

Before you start, I want you to know that I believe getting a full education in marketing does not have to be expensive. I also believe that in most cases you should never have to pay retail for any educational product, seminar, book or tape. You should pocket that saved money and invest it back into the **MARKETING of your business.**

Michael: You're sitting on a gold mine right there. Are you a good accountant?

Bernard: I like to think so.

Michael: And many of your clients have been with you for a while?

Bernard: Yes, well I've been in practice for 15 years.

Michael: You have intimate knowledge of your client base. You know what kind of money they're making; you know which ones have large client bases. Those are the clients you should—once you understand the marketing stuff, or have some ideas and learn some of this Jay Abraham stuff pretty good—you can introduce some marketing ideas. You've already have their trust, you already know what kind of business they're doing, you can simply become a marketing consultant to your existing clients. It's already set up for you; all you've got to do is ask.

[MUSIC]

Michael: Well, good morning. What part of Australia are you from?

Bernard: Western Australia in Perth.

Michael: Well, nice to meet you.

Bernard: I jumped on your website a couple of weeks ago. I was looking for some Jay Abraham bits and pieces. At the same time there was a set of Jay Abraham materials came up on eBay that I put in for and I missed, I think it was December 2002 Mastermind Seminar. And I think you sent me a little email saying he got a set, would I have interest. And I said I would be interested. We must have got our wires crossed somehow, I think

- Michael: Yes, that was for the CD-Roms. Unfortunately, the CD-Roms I sold already because I emailed a couple other people, but I do have it on audiocassette tape, if you're interested in that.
- Bernard: The CDs are a lot clearer than the actually audio. I'm not sure on that.
- Michael: The recording will sound about the same whether it's on CD because they're recording it from a microphone to CD at the seminar, and then from a microphone to cassette. So, I don't think you're going to lose a generation and I don't think you'll have any problem at all listening to it. It's very clear. It's a good recording.
- Bernard: It obviously came with various manuals and stock letters.
- Michael: I don't have any of that stuff. I only have the audiotapes. When I buy and resell this stuff—had a set of the CDs and a set of the audiotapes—the CDs sold and I have the audiotapes left. So, I don't have any of the written material with it.
- Bernard: I see, fair enough. What did your written material consist of?
- Michael: When Jay does these seminars he usually uses maybe 70% of the same stuff from previous seminars. I'll send you the written material that went with the Master Mind Marketing Seminar that he did in 1995. It's like a workbook, it's for goal setting, it's for you to identify where you want to go. It's kind of like a personal strategy journal. There's some good information in there. Honestly, his workbooks are very similar on all his seminars. He doesn't sit there and put together 500 page workbooks for each seminar. He uses the same stuff from the other seminars.
- Bernard: A couple of years ago someone I know went to one of Jay's earlier courses back in the late 90's or one of the later ones and it probably wasn't much different. He did say what he picked up from the course and was quite handy was very detailed questionnaires for doing evaluation of businesses.
- Michael: I could provide you with that. I could send that as a bonus to you. I have some information from some of his other materials that will give you 50 different questions to ask a business if you want to identify whether they would be a good business to do marketing consulting. Is that what you want to do?
- Bernard: Well, one of the things. He just said this is basically used in the market for buying, I guess insolvent businesses or run down businesses. He's from the UK originally. He came over here. He picked up a couple

businesses. I looked after them for a couple of years on my own account. Then he disappeared because he picked up a quite large business in the UK, so headed off home again. He obviously used a combination of the fine businesses, which he was fairly certain he could ramp up through sales and marketing and obviously through just better management.

Michael: I can help you on another front of that. I have a specific course on how to buy businesses. It was done by a guy named Art Hamel. This guy here in the United States was the number one educator for America on how to buy businesses. He is very sharp. I can send you a link to an interview that I did with him where you can hear about the course. It's a recording that I did interviewing him. He's an old guy now, but I have his old course, which is still applicable for today. Just as the marketing material is still applicable, no matter when Jay did a seminar. Maybe a combination of learning how to buy a business, how to evaluate a business, and then with the marketing you'd be home free. Have you studied any Jay Abraham material?

Bernard: I have one of his basic courses. He did a couple back in the mid-90's. He came out a couple of times, did a couple of his day, day and a half seminars. He did a series of reports at the same time. I picked up 16 or 20 just very basic reports. They are all very good material. He put up a course he sold—an audio type—I think it was called Pillars for Success, or something like that. Obviously, he's got a different angle, nothing from an accounting point of view. It's just if you've got businesses that are kind of more marketing oriented. So, really it's a case of just looking for ideas to help with clients more than anything else. Maybe trying to get a little leverage off of it as time goes on. So as time goes on, I can maybe take more involvement in opportunities as they come up.

Michael: Yes, absolutely. What do you do? Are you an accountant?

Bernard: I'm a tax accountant.

Michael: You are an accountant. Well, you know what? The business buying course by Art Hamel will be right up your alley because he trained the IRS here in the US—the Internal Revenue Service—how to evaluate; formulas on how to evaluate what a business is worth. They adopted his formulas. He would train these people and it's very accounting related. It's almost like an accounting course when you're trying to determine what the real of a business is. So, you would probably be able to really pick up on that stuff. If you're interested, it sounds like it's right up your alley. I'll send you a link. You can listen to the recording I did with him.

Bernard: That would be great. One of the little problems I've got is my computer is a bit slow. I've tried to pick up one or two of the links before and the rights to download.

Michael: You'll be able to play this recording. There are some green buttons and you can play it in Flash. You won't have to download anything. You'll be able to press the button and you'll start hearing audio as long as your speakers are turned on right away. I'm going to email you a link right now to the recording for the business buying. In the link I'm going to send you, you'll have temporary access to all 87 hours of my recordings with all kinds of pretty sharp people. Have you listened to any of those?

Bernard: I was interested in one the other night actually. I can't remember who it was now. You were just discussing with him marketing options in relation to an eBay type business. I just picked one out of random. It was only last week that I picked up your site. I thought it would be nice if I could get some decent Jay Abraham type material. Maybe this Hamel character might be worthwhile looking at too. Really just to kind of give myself a bit of a nudge, a shot in the arm to kind of get things moving.

Michael: Well, I can certainly help you with that. You bid \$460 on that Master Mind Marketing.

Bernard: Yes.

Michael: The Master Mind Marketing is a good seminar. If you listen to the recording of the Art Hamel and that sounds like something you're interested in, I can create a package for you. We can do the Master Mind Marketing tapes; I'll do them at \$400. That's \$60 less than what you were willing to pay. And then my Business Buying course I sell for \$299. If you like that, I'll do that for \$150. I'll include that entire questionnaire. I'll put a package of material, some of the best stuff—not all Jay Abraham—together for you and some written material. I could do a couple of videos. I'll give you a good selection of Jay Abraham material that will give you that shot in the arm. It will give you lots of ideas. And I'll give you access to all my audio recordings. Right now they're up on the site temporarily, but I'm going to be taking them down. I have a membership site, so I'll give you one-year access to my membership site with all my audio recordings and other bonuses. You'll have everything you need really to keep yourself motivated as long as you can stay motivated.

Bernard: Well like you said, just from time to time, you're just a bit like a lapsed tea-toter. Every now and again you get this urge just to get back into to

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kind of silly ideas, silly stuff that doesn't have an application to what I do. A lot of my clients are in process of buying businesses themselves.

Michael: Look, how many clients do you have?

Bernard: About 400 clients. Most are really from a tax perspective. My training really is taxation and finance.

Michael: Are you doing their personal income tax, or what majority of your clients have businesses?

Bernard: Most of them have got businesses. A lot of them actually are professional people, you know dentists, and pharmacists.

Michael: You're sitting on a gold mine right there. Are you a good accountant?

Bernard: I'd like to think so.

Michael: Many of your clients have been with you for a while?

Bernard: Yes, well I've been in practice for 15 years. We're trying to just move the practice—basically focus it towards health professionals, as time goes on. Probably the kind of clients who want to kind of move on and upwards themselves.

Michael: You have intimate knowledge of your client base. You know what kind of money they're making; you know which ones have large client bases. Those are the clients you should—once you understand the marketing stuff or have some ideas and learn some of this Jay Abraham stuff pretty good—you can approach them and say, look, I've been your accountant over the years, but I've just recently started studying marketing and some of the things I've found pertain specifically to your business and can give you a dramatic increase in your business. I'd like to go over a couple of ideas I have with you as not only your accountant, but now as a marketing expert. You can introduce some marketing ideas once you really have a list of things that most people are doing wrong in their business. You've already got their trust. You already know what kind of business they're doing. You can simply become a marketing consultant to your existing clients. It's already set up for you. All you've got to do is ask. Do you see what I'm saying? If you just study some Jay Abraham material and really kind of internalize it and be a student of his marketing for a month or two, you'll be better at marketing than 99% of anyone in your country. The ideas are so simple, no matter whether they're a retail business or a reseller, they're taking orders somehow. I would bet that 90% of them,

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when they get an order, never try to make an up-sell offer. Never offer them anything else. If you could just show them that all they had to do is when someone places an order— whether it's over the counter at the pharmacy or whether it's through the phone or through paid advertising— if the vendor would just ask them and say, by the way, I have a special going on right now. Would you like to know what it is? You just make some kind of offer while that prospect is in the buying mode, which 40% of them will take him up on that offer. And if you do the numbers on that, multiply the sales every day, you could figure out it could be a dramatic increase. And you could implement just that one idea with businesses and ask for 25% of the increase in sales by having them implement that strategy. That's just one simple strategy. Another strategy is, do you have any customers who are doing sales through the mail, any direct mail companies?

Bernard: Not really because my clients have been more professional people. There's very little mail order there. A lot of it is just personal consulting type work; dentistry, or general medical practitioners, and people like that.

Michael: Dentistry, I have a whole course. There was an attendee at a Jay Abraham seminar that did an entire dental seminar. I have a dental marketing seminar. And ironically, the dentist who taught it, Dr. Howard Pfeffer, is right here in San Diego where I am. He is still in practice. When they put on this seminar, it was almost 12 years ago, but Howard Pfeffer, the guy who put on the seminar is still in practice here. I talked to him about two months ago. He could teach any dentist how to dramatically improve their business. And there are all kinds of strategies, especially for dentists. I could hook you up with some companies who market specific marketing techniques specifically for dentists. That's something you could adapt and introduce to a dentist also. All I'm saying is, no matter who you're dealing with, whether it's a professional practice or retail or wholesale or manufacturer, Jay's marketing techniques can be used universally. You already have the customers, so your customer list is a goldmine for enhancing their business, once you have the confidence to approach them with these strategies. I can provide you with the information where you don't have to be thinking of it off the top of your head. I can provide you with a list of the specific strategies—almost like a menu—that you can choose and match up to your specific client. All you've got to do is a simple agreement with them. Say, look, I've been looking over your business. I've been studying a bit of this marketing. I can't guarantee you anything, but I think I have a way that can increase your business. If I can increase your business, would you be willing just to sign a gentleman's agreement that you'll pay me 25% or 15% or whatever you choose for every new dollar I bring you above what you're making now for the life of

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the business? Why would someone say no? They already trust you. You're already working for them as a tax consultant. You're trying to save them money. Instead of being on a defensive mode trying to save them money, trying to make them money. There are no ceilings. You could use an upside leverage and go to the moon. You are limited on what you can save them. But the bottom line is, you're putting money in their pocket by saving them money. Most people don't know how to make money because they just don't know how to do it. But they know how to save money. You can save money through taxes, you can spend less, it's all defensive in nature. It's not offensive. But now you can offer them some offensive strategies that can make what you're saving them look like peanuts. You can take a piece of that just by offering it to them and just setting up a simple agreement. It doesn't have to be a big contract and I can provide you with some good agreements, good contracts that you can model and use there, all structured out.

Bernard: That would be fantastic, Michael. Look, what we need to do. The first time I jumped on your site a couple weeks ago, I think the CD you priced out with all your clips would be handy. But I'm keen to see if we can come up with some joint ideas, or you can give me a bit of an education in the art of marketing.

Michael: Well, what you have there, you've got the link to that recording about the business buying course. So, you can press the green button, or you can print the transcripts, the word for word transcripts, and read about that. See if that looks good to you. Then email me back and let me know if you like that or you don't like that and let me put a package of materials together for you of Jay Abraham, including the questionnaire, including some simple agreements. I'll give you access to all my audio recordings, 87 hours worth, and there are some fantastic recordings in there. Just on those recordings alone, you'll learn a ton of information if you implement them. And specifically I'd ask you to listen to one on joint venture marketing. That's exactly what I'm trying to get you to do with your existing customers. Your customers are a goldmine because they trust you and you're already saving them money. But I'm suggesting instead of saving them money on a defensive mode like a goalie, let's do some offense and show them how to make money through simple, simple things. Simple techniques. The Jay Abraham material will show you those simple things. And you only want to do the ones that are simple. I'm not saying go into a business, one of your businesses that is losing money, you don't want to touch that. You want the ones who have a lot of customers, who are making money in spite of themselves, but you're just going to show them how to change a couple things that will make a nice difference, and you're going to take a piece of that action.

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Bernard: Sounds good to me.

Michael: It's doable if you want to take the time and study it, and do it. . Also Bernard, go to my section on the site called Internet Tool. These are all the same tools I use to run my Internet business. The link is <http://www.hardtofindseminars.com/InternetTools.html>

Bernard: Let's gets the ball rolling. I'm very keen to just check it all out and just see where we can take it from here.

Michael: You'll have a link to all the recordings up on my site if you go to the audio clips. They're all there. Take a look around; take some time. I'll wait to hear from you, whether by email or phone until we proceed. Also I'll make you this offer. You've got about 400 clients. If you want, how would you like to give them a gift? Gift them a CD. You know my CD-Rom that I have with all the recordings? You can buy those from me at my cost at about \$1US. Maybe I could probably do it for 75-cents each, US. And you could send one of those out to each one of your businesses as a gift. You can write a letter. Maybe do it for Christmas or something. What do you send them for Christmas? Do you send out cards or anything?

Bernard: To our good clients, we send out cards. New accounts, we don't send anything. We're a bit slacking right now.

Michael: Well you could send them each my CD-Rom with over 65 hours of marketing advice. What a gift you could give them. And you could pick it up from me for peanuts—for 75-cents apiece—already imprinted, in a jewel case. You would just have to pay to get the shipping over to you.

Bernard: Well, what I'll do, as soon as I get your CD, first thing I should do is listen to it. But I really keen to get this other gentleman, his name is Bob, to listen to it. From my point of view—Bob's a nice bloke—even to say it helped his coaching with our business. But he's the kind of guy who really—he's seeing hundreds of people that are relevant. It would be good for Bob to have a listen to this stuff, as well. I know he's the type of guy if he wants to use this stuff as a marketing thing because he talking to people who need marketing all the time.

Michael: Put him in touch with me or send him an email to the link of all my audio recordings. You'll see it in your email.

Bernard: Send me your audio CD. I could give him that. In fact, what I might do when you send me a package of stuff, I could just push them out to people who I think will be good people.

Michael: I could do that. I'll put 10 or 15 or 20 of them in the package. It was nice talking to you.

Bernard: It was great talking to you, Michael.

Michael: I want to thank you for listening to www.hardtofindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtofindseminars.com by email. You can email Michael@MichaelSenoff.com or you can call (858) 274-7851.

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