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University

INTERVIEW SERIES

**Copywriting Legend Drayton
Bird Wants To Know The
Secrets Behind
Hardtofindseminars.com**

 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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Any perceived slights of specific people or organizations is unintentional.

Copywriting Legend Drayton Bird Wants To Know The Secrets Behind Hardtofindseminars.com

If you're on my list then you know – I send out a lot of emails. And some of them have pretty crazy subject lines, like "Ever Smell Dead Crickets?" or "The Boy Who Shaved His Brain."

And that's how UK copywriting legend Drayton Bird found out about me. He says he doesn't open anyone's emails as much as he opens mine.

He asked me for an interview on how I run hardtofindseminars.com.

Yep, Drayton wants my secrets.

So in this audio interview, you'll hear him grill me on how I use email marketing and interviews to open as many doors as possible. You'll hear how I invent my email stories, how I tie them into my marketing, how they make me money.

I'll share how I find experts to interview, license products, and what got it all started.

You'll also hear . . .

- Why I started doing interviews
- The magic happens in the editing - how long it takes – and how much I pay someone else to do it for me
- The "no-brainer" way to personally respond to 300 emails per day – without letting the work take over my life
- How I get experts to spill their secrets in interviews – and the quick story about how Vic Conant from Nightingale-Conant once shared "insider intelligence" from his multi-million-dollar company with me
- How many emails I send and why fear of sending too many is costing you money
- The scary side of MLMs (that both Drayton and I agree on) that you should know before you even consider one
- Real-life examples of how I keep my antenna up for story ideas to use in promotions – and a quick "no-holds-barred" dissection of three of my most successful promotions
- How to find turnkey products to license for pennies

- A little known fact: You have to be interested in other people in order to be successful – so give, give, give, (but don't forget to sell), here's how
- Secrets to making passive income: I earn money while I sleep and you can too
- Drayton's big secret – (he laughs, but there's a lot of truth in what he's saying)
- A detailed look at the recent change I made to my email marketing that has brought my response rate up
- How I've been able to up the dialogue rate with my subscribers and why that's important

I've got an incredible amount of free time because I've built the near perfect business.

My interviews do most of my selling for me.

I outsource the work I don't enjoy.

And my products sales support me with their incredible margins.

But my biggest achievement and the main reason it all started was so my two boys could grow up with a Dad who's around.

In this rare audio interview, you'll hear the secrets I use to keep the good times rolling.

Hi I am Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years I have interviewed the world's best business and marketing minds. Along the way I have created a successful publishing business all from home from my two car garage. 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 am going to show you the skills you need to survive.

Drayton: Today I really want to talk to you Michael, because you are unique. I would think that there is nobody who sends me emails whom I read more than I read you with the exception people like Mr. King who used to do interviews on television. You must have done more interviews than

anyone I can think of and there are a number of other things that interest me that would interest anybody listening to this about what you do.

Because it's all very well to do interviews. That alone is a challenge. To find interesting people to interview, that's a second challenge. But the third challenge and perhaps the most important one to me is how do you get people to listen to the interviews. And you do it with consummate skill. How the heck do you do it?

Michael: Well, thanks for the introduction, I appreciate your introduction and I am honoured that you open and read my e-mails. I can remember the very first response that I received from you. It was an email I sent out with the headline about the pistol shrimp with incredible powers in its little claws.

I was honoured that hey Drayton Bird actually responded to one of my emails and this has been six seven years ago and since then we've had multiple email exchanges and I am honoured that you respond to my stuff. It's really an ego booster. I really appreciate it.

It all started when I, I was here in San Diego and I was living in this one bedroom apartment down in Pacific Beach in San Diego, California. I was broke! I had a \$3500.00 phone bill with long distance phone calls were expensive and I was trying to market and hustle some skin care product that I had learned about in a multi level industry and I knew I needed a product that I can control and something I can hustle on my own whether it was door to door or through the phone.

And I had gotten into the pen business, I had seen this pen that could detect counterfeit money, you take this pen, you swipe it across a US dollar bill and if the mark turned yellow, it meant it was a genuine bill and if the mark turned black, it was a counterfeit bill and I thought "If I could figure out how to make this damn thing, I could just go to anywhere and to sell these things for \$5.00, \$10.00 or \$2.000 bucks."

I ultimately figured out how to make these pens and I started selling then and then like anyone who has a business, I was in need of understanding and learning the important concepts of marketing. I had always been a student of personal development. I studied Zig Zigler in sales, Bryan Tracy "The Psychology of Closing the Sale".

I was already somewhat of a learner but I didn't have my bearings down on what marketing is and when I did research I came across Mr. Jay

Abraham and I had found something on the early days on the internet and I ended up calling his offices and I ended up buying for about \$225.00 It was a set of four videos called “My Life and Marketing.” It was Jay Abrahams whole story about marketing. And in addition I also got a video which was his concept of business optimization and when I watched that stuff, the light went on.

I knew I had found the key to what I was looking for. Keys that went beyond secrets of closing the sale. It was marketing, because marketing was everything. How to get the message out and specifically how to do it.

I had no money and I wanted to get a hold of his \$15,000.00 seminar and I ended up doing some networking. I found a guy who had gone to one of these \$15,000.00 seminars and I begged him to send me a fax of the people who attended the seminar in California and I got the names and the phone numbers of the people who paid \$15,000.00 and later \$20,000.00 to attend Jay Abrahams 4 and 5 day events.

I got on the phone and I found someone in San Diego who had all the tapes, all the books, all the manuals that they had paid \$15,000.00 for, in perfect condition and I was able to buy those for \$50.00

Drayton: Fifty Dollars?

Michael: Yes, Fifty Dollars

So I got everything for \$50.00 and I started devouring the material, and learning it, studying it, filling my mind with all these concepts of marketing.

About a year later, I was engaged and I was soon to be married and I wanted to buy a big blue barbeque grill. I was called a Kamado. It goes back to Japanese cooking where they cooked with coals in the ground. You probably have seen the Green Egg. It's a smoker and additionally it's a cooker that you cook with propane and it was a very expensive grill and it was about \$1700.

My fiancé at the time did not want me spending the money on that and I said “Well I am going to sell my Jay Abraham tapes and I am going to put them up on eBay”. At the time eBay was kicking butt. Digital cameras had just come out. I had just purchased a Sony Movica Digital Camera. It cost \$1000 camera. This was a camera you can slide a hard disc into the

camera. You could take the picture and it would transfer the digital image unto this disc. And I wanted to start selling stuff on Ebay.

So I put that set of Jay Abraham material that I paid \$50.00 up onto Ebay, my first auction and I sold it for \$1700.00 to a guy named Piero in Australia. I think he is still on my list, 15 years later, and then I just did it over and over and over again.

I ended up getting the list of all 900 people who went to the Jay Abraham seminar, and I sat on the phone calling them up, one by one, saying “I know this is a weird call but by any chance do you have the Jay Abrahams stuff sitting around?” Because most people would go to the seminar, they’d come home and they put the stuff in a box in the garage and they would never use it.

Drayton: This is so true! So essentially, you got involved in this or the beginnings of this not because you wanted to make money? The first thing you wanted to do was to learn marketing. And one other question – you were essentially a salesman. Do you think it is easy or difficult for a salesman to break into marketing?

Michael: I don’t think it is easy but if the salesman learns how to automate, his selling skill. The real key is the leverage of having these sales messages, disguised as interviews selling for me 24/7. Whether it’s selling a physical product or a digital product that you can buy on my website or selling the listener on my credibility or selling them on my friendship. It all about building that relationship and interviews can do all of that.

Drayton: I’m obviously in the marketing business and I get lots and lots of emails, most of which I ignore. I get lots and lots of emails from people who are trying to sell things or promote things, most of which I ignore because I think the art of this sort of thing, like any other art, is plagued by the majority of people who don’t have any idea what they’re doing and a small minority – a very small minority – of people who do know what they’re doing. And, to me, you stand out in that small minority.

Michael: And so, with all that Jay Abraham stuff, I started buying and reselling on Ebay and that is why I named my web site “HardToFindSeminars.com.” In its origination, it was just a one-page sales letter that talked about how I

had all these very expensive retail marketing seminars for pennies on the dollar.

Drayton: Do you have a copy of that sales letter?

Michael: I do. It's actually on the way back machine. So if you search the internet way back machine you can search websites going all the way back 15-20 years. You could see what websites looked like from their origination. So anyone could go to the way back machine, type in "Hard to Find Seminars" and find that original letter. I remember, I had no idea how to even put up a letter. I had no clue. I had hired and paid a coach to help me get that letter up and then he disappeared and then ultimately I just had to learn to do all this stuff on my own.

Drayton: You know what is really interesting, what you said and I know this is a weird question or a weird call or whatever it is. It's actually very close to a very successful headline that people keep on running in various ways which actually goes back to the 1920s when I think John Caples first used the line "...weird..". With a weird trick or something like that which still used today. That's the other thing that interests me. The thing that worked 70, 80, 90 years ago still works today. Anyhow, carry on. That was really interesting.

Michael: Selling all these Abrahams seminars. I couldn't go counterfeiting that stuff. I could only sell what I had and I soon began to realize that I was running out of people to call on and running out on my availability on used Jay Abraham material so I had to get people to the site to buy the Jay Abrahams stuff and I just learned how to record a phone call within some online software called Modem Spy where I can record a digital conversation. I was just learning about MP3 files and then I would talk marketing to people and I would ask if I could just record the call. That's how it all started.

So the whole reason the interview started, I would add them to my www.hardtofindseminars.com website to give people more of a reason to come to the site and hope and pray that they would buy my pre-owned Jay Abrahams seminar material. But when that stuff ran out, I knew I needed to have control, since I had these people coming to the site, my interview inventory was building up and I had to have something that I had of my

own to sell and I started developing and publishing my own information product

Everything was all about getting traffic to the website to either buy my Abraham material, using the interviews as the bait to get people to come to the website, offer some good free value with some good interviews and then oh by the way, I would catch their email address and name and would be able to market to these visitors and subscribers to my website.

Drayton: So what happened next?

Michael: I wanted to learn how to market my counterfeit money detector pens, and my invisible ink marking pens and my vanishing ink pens and my spot remover pens. And I kept studying marketing and I needed to build more of a library of interviews and I will say that the interviews really were to ultimately bring traffic to the site but primarily I would interview people about stuff that I was interested in and then the traffic just started building and the relationships just started building . And I didn't see anyone else out there who was as crazy enough to try and take on what I was doing because it is a lot of time and it is a lot of money and I just build up a little bit of following over the years and that's where I am today.

Drayton: Did you ever end up selling your pens?

Michael: Absolutely! The marketing I learned helped me a great deal in selling the pens. And I used that marketing information to sell them and I still have accounts that I generated that order from me consistently and the pen business is not a huge business. I put no focus and time in it. But even back then, 18 years ago, I generated accounts that I still service and generate income from today.

Drayton: How many interviews have you actually done?

Michael: I probably have not as many as you think. I have probably done three to four hundred interviews. And most of them are published but not all of them are available on my site for free.

What I have done recently, in the last four or five years, because it is very expensive, doing an interview. You have a lot involved. I know it sounds easy. We are talking on the phone together. I have my digital recorder

recording the conversation. After that, the process would be, I would send this to my editor and we would edit.

One thing about my interview that I personally believe makes them stand out from any interview in the world, is the flow and easy in listen ability of my interviews. And the reason that is, is I edit them meticulously. Most people speak very poorly and I have edited hundreds of hours of interviews where I am editing out umms and ahhs and you knows and rights and double talks and stammers, and changes of topics in these interviews.

People's language today is littered with these pauses, and these mis-thoughts and these filler words. On an average of an hour interview, depending on my guest, we may spend five hours just doing the editing on one interview. It's almost like a feature film that hits Hollywood. They have hundreds of hours of tape then it would go to the editing room for months. All that magic happens in the editing.

So when you clean up an interview and you are limiting all those words and the listener listening to the interview it just goes in easy. When you listen to interview that is littered, with umms and ahhs and ands and stammers, it's hard to listen to. People don't want to listen to it. They may push the stop button or they may hit the delete button.

My goal in producing a final interview is to produce the most pristine product I can in the editing. That's one aspect about my interviews and I think is really important.

Now over the last four or five years, I have done a lot of licensing. And because it's so expensive in the editing and then having those interviews transcribed and having a writer go through the edited interview and write a nice headline, and a good detailed description of exactly what is in the interview.

I may have \$150 to \$200 in each interview. So it is an investment. I am investing in an interview, which, like I said before, is a sales piece disguised in an interview. But because of that expense, I kind of gotten smart and I've now bought collection of interviews where I'll find a good interviewer who has a good collection of interviews with names that are pretty well-known.

And we'll talk a little bit more why it's important to get an interview with some marquee value: a good name. And I'll pay \$25 bucks for the rights. They are not even exclusive rights for a collection of interviews and if there are interesting topics relating to marketing and it fits my market the I'll buy those rights and do additional editing and I'll rewrite the description. I do have my voice on there because I will usually read the interviews that I have purchased the licensing rights.

I purchase some writings and interviews from a from a very good interviewer name Kris Costello. She has interviewed some of the best health experts here in the United States. And at the beginning of the interview she says "Hi this is Kris Costello interviewing for Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

She almost sounds like one of the roving reporters of CNN. You know, CNN runs a news story, and you have a reporter reporting for CNN off location. So they seem like my interviews, but I have licensed them, and I just improved them and make them better.

But in the interviews I have done probably 300 or 400, I've got another 100, to 150 or 200 licensed interviews. Some are given away for free; some are used for content and product creation. Essentially those are the two main reasons. I either sell them or use them and give them away for free

Drayton: So the for which types of interview, which one gets the biggest response?

Michael: Well, That's a good question. I'll tell you. One of the best interviews that I done that biggest response, of course was the interview we did. If any of the listeners just go to Google and type in these three keywords "Drayton Bird interview". It should come up #1. It's a very popular interview and I think it's because we did 10 of your most intriguing stories from your career. And I just got to sit there and listen to you recount all the most amazing stories about your marketing and advertising days. That's what people love. They don't want to be taught to. They want to hear interesting stories.

Drayton, you are known in the copy writing circles so my copy interviews were very popular. Copy writers like Gary Albert, John Carlton, Ben Settle and Ted Nicholas, Brian Keith Voiles, Bob Bly.

But if I put an interview up, it's not just going to become popular. It depends how I promote it and you know that I promote my interviews through my emails. One interview I just sent out last week. The title was called "The Boy Who Shaved His Brain".

Drayton: I know! I saw that!

Michael: Let me tell you the story. When I typed that, I meant to put "The Boy Who Shaved His Brain." And it was actually a typo which I caught before I sent it out and I said "You what - this sounds pretty interesting!" I am going to leave it in", because I now make people respond to me, personally, if they want the link to the interview. On the fly I can gauge the response on headline in an email. That one email got a huge response. It was all about high intensity brain training with a gentleman I had met three years ago named Michael J. Lavery.

Drayton: Things you do very well and things that not only inspire a story and that is why I like yours. Nearly every one of your emails has a story. And the other thing is - something which is actually you must have a physical response when you read that line. It may make you feel a little bit uncomfortable

Michael: I want that person to feel a little uncomfortable. I remember when I got an email from Gary Halbert. Gary Halbert was on a list of mine from a site called hardtofindads.com and I put an email out about Jay Abraham and I remember email coming from nosevgary@aol.com and he said in the email and I will never forget it he said "Jay Abraham does have a creative bone in his body."

Drayton: I tend to agree with him.

Michael: He, in my eyes, was a marketing idol and a marketing god. I was nervous to respond him. But once you get someone who may be as nervous to respond to one of my emails even if all they have to do was type in the subject line and then send interview. I start that relationship right there.

Everyone's list has mostly voyeurs, people who look at the stuff but never have to do anything to respond.

Now I want to step up my list's game. I want them to physically respond and when they do. They will be pleasantly surprised that I will personally reply back to them and I will make it personal. I want to build more of a personal relationship through this great medium of email. But they have to step up and respond and when they do that I have the opportunity to start building that relationship

Drayton: Very interesting because I belong to a lot of forums and this, that and the other and I get into a lot of arguments. There's lot of talk now about content marketing. Which always makes me laugh? Because as far as I am aware, all marketing had content, and of course, somebody started an institute. Because the first thing people do when something becomes fashionable is to start an institute, to make themselves sound respectable. And apparently, according to The Content Marketing Institute. Content Marketing is the content, is stuff that you send out to people that is helpful but you don't ask them to reply.

As far as I am concerned that is like going from here to New York. Fly to New York and stay at JFK and not going into the city. You are missing out on the most important part which is to get people to respond. It was John Casey who said 40, 50, 60 years ago when people read their copy, they want to know what to do. Tell them.

Michael: What I am doing may be totally wrong. But I have chosen to give this a try. If a can have more concentrated responsive list, I mean, I know who the serious subscribers are, and it those people who respond. But it may take 4, 5, 6 interviews to get that person who has never responded to get them to respond. And once he responds, he stepped over the line and he says "OK. Now it's ok for us to maybe have a correspondence. At least I get the ball rolling in that manner.

Drayton: Very, very interesting because it's exactly what I think. If I am trying to build a relationship, the relationship starts - if you are having a conversation with somebody and you say something to somebody and they don't reply, that is not a conversation. You cannot have a relationship if you're just talking at somebody. You have to get them to reply. Then you have to get them to (please God) to commit to something,

however small. And then you have to get them to buy something, however little.

I am constantly shocked about how stupid I am. I know, it took me quite some time, and you are quite right. Most people are just sitting not really interested. They are passive! You want the people who are prepared, to do something.

Michael: This where the interview do a lot of heavy lifting so if you get them to respond and they say hey I would like to listen an interview and if you send them that interview they actually had to create some energy getting the interview. They are going to be more apt to listen to that interview. The interview does the heavy lifting because now they will have listening to you for 30-45 minutes to an hour. You've got them captive. You are able to sell them through an automated tool. You do the interview once and that automated tool is doing the selling for you without your personal time. The only personal time you did was reply back and send them the link to the interview that they asked for. So the interviews are your little salesmen. They are Michael Senoff duplicated thousands of times. Any time, 24/7 anywhere in the world, as long as they can understand the language. That's where the real leverage comes in with these interviews.

Drayton: Can you tell me what surprise you most about the whole process?

Michael: What surprises me most, is when I get emails from people who tell me they listen to everything on my site. It surprises me that how consumable audio interviews are.

With technology today, the iPhones, and the galaxies and smart phones, it is easier than ever to deliver an audio interview. There are 40%-50% of people who open their email on their smart phone.

Another surprising thing is when I do the interviews. If you are willing to ask the question and shut up you would be amazed at what people are willing to share with you. They will share all their secrets with you because you may have an expert on a subject who is just passionate. He spent his whole entire life doing that one thing. And his wife won't even listen to him. His friends won't listen to him. But when you schedule an interview and you are willing to ask those questions and be willing to ask those

questions and be willing to listen. He will tell you everything you want to know.

Another thing that surprises me is the stories I get from people. I had one gentleman named Robert Smith who I interviewed 10 years ago. He was a PR expert and he sent me a short email and he said, "Mike I want to let you know that I just signed my first million dollar client in the PR business. It wouldn't have been possible without your interviews." I know the interviews change lives.

You can bet that when I got that email. What do you think I did? The first thing I did when I got that email, I emailed back and said "Robert, that's incredible Can I get an interview?"

So he gave me a beautiful interview on how he did it from being on welfare all the way up to his first million dollar client. I got it all out of him. It's an incredible interview that I have up on my site. I am always surprised at how much people are willing to share

Drayton: Well you've obviously got very helpful business idea from doing these reviews. What do you think is the most useful business idea?

Michael: When I did the interviews, I am really doing them for me. I want to interview someone that I can learn stuff from, personally. I'd rather do that than interview someone on a subject I have no interest in.

All the interviews have something to teach. All of them have failures. All of them have success stories. I hired an actor to play the part of Eugen Schwartz and that interview was phenomenally interesting.

Drayton: This is the recreation of the speech he made at Rodale, which I have got a copy of which I actually share in my seminars too.

Michael: That's correct. My interviews that I have done with my Brain Training coach, Michael Lavery. High Intensity Brain Training is fascinating to me.

The interview I did with Tom Hopkins is like a classic. Walt Disney, they have Disney classics and Disney will keep some of their classic movies in the vault and as the kids get older every 3 or 4 years, they'll pull them back out. This is how I kind of look at some of my products and some of

my interviews. Some of these interviews are timeless and they are classic, especially the one with Tom Hopkins on selling.

Cold calling is a very popular thing and that's one thing I needed to get good in so interviewed multiple cold calling experts. That was fascinating.

I even had an interview with Brian Tracy, Robert Kiyosaki, and Bill Bartman, who became a billionaire. That was kind interesting to see how a guy earned a billion dollars through his business.

The stuff on sales scripting which I wanted to get down. The copywriting interviews along with David Garfinkle which was excellent.

Drayton: He is very funny man.

Michael: I interviewed Vic Conant, the son of the founder of Nightingale-Conant. He even shared with me, on that interview, his very top selling categories of all of his marketing. He told me the number one seller, at that time when I interviewed him was, a product called "How to Get Out of Debt" by John Cummuta. "How to get out of Debt" was the top selling tape series on the entire library of 100s of topics.

Drayton: When someone tells you that, you say "Of course!"

Michael: I mean, he is sharing a piece of real valuable intelligence. He is sharing intelligence in his multimillion dollar company of what his number one selling product is. Anyone with some marketing sense may want to create a "Get Out of Debt" product because its telling them there is demand in the marketplace. People will pay for information on "How to Get Out of Debt. There is a huge demand and huge market!

I have so many topics on the site from Marketing Consulting to how to my expert on how buy a business, Art Hamel, Jack Canfield. Incidentally, if someone was going to get into doing interviews you want to go after big names. Drayton Bird is a pretty big name in the copywriting and advertising and marketing circles.

And that name of anyone who has some success within their expertise is going to really help drive the listeners to copy our interviews.

Really, it's not about me at all. Really, it's the name of the expert. The marquee value. I did a lot of interviews in the beginning with people who had no names which was interesting because I didn't have the confidence to go after the larger names.

But if anyone was going to start doing interviews, I would tell them the most important thing is go after a big player go after a good name because that credibility and that name is going to drive the listenership of your interviews. And that drives the internship of the interviews is going to drive your subscribers rates and the whole idea, remember we talked about is getting the subscriber so you can build that relationship with him and so ultimately be able to sell them valuable products so you can earn an income.

I mean, after all I am operating a business here. This is what I do full time. It's not a part-time endeavour. I have to make it money to provide for my family.

Drayton: What is the chief problems you have when doing interviews?

Michael: I will tell you Drayton, it's almost a perfect business. I don't have any employees. I have virtual team. I'm an incorporated business and I'm the only employee. I am the President, Vice President, Treasurer, the Secretary. So that is wonderful. Not having to work with employees physically within the business. But I do have a team.

At first the problem was the shear time it took doing the editing. I was doing so much editing that I was developing wrists pain from clicking the mouse button so much

Editing out all the crap words! The "umms" and the "ahhs" in the interviews, to clean them up.

I have an incredible amount of free time to do anything, I want.

I don't have to screw around with employees because now I have a virtual team. Once the interview is done, upload it. I send my wonderful Editor and Executive Assistant, Diane, to do all the editing. She gets it up on the site. She'll send me a cleaned up version. Usually I'll go through it a

second time. I have my writer writing the description. I automate all the bull out.

And I will tell people and I will tell you. Anything you don't want to do. Invest the money in outsourcing. Because there are a lot of talented people who could do anything that you don't want to do. So I find, farm out all the stuff that I don't want to do and focus most of my time creating emails that generate interest in getting subscribers

I could spend all year doing additional interviews. But I have so many interviews I haven't even shared with my list. I think I have finally gotten smarter over the last year. It is to focus more on the marketing and just improving my website and building products that I can sell to my list.

My lifestyle is pretty relaxing and I joke with one of my best friends here. He tells me that my in laws think I am the biggest bum ever, and my wife is the big bread earner of the family because I have been ,married for 15 years and my wife's parents still have no clue what I do.

Drayton: Where do you get your ideas for your emails which really are unique?

Michael: I get my ideas from my kids. I get them from TV shows. I get them from my wife bitching at me. I get them from maybe getting a speeding ticket on the road. I get them from, one Thanksgiving my sister brought her dog to Thanksgiving dinner and how it caused a lot of problems because she couldn't bring the dog in the house and she sat outside. She was isolated from everyone else and it was a big pain in butt and I talked about that.

I get an idea from when my mother in-law was yelling at me when we were having salmon one night and I took the fatty part of the fish, from the tail rather than the meaty part, from the front.

I get the idea from when we passed a blue swing on the side of the road. And my wife wanted it and I didn't want to get it and I finally went back with the car and I couldn't fit it in the car. I tied it into a marketing lesson.

I get it from when I had to paint all my wife's furniture from South Africa brown and how we used it in the kid's room. I get it from when my goldfish died or from when I bought our first gecko for my son, or when the neighbourhood kid ran over my son's foot at the park.

It comes from your day to day stuff.

Drayton: But every single person listening to this is saying one thing to themselves. They're saying, "How the hell do you get from, your kid breaking his arm or foot being run over or the dog being outside. How do you get from to that to your interviews?"

Michael: How do I link up a story to a sales pitch?

You build a bridge from your story and then you tie it in to some subject of the interview. Here's an example. I'm currently conducting a promotion for a product called USP Magic and my antennae are always up looking for story ideas. This promotion ends on Monday. I wrote an email that went out today and I'll tell you specifically how I generated the story idea. And this will illustrate how linked it.

I've been taking a walk around the neighbourhood after dinner with my sons, Alan and Joe. Last night we finished dinner and Alan says, "Dad, do you want to go for a walk?" and I said, "Sure." It gives us a chance to talk, tell some jokes, sing some songs. So he grabs a stick that was leaning against a wall, we had found it at the park the day before, it was a branch and we used it as a walking stick, and then I wanted a walking stick too. So, I grabbed the ski pole that I found from a garage sale and as I'm telling you, this is exactly how I'm writing it as well. So we get to the park and there's a grassy area, I had to tie my shoe and I jam the ski pole, it's got a little point in it, into the grass. I didn't want to lay it down, so it stood straight up, and you know, we were kind of joking with each other because he took my branch, my walking stick, and I got this ski pole and I go, "My stick does that."

My radar in writing emails everyday always has to be up. So, hmm, I think on that and go, "I think I'm going to use this story as one of my emails for my USP promotion." All I had at that point was that part of the story. When he took his walking stick and tried to jam it into the grass, it broke. I knew I was going to open up that email with that story and I started writing it. So how do I make the connection from that story? I looked up the brand of the ski pole, it was called Scott. And then every product that you have has a story and I went to the Scott website and I started reading about how it started in the 1950s and Ed Scott was an avid skier and he was an

engineer and he ended up revolutionizing the ski pole industry, he became the leader in ski pole manufacturing. He opened up one the most sophisticated ski pole manufacturing plants in Italy. And it's all up on their website, they have a chronological history and then it went on to tell how they created the lightest ski boot in the industry. Then they got into biking and created the lightest carbon racing bike frame and the lightest road bike in the industry. And it became apparent that this company's USP was lightness. When materials are light you go faster, when you go faster you win races. And athletes who are competing want to go faster because they want to win races.

So, I tied the physical object from the ski pole that I knew nothing about by learning its story and then in the story I related it to USP, it was lightness. And I closed it out where I began when I looked at Alan's broken stick from the park and I looked at my ski pole I knew the difference. And then I tied it into my promotion. What makes you different? How are you unique? And then I pitch my USP product.

Drayton: Now you see that is what I am looking for. And then you said something interesting that I can really relate you said, "My antenna is always up." That's the same with me. That's one thing we have in common. I never, ever stop looking; I just got this automatic thing in me that stops things. I don't actually email everyday.

Michael: I'm not emailing every single day, I try and get at least four or five emails out per week because I'm responding individually, it does take up a lot of time. I was preparing to put together the USP Magic product over the last couple days. So, I've laid off on interviews for the last three days because I had to get this done. And now I'm in a promotional mode, promoting this USP Magic product. So I won't be doing story interviews, I'm just going to be doing stories related to unique selling propositions until Monday. But after Monday I'll get back to my regular emails whether it's sharing an interview that I've shared in the past or a new interview that I'm ready to publish for the first time. It could be different everyday. It's just whatever I decide.

Drayton: I think that lots of people are extraordinarily surprised to hear that anyone would be emailing practically everyday. Particularly the corporate people will argue about frequency, they think once a week is quite a stretch, and they're always worried about people unsubscribing or not opening or not getting through or whatever. What do you feel about that?

Michael: I think that they are leaving all the money on the table because of those fears. I think emailing every day has dramatically increased my financial gain; it's increased the magnification of my relationships with my readers, it's increased opportunities that have nothing to do with the interview. See when you email every day, there's always some people on your list you're reminding them of something and they may say, "Hey Mike, I just listened to that interview on joint ventures. What do you think about this?" Now that gives me an opportunity to respond to them and make them a special offer on my JV Magic product. You want the communications coming back and forth as much as possible. Any kind of dialogue you can, whether it's a simple question. It's increased my consulting services. You want that day to day email because you never know what that response is going to lead to. And your goal is to get as many responses as possible, back and forth, personal one on one email. You want to open up as many doors as possible. For these corporations, emailing once a month because they're worried about their people unsubscribing, that's ridiculous. You want to get those losers off your list as fast as possible and that's a sure way to do it. Start emailing everyday and your entire deadwood will come off your list and you will be left with your most responsive subscribers. Those are the people you want on your list, and are responding anyway.

Drayton: I live in a part of Bristol called Clifton, which is very nice. There are particular parts of it, Clifton Village, which is extremely nice, very fashionable and smart. And as you can expect in Clifton Village there are lots of places that sell coffee and two weeks ago I went there with my partner, Marta, and we decided to go to a fish and chip shop which is off of it a wine shop. And I see a guy in there and I looked at the wine shop and above the sign it says, "This is one of the very few establishments in Clifton which does not sell coffee," that made me smile. And I took a photograph of it and I think that this very, very strong belief that the normal process of argument, that is used today by people selling things is highly predictable. I think you shortcut all of this, you cut through it, you eliminate all of this if you say one thing which engages an emotion like a smile, I always refer to it broadly as charm. I think charm disarms resistance.

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Michael: Now you said something that sparked an idea. We were talking about Larry King, and I did email you about the story when I met Larry King. It all has to do with the Original Brooklyn Water Bagel Company and these

bagels really are incredible and I was in L.A. visiting my sister and we knew that this was the store Larry King had part ownership with and he always sat there and when we walked in we were wondering, 'Are we going to see Larry King sitting in his little booth?' and sure enough there he was, and my wife told me to go up and introduce myself and I was chicken, I didn't want to bother him but I wanted to do it for my kids because my kids know that I do interviews and they also knew that Larry King was like the king of interviews. And so he walked out the door and I almost missed out, and I ran after him and I said, "Hey Larry! Hey, Larry!" and he turns around and luckily he sees the kids and I said, "The kids want to get your autograph." And he was nice enough to give them an autograph and he chatted with us for a little bit and he allowed me to take the picture. I shared the picture with you and my two kids, and then I tied it in to the USP.

It's the water, they've been able to create and duplicate scientifically the same water found in Brooklyn, New York that makes all the New York pizza and breads so delicious. When I'm writing emails, your stories don't always have to be always one-hundred percent true, you can use your creativity and you can meld the story to what you're trying to sell. So, when I said in this email, "Larry turned to me and he was shaking his pen in my face after I told him, 'why are your bagels so good' and he goes, "Kid, it's the water." And then I go into the water is the USP for this Brooklyn bagel company which it is.

So again, every place, every restaurant, every establishment has a story of how it began and if it's popular, they're doing some special things. So, it's not going to be hard to find something special that makes them unique from every other place out. So that's how you do it.

Drayton: One of the secrets is unselfishness and what I mean by that is if you look at the kinds things people do write about on Facebook or you look at the pictures they put up, a very high percentage of them are not very interesting. They are totally focused around themselves and I think you've got to have the kind of mind which is unselfish to the point where you're going to be interested in other people and what will interest other people. That's why lots of communications don't get there, don't get listened to, don't get watched because it's just the person talking about themselves. It's like the boring man in the bar who sits next to you and starts talking about themselves. One has to be genuinely interested in other people.

One has to be genuinely interested in other people if one wishes to be really successful in our kind of business.

Michael: You do, you have to give and give and give. “You’ve got to give until it hurts.” But you don’t want to give everything away. You also have to have the guts to sell. You’ve got to let your subscribers know you’re in business to generate an income, you can be nice and give away a lot of good stuff, but when it’s time to sell you got to hustle, you got to have the courage to sell and be persistent. That’s what I do.

Drayton: You rather implied that for quite a long time you tend to communicate and you haven’t really tried to make people reply. You said that, “I’ve changed; you make people reply now if they want the link to an interview?”

Michael: That is correct. For all these years when I would send emails out and I would send the link to the interview. I would still have people who would reply because they would get the interview, but I now want to try to force more replies. I want to make people do a little bit more, make it a little harder, take it away from them a little bit and I’m testing this right now. It’s interesting because I’ve only done two days of this new promotion and I have thirty-five different products that I’ve promoted over the last five years for \$20 and some of them I’ve done multiple promotions for. And I’ve done about fifty-six promotions over the last five years where I created a good valuable product and I sell it for \$20. And I have all the stats on all fifty-six of my promotions: how many sales we got on each promotion, how many sales per day, how many emails went out, the average dollar made per email per day. I can get a good idea on what the final result of the promotion is just after the first email. And this is the first promotion I’ve done since I’ve made people reply and it’s extraordinarily high and I can’t be certain that it’s because over the last three months I’ve made people work a little bit harder to hear my interviews or because I haven’t included my links in my emails, it could be that but it could also be the subject matter of USP - Unique Selling Proposition, that many people desire to learn more about that or they understand it’s a more popular subject than some of the other things that I’ve promoted. But in the back of my head I’m thinking, could it be this abnormally high amount of sales on this specific \$20 promotion on USP could have anything to do with me reducing the accessibility to my interviews over the last three months?

Drayton: That’s the trouble with this damn business, you can measure everything but nine times out of ten there’s more than one factor involved and you

never quite know what made the difference. I've found it very frustrating. Now I'm just thinking as long as I'm making a decent living, what the hell?

Michael: Exactly. You don't have to make millions of dollars to be happy in this business. My goal in this business has always been to be able to have personal freedom, personal time to do what I want, to be here and be around for my kids where I'm not working some job always away from the kids. My greatest achievement is probably been that the last fourteen years, my oldest son is fourteen, and I've been working but I've been working at home. So I can say, "Look my kids grew up with a dad who's been around," and a lot of people can't say that. That's a big thing and if this information product publishing business, using email to promote digital products, which is an incredible business, I can't think of any business better than what I'm doing right now. From the creative aspect to the money that you can make, from the time freedom you gain. I encourage any of the listeners to investigate selling digital information products. It's an incredible, fascinating business, and fun.

Drayton: Don't you think there's a large number of people who are going into the business and are not really equipped for it? They just don't know enough. I'm always astounded by the number of people that are trying to be coaches, for instance, without ever having succeeded at anything, I find this rather bizarre. What do you think?

Michael: I agree. You know it's like in most professions, you know, it's the eighty-twenty rule, or maybe the ninety-ten rule. Most people suck at what they do, there's only a few who are pretty good. The ten percent who really know what they're doing, who are at the top of the game, it's a combination of genetics, it's a combination of desire and smarts and study and hard work and being willing to fail. It's a lot of factors that go into someone becoming successful.

Drayton: I always think the greatest secret is desperation.

Michael: Desperation certainly helps. When someone's back is against the wall, you'd be surprised as to what they can do.

Drayton: I had a guy who wrote to me yesterday from Australia and he said, "Oh, I've got lots of these ideas," he said. And he could not make anything work. "I'll tell you something the biggest single difference between the people who succeed and the people who fail sit around talking about it. I gave the example of the reason I'm in Bristol was my partner was offered

a job here, but we came together when she was working with me, about nine years ago, and on the same day we had two meetings. One meeting was with a very large corporation, General Electric actually, GE Capital. The other was with a much smaller organization called Hargreaves Lansdown which deals with pensions. We saw the people at GE and nothing much happened, they kept on having meetings and they never actually did anything with what we'd done for them, but the guy at Hargreaves Lansdown was very interested and we started working for him and six months later they were our biggest client and today one of the founders, he just retired, he just sold fifteen percent of his shares for two-hundred million pounds, which is \$300,000,000. The other partner is worth two billion pounds or \$3,000,000,000. They've got a total sale for seven hundred, I worked it out they're worth ten times as much as Mick Jagger, someone people could relate to.

And what's the difference between them and these other people who sit around having meetings? They get on with it and they do what they want to do, it's very funny that when, eventually, my partner was hired by the guy who hired her. He told me afterwards that the very first time that he met her, that day when they went into his offices, half a mile away from here, he wanted to hire her. And he kept on thinking, I'm going to hire her, I'm going to hire her. She ran back actually, to get the testimonial because she got an interview at my old agency, Ogilvy One. And I said, "Where was the testimonial?" and she said, "Well I've got this interview and if Drayton gives you the testimonial they'll know that I work with him and they won't be this impressed but you could give me one." So this guy said, and this guy himself is actually worth quite a few million, he said, "Come and work for us," instantly. He said, "Come and work for us, I will have an offer for you by ten o'clock tomorrow morning," and this was at five o'clock at night, and by ten o'clock the next morning he'd spoken to the chairman and made the offer, and so we had to move to Bristol.

Michael: Wow.

Drayton: He knew what he wanted. You could see their most valuable commodity in the world, apart from a good idea, is the right people.

Michael: You're right, the right person for the job you need is invaluable. I originally found a lot of my workers using Elance and I would post the job and when you have someone who does a good job for you there's no reason to get rid of them. And Diane, my assistant, I've had her for over ten years, the

girl who writes a lot of my descriptions for my interviews, I've been working with her for eight years. Once you find someone good there's no reason to let them go. And if you can build that right team, it's easy.

Drayton: And also, these jobs that other people think are simple, boring jobs, they require something which is incredibly valuable and it's called reliability. I've got a guy who works for me called Anthony and he does all the IT stuff for me. He is great. He usually replies within ten minutes. And I've got other people like that. I agree with you and I don't understand technology at all and I'm excited at the discovery to have found someone.

Michael: It's not that hard, you should to learn a little bit of it. I know enough to know what's going on. I think it is important if someone does have an online business to know how to do a website. First of all, the technology is surprisingly interesting but most people think they can't do it, if they just take a little time to learn it. I think it's important that if you're running an online business to have some idea what's going on. It's a good investment because once you know how to do it, you don't have to rely on Anthony, and you can go in there and create a blog post and do an email...

Drayton: I do the blog post myself; I only call him when I've got a problem. But I always write my own emails, there's times when I find it quicker, for instance, sometimes if I want to embed a picture in my blog or something like that and it's coming from somewhere else, it's quicker for me to go to Anthony than to do it myself. I prefer to think about all of the other things I'm trying to think about. What I should be thinking about is retirement, but I have no intention of retiring. What I was going to say, what other subjects do we have to cover?

Michael: We were talking about the frequency in which people mail. I had said that most people are not mailing near enough and that they're leaving all the money on the table. And I was just basing that on my experience. In sales, there's a saying, "The yes comes after the seventh no." I've found that to be specifically true in my little promotions that I've been doing for the last five years.

Imagine having a relationship with a girlfriend or a wife where you only talk to them once a month, that's not going to work, and we talked about this. This is all about building a relationship with the real person on the other end of that screen, I know it's a computer and it's a digital email but there really is a real person sitting there on the other side of the screen

receiving your message. And one email per month, you're going to be out of sight, out of mind. You're not going to have a real good chance of building a relationship.

I mentioned, I've sold a lot of stuff, I've mentioned I've published over thirty-five different products, and I've done these promotions for the last five years. I'll do a promotion that can last anywhere from three to six days and I will tell you this, looking at the numbers without fail, the first couple days of the promotions is usually one email a day but the last day of the promotion it could be up to five different emails. And we use a countdown sequence and we sell the fear of loss, so we may have eighteen hours before this promotion runs out, seven hours left, five hours left, and I use different headlines to get the message across that you're going to lose out if you don't hustle. And without fail that last day of the promotion and in some instances the last couple hours of the promotion will out produce more sales than the entire previous days of the entire promotion.

Drayton: Oh, really?

Michael: And so there's a lesson in that. The fear of loss is greater than the desire from gain. People are normally procrastinators and they don't want to miss out and if you remind them that they're going to miss out if they don't hustle up, that's when I find most of the sales come in. And I remember when I interviewed Jay Conrad Levinson, one of my very first interviews, years ago. He used to talk about the commitment to an advertising promotion, to make a decision and to commit. And I never really understood what that meant, but there's been many times when I do the promotion and they'll be only a few sales from that first email, and I say to myself, "Uhh, this is not going good. It's just not going good." But I persist and I stick with it and I end up doing the promotion and by the end without fail it always ends up being a successful promotion and those numbers always hold true in the last couple hours of the last day of the emails. So people who fear that their promotion is going to fail even after the first email, email more and commit to the promotion and stick to it and in many cases you'll see the results that you're hoping for. So I understood what he meant about committing to an advertising promotion, you got to just stick with it.

Drayton: I think I'm not as systematic as you are. Some of my promotions have done exactly what you said; I've done the five hours to go, four hours to go. Three, four, or five emails in the last day and they have worked and

I'm an idiot because I haven't always done it and also, how many people have worked with me saying, "Oh no, you can't do that," but I agree with you.

One of the things I do actually, I do a thing every year in London which lasts for three days, and I start promoting for it, this year it's in October, so I start promoting this year's at the end of last year's promotion which was in the middle of October last year. I offered a good discount for people who would book in advance, and I've only got forty seats to fill and I've already sold twenty of them because I've been promoting something else, you know, I'm always promoting a couple of things. I'm always promoting something, actually at the time I'm usually promoting seminar. So for two or three days I'll be promoting one thing and the other two or three days I'll be promoting another product. I have set to lose as much I have to gain and then it wasn't until sometime later that that wasn't true, fear of loss is a greater incentive than the hope of gain. That was one of the big discoveries for me.

Michael: I believe that's true.

Drayton: It's surprising isn't it? You think it would be more important. You'd think, you know, they have to want something in order to have value in it. So, surely making the loss of it more important.

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Michael: They do want something. They want to not lose it. That's what they want.

Drayton: Yeah. I always laugh when you say, "I run my business from my garage," and I wonder is it true? Is it true?

Michael: It absolutely is true, I'm sitting in my home and I'm sitting in my garage. But my garage, it has a garage door, but the room has been converted. So there are walls in the room and there's a door and there's air conditioning and there's lights and a comfortable chair. So it's a modern garage, but I really am in my two car garage. There's carpet on the floor. I haven't always worked out of this garage There have been times over the years where it was just too much to do interviews at home when the kids were younger, and I've had an office outside of my home. In one stretch it was about three years and then another time about another year and a half. I'm currently working from home now. So I don't have any kind of outside

office. But yeah I'm in my garage right now, I've got my desk, I've got my computer. So I do run my business right out of my garage, absolutely true.

Drayton: What's interesting is, some people say to me, "Oh, I lack the self discipline to be able to work at home; I would be busy trying to do something else." That's never troubled me. I don't know if it has something to do with the way peoples' minds work?

Michael: It's never troubled me because I've always been somewhat of a serial entrepreneur. I think there's a certain person who can't do it, not everyone can do what we do and it does take discipline. And I've heard that same response, some people just don't have the discipline but they don't know what to do, they don't know how to be an entrepreneur or what to sell. Maybe if they knew what they were going to do and their back was against the wall and if you don't do what you need to do your mortgage isn't going to get paid, maybe they would do it. I do have a choice, I can go get a job, but doing this is a much better decision than getting a job.

Drayton: If somebody came to you and said, "I want to set up on my own." What advice would you give them?

Michael: To sell something, there's no other business in the world that can generate you more income than selling something, I would tell them also, to sell something that they control. You asked me what I thought about multi-level marketing and when I did that, it was great. But the thing is, you are only making a tiny percentage of what you sold and you had absolutely no control if the company was going to be around a year later. So all that effort and energy you put into building an organization under you was just taken away from you. And the same thing with someone who has a job, who works for a company, and they work them to death and they generated tens of millions of dollars in corporate sales for this company and then they get canned the next year. All of that's gone, they could be putting that same amount of energy into a product that they own and control and that no one can take away from them. So controlling your own product, selling something, and selling something with huge margins. And digital information publishing has the highest margins of any product I can think of, you do the work once and you get paid ongoing.

Those are three things I would tell people to do: sell something, sell something you control, and sell something with huge margins in digital information products, in my opinion is the best business in the world.

Drayton: What if you're not familiar with digital information products? For the guy working with these people, what should he do?

Michael: You certainly don't have to sell digital information products, you can sell physical products with lower margins, you're just not going to make as much and you're going to work harder. If you want to sell something with huge margins and work less and you don't know about digital information products I would tell you to learn as much as you can about it. And I have a product; incidentally, that I've developed called Audio Marketing Secrets.

Most of my product line I am not the expert, I'm usually just the guy introducing you to the expert. For example, I introduce you and promote and sell you on Jim Camp, the world's number one negotiator or Art Hamel, the expert who's bought over \$250,000,000 businesses. Or I promote Claude Hopkins as the expert or Rand Brenner, as the licensing expert or Ben Settle as the email expert or Michael Lavery as the high intensity brain training expert.

But there's one product I have positioned myself as the expert, and it's called Audio Interview Secrets and it really is everything I know about how to create and do audio interviews, how to take those interviews and create digital information products and how to sell them for high margins. So if someone did want to learn about how I do what I do, every aspect of it, I would tell them to go to Google, type in these three words: audio, interview secrets or audio, marketing secrets on Google, it'll come up number one and you'll have an introduction to a product, where I've positioned myself as the expert on how to do it.

Drayton: Very good and it all goes back to the International Correspondence School in the 1900s, we're just training people to do things and that's all you're doing, just on a different medium with huge margins. And I always think the big money is to be made where there is a mismatch between the cost of creating something and its perceived value. In the old days, one of the most successful things I ever did was sell a course on Investing that costs an awful lot of money, but it didn't cost very much money to produce. I think it cost five pounds to produce. But I think it sold for one-hundred and twenty pounds, with huge margins.

Michael: There may be people listening saying, "There's no way I'm ever going to take the time to do all of the interviews, to do all of the editing, and to create my own information product. I just don't have it in me." And there's

an answer to that and the answer is licensing. You can license complete products that are already done, that have been proven in the marketplace. Just go back fifteen years and think about all the promotions you've seen online on marketing and advertising related products. What ninety-nine percent of these publishers do is they promote it once with very little marketing effort; they get the money and guess what they do with the product? They shelve it and it's sitting in a folder on someone's hard drive, the sales letter that they've paid a copywriter between five and ten maybe twenty thousand dollars to write is sitting there just waiting to be brought out into the market again. So one could go and find experts within an industry contact them either by phone or email and say, "Hey, what do you have sitting on your computer that you promoted five or ten years ago that was really successful?" And you can license the rights to that product and then you can enhance it, and do a couple interviews that bring it relevant today if it needs to be relevant. You can change the headline, you can dress it up and you can republish that product.

I told you I've got thirty-five different products, each one of those are like Disney classics sitting on my hard drive. I have a lot of people who come on to my list and I have a lot of people who come off of my list. So I have a new crop of students on my list as time goes by and I can relaunch that product and duplicate that success over and over and over again. You can use these promotions and these products as annuities whenever you need to create some new income for yourself, you just bring one out of the vault and you duplicate the promotion. You've got all the emails there; everything will work exactly the same to a new market on your list.

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Drayton: There's a wonderful circularity about what you just said because when we started talking we talked about how to get involved and how you get involved is by taking something that somebody has sold for an immense amount of money, I think you said people were paying as much as \$20,000, and you realize and I think this is a great stroke of genius in the sense that everybody knows if they think about it, but people don't think about it. And what your great insight was that, oh these people sitting there with this prize product on the shelf that they've probably never even looked at it and I know this is true. People buy the stuff and they just put it away and they don't look at it and the difference between success and failure is, to me this is what's really interesting, is it's not the question of

whether you have a good product or service. The question is, are you selling it?

And I live in quite a nice area where about twenty restaurants within five minutes walk of here and I was writing about this the other day, and pointing out that not one of them does any marketing, not one. They are all at the mercy of trend, fashion, convenience, they happen to be whatever. The only one that had any, what I would call real marketing, had it almost by accident because it's a restaurant from called River Crossers Canteen and the guy who started this chain is on television a lot. He's got public relations; he's got the best thing you can ever have, to be seen on television and publicity. None of the others did anything. I don't care what business you're in, what field you're in, you will look around that field and you will see that most of the people in that field are not doing any proper marketing and as you were saying you can take something that's there, and something that has been forgotten and shelved and you can transform it.

An annuity, that's a very, very good way of describing it. If I really want to close down my business today I don't have to work, I've got a couple of things that just pay, they pay money month in and month out, it's all stuff I've learned over the years. I couldn't agree with you more about that Michael. Really, really clever.

Michael: Most people don't market also because they don't know what they stand for. All these restaurants, they're commodities, none of these owners have taken the time to really discover what makes them different, what makes them unique because they've never done that the only thing they can compete on is what everyone else competes on and that's price.

And so, it's so important this USP Magic product that I'm putting out shows people how to develop their own USP, how to find their uniqueness, how to establish their differentiation from the marketplace. And if you can get that first then you have something to say in your advertising, you have something to say in a postcard or a handwritten letter or on your TV commercial or on the sign when you walk into the business or on the on-hold phone recording when someone calls to order or the waitress has something to say when they take the order from the patrons who visit the restaurant. You've got to know what makes you different and what makes you stand apart and then you can start doing your marketing. I think this USP is very important for all business and it's

not just for a product or service, it's for people. What makes a person unique?

Diane, my assistant she was helping me do the final editing on the product and she had a thought and she wanted to share it with me. And she told me what makes her unique in a commodity world of a virtual assistant is she doesn't charge me for learning.

Drayton: How do you get people onto your list?

Michael: That's a good question, how do I get people on my list? First of all, I've been very fortunate; I've been online for almost eighteen years. I do have, finally, a great internet presence so when I mention, "Go to Google and type in Drayton Bird Interview," I will come up number one, my blog will come up first then my website will come up and then your two videos come under me. So, I have established, over the years and over the time, some good search engine optimization. It's grown organically over time, that's number one. I have about a thousand to fifteen-hundred unique visitors come to my site a day and my hook is all my free content.

Like I said when I started selling those Jay Abraham tapes, I needed something to get people to come to the site, just like an anchor store in a mall, the huge Target that brings people into the mall and then they have all the other small stores around it.

My free interviews and the quality of my free content is what drives the traffic. And when someone comes on to any page of my website a pop-up comes on and it invites them to join my daily e-newsletter and they can enter their email address and their first name. They're notified that they will be getting emails almost daily and they come on as subscribers and some stay on for a long time, some get pissed off that I send too many emails and they delete, many people will share the interviews with their friends. So I'm sure I have a lot of referrals where people share my information with others and then they come to the site and they get on. So it's an organic thing but it all starts with the good quality interviews that I provide for free. I've had countless people tell me that my interviews are more valuable than a college education; it is a free university of business marketing and advertising education on my site. Just there for the taking.

Drayton: Certainly true.

Michael: I'm honoured; I really appreciate the chance of sharing some of my stories with your listeners. I hope I've brought them some value and maybe kicked their butt a little bit to try some new things and I appreciate you having me on.

Drayton: That's hugely, hugely interesting. I've learned a lot. Thank you very much for joining me.

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