

Arthur Hamel

Business Seminars

— Interview Series



How To Find Sellers...
Direct Mail Letter Collection
Michael Senoff Interviews
Michael Chin

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

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

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

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

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

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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I wanted to give you a call to thank you so much for putting me in touch with Art because he had called me back last night after he looked at the financials and we talked for about another five to ten minutes. And between that and the hour I spent with him yesterday, I spent \$150 and that was worth every penny. As a matter of fact, I hung up the phone after speaking with Art last night, I turned to my girlfriend and I said that was worth every penny of the \$150. That’s some of the best money I’ve ever spent.

[Music]

Michael: Hi, this is Michael Senoff with www.hardtofindseminars.com. A lot of you who have heard the Art Hamel recordings may have some interest in working with Art, and as you know, there’s a \$150 non-refundable deposit to talk with Art for him to evaluate if you have a business or a candidate to work further with him. Well, here’s a short recording with Michael Chin who is at the point and wanted to talk to Art. You can listen from his experience of what the process was like and how much that \$150 saved him. It’s just his personal experience of talking with Art yesterday and how it helped him get more courage in looking for even larger deals. I think you’ll enjoy this and find this beneficial and hopefully it will give you the courage to forge ahead.

Michael C: Good evening, this is Michael.

Michael: Hey Michael, how are you?

Michael C: Fine, how are you?

Michael: I’m doing real good and you?

Michael C: Well, actually, Michael, that’s the reason why I called you. I wanted to give you a call to thank you so much for putting me in touch with Art because he had called me back last night after he looked at the financials and we talked for about another five to ten minutes. And between that and the hour I spent with him yesterday, I just wanted to give you a call to thank you because I spent \$150 and that was worth every penny. As a matter of fact, I hung up the phone after speaking with Art last night, I turned to my girlfriend and I said that was worth every penny of the \$150. I wanted to call you to thank you. That’s some of the best money I’ve ever spent. Art talks about the most difficult thing is getting your butt out there and to really go out and find businesses and do cold calls and all of that. I kept running into business programs, but I had found this one and as a matter of fact it was pretty crazy because I had my own little routine

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where I talked to...I get mailing lists where I narrow down gross sales and I use mailing lists for my source. And then I talk to people. But actually I was looking again -- because I love your web pages -- I was looking at your copy for your -- I guess your new copy because I hadn't seen it for the Art Hamel course. I read through it because I love reading advertisements. I did exactly what you said on that web page. It said just go on the Internet and start looking at those listing on the Internet and that hadn't really dawned on me before because I was doing my own things. I was trying to avoid brokers. I said, okay, I'll go back to the Internet. I had been looking on the Internet and I just found this off of Biz By Sell, which is what Art Hamel had talked about before in one of his other recordings. I went down and I talked and I was really hesitant, actually, to call you. It was a big step because I really wasn't sure how far along I needed to be because it seemed like I really needed a whole deal and plus I was just a little nervous talking to you and talking to him. Finally I just did it because I had this deal. It was the largest business I had seen.

Michael: How big of a business was it?

Michael C: It was about \$4 million and that's \$4 million give or take half a million. But, of course, after Art -- I had spoken to Art last night and with all of his years of experience within ten second he proceeded to point out all of the areas where they were using dirty accounting tricks and all this other stuff, which was a great education. Just talking to him was just a fantastic education I think that I hadn't heard from the course itself. I'd gone through that, I knew what I had there, okay. I thought I might qualify, but I wasn't sure, so I know on your web pages it says call me if you have any questions. So, I called you and you encouraged me through it. I thought at the time \$150, it seems like a lot, but I really, you know, if I buy this business it's going to pay me many times over. So, I put it down. You encouraged me to do it and I'm so glad I did because I spoke with him and he answered all of the questions I had. It was just fantastic.

Michael: So, he looked at all the numbers. When you talked to him later that night, he looked at all of those documents you sent him.

Michael C: Oh yeah and he had a lot of tips, a lot of questions that he told me to ask the seller. He said go in tomorrow and ask him these questions, but ask them with a smile. Tried my darnedest to ask with a smile, but that sarcasm just leaped into my voice and I swear, Michael, I thought they were going to kick my ass, they were going to physically beat me.

Michael: What did you have to ask them?

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Michael C: Well, if you saw these profit and loss sheets, you’d be -- one of them was it showed the checking account was overdrawn by \$300,000 and I had asked them about that and then I asked them about on their balance sheet under liabilities section -- all this stuff you learn if you don’t know about it you learn -- under liabilities they had dropped a ton of liabilities that just sort of disappeared from 2000. It was there every other year. And I asked them these questions and they got flustered. They said I don’t know these numbers. They didn’t have any good answers for any of these. They just got flustered and it was funny, but they were ready to kick me out and I got out before something bad happened. I just asked them normal questions any normal person would ask. They were very flustered. They said take a look around. Does this place look like a -- because they were asking \$10 million, which most sellers they inflate the price and they said does this really look like a \$4 million business. I said, yeah it does. They just didn’t have anything to say.

Michael: So, you don’t think this is going to pan out?

Michael C: I don’t think one is. Right now, see, the benefit of having gone through the process first and talking to Hamel for that hour was, I was much more clear on what he wants, what he was looking for because I was -- one of the things also I was concerned about I wasn’t sure if he wanted a million dollar deal like he says in the recordings or a \$5 million deal like you say on your website. Finally, I figured it out because what he’s really looking for is basically a million dollars -- I call it cash flow. If you go through his home study course, he calls it I think real net profit and then from there if you capsule it out for distributorships, you use a multiplier which is four, it comes out to \$4 million, \$5 million if it’s a manufacturing. So, you just go through the course. You’ve got to account for a manager if you have to replace the manager and some other things. But I was also hesitant as to the amount of capital available because when he talks on these recordings and he says money is no problem. We have investors. We can bring millions and millions, you sort of wonder, right. And I was a little nervous approaching the larger businesses. And he explained fully how he puts the money together from the investors and how much money is available. He really reassured me on that. Now that I know that he -- it’s not unlimited, but it’s almost like its unlimited amount of money. Now that I’m reassured on that, that if I find him \$20 million, \$30 million deals, it’s got to be no problem, I’m not going to fool around with these \$5 million, \$10 million deals.

Michael: Right. That’s right.

Michael C: Yeah, because I was a little nervous and he explained exactly how the whole process worked and I said, wow, he can really -- even if you bring

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him \$80 million, \$90 million, \$100 million business, he can probably put it together. Not probably, he will put it together. And now I’m not even going to fool around with these little dinky \$10 million businesses because, like he says, it’s easier to buy a \$20 million or \$30 million business where you have managers in there more likely than not. And you probably have audited financial statements, not stuff you make on your kitchen table. The next time I talk to him...he had emailed me I guess from talking to me, he liked me and he sent me some contracts to go forward on. I’m flattered that he would want to continue working with me.

Michael: No, he did, he said you were very sharp.

Michael C: Thank you. I felt a little embarrassed because he knows I’m a business broker because as I told you yesterday, I became a business broker because I ran into with these profits I...because he said...what he said was go down there and talk to the sellers more for experience, chalk it up for experience for the next one. And I swear just talking to them today and talking to Art last night, I learned so much it’s incredible. I’ve learned so much from him.

Michael: You could have ended up with a real fraud case.

Michael C: Oh yeah because there are a lot of other business buying so called experts out there. Of course, Art is the original one, or I consider him the only real deal. There are other ones out there. If you look on the Internet or on other places, they’ll try to convince you to...they call it no money down, which Art will tell you is impossible where you do weird, no weird, but asset...you do weird financing things. And I could go through the whole thing, buy it and find out I have a dog. And I’m just...Art, I spoke with him for five minutes and he zeroed right in on it. So, again, I wanted to call earlier today just to thank you because I learned so much.

Michael: You’re welcome. That’s great. I’m happy for you and I want you to go for one of those \$20 or \$30, \$40 million ones. Go for it.

Michael C: Yeah, that’s no problem with how I am...just as easy to get one of those. I look on www.mergernetwork.com. Mergernetwork is more for sale by owners.

Michael: Oh really, www.mergernetwork.com.

Michael C: You want \$100 million deals, they’re there, but most of those ones up there are represented by brokers. I know a lot of people who work with Hamel also work with brokers. I prefer not to. There are those out there and like I told you before, if they were really that good of a deal, okay, the

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brokers are going to buy them themselves; they would buy it themselves. I try to...most businesses are not listed on the market and...

Michael: You’ve got to find the ones that aren’t listed.

Michael C: Find the ones that aren’t, that’s right. And selling and helping people sell, helping people buy and it’s better to find them because what I run into with people who list, okay, say on one of those websites, is when they list there’s usually some weird reason why they want to list. Usually one of several things, first is it’s a business that’s really losing money, but according to their pro forma or projections or I call it fake money, it looks like it’s making money, but it’s not. Or number two, they need money for another business that they have. They’re just selling junk really. If you’re approaching a business cold, you’re doing background checks. I use Dun and Bradstreet. I have a subscription for \$40 a month and you make sure they have good credit and they’re making enough money. They look like they’re doing all right and you go in there cold and more likely than not and they’re not willing to sell right away it’s because they have something good going on. Some things do pop up and buy some from those other websites, but I mean I really haven’t had any...

Michael: All right, excellent. I appreciate it. That’s great. Well, keep looking. Keep me posted on your journey.

Michael C: Okay. Thank you so much.

Michael: Okay, Mike, take care.

Michael C: All right, take care.

Michael: Bye, bye.

If you are interested in buying a business, please contact Michael at (858) 274-7851 -- that’s (858) 274-7851 or email ArtHamel@hardtofindseminars.com

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Sample Art Hamel Letter That Gets Results Fast

Below is a sample letter and web site posting you can use to get businesses owners calling you. Make shore you hand address the letters and use a live stamp. I would recommend you do not put a company name in the return address. Just use your name. Make the letter look personal.

Dear Friend,

My name is (Your Name Here) and I am writing to you because I would like to buy your business immediately, at a fair price and with cash.

Why am I so eager to buy your business?

The answer is simple: I represent investors who are aggressively seeking to buy - or significantly invest in - a solid, privately held company within your industry.

And, before you even ask, we are not business brokers nor are you required to compensate us in any manner whatsoever.

Nor is this some kind of joke. I am not out to waste your time. I put these deals together with real dollars put up by real investors.

And since our investors have the money and experience to buy businesses very fast, this can be done quickly - even within the next three months.

The only “catch” is I must hear from you right away. We have a lot of deals going on at any given time, and I will need to speak with you immediately if you are interested in selling.

My phone number is (000) 000-0000

Sincerely,

Your Name Here

P.S. If you are not interested in selling your business to us, can you do me a small favor? Can you let me know - either by phone or email? We would like to cross you off our list and move on to someone else if you are not interested in selling. My phone number is (858) 274-7851 and my email address is (email address.) Thank you.

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Here is an example of a post you can place on a web site to generate interest. This is an actual post from Grant Siegel who is working with Art Hamel currently. This post generated 12 inquiries in the first two hours.

I represent investors who are actively seeking to acquire and or make significant investment in a solid, privately held company within the manufacturing or distribution industries. We are not business brokers nor are you required to compensate us in any manner whatsoever.

I sincerely want you to know that I am not playing games here - I actually put these deals together, I actually have real dollars, and I actually have real investors.

Furthermore, I am not trying to steal your business; rather, I want to pay a fair market rate for your business. Our investors possess the background and financial strength to complete a transaction in a timely manner.

While I do not want you to interpret this direct solicitation as an indication that I will overpay for your business, I am, nevertheless, prepared to pay a fair price for your firm as long as it is well run, with a solid group of employees.

I conduct all discussions and negotiations with the utmost confidentiality and discretion. My investors and I are prepared to move quickly and our goal is to complete a deal soon.

Thanks ,

Your Name Here

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Sample scripts you can use on the phone or leave on a Voice Mail system of a business you are interested in buying.

"Hello Mr. Smith. This is (Your Name) at 000-000-000. I'm calling to see if you are looking to sell your business or if you know of any other owners with a business similar to yours that are looking to sell? We are a serious buyer, not a broker, that will pay ALL CASH. If you're interested, please call (Your Name) at 000-000-0000 in the next 72 hours. Thank you for your time."

"Hello Mr. Smith. This is (Your Name) at 000-000-0000. I'm calling to inquire if you would be willing to sell your company for ALL CASH. We are not brokers and this is not a joke, so please grab a pen. We are very serious about purchasing a business. If you have any interest whatsoever, call (Your Name) at 000-000-0000. Thank you."

If you are really interested in leveraging your time. Do a search on Google.com and under "Voice Broadcasting". You'll learn about a new technology that can get your personal greeting in your own voice that can leave your message on Answering machines around the country for 6 cents each. And it can sent out 100,000 in a matter on minutes"

A listing of my other web site and resources.

Who Is Michael Senoff? Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: "**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called www.ExecutiveAudioInstitute.com. Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive**

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Audio Institute are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at Michael@hardtfindseminars.com or at (858) 274-7851 For Michael's full biography and story go [here](#)

Site : <http://www.hardtfindseminars.com>

Title : How to buy pre-owned Jay Abraham & Gary Halbert marketing books, seminars, audio tapes, videos for pennies on the dollar?

Description: If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtfindseminars.com/AudioclipRights.htm>

Site: <http://www.ExecutiveAudioInstitute.com>

Title: <http://www.ExecutiveAudioInstitute.com> offers you free rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts

Description: Street-smart marketing advice from marketing pros and business people who clawed their way to the top. Warning, not for the wishy-washy person who is looking for ways to make a few hundred dollars extra a week. This is an institute of learning and a shrine for serious marketing and business students

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only to learn how to dominate their marketplace using direct marketing and result getting advertising. It’s a site accessible to any business who wants to train their salesmen, wife, employees or customers how to get more from their business. Web and marketing rights to this huge collection (117 hours of audio content, mp3 downloads, and transcripts) is available for the asking. This includes the rights to give away for free over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips *CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing advice in the world. Details go to <http://www.hardtfindseminars.com/AudioclipRights.htm>

Site: <http://www.hardtfindads.com>

Title: Hard to Find Ads

Description: <http://www.hardtfindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world's largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It's not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What's here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtfindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-style ad can out pull an image-type ad 5-1, just because it’s editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I’ve deemed it editorial-type advertising because it’s so powerful. It’s an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It’s the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It’s another great free resource from Michael Senoff.

Site: <http://www.ClaudeHopkinsAdvertising.com>

Title: Claude Hopkins Rare Ad Collection See & study 57 actual print ads

Description: Claude Hopkins Rare Ad Collection See & study 57 actual print ads. Claude Hopkins is known as the greatest copywriter of all times. He had a career back from the early 1900s all the way to the 1950s. There are several books out on the market by Hopkins. One is called “My Life in Advertising” and