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UPDATED**

ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

Telling Ken How To Make Money

by Michael Senoff

 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 free resource for online, downloadable audio business interviews.

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

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

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

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

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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Telling Ken How To Make Money

Ken was working for an insurance company as a sales representative selling annuity products. His ultimate goal was to have his own business as a financial planner but he needed to save up some money first.

He found my web site address, www.hardtofindseminars.com, on eBay when he was looking for pre-owned Jay Abraham materials. When he went to my web site and saw that I offered free 15-minute consultations, he thought, "Why not?" and called my office. It's funny because Ken was incredulous that I actually called him back. He never expected that my free consultation was real!

I discovered the reason that Ken had been looking for Jay Abraham materials was that he was having great difficulties finding prospective customers for the insurance products he was selling. He wasn't making any money and was getting further away from realizing his dream of becoming a financial planner.

In this recording, you will hear some ideas I had for Ken regarding lead generation. It all boils down to this: Use other people's leads because it's easier and cheaper! Let someone else do all the expensive advertising! Let someone else spend the time and energy pounding the pavement!

It turns out that before Ken had gotten into the insurance industry, he had owned and operated a dry cleaning establishment. He still had his list of former customers. Bingo! Why not write a personalized letter to these former dry cleaning customers telling the compelling story of how he got into the insurance business and promote his annuity products to them?

You'll hear my advice about how the letter could be worded, what types of material could be included with the letter, and how the letter should be mailed. It's great hearing how excited Ken got over this idea!

Finally, Ken and I talked about the great audio interviews that I have on my web site. These audios and accompanying transcriptions contain invaluable information on many subjects and best of all – they are FREE. I told Ken of one audio that is specific to the insurance industry that might help him to achieve success.

Michael: Look at this. Jay Abraham did a lot of marketing to get you on that call, right? He had to have a copywriter write the email. He had to send it out to thousands of people. I don't know how you originally got on his list. See, I've leveraged all his efforts, and now who's talking to me? You are. Who paid for all that?

Ken: He did.

Michael: He did. Do you see what I'm saying?

Ken: Yes.

Michael: Well, that's what you do with your insurance customers. You use other people's time and use other people's money and use other people's efforts. Let them pay for all the marketing and advertising.

Music

Sarah: This is Sarah, how can I help you?

Ken: Hi, Sarah, how are you doing?

Sarah: Good, how are you?

Ken: Good, thanks. Is Michael available?

Sarah: No, he's not available at the moment. Is there a message I can take to have him call you back?

Ken: He actually does call back?

Sarah: Yeah, he does actually.

Ken: Oh, wow, cool. I was on the Internet and found his seminar page. There was something for a Jay Abraham seminar. I filled out one of those things for the CD. If he has anytime can he call?

Sarah: Sure, what is your name?

Ken: Ken. I'm pretty impressed so far.

Sarah: Well, that's good.

Ken: Are you his wife?

Sarah: No, I'm just his assistant.

Ken: Okay.

Sarah: I'm his assistant.

Ken: There you go.

Sarah: As soon as he's available, I'll have him give you a call back. It shouldn't be too much longer.

Ken: That's great. I really appreciate it. What's your name?

Sarah: My name is Sarah.

Ken: Thanks Sarah.

Sarah: No problem at all.

Ken: Have a wonderful day?

Ken: Hello?

Michael: Hey, Ken.

Ken: Yeah?

Michael: It's Michael Senoff calling you back.

Ken: How are you doing there?

Michael: I'm doing good, how are you?

Ken: Good, thanks.

Michael: Good, I got the message from Sarah, and she told me I better call you back or I'd be in trouble.

Ken: There you go.

Michael: I always return my calls.

Ken: I'm sure. I was actually thinking something a bit slicker and more marketing – you know what I'm saying.

Michael: Yeah, I do know what you're saying.

Ken: Tells me to call back, and then slam, bam, thank you ma'am.

Michael: I try and stay away from that.

Ken: She said, "No, he's not here right now. Would you like him to call you back?" I was like, "Yeah, that's cool."

Michael: Well, you're a potential customer, aren't you? I got to treat my people right, and what I have found is the faster you call someone back, the more impressed they are because in today's world, it's almost impossible to get someone to sell you something. Even when people have money to buy, people don't call you back. It's ridiculous. I treat my people right.

Ken: Yeah.

Michael: Did you find my HardtoFindSeminars.com website?

Ken: Yes.

Michael: How did you do that? Were you searching or what?

Ken: I was Googling Jay Abraham, and I think you showed up on the list, or it was just a link on one of the other things I was looking at.

Michael: Well.

Ken: It might have been on eBay.

Michael: Oh, it was on eBay, good. I use eBay to generate leads.

Ken: I figured that.

Michael: So, what got you looking for Jay Abraham stuff?

Ken: I recognized him as one of the top dogs. I recently got into a new career that being insurance and I'd like to eventually more of a financial planner type thing, but I'm starting out in insurance. I've spent weeks working for different things like systems or something that can make lead generation a little bit more like a business than just calling my friends and saying, "Hey, do you want insurance?"

Michael: So, you're currently signed up as a sales rep selling life insurance?

Ken: Correct.

Michael: How long have you been in it?

Ken: I haven't received my license from the state yet.

Michael: Have you taken your test and everything?

Ken: Yes.

Michael: Do you know if you passed it?

Ken: I did pass.

Michael: What got you into insurance?

Ken: I used to own a dry cleaners, and about a year ago I sold it. Well, I want a career for one, and I want something that I could feel good about representing that's why I went into insurance. But, the none the less, I think of it as a financial service which has huge upside potential. But, I also wanted something where I could make money.

Michael: So, you're in life insurance. Does that offer the sales and ability to sell financial services?

Ken: Not yet. Not until I go on my own.

Michael: Insurance is a tough gig, man. Statistically, the retention rate of new insurance agents – if I was talking to ten people, a year from now, nine of them would be gone. You got the passion for it that much and the determination and the drive to really stick with it? I'm not questioning your interest in it, but statistically the odds are against you. I'm just saying.

Ken: I will find a product. I'm in Pittsburgh. We are very conservative. There's a lot of old people here. They may not be filthy rich, but a lot of them just saved

their whole lives and they have money. Even if it's just fifty, seventy thousand dollar CD, but I'm just going to go after that. I'm going to get out on my own and start doing seminars and this and that.

Michael: I have an idea for you. It's going to be a lot harder to go get new customers from scratch, right? You must have hundreds of insurance agents who have been in the industry, life insurance people, right in your area, who are probably very poor marketers. You might want to approach someone within an existing agency with existing customers and go to work under them, and instead of you pounding the pavement trying to get new prospects, you just rework their existing prospects, which I guarantee you 90 percent of them never do.

Ken: I have an offer on the table from a guy who has a Nationwide agency with tens of thousands of P&C, property and casualty. He has like eight locations. He offered me to come in there and he'll pay for the marketing, just hammer his P&C people and get out there and look for them.

Michael: Is he doing it himself?

Ken: When someone calls in and asks for an investment thing, then he does it. He does not market it to them. He does not inquire.

Michael: I'd do that in a heartbeat compared to trying to build your own agency.

Ken: There's a repulsively ethical streak in me, and their products are not-

Michael: They're not that great?

Ken: No, it's a P&C business. Over the years, they added life insurance to it.

Michael: He's limited to what products? Property and Casualty.

Ken: Everything Nationwide has.

Michael: All the big boys are pretty much all the same. They really are, aren't they? I'm sure there are some better than others.

Ken: We have an annuity here at 2.5 percent over a hundred thousand. We're the biggest insurance company on the planet, and we have like four annuities. One of which is 3.5 percent, guaranteed 1.5, but it's paying currently like 3.5 to 4.25 which is not a lot, but it's certainly better than any CD. But, if you drop over a hundred thousand it pays you an extra three points. You can go on the Internet and in four minutes find products from big companies. They're

certainly not in financial publications, but they pay nine, ten, eleven percent the first year.

Michael: What does his pay?

Ken: Ours pays a total of six percent the first year. So, they're not competitive in that way.

Michael: Here's another idea. Why don't you consider buying someone's customers or something or buying the leads to someone's customers? Let's say you worked a deal out with that guy and you said, "Look, you're selling property and casual one time. You're barely ever upselling them. You're concentrating on all new business. Let's do this. I've got some annuity products that are paying nine percent, why don't we do a deal? You endorse me for a higher yielding annuity product, and explain to your customers I can't sell it because I'm limited to my agency, but I want to refer you to someone who really maybe able to help you with annuity product."

So, he's using his extra customers that he's not reselling to anyway, and then he endorses you and you do a deal with him.

Ken: I don't think Rich would do that, but that's a great idea to go this typical second or third generation mock insurance agencies. Father built it up sixty years ago, and they've just been riding it out the last 25 years. Yeah, and then go in there and say, "Look, I'll find a good product." And, then go in there and smack them down.

Michael: The whole idea is don't build it from scratch. Go use someone else's resources. You've already done the blood, sweat and tears and pounding the pavement, pounding the phone, paid for all the advertising. Get the customers and start selling to the customers. That's going to be ten times easier. And, it's about ten times less expensive to sell an existing customer than it is to get a new one. That's what's going to burn you out is getting new customers.

Ken: I have a database of about 25 to three thousand people that were my customers in dry cleaning, and I can work with them. They're not where they would be new insurance people, but every one of them would know me. I'd send a letter, "Remember me, the big guy who used to own the dry cleaner. Thank you so much for your support over the years. Here's the career I've settled in on."

Michael: When you sold it, you didn't sell your customer list?

Ken: Oh, no.

Michael: Absolutely, you can do it more appealing than that. Do people remember you from there?

Ken: Yeah, I'm six foot nine, damn good looking.

Michael: Six foot nine, damn good looking hunk who owned the dry cleaners on 34th and Main sells dry cleaning business and becomes annuity expert. Dear Friend – you know me from the dry cleaning business down on 64th and Main. As you can see, attached to this letter is a dollar bill. The reason I've attached this is for two reasons. One because I needed somehow to absolutely capture your attention and number two is because what I have to tell you has to do with money.

Here's what it's all about. I owned this dry cleaning business for eight years. I worked my ass – this and this. I had problems here – you go into the story of you owning and how finally a guy walked in – however you sold it. Go through the story, and then you say, “But, why should you care?” And, then you tell them your story, “Now, I'm an expert in annuities, and let me tell you what I learned from washing dirty shirts for eight years. Now, let me reveal some dirty laundry about your investments.”

Ken: Right.

Michael: Something like that.

Ken: That's great actually. That was phenomenal.

Michael: Because I study this stuff. I've got letters and templates. I've got stuff that you can model and do, and a letter like that to your customer, that could definitely attract attention. They'll know who you are. You make a compelling story, and you get the message to them whether it's through that letter or website or an audio recording or what have you.

You can do that with your existing customers. That's a great place to start. Test, send out 200 of them. Do it in a number ten envelope, hand address it. They'd recognize your dry cleaning if they got a letter from you. Put your name and address. “This dry cleaner is sending me a letter. Did I leave some dirty socks there or something?” Do you know what I mean? You can put a picture in there of you standing in your new business, to personalize it like a real photo. Get them duplicated for three or four cents a piece, put them in there, and you write a personal letter like you were writing to your brother and tell your story.

It really takes some effort, but that one letter could really help. If you mailed out a hundred, and you got a feel of it, maybe a profit with a commission on an annuity. It doesn't take many deals to make some good money on that.

Ken: No, it doesn't if you're getting paid seven percent on \$50,000.

Michael: Do you have a good relationship with the guy who bought the dry cleaner?

Ken: Good enough, yeah.

Michael: You've got to give them a reason to call you. Fifteen minute, full-service dirty laundry investment audit if you call within the next 24 hours. I'll pay for a week's worth of your fluff and folds, or whatever. Buy them something. You bribe them to at least get them to call, and then you can have a secretary like the girl who answered the phone. She's my assistant, but I've never met her in my life. I pay her a hundred bucks a month to answer my phone.

Ken: A hundred dollars a month?

Michael: A hundred bucks a month.

Ken: That's pretty damn cheap.

Michael: She's good. She runs the service right out of her home. I have my calls forwarded to her. She takes the call. She emails me the message. I hear the actual message when it comes in. I hear a recording of it. So, these things are all-

Ken: That is slick as snot.

Michael: Isn't that cool?

Ken: That is extremely cool.

Michael: Three bucks a day to have someone answer your phones for eight hours.

Ken: They sound professional.

Michael: I can monitor how she's doing. If she's not doing good, I call her and tell her.

Ken: No, she did great.

Michael: She is. The audio file is emailed to me instantly.

Ken: Oh, the audio is.

Michael: It's a great service. You can set this up. I can show you how to get someone to do the same thing. Or you can do your mailing and you can have someone handle all your calls and you can hear the messages and you can call them back. You just set up a system. They're calling you about your dirty laundry audit. If they're local, you set up a time. If they want to do the audit online, you can have the forms on line or the email. Your assistant can do all that, and then you can analyze their portfolio and just call these people back or get someone else to do that.

Ken: You are good. You've obviously done your homework and know your business.

Michael: It's all leveraging and automating and creating a system.

Ken: Do you still own your little shirt business through your retail stores?

Michael: No, that was when I was in college. That was many years ago.

Ken: You full focus now is seminars.

Michael: Yes, buying and selling seminars. I've got some other businesses, too.

Ken: You do JV's with people?

Michael: Yeah, I sure do. I have people all the time coming to me. I'm always open to listen to what someone has deals and stuff.

Ken: Jay Abraham, the Big Box.

Michael: Right, the Big Box.

Ken: Those are thousands and thousands of dollars. What do you sell it for?

Michael: I sell that for a thousand bucks, more than 20 cents on the dollar. You would pay thousands. That Big Box Seminar would be easily five grand to go, or five grand just for the home study. I have to remember what's in that. I think that's the Mastermind Marketing. That was a five thousand dollar seminar, and that's one of the cheap ones.

Ken: Do you think he's the best there is?

Michael: Yes, he is the best. If you like the way he sounds and everything and you go through this stuff, you wouldn't need to study anyone else.

Ken: I listened to his teleconference yesterday. He did one of these bait and switch things. I mean, he's truly great.

Michael: How do you like to study? Are you a reader, audio, video?

Ken: Any of the above, but I like reading and I like listening.

Michael: Ideas I've been giving you are just simple concepts, stuff that I've integrated that I've learned from him. You've just got to get it into your head where it's second nature, and you start thinking like that. It's like being thrifty. You think thrifty. People always want to try and save money, but you're thinking of ways to save time and effort and money when it comes to marketing, and you use other people's time and use other people's money and use other people's effort.

Look at this. Jay Abraham did a lot of marketing to get you on that call, right? He had to have a copywriter write the email. He had to send it out to thousands of people. I don't know how you originally got on his list. See, I've leveraged all his efforts, and now who's talking to me? You are. Who paid for all that?

Ken: He did.

Michael: He did. Do you see what I'm saying?

Ken: Yeah.

Michael: Well, that's what you do with your insurance customers. Let them pay for all the marketing and advertising.

Ken: I think I'm just going to go in for a year or two years or whatever, make money with Rich's firm with his thousands of customers because I don't have the money to send a thousand letters right now. I'm not going to go into my whole story.

Michael: Yeah, let them do it. That CD I'm going to send you. I've got the form. Everything on that CD is on my site right now on the audio clips, and there's more because on the website you can download the recordings, you can play the mp3s, or you can listen to it online. The CD just has mp3s. Just read the descriptions of the stuff that sounds good. Are you online now?

Ken: Now, but is this [hardtofindseminars.com](http://www.hardtofindseminars.com)?

Michael: Yes, go to HardtoFindSeminars.com/audioclips.htm. It's the fifth recording down. The headline of the recording is called "In Personal, the Hottest Low-

Cost, High-Return Marketing Secrets and Strategies to Double Your Business in the Next Six Months.” In this recording, you could read the transcripts or you could play it. It talks about 97 percent of salesmen make no attempt to sell the product. But, there’s a story in here that he talks about the number one insurance guy in the world, a guy named Brian Yoh. You’ll hear how he does it. He’s number one in the world, and he’s a good one.

So, check that out. If you’re big into the audio recordings, you can learn a lot of stuff here for free. None of them are Jay Abraham recordings, but there’s still a lot of great stuff.

Ken: What you’re sending me will have this on it?

Michael: No, actually, the CD doesn’t have this one. You can put it in mp3 CD player, but right here you have everything. You have all the recordings that are on the CD here. You can download them on your computer, print them out, whatever. There’s more here than really what’s on the CD.

Ken: I’m going to start printing them out. I have one, an interview with Banish.

Michael: On joint ventures, yes.

Ken: Cool, but it’s the first one. The second one’s 58 pages. I better not print that one. I was thinking you might want to shrink these down a little bit.

Michael: Well, it’s worse than paper.

Ken: I hear you, but I will go print the one up with the insurance thing number five. I guess it’s a good idea just to go in there, sit down and talk to Rich and just save up my money and then go on my own. Do you have a webpage that has all the seminars?

Michael: Yeah, I do. I know where you’re at. You’re at the beginning stages. So, what I do for a lot of customers, I’ll just put together a package for you. If you say, “Mike, I’ve got this much money, put together a big box for me.” I’ll do it, and you won’t be disappointed. I’ll give you a combination of audio, video, depending on how much you want to spend. I’ll put together some great stuff by Jay Abraham.

Ken: I’m sure. Does he have any that are specific? He never does anything industry specific.

Michael: I do have some industry specific stuff and some consultation transcripts, consultations he’s done with insurance agents. We’re all selling people. It

doesn't matter what the product is. All the marketing techniques will work for everyone.

Ken: Do you live in LA?

Michael: San Diego.

Ken: You're an impressive guy. How old are you?

Michael: I'm 39.

Ken: You just come across genuine as hell. It's not common anymore.

Michael: You're right. It is not.

Ken: Do you like Dan Kennedy?

Michael: Yeah, I do. He's great. I like them all, every one has something to offer. Hearing the stuff from different people helps you too. Listen to that one with Jim Cecil, that one I told you. That will blow you away.

Ken: I will do that.

Michael: And, then just email me when you're ready to start off with some Jay Abraham stuff, call me. Go through my recordings first. That'll keep you busy.

Ken: Within a month I'll have money. I'm not going to go into the details, but I am in a bind.

Michael: I understand.

Ken: I appreciate it Michael very, very much.

Michael: You're very welcome. Have a good day. Bye.