is when you interview him you say “Can you tell everyone how to get in touch with you and you tell them here’s the number you’re going to give and you tell them you use this for tracking and so then he gives your phone number that you control. And then we someone calls that number it will forward the call to his cell phone or to whatever number he wants to take the call in because there’s a place in the control panel where you want the call forwarded. And you have an option to record the call so when someone calls it says “This call may be recorded for quality assurance.” So the caller calls and then you’ll get a copy of the conversation. When someone coals you don’t have to record it but you’ll have a list of every phone number that comes in from that recording. Do you see what I’m saying you’re controlling the number so you have evidence that that calls originated from your recording?

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Scott: So you’re keeping them honest. You tell them that upfront.

Michael: I do. I say here’s how we’re going to do it. I’m going to spend all my money marketing and effort and promoting you and your seminars, here’s how we’re going to do it. I’m going to control the flow of leads. I’m going to distribute our interview to qualified prospects, they’re going to call my phone number, it’s going to be forwarded to you, and then you’ll take and handle the lead just as if the call came directly to you and anyone who results in a sell you’re going to pay me X amount. You just make the agreement but let him know if there’s any funny business you can say “Here’s how I work. If I find that anyone who has called you from my marketing efforts from my recording wills top forwarding the calls to you and



I'll have to take the calls myself or forward them to some competitor of yours." You just tell them that their flow of leads will stop, you're in control and they won't know that and they would be stupid to try and screw you, but at least you have a way to control that lead. But there's going to be another issue, and I've done this too, when you're interviewing them you want to try and keep his last name out too or maybe the name of the company.

Scott: The time that you put into these interviews take forever.

Michael: Yeah it does.

Scott: And I know that you've suggested going to [www.Guru.com](http://www.Guru.com) or one of the other sites. How can I find an editor that will do a good job? Is there a certain way I should describe the job? How do you do it?

Michael: There's a lot of like audio files who understand editing, you know, they know what to do they've got experience in editing and you can put an ad up on [www.Elance.com](http://www.Elance.com) and outsource it and find someone to do the editing. You could provide them a sample of one of your recordings and say "I want you to use this as a model of how I want my editing. I want you to remove all the ums, the ahs, the ands, the pauses, the crackling, the popping, the hissing, I want you to adjust any unlevelled volumes between myself and the caller. I want you to clean this recording up and get it production ready and that's what I'm going to pay you for." You write your expectations of what you want. You can have them do a sample recording like a 30 minute one or an hour to see if it's good and they'll send it back to determine is that good enough for your standards and you're going to have to pay them. Yeah it takes time.

Scott: What's a reasonable price to pay for that?

Michael: I'm going to say \$20 bucks an hour you should be able to find an editor. A good audio recording may take three or four, five hours, it depends who you're talking to and how it goes. You know if you pay \$100 bucks for an edited audio that's done really well I think you're doing fine. It's worth it. If you produce 10 of them and it cost you \$1000 bucks to get them edited that editing will go a long way in your presentation. The listener will really do you a favor. Don't skimp on the editing because that's your sells pitch, that's your first impression and that can lead to a \$60,000 dollar account which will pay for plenty of editing for you.

Scott: One of the challenges that I have is my target market is narrow and it is corporate any suggestions on how to angle audio in terms of marketing into their ears for that audience?

Michael: You know I was talking to a guy about this the other day because he said "These guys don't have time to read all this stuff." Someone will read something no matter how busy they are if they're really interested in it. So when you're doing your audio and you're doing your interviews you should really do your research and find out what are the paying points, where are these executives frustrated, what's keeping them up at night and make sure you're answering and providing the content in that interview. These guys are all afraid of probably losing their job in today's economy. I mean would you say that's true?

Scott: Absolutely.

Michael: You're seeing a lot of people getting canned unexpectedly. My brother was just telling me he's with a big company and he was telling me that the Vice President got canned; everyone is fearing their job especially poor performers. You can say are you afraid of getting fired because your productions are down, well here's one guy who could help you keep your job and make you look like a star for the company. They all want to look like stars to their boss and they all want to keep their job security and if they can introduce you and bring you into the company you got a market to that insecurity sell to the insecurity. And the information you're providing just overload them with awesome content. Don't tell them how to do everything but just give some great value and they'll appreciate it and they'll call you for more information on how it can apply to their business specifically, not all of them but a percentage will.

Scott: Right and that's all you need.

Michael: Yeah. How many big \$50,000, \$60,000 dollar accounts you do three or four of those a year you're happy.

Scott: Absolutely.

Michael: Why don't you send me a link I'd love to hear a couple of your interviews and I'll listen to one. Who have you interviewed?

Scott: I've interviewed some people on negotiations.

Michael: Any big names?

- Scott: This guy's name was Ron Lambert he runs a company called the Yukon Group. I've interviewed Bob Cialdini who wrote the book influence who wrote the book "*Influence*".
- Michael: Oh you got an interview with him.
- Scott: Yeah.
- Michael: Good job. Okay. That's a big one right there.
- Scott: The funny thing is I look at the interviews that people listen to that guy's the most legitimate of anybody I've talked to and there is just something about it people aren't picking up on him as much as I thought they would.
- Michael: Well a lot of people don't know who he is.
- Scott: A lot of people don't and he's an academic guy so he's not out there like Tom Hopkins marketing himself in that way.
- Michael: Yeah.
- Scott: He's got an academic reputation to uphold he can't make big promises because it's anti-scientific. So I've interviewed him, a couple of people that you wouldn't really know about.
- Michael: So did you really grill him. How did it go?
- Scott: I talked to him for probably just slightly over an hour but I edited the audio down to the best 20 minutes.
- Michael: Just 20 minutes huh.
- Scott: Yeah and I mean there's some other good stuff. I should probably make a Part 2. He's a very thoughtful guy so there was a lot to edit out.
- Michael: But what was the interview about? Was it specifically keeping in mind pharmaceutical sales rep? What was the focus of it?
- Scott: It was selling pharmaceutical products face-to-face with doctors. You could apply it to just about anything you just had to take the word doctor out and put customer in there.
- Michael: And look, you know, you can use your expertise you've been in the field X amount of years, you're in the Top 3% out of your whole

company, you're doing something that other people aren't doing. So there's nothing wrong with positioning yourself as the expert based on what you're learning.

Scott: Definitely.

Michael: If you can get some good endorsements from some big names. It's all about the credibility like within the pharmaceutical sales industry are there superstars in that industry that everyone knows about?

Scott: There are probably a lot of the same people that the average person would know about. The big names, of course, are people like Anthony Robbins. There's a guy name Charlie Brennan he's probably closest you get to a motivational guy within the industry and I called him and I asked him if he wanted to do an interview and he really wasn't interested in it and I can't quite figure out why. I think part of it is when these guys get on stage that's an art form they know exactly what to say and exactly the right time to get the response and I think what you were saying earlier when they're sort of faced with this idea that they can't go through there pat routine they get a little nervous. I may not come off as shiny as I usually do on stage and that could ruin things.

Michael: Well you got to say look it's just you and me on the phone I'm going to be recording. It's like a movie we do all the editing I'll make you sound as good as possible, we can take anything that you want out, we can put stuff in. It's not like you're talking to a bunch of people it's just you and I talking like having a fireside conversation and that's how I want to position it. And I'm just going to talk about some things that you think can help some other reps out there and that's it. You just keep it real casual.

Scott: You know that's a great suggestion because you really do have to sell them on the idea of just sitting down and doing the interview.

Michael: Yeah you're going to be on your phone I'm going to be on my phone I'll do the recording we're just going to chat like two people having a beer. Hopefully you can share some ideas that can help some of these reps out there and feel a little bit better. That's it. You can offer him the edited interview that he can use as long as it's not going to compete with you, which it probably wouldn't they probably most likely won't do anything with it anyway, but just say "Look, I'll provide you with a mastery you can use the interview. If you want to share with whomever you want your colleagues or potential prospects you're more than welcome to do so."

Scott: The few that I've done too I've said "Listen before I even put it out there I will send it to you. If there's anything you don't like I'll edit it right out."

Michael: Yeah. You know what you don't even have to promise that anymore. Most people they understand. And I use to say that I don't even offer it anymore because a lot of times they won't even listen to it anyway.

Scott: I know. Isn't that amazing?

Michael: Yeah. I'd love to hear and I'll listen to it and I'll give you a little review on how I think you can do a little bit better no problem.

Scott: That would be fantastic I'll send something out to you tonight when I get home.

Michael: Okay wonderful.

Scott: Okay Michael I appreciate you taking the time to talk to me. Your program is fantastic and hopefully I'll talk to you again soon.

Michael: I'll follow up with that email a little later with getting the stuff up on that phone system.

Scott: I appreciate that.

Michael: Alright take it easy.

Scott: Good-bye.

Michael: Bye.

Scott: Bye-bye.

Michael: That's the end of my interview with Scott. I hope it's been helpful and I hope you use some of these ideas to help market yourself. Using audio interviews is incredibly powerful because it takes you out of the picture. And if you want to learn all my other secrets about how I've been able to do this go to my audio marketing secrets product. I've got a special on it right now and all you do is go to [www.HardToFindSeminars.com/AMS.HTM](http://www.HardToFindSeminars.com/AMS.HTM) and you'll see a special offer for my complete audio marketing secrets course. Thanks for listening.

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