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INTERVIEW SERIES

**Exactly How One AMS
Student Claims He Made \$90,000...
Off Just One Interview**

**Michael Senoff Interviews Successful AMS
Audio Marketing Secrets Student.**

 Michael Senoff's
HardToFind Seminars.com

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 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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Published by:

Michael Senoff
JS&M Sales & Marketing Inc.
4809 Clairemont Drive
San Diego, CA 92117
858-274-7851 Office
858-274-2579 Fax
Michael@michaelsenoff.com
<http://www.hardtfindseminars.com>

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Exactly How One AMS Student Claims He Made \$90,000...Off Just One Interview

Michael Senoff Interviews Successful AMS Audio Marketing Secrets Student.

Arthur Robinson was a nursing assistant with a dream when he came across hardtofindseminars.com. He immediately decided he wanted to interview experts in the marketing and business industry and didn't let the fact that he had no experience (or that his training was in a completely different field) stop him. He quickly built a website and a great reputation.

And Arthur found that not only was it easier than he thought to land interviews, but it was also easy to strike up affiliate deals and joint ventures with the experts he was interviewing. But he admits, he was most surprised when he and his expert each made a quick-and-easy \$90,000 on just one joint-venture clickbank interview package they ran (and they made it in just a few short days), and in this interview, Arthur reveals exactly how he made that kind of money.

You'll Also Hear...

- The fastest known way to build confidence so you can land big-name interviews – and all about the road Arthur took to land his first huge one – Laura Langemeier
- The critical elements that need to go into any audio email invitation – that will instantly carve out all the value your experts will get from doing an interview with you
- Arthur's formula for landing experts – that works even if you have no credibility, experience or website
- A quick action plan for making the kind of life-changing JV deals that will allow you to quit your day job tomorrow
- The surprising reason Arthur says most experts prefer "live" interviews – and exactly how he promotes his to his list to get the most money for him and his expert
- The most effective (and easiest) way to simply take an expert's book and turn it into an entire interview topic

- How Arthur marketed the clickbank interview package that grossed \$200,000 (and landed him and his expert more than \$90,000 a piece) and what he did to make it such a valuable product

Arthur says the two most important steps he took for success were to “decide and do” because the only way your lifestyle is ever going to change is if you change it. Five months ago, he quit his job as a nursing assistant and has never looked back. And in this interview, you’ll hear how he did it and how you can “decide and do” it all too.

Michael: So, this joint venture selling the one interview, transcripts and some inspirational quotes, you did about \$200,000 in sales and you split it. So, you made yourself roughly around \$90,000 on that one deal.

Arthur: Right, that was net profit.

Michael: One interview.

Arthur: One interview, the transcript and three inspiring quotes, but since he was giving a lot of powerful content in an interview in regards to taking advantage of the tax incentives that the wealthy do, a lot of people were intrigued by it, and they basically had to have it.

Michael: That’s incredible.

Hi, I’m Michael Senoff, founder and CEO of [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 that I had to have a business that I could operator 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 contained 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: Arthur, I’ve got to ask you. How did you come up with this whole idea of doing these joint ventures and these interviews? Where did this all start for you?

Arthur: Well, actually when it comes to joint venture marketing, it started when I came across your powerful site. I know it's been like over a year since we did the first interview. I was listening to some of your joint ventures, and the one with Robin and the one with Nicky.

Michael: Yeah, Nicky.

Arthur: Then, you were explaining about how joint ventures, how two parties can actually come together with one common goal to make some serious money, and then when I heard that and I invested in your Joint Venture Magic program, I decided to say, "Well, you know what, let me just take it to the next level with going for high powered people," which you like to call marquis value.

I decided to do that, and then once I came across the gentleman that wanted to do the joint venture with me, that's when I decided to pursue it and take it to the next level with making some money, but I never thought that I would actually make that kind of money.

Michael: Do you remember how you came across my site?

Arthur: Well, it was over a year ago, and actually it was around maybe one in the morning. Actually, I was looking through people's websites, and looking through some YouTube videos, and I came across your video where you actually run down on how you can turn a \$28 book into a \$3,900 information product.

Michael: What do you remember about that video?

Arthur: I remember your host was Ben Settle, and I remember when you did that interview you were actually talking about how you could turn the \$28 book into a \$3900 information product, and you basically were revealing in that interview about how you met a marketing genius where you turned his book into the powerful HMA system. So, when I heard that video, I was like, "Wait a minute. I've got to find out who is Michael Senoff."

So, then when I found your URL, [HardToFindSeminars.com](http://www.HardToFindSeminars.com), I went to it, and I was like, "Wow." I was blown away with all the links, but I didn't fully understand it, but then when I started clicking on the links, I was like, "Oh, okay, this is how you actually get to the meat and potatoes of this powerful website." Then, I heard the interview you did with Bill Bartman, and once I heard that, I was like blown away. I said, "You know what, okay, this is what I'd like to be connected to in regards to outside of the box education." That's what your website delivers.

Michael: You're in Philadelphia, right?

Arthur: Right.

Michael: So, what were you doing before all of this? Did you have a job? What did you do?

Arthur: Well, before all of this, I was working as a nursing assistant taking care of elderly people, and basically I was doing God's work by doing that, and then I started to gradually get into my own printing company that I have now in regards to selling long-sleeve and short-sleeve shirts.

Michael: So, you're a screen-printer and you were a nursing assistant. Did you work like in hospitals or a nursing home or respite care?

Arthur: I was doing a little bit of both. I was doing hospitals and nursing homes.

Michael: Okay. You have to go to school for that, right?

Arthur: Yes, yes, I went and got certified back in 1997, and I've been doing that work for a while now, and then when I came across your site and then when we did the interview and you told me about how you can actually make money by doing all those interviews. I kind of admit I got an account with recorder recordings, but I didn't really start pursuing until when I was hearing more of your audio recordings about how you can make money with audio interviews. I said, "You know what? This is it. I'm going to do this full speed ahead. I'm going at this full time."

Michael: Did you put a resignation in on your nursing assistant job?

Arthur: Yes, actually I did that around five months ago.

Michael: Was your wife supportive of that? What was she thinking about all of this?

Arthur: Well, my wife was supportive, and actually my wife is a fan of you. She was like, "Well, you know, if Michael said you can do it, then I guess this is the route you've got to go, but you've got to mimic people who have been there, done it, who are still doing it." I know you're still doing it. So, I started interviewing people on a local level. It was real estate agent, real estate brokers, but I know when you inform me about marquis, I was going for the big names.

At first, I didn't have any confidence, but now my confidence is like through the ceiling in regards to interviewing high powered people.

Michael: When we did that interview, I told you the same thing. I shied away from them. I didn't have the confidence to go for the big name. I didn't think they'd want to do an interview with me. Is that how you felt at first, too?

Arthur: Well, that's how I felt, but I remember what you said that persistence is the key. When you're first starting out and you don't really have marquis value in regards to you have no credibility under your name, some people who are high-powered, that's A players, they may not take you seriously. So, I started pursuing interviewing people at a local level, and then I started going for bigger names, but then my confidence is so high right now that it doesn't bother me if I interview a millionaire or a billionaire.

Michael: A lot of the students may want to know, "Well, Arthur how do you approach a big name person?" What have you found to be the most effective method in getting in contact or getting a big name marquis value personality to agree to an interview? What's your trick?

Arthur: To all of Michael Senoff's students, I'm going to inform you on this. Listen to Michael Senoff. He knows exactly what he's talking about in regards to getting big names, and I followed his blue print. So, what I did Michael, I sent an email out, invite them for an interview, and sometimes I secure the interview with just the email or I would call them up directly and carve out the benefits that they will receive in regards to them coming on my show and I'm promoting them on my site and promoting them on the social media, social bookmarking sites.

They would get the edited interview, and they would get a video in regards to the edited interview. So, basically, you could call them up, or you can basically hire an assistant to do that, just do calls for you, but calling people that you want to interview and calling people that you're interested in in regards to the subjects that they cover. I'm interested in marketing business health, and what the globalist is doing in regards to the people that's actually running the country.

Michael: How many interviews have you done so far? Do you have an idea?

Arthur: I have over one hundred interviews.

Michael: I have to say publically, I'm really proud of you. There may be some other star students out there, but I just don't know of anyone who's really taken the information from the Audio Marketing Secrets material and just gone out there and gone full on and just done what you've done. I'm telling you, this morning I just got back from running down at the bay. I try to get a run in every morning, and I was just listening to the Mark Leonard one on franchising, and your interviews are good. They're really good.

One thing I like about them is you just ask a question, and you kind of shut up, and you let the guy talk. That's what I think a good interview is about. You ask good solid questions. They're real succinct, and then the interviewer just talks and talks and talks. That Mark Leonard one on franchising was wonderful.

I'm not through all of them yet, but I've been listening to a lot of them, and they're great. I'm really enjoying it. You are doing a great, great job on these interviews. The quality sounds good. They're good very meaty valuable and powerful interviews, no doubt.

Arthur: I appreciate that coming from you, Michael.

Michael: The interviews aren't about me. They're not about you. They're about the guest we bring on, and the listeners who are going to listen who are going to invest in the powerful information. Our jobs as interviews are just to ask the good questions that we think our listeners want to know and just pull that information out and just let these guys talk and talk.

One of the benefits of these marquis guys, they've done a lot of interviews. So, they're good talkers. They know how to share the vital points of their topic. Would you agree – is it easy doing an interview?

Arthur: Yes, it's definitely easy doing an interview. Once you build your confidence up and you know the right questions to say, you have to be interested in the person you're interviewing. Once you can do that and carve out the blueprints, let's say for example, if you want to interview an expert and they have several books. I have done that where if I had them on my program, and I interviewed them about their book and I just carved out the questions by the table of contents that is in their book, it's absolutely powerful when you can actually turn that book into an interview topic.

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Michael: You're getting a chance to interview a top expert that would charge probably thousands of dollars in consulting fee to spend that kind of time on the phone with you, and you're getting that for free.

Arthur: Right, exactly. When it comes to the experts that you decide to interview and experts that decide to come on your program, they do charge thousands and thousands of dollars for their advice, but if you invite them on your program or you have a radio show or teleseminar, they will give

that powerful information for free because the bottom line is the reason why they're giving you the interview, they want more publicity. If that free publicity is coming from you, they're going to capitalize on it for free publicity that you want to give to them.

Michael: How do you outline the benefits when you're on the phone or you have the chance to email a big name, why they should let you interview them?

Arthur: If you are just starting out, what I'll recommend is tell the big name that you're trying to get, the person that you want to interview, tell them that you want to become an affiliate. That'll get you in the door.

Now, to the seasoned interviewers, if you still want to pursue the big names, I highly recommend give them a call or you can email them, and let's say you talk to their personal assistant. You have to carve out the benefits in regards to let's say you want to promote them on your site. Let's say you want to promote on social media, social bookmarking sites, or a lot of us say we want to do article distribution with telling America your next big interview is going to be X and X. You can do that in regards to landing the interview, but when carving out the benefits, you've got to understand the reason why a big man or a big woman for that matter that's the expert in specific niches, why they want to do an interview with you.

They may go to your website or your blogs or your articles and say, "You know what, I want to give this man or woman a shot in regards to them interviewing me." If you really don't have no social proof, then there's a possibility that they might not want to give you the interview, but if you can carve out the benefits in regards to what's in it for them. Never reveal features. Always carve out the benefits, what's in it for a person that you're trying to get in regards you want to get that marquis value, but if you carve out the benefits, they will be more than happy to give you an interview.

Michael: What was your very first big name interview that you got before you had the social proof working to your advantage and getting them to say yes? Can you bring me back, tell me a story about that?

Arthur: My first big interview, I believe it was with Laurel Langmaier. Now, Laurel Langmaier, she has got the sales money expert, but we had something in common because I interviewed a woman by the name of DC Cordova. She is the CEO of the Money and You program, and a lot of high powered experts graduate from that program like Robert Kiosaki, Ben and Jerry of Ben and Jerry Ice Cream, Laurel Langmaier. You've got a lot of powerful people that graduated from that program – Mark Victor Hansen, Jack Canfield.

When I interviewed DC Cordova, DC Cordova referred me to Laurel Langmaier. So, that resonated with Laurel, and she knows DC Cordova, and that's how I landed the interview.

Michael: Perfect, you already had that interview with DC Cordova, and that marquis right there, you leveraged that to get the interview with Laurel.

Arthur: Yes, DC Cordova put in a good word for me, and me and Laurel Langmaier's assistant was going back and forth. Then, I finally secured the interview. She came on my show, and she's absolutely a wonderful woman. She's a multi-millionaire, and that was my first big name with Laurel Langmaier. I appreciate her to give me the opportunity to come on my show.

Michael: How did you get DC Cordova?

Arthur: Well, DC Cordova, that was another referral, and to everyone that's listening, remember when it comes to business it's all about referral marketing. So, with DC Cordova, how I landed that interview, I interviewed a woman by the name of Dr. Latasha Wright, and Dr. Wright she has her own TV show. She's in California, and she told me about DC Cordova, and I went to her website. I was very impressed by the content I seen on her website, and I said, "You know what? I'm going to email her," and I emailed her.

Her assistant got back to me approximately maybe two weeks later. I secured the interview, and I did like three interviews with DC Cordova so far.

Michael: How did you get the interview Latasha Wright?

Arthur: Actually, a friend of mine referred me to her, and I went to her Facebook page, and I was very impressed by what I seen on her Facebook page. So, I decided to give her an email. I sent out an audio interview invitation, and she responded, and she came on my program and she was actually revealing about business strategies that business owners can pursue.

Michael: Did you originally contact her through Facebook and do a Facebook message, or did you get her email address and then email her personally?

Arthur: I contacted her through her email that I seen on her Facebook account approximately a week later, she responded. She said she'd be very honored to come on my show.

Michael: Great, so you said you sent out an audio interview invitation. Tell me about that. If someone wanted to create an audio interview invitation, what elements do you think it are important for it to have before you send it out and invite someone?

Arthur: Well, in an audio interview invitation, if they don't know you, you can put in there that, "This is XandX. I am the creator of whatever your URL is." Then you can carve out the benefits, what would be it in for them, and then in all the invitation I always say I'm looking out for business experts that are willing to share their expertise with the listeners. I always put in there that it could be a live interview or it could be a one on one interview. The choice is actually up to the expert.

When you carve those benefits out, and when they go to your website and they see what you're all about, I guarantee you out of a hundred percent, ninety percent, you will secure the interview.

Now, let's say if they've got something going on or if they're traveling, if you have an expert that does a lot of professional speaking engagements, and they'll probably get back to you maybe the next month or the following month when they have some down time to come on your program.

Michael: Tell me about like when you didn't have the site how you're able to get it and leverage that and outline benefits that got them to say yes because a lot of people are going to be starting from ground one. They don't have a website. They don't have any other interviews right now. I want to talk about how to get that first interview with a big name.

Arthur: If you decide to pursue that you want to do audio interviews, my suggestions would be to seek out experts that you're interested in, even though you might not have social proof, but if you seek them out and let's say you call them out or let's say you send them an email, and when you call them up, you can say, "Well, this is X and X. I am the creator of your URL," and you can say, "I seen this expert on Facebook or Twitter or YouTube." You could say, "I'll be very interested in them coming on my program, especially if they have a book."

Now, the assistant might say, "Can you send me an email carving out the benefits?" If you don't have an email already set up, you can just basically say, "I would like to become an affiliate for the expert in regards to him or her making money." Nine times out of ten, they'll say, "Okay, I'm going to get back to you." Once they get back to you, if they are very intrigued by you on the phone because first impression is always the right impression.

Once they decide to get back with you, and once they say the interview is secure, then that's going to build your confidence when you get your first big name. Then, from there, just keep following that formula with calling or emailing or you can also just write a letter. Get the address to their business, or it could be to their home, but mostly it will be to their business. If you really want to secure their interview, just write a letter. Carve out the benefits in the letter that I want to invite you to do an interview. I want you interview you about your expertise.

If they have books and you want to interview them about their books, they definitely are open to that. So, once you land your first big interview, just keep following that same blueprint, that same formula and that will land you to get other big names.

For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Michael: You said something really important, and I think I've talked to you about this. When you want to go after a big marquis name, and you don't have any credibility or even if you do, if you feel like it's going to be a hard expert to land an interview, find out what they're selling and approach them and say, "I'd like to be an affiliate and help you sell some of your products." That's been one of my most affective means in getting them to say yes to an interview because who's going to turn the opportunity for more sales. So, you said that's worked for you.

Arthur: That's worked for me to land big names, but now I'm to the point where my social proof speaks for itself. I can decide to become an affiliate. I can decide not to become an affiliate.

Michael: If you've got the social proof and hundreds of interviews up on your website that they can go check out, they're going to want to be on your show for the free publicity whether you sell their stuff or not.

Arthur: Right, and also Michael, in addition to that, some interviews are not on the site, but I actually sent the audio interview to them to put on their website, and they also get a video from me in regards to them coming on the show. I landed some interviews just with a video.

Michael: When you invite them, you say you give them a choice between a live interview and one that's not live. How do you gauge the response? How many people want the live one? How many people want the one that's not live?

Arthur: In my experience, most of the expert, they want it live because they want to be exposed to a market that you are connected with. So, when it comes to the live interviews or the one on one interviews, most of my interviews have been live. I have done maybe a few that wasn't live, but most of them have been live, and they are very intrigued by that.

Michael: How do you like doing them live compared to not live?

Arthur: It all depends on the individual that you want to interview. Now, with me, I like doing live because it's engaging. Also, like my format in regards to my interviews, my latest interviews have been live. So, I created a different format for that, but one on one in regards to the interview is not live, that can actually be incredible too because when it comes down to it, people are on the line to hear the expert but people are on the line – or, should I say, they're coming on your show to hear the powerful content your expert is willing to reveal.

So, when you have a short cut to people's problems, that's when people don't mind coming on the show live and very engaged by why the expert has to say, but from my experience, what I see what people like to pursue, people invest in what they need. They invest and what they want. They invest in experience that you're willing to share with them, and they also invest in the value that you want to share with them.

Michael: So, how would you sum up Arthur Robison Jr.'s interview and money making strategy now that you've had some time over the last year to formulate it? What have you found that's working exceptionally well for you?

Arthur: When it comes to informational products, you have to get a team. You have to get people that's willing to be dedicated to your commitment, and I'm obligated to my obligations. So, I really care about the people that come on my program, and the people that are actually following me.

When it comes to a blueprint recipe, if you do a joint venture with your expert and let's say they have a product that your list or their list is not familiar with, you can actually make a lot of money. Once people like you, respect you and trust you and they see the value that you have in your information products, you're going to be in business for a long time because happy customers is loyal customers. They keep coming back to you wanting your product or your service.

Michael: Can you explain in more detail like how you make money off of an audio interview? Maybe give me an example. You don't have to mention names.

Arthur: Once I secure the interview, the certain individual came on my program. He's a high profile man. He came on my program, and he was exposed to 5,000 people, and he had a few people on his list join his program.

Michael: Was this a live one or prerecorded?

Arthur: This was live.

Michael: Let me ask you this. Once he decided and agreed to the invitation, did you set a date for the interview?

Arthur: Right, I set a date for the interview and a time.

Michael: I hate to interrupt, but once you set the date and time, what does Arthur Robinson Jr. do to prepare in relationship to your list?

Arthur: From there, I'll send an email blast out to my list letting them know what is going to be up and coming. Now, I always send an email blast out to my list in regards to a man or woman that came on my program, but I'll send that out in a video format. Then, I'll send an email blast what's going to be up and coming in regards to the person I'm going to be interviewing, and I will reveal that in the email let them know that we're even going to talk about asset protection, whether they specialize in business or marketing or health.

So, I do preparation before I actually do the interview to get people on the show. Then, once they are on the show, the people are very mesmerized with the content in regards to the experts revealing their secrets in regards to their powerful topics that they specialize in.

Michael: Okay, so you're showing us your money formula for making money doing audio interviews. So, you've secured the interview with the expert. You've set a date. You've done email notifications and a video notification explaining the benefits of why they should show up live on your show. Have you already talked to the expert one on one as far as setting the stage of what the goal of the interview is? Have you set up a deal? Give me an example of one for the money-making one. How did you set the deal up, the joint venture up if you're going to make some money on this?

Arthur: With the joint venture, let's say I'm talking to the man or woman's assistant. So, the first thing they're going to do is they're going to send out the invitation. They're going to look at my website. They're going to look at my instant credibility with the power of my associations with the people I already interviewed. So, they know I already have a license to interview the experts that I interviewed in the past.

So, when they look that up, they're like, "Wow, you interviewed, Joe Sugarman. You interviewed Michael Maloney. You interviewed Larry Wingert. You interviewed Bob Chapman," so on and so on. They'll get back to you.

Once they get back to me and they confront me with the expert that I'm pursuing to have on my program, nine times out of ten, they always say, "You know what, tell him I want to do the interview. I'm free this particular day," and then I secure the interview. Once I secure the interview, that's when I send the email blast out to my list let them know what's going to be up and coming.

Once I secure the interview and the assistant says everything is a go, what I would tell the assistant is I would like to talk him or her before I do the interview. So, once that's secured and I talk to the expert, I'll be like, "Okay, what are you selling? Are you selling a book? Are you selling a course? Do you have a seminar that's coming up?" If they are a professional speaker, and let's say they have products that they want to sell and I see, "Okay, let's say we want to do affiliate deal." If I don't want to do an affiliate deal, I say, "Okay, I'll tell you what. Let's just upsell the program with these inspirational quotes, and once we upsell that, and we split the profits 50/50."

So, I'll secure that before I actually do the deal. If it has marquis value and they don't have anything they want to sell and they just want to just come on my show to give great content and to get my exposure because we might not work out a deal, but since we're talking about deal making, I will have a communication with the expert before I do the interviews so we can carve out the benefits with regards to what's in it for them and what's in it for me.

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Michael: All right, so on the deal that you did, you grossed about \$200,000. Did you set that up personal with the expert before the live interview, or was that with the assistant or what?

Arthur: Well, basically that was with his assistant and then I told her I would like to talk to him personally so we can carve out the benefits and what do you actually want to sell or do you have any additional products that you want to sell in regards to you coming on my program?

So, once I talk to him, he told me that he was coming out with a book, but it won't come out until next year. So, I said, "All right, but you are selling

your services, and you're very skilled at what you do. So, okay you want to promote that, you can promote that."

In addition to that, I told them, "We can upsell the program which you're already carving out on how the wealthy is actually getting wealthy by the Internal Revenue Tax code which is taxes." He agreed, so we negotiated the deal. So, I said, "Whatever we sell, we can split it 50/50." I was going to do a 60/40, but I decide since he's coming on my program, I secured the interview, I'm not greedy. As long as we're being fulfilled, it's all on one common goal. So, we agreed to split the profits 50/50. It was phenomenal. I was very shocked that I could actually make that kind of bread, but it worked, and he wants to do business with me in the future.

Michael: Okay, so when you set that up, you set the interview and the transcripts and the inspirational quotes, you set it up as a Click Bank product. Did you do all that yourself? Who owned the Click Bank account, and if that's how it was set up during the interview, who promoted the link of where the listeners could go to get that? Did you do that on the live call, or did you do that as a follow-up after?

Arthur: Actually, I did that on the live call where they can basically pick up the benefits in regards to the show, and my assistant basically worked that out with the Click Bank deal, and if people wanted to pay through PayPal, they could do that, too. So, it was with ClickBank and PayPal.

Michael: So, your assistant got this all set up, right?

Arthur: Right.

Michael: So, your assistant said, "Okay, here's the link of where we're going to drive the listeners to if they want the transcripts and the quotes and the recording."

Arthur: Right, exactly. I highly recommend that if you're going to do a type of deal like that, you have to be in control of that situation in regards to the sale that you can generate, but you have to be fair when you make that amount of money. You have to split the profits with certain individual or certain organization 50/50, or you could do a 60/40. It all depends on what you negotiate.

Michael: That ClickBank was your account. So, he had to trust you to pay him his fifty percent of the money.

Arthur: Exactly.

- Michael: Describe that experience. You had \$200,000 in sales come through after that live interview. What was that like?
- Arthur: Actually, it was \$194,000. I'll remind you that night we closed around \$1,500. The next two days after that, it followed up with \$500. That's security with \$2,000.
- Michael: Did you ever do an additional email blast to your list for the product after that?
- Arthur: Well, actually I sent an email blast out with the two, but it couldn't make it on the call. It's just a possibility that you can get these wonderful products if you missed the call. So, it was basically like, "You know what, you're not going to be missing out if you're not on the call."
- Michael: So, describe what that was like. Was this the most money you've made in one day in your entire life?
- Arthur: This is the most powerful joint venture I ever did, Michael. I really do appreciate you really revealing this industry to me because I don't even know this exists and what we do is a small niche, but it's a powerful niche if you get connected with the right people.
- Michael: So, describe what it felt like after the interview. Bring me back to that evening. What time did the interview occur about?
- Arthur: Well, I normally do my show at two p.m. Eastern or six p.m. Eastern depending on the time slots the way they are because I interview people from all over the world, but he came on my program at two p.m. We did over an hour interview, and people were actually, they were very intrigued by him.
- Michael: Do you sit in front of a monitor while you do the interview?
- Arthur: Yes, I'm in front of my office.
- Michael: Could you see the ClickBank orders coming through towards the end of the interview while you were doing it?
- Arthur: I actually when I was doing the show, and I checked the ClickBank, the sales were just coming in, I was really overwhelmed. I didn't even contact him until the next day and told him, "This is what we generated." He was like, "Wow," and then I said, "Look I'll tell you what. Let's just wait a couple of days to see if we can get everybody." Sure enough, two days later, we're still at \$2,000. That's my biggest joint venture that I ever did.

Michael: Do you like selling information? If so, why?

Arthur: I like selling information because from my resources, I found out that the information publishing business generates a billion dollar industry, and the gentleman by the name Spurwill. He is the owner of University of Phoenix. He sells a lot of online products. This gentleman is like in his seventies, but he's worth three billion dollars by selling information to college students.

Now, think about that, three billion dollars this man is worth. There's a lot of other internet marketers that is killing it in the information publishing business. So, I like selling information because for one, I like learning. For two, I like putting smiles on people's faces where it wasn't exposed to this information in regards to outside the box education.

So, basically I don't like what's on the news. So, I like creating my own news with doing audio interviews. Well, the margins is absolutely phenomenal. It doesn't matter if you sell a digital product that is an ebook. You can sell an ecourse. You can sell a book. You could sell an audio program. You can have different interviews, and you can put transcripts to them where that raises the value of your informational product, but the margins could absolutely be incredible.

For example, what I made, I said the profits was \$97,000. Let's say three thousand times \$97. That's an informational digital product. You just made \$291,000, and that's just with ten more people, and you split the profits. The margins is absolutely incredible. One joint venture did, you're going to actually quit your job. Basically J-O-B stands for Just Over Broke.

So, to the people that's thinking about getting involved with this powerful niche that me and Michael is doing, I do appreciate Michael Senoff for revealing this powerful niche to me. You can definitely make a lot of money by doing audio interviews, but you have to put it in your mind that you can do it and that you will do it, and let nothing get in your way or let nothing derail you from reaching success because failure a poor success.

Michael: So, this formula, you've been doing interviews for a while. Is it that you just kind of figured out this formula that's really paying off and now your future interviews or a lot of your future interviews are going to be kind of set-up this way?

Arthur: In the near future, if I keep doing joint ventures, the way I'm going right now in regards to big joint venture deals, basically I'm just going to give people value and I'm going to continue to make significant amount of

money. From there, I wanted to provide undeniable value to my listeners and to people that wanted to join the [PowerfulInterviews.com](http://www.PowerfulInterviews.com) network.

Michael: So, anyone who wants to learn more about you and check out some of the experts that you've interviewed, where would you tell them to go and what would you tell them to do?

Arthur: I would tell them to go to www.PowerfulInterviews.com. That's www.PowerfulInterviews.com. Once you arrive at my website, you will see a welcome video of me, and a welcome to the site. Then you go to the interview section and you will see the people that interviewed and then also you can get some additional bonuses with some free information in regards to a powerful interview I did with DC Cordova. You can download the transcripts, and three inspiring quotes. Also, you can download the millionaire mindset report in regards to the mindset you had to develop if you want to become a millionaire.

Michael: You are my star student. You have done just about everything and even more of what I've taught in the Audio Marketing Secrets course, and you know, you've just done it. That really is the key. Decide and just do it, and man look at what's ahead of you. There's no stopping you.

Arthur: Michael, I appreciate everything that you have done for me. For everyone that's on this call, remember that powerful thought leaders do invest in themselves. I want to repeat that. Powerful thought leaders do invest in themselves. I have invested in Michael's program, the Joint Venture Magic. I've invested in Audio Marketing Secrets. I've invested in Hard To Find Ads. That's absolutely helped me tremendously with the ads.

So, if you're thinking about pursuing this industry, you have to learn from people who have been there, done that, are still doing it, and Michael Senoff, he's doing it. I didn't even know he even existed until I got on the internet and seen a video that he did with How to Turn your \$28 Book into a \$3,900 Informational Product.

Michael, he gives a lot of tremendous value, which I know all of you know that so far. So, I highly recommend you want to get involved with audio interviews. You have to decide that you want to become an interviewer, and you have to decide that if you want your lifestyle to change, the only way it's going to change unless you make it change because who you listen to determines your future.

So, I'm listening to Michael Senoff. I highly recommend you listen to Michael Senoff, and if you really think serious about getting into audio interviews, you've got to build a team and you have to have the conviction

and the belief and the guts to invest in that team. I appreciate you Michael and I really thank God that he really got into your mindset to interview all of these powerful people, and you build your powerful website, [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

I really am thankful that I came across you because when you're telling the news, the information that you have on your website, when you're telling the news, they're not going to experience that kind of powerful information.

Actually, the information that Michael is revealing, basically they don't even want you to know that information exists out there. I highly recommend if you want to get involved with audio interviews, you have to carve out the blueprints that you want to do this, and you have to pursue it. Start securing your interviews, and before you know it, you have a mountain of stuff, but then you've got to build a team. You can't be good at everything. You've got to farm out what you're not good at, and hopefully you can get a dedicated team that wants to stick with you, but if you run into road blocks, I highly recommend stay with Michael Senoff because if it wasn't for Michael Senoff, I wouldn't even know this powerful niche exists, and the information that he delivers is unbelievable. I really do appreciate you Michael. I thank you.

Michael: Thanks a lot.

I hope you've enjoyed this audio interview with Arthur, and I hope it's evidence and proof that you can do the same. All you've got to do is decide and do. For more information on my Audio Marketing Secrets product, just go to Google and type in "Audio Marketing Secrets," and you will see it come up there number one on the search engines, Audio Marketing Secrets. It's the same course Arthur invested in where he learned how to do amazing joint venture deals using audio interviews. Thanks for listening.

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