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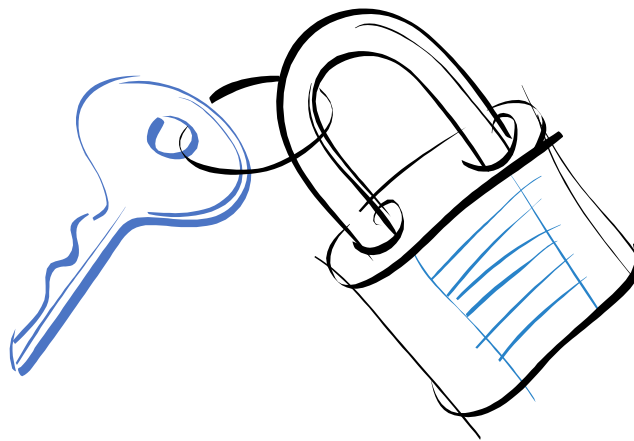
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# Hardtofindseminars.com

*Presents*  
*Accelerated Product Development*  
*Flash Consulting Series*

**Michael Senoff Interviews Patricia**

**“How To Turn Your \$28 Book Into  
A \$3,900 Information Product...”**



## How To Sell A Horse And Make \$100,000

Many people would say that horses are one of the most passionate subjects in the world. Horses have been very important to people for hundreds of years. In earlier times, horses were the major mode of transportation as well as the most important piece of livestock that a farmer depended upon for the success of his crops.

Today, all over the world, people continue to have a passion for these beautiful animals. They are companion animals, people's hobbies, and sometimes a major source of income in competitions such as horse racing, showing, breeding, and buying and selling.

Patricia has been involved with horses since she was a young girl. About three years ago, she wrote an e-book for stable owners with advice about how to rent out their stables easily and have greater profits. Her next step was to create a web site with content about buying and selling horses. She conducted teleseminars with experts on different equine subjects such as training, horse health, and current equine issues. Her subscribers could sign up to listen to the teleseminars and then were given the opportunity to purchase the audio and printed transcripts of the teleseminars.

Patricia had contacted me mainly because she wanted some advice about the proper pricing of her teleseminar materials. Additionally, she wanted to increase her profits for her products. I took the opportunity to tell Patricia about my new product, "How to Turn Your \$28 Book into a \$3,900 Information Product" and suggested that she take advantage of a free trial of it.

We went on to discuss hot topics about horses. The one that we pinpointed was the subject of selling horses. You'll hear Patricia explain why this topic is so important, especially for horse breeders. We decided that this might be a wonderful information product for Patricia to create because buying and selling horses is a good business opportunity for people – and people are more apt to purchase information about business opportunities.

The products that Patricia currently offers on her web site are fifteen audios and their transcripts with experts on different topics. Listen as I reveal some of the strategies that I use on my own web site, [www.hardtofindseminars.com](http://www.hardtofindseminars.com), and suggest that Patricia follow a similar format. I advise Patricia to take her fifteen audios and give them away for free on her web site. Her goal should be to host the web site that has the greatest free audio content about horses on the Internet. You will hear me

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Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

explain that, by doing this, she will begin to build relationships and credibility with people who come to her web site to hear her free valuable audio content. You will hear me explain my own past experiences and what led me to set up [www.hardtfindseminars.com](http://www.hardtfindseminars.com) in this manner.

After she has the free audio content in place, then Patricia should create a high end product – a business opportunity so that people can learn how to make money by doing something that they enjoy. One of my ideas is for her to create an audio seminar product about buying and selling horses for profit. I suggest ideas of what the seminar could contain, how to determine which equine experts to interview, and how to obtain the topics to be discussed during the interviews themselves. We even discuss how this main product could be easily niched into other information products.

We discuss how to direct people to the high end product through the free audio content or excerpts of the main product that she would offer on her site. Other important components of her product such as bonuses and free consultations are discussed in detail.

I show Patricia some examples of how my web site works and the psychology behind how free audios can lead a customer to buying higher end products. You may wish to follow along online as I lead Patricia through some great examples of my free content and upsells that are then offered.

This is a great consultation for many reasons. The ideas that Patricia and I discuss can apply to any product and you will also have an opportunity to see exactly how I conduct my own successful site. Enjoy!

**FREE REPORT** reveals in detail how you can take your own ordinary \$28 book, e-book or even a concept you have and turn it into a valuable information product you can sell of up to \$3,900 or more. [click here](#)

Start:

Michael: You're going to show them how to find the high profit horses, right?

Patricia: Yeah.

Michael: The horses that can make them \$5,000, \$10,000, \$15,000. You're going to prove it by when you're interviewing the experts you're going to say, "Tell me some stories of you making good money buying and selling."

You're going to have stories after stories. Maybe after you do 10 interviews you may have 100 stories. You can combine those. You can

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edit all those stories together. The greatest money making buying and selling horse stories from the world's greatest experts. That can be a promotional audio that can be one of your CDs that you send out to promote your high end packet. Am I giving you some ideas?

Patricia: Oh, dude.

### *Music*

*Hi! It's Michael Senoff with [HardToFindSeminars.com](http://HardToFindSeminars.com). Get ready. Here's a 60 minute consult I did with Patricia. Patricia had fallen in love with horses ever since she was a young girl and has been around horses most of her life. She had an idea with an original e-book that was trying to teach people how to get their stables rented out easily and for more profit and then soon began an online website dealing with issues of training horses and selling horses.*

*She contacted me to try and learn some ways to increase her profits on the products she was developing and selling. I go into more detail in this interview than I've ever gone before on how I operate my online [HardToFindSeminars.com](http://HardToFindSeminars.com) business. You're going to learn how to take your idea or your e-book or an audio information product and turn it into a \$3900 information product. I think you're going to find this consult very detailed and very applicable to any product idea you have. Enjoy.*

Michael: "Michael, my website is called [EquineTeleSeminar.net](http://EquineTeleSeminar.net). I'd like to learn more about how I can get my subscribers to sign up for more calls, to actually participate, call in to them, as well as to buy more for me.

I have a subscriber base of just less than 800. They have come in mostly due to teleseminars I've done over the last year. Most of them stay once they come in. I use a squeeze page plus shopping cart format for the teleseminar signup. I need to make money off my business as I'm not working due to an injury, instead of just spending money on getting subscribers.

I'm always working on better ways, less cost, more people to get subscribers. I've found it difficult to approach people and businesses with proposals although most that I do approach usually take me up on a deal of some sort.

That is, we put on a teleseminar together. I feel I've overpriced the products that I have put up for sale, teleseminar and audio transcripts from past calls. How do I find the proper price point without looking like I'm just settling for second best? I don't have high volume traffic and I just don't have the resources for paid traffic. Happy trails, Patricia Resatello."

Okay, great questions. Why don't you tell me in layman's terms for people who don't know anything about horses and stuff like this what it is you do.

Patricia: I hold calls, generally like training topics, horse health topics, I've had a couple on current issue type topics and I've had a couple of actual paid classes on course related topics.

Michael: Where are you located?

Patricia: I'm actually located in Northern Minnesota.

Michael: Are you an expert on this topic?

Patricia: I've had horses, let me think, I'm 37. I told people I got infected by horses when I was nine, ownership by 12 so that's what, 25 years. I've been around them for a long time. Horses are something if you actually want to be an expert, what you're actually doing as an expert is you're continually learning more. I mean, you get good in one area or another area, but the responsibility of a real horseman is to continually learn. There's always more to learn about health. There's always more to learn about training, the care of and so forth.

Michael: So you love horses. This is your passion.

Patricia: Absolutely.

Michael: This is what's led you to try and create an Internet business, an online business relating to this subject.

Patricia: Yes.

Michael: Is there a hungry market for knowledge about horses and how would you segment it? Where is the desire for people to learn? How to train

their horses, how to break their horses or is it more horse health or is it all of the above? What have you found over all the years you've been doing this that people really want to learn and are willing to hopefully pay to learn?

Patricia: The best market that I have found, the best topic rather was on horse selling. The best call I did was *How To Sell Your Horse*. I had a bunch of people from various walks, various niches come in and we just had a round table discussion.

Michael: Why do you think that was? How much better compared to some of the other topics?

Patricia: I believe it is important to a horseman to know how to sell their horse. Almost everybody is going to end up selling a horse at some point or another. You have a horse and you're not using it anymore, it's still a really good horse so you need to find somebody who can use it. Maybe you have to get rid of it because you've been injured and you're just never going to use it again. Anybody that owns a horse is going to end up selling a horse at some point.

Michael: Right. Or multiple horses, right?

Patricia: Absolutely. Certainly if you're a breeder or a trainer or something of this nature you need to know how to sell horses because that is your business. Breeders have to know how to sell horses.

Michael: How many experts did you have on the line on that call?

Patricia: I think we had five or six.

Michael: That's great. I didn't listen to the whole thing. I listened to some of them. You had some real expertise on these calls. Did you really offer some real solutions on that one, on how to sell horses? Anyone who listens to that or pays for that transcript can really accomplish what the title is, how to sell a horse?

Patricia: They got a lot of good tips.

Michael: What do horses sell for? I have no clue. I'm sure it's all across the board.

Patricia: Completely across the board. You can find a \$500 horse if you're willing to settle for something nobody else wants. You can buy a \$500,000 horse and anywhere in between depending on what kind of breeding you need, what kind of training, how much it's showed, how well it's performed.

Michael: So horse trading and buying and selling is also a business opportunity for many people in the industry?

Patricia: Yes.

Michael: So it's really a money making opportunity. That may be a lot of the appeal not only for people who have horses that they want to sell but do you think that maybe the hidden reason they wanted to learn is possibly to see if they could make some money buying and selling horses?

Patricia: Yes.

Michael: Do you know of people who are making a lot of money buying and selling horses?

Patricia: Not right off?

Michael: None? I mean there are, aren't there?

Patricia: I'm sure there are. You see horses that are being sold for \$20,000, \$50,000, \$100,000 and you know somebody is making some money somewhere.

Michael: All right, let me ask you this. What do you sell on your site? How do you make money with your website?

Patricia: Right now I actually have two different things that I'm selling. I have the audios and the transcripts from the calls.

Michael: How many different calls do you have for sale now? How many hours?

Patricia: I probably have 15 different calls that I've done in the last year.

Michael: Those are all for sale up on the site?

Patricia: Yes.

Michael: Do you have them priced all differently?

Patricia: I have them priced fairly similar but I felt like I was kind of arbitrary in picking my price point.

Michael: What's the result then? How's it going? You have 15 different calls. You sell the audio recording that they can go listen to online and/or can they download it as well?

Patricia: I offer downloads and I offer it on disk shipped.

Michael: Okay, so someone buys it they get either download or a disk or download and a disk and the transcripts or both?

Patricia: At this point it's kind of either or.

Michael: Either way they get the recording. They get the information. They get the transcript, right?

Patricia: Yes.

Michael: Do you transcribe them yourself?

Patricia: Oh, God no. I outsource that.

Michael: Okay. So you have 15 different calls. What do they sell for, ballpark? What's the highest one go for?

Patricia: I have the highest one priced at \$47. I haven't sold any at that price point.

Michael: Which one is that on?

Patricia: That is the selling one.

Michael: What is the lowest point priced one?



Patricia: I believe that is about \$15. I tend to sell them mostly right before and right after the call. You have people who are obviously very interested in that. They're right there. I bundle it together in the shopping cart so they can pick it up as they sign up for the call.

I remind them before the call, I remind them on the call and I remind them after the call a couple of times. I did pretty good on my last call which was a call about the NAIS which is the National Animal Identification System which is being billed as a way to preserve health being able to track the animals. In reality it's just more bureaucracy because they already have the system in place.

Michael: All right so you did that call and how many people were on the line?

Patricia: I had 33 people sign up. I had 18 of the 33 that actually got on the call. That was a pretty good percentage for a turnout.

Michael: Okay. So how many audios did you sell?

Patricia: I sold, I'm going to say six or seven.

Michael: All right. That's not bad. That's great. That's a nice percentage.

Patricia: Yes.

Michael: So did you take some kind of a course that taught you how to do all the teleseminars?

Patricia: I took a teleclass with Glen Diesel and then after I got done with him I went through private coaching with Ellen Vilet and I'm actually currently in her MasterMind group still. Now I want to do more than just build my list.

Michael: Here's what I see. You've got some stuff to sell. You've got the knowledge and the technology and the guts to do one of these things, that I've got to give it to you because a lot of people can't get over that. So you're not afraid of talking to people. You're not afraid of asking people to come on to your teleseminars and be interviewed. How crowded is this Internet horse niche market?

Patricia: There are a lot of people online doing stuff with horses. The horse market online and offline is estimated at I think it's 1.2 billion which is in the tobacco industry. I'm always looking around online to see if I can find more people that are doing anything similar to me and I keep finding more people that do teleseminars on this and teleseminars on that. Maybe from a certain point of view they're competing with me. From another point of view we're in similar businesses and we need to joint venture.

Michael: Well I think you need something that you can sell for some money. How much time have you spent on my site?

Patricia: I haven't spent very much.

Michael: Do you have an idea? You know that I do a lot of audio interviews?

Patricia: Yes.

Michael: Okay. I think maybe if you followed a similar format to what I'm doing and you stay within your niche and what you do is you provide, and I'm just throwing out ideas, your 15 hours of audio can be given away for free. I would take all those audios and I would clean them up and really make them succinct teleseminars and clean them up and have those available for free and you become the website that offers the greatest amount of free content related to horses on all your different topics.

Patricia: Sure.

Michael: My website is billed as the greatest online free audio content website in the world on marketing, direct mail and advertising. Because it's free, what you want to do is you want to get people listening to you. You want to start building up a relationship with people and them knowing you're serious and you're providing a wonderful service for people who want to learn for free. That free will go a long way because sometimes it's hard to get people to even spend anytime listening to. If you can offer real value which you already have some real valuable content in your 15 hours of audio.

I would just look at how I do it on my site. You already have descriptions of what each one of your teleseminars are called and you

get the descriptions up there and you have the audio button where they can listen for free and you create a higher end product.

I would always pick a business opportunity, something where you're selling the potential for someone who buys the product to get their investment back and make money. Rather than sell a product that shows someone how to care for their horse or a product that shows them how to keep their horse healthy. You can sell something for a lot more money and have a lot higher response and a lot more passion for something that's going to show someone how to make money doing something that they enjoy.

Patricia: This actually all started with my e-book which goes into a method of how to hold classes for people who are not especially skilled with horses and teach them the basics and then how to follow up with them so that they become your customer. They buy your horses. They board their horses at your stable.

Michael: It was an e-book specifically for people who sell horses?

Patricia: It wasn't specifically for selling. It was actually initially geared more for people who had like boarding stables for horses.

Michael: That's fine and there's nothing wrong with that. You want something you can make some money with. You know how expensive it is. You know how time consuming it is. You want something you can sell to make something with so you can keep doing this online.

Patricia: Yes.

Michael: Just like you said. There's people paying \$500 for horses and there's people paying \$500,000 for horses.

Patricia: Yes.

Michael: So what's the difference?

Patricia: The breeding, the training.

Michael: Okay, the breeding, the training. So what's the difference between someone buying an e-book, how much does your e-book sell for?

Patricia: I have it priced retail at \$97 and I have sold a couple copies of that. I've also sold a large number of copies at \$47.

Michael: What's the difference if someone's paying \$47 for your e-book or \$4700 for your training system or your seminar that's going to show someone how to locate, evaluate, value, buy, market and sell a horse for profit over and over and over again? If you could deliver on that, and I'm sure you could with the experts you know.

If you don't know the experts, what if you interviewed 10 of the biggest horse brokers in the country and got 10 different audio interviews and got them to spill all their secrets just like I do? What if you had 10 audio recordings from 10 of the three top horse sellers in the country that reveal everything, all their secrets. Each one of these guys are pulling in \$500,000 to \$10 million a year buying and selling horses.

Patricia: Yeah.

Michael: You're going to learn how to do it too.

Patricia: Ah-ha.

Michael: Now you've got something with some meat. With some real value.

Patricia: Thank you. It was just out of my grasp. I knew there was something there.

Michael: Wouldn't that would be great?

Patricia: This is what I've been looking for. This is awesome.

Michael: What if you get 20 of them? Boy, the more you talk, the more you make. They don't have to be teleseminars. They can be one on one just like we're talking. If you're interested, I'll tell you how to get your master list of all the questions. You go to [Amazon.com](http://Amazon.com), search "horse selling" or "horse buying and selling" and find the best authorities on the subject. You'll find all their books. These are people you can interview because they have books so they can promote their book. At the same time you'll have the entire table of contents of all the subject that you need to touch.

Patricia: Yes.

Michael: So there's your list of questions of things you need to talk. You can explain to the top 10 in the world that you're a leading Internet marketer related in the horse industry. You're putting together a course on how to buy and sell horses and you'd like to invite them to be on your Internet radio show. You let them know that the interview may become part of a package you offer and they benefit because many of the people who buy your course may not want to do it themselves but may want to contact the expert that they heard in the interview.

Patricia: Yeah.

Michael: So there's no reason they'd say no. They'd love to have someone like you, an expert, talk to them so they can toot their own horn and talk passionately about what they've been doing for years because probably no one else is interested, not even their wife or their husband.

This is what I experience every day. You know how to edit. You know how to do the recording. You know how to set up your website. Once you have your product and boy, what kind of value when you get them to tell about stories on how they bought this old neglected horse and they found a great trainer to kind of break the horse and he just became a champion.

What was the big movie out with the horses? I forgot the movie. This Toby McGuire was in it. You know what I'm saying, that come from behind story. It's like finding something at a garage sale and selling it for millions. Like finding a horse that had great potential but everyone thought it was a dog and you bring it back to life and you end up selling it for a lot of money.

Patricia: *Seabiscuit*.

Michael: *Seabiscuit*. That's the point. This is an expertise. You could even niche it for buying and selling racing horses because racing horses not only do you make the money buying and selling the horse but your racing horse has the potential of winning you races. That's probably really specialized.

Maybe you could start off with just buying and selling horses for a profit that can appeal to everybody and then as you do more and more interviews maybe you'll do three or four interviews with experts who buy and sell racing horses and you could segment those three recordings off as a totally additional product. There are so many things you can do but you've got to get the interviews on a subject that would appeal to that money making opportunity, especially with people within the billion dollar industry of horses. Go look on Amazon, see who's selling anything on how to buy and sell horses.

Once you get a great product like that and you have 10 interviews or 15 interviews you've got some real value. You get them all transcribed. You have a three ring notebook and you have 10 CDs. You have some of your bonus material right now where you can use this material.

You can give all this material out free and at the end or in the middle or at the beginning of each one of your recordings, "Hi. This is Patricia Resatello and I love horses just like you do. I'm going to provide you 60 minutes of hard hitting advice on this subject." You do an introduction for each one of your interviews. "Stay tuned to the end because I've just come out with a ground-breaking product on how to buy and sell horses and make \$100,000 a year. You'll hear all the details at the end."

At the end of your recording you say, "Hi, it's Patricia Resatello. I hope you've enjoyed this teleseminar. If you've ever considered buying or selling a horse, well I've got news for you. I've just come out with a product called *How To Buy and Sell your Horse and Make \$100,000 a Year.*" I'm just giving you examples. You just do an ad at the end of each one of your recordings, the ones you give away for free.

Patricia: Sure.

Michael: You have them where they can download them. You don't want to just have them where they're up on line. You want to make sure that people can download that audio recording and put it on an mp3. Your free content is what's going to give you the plug for your product that you're selling. If that's your main product then that's what you're promoting. That's the whole reason you're giving away free stuff, so you can plug and promote and lead and direct your listeners into this great money making opportunity on buying and selling horses.

Now you've got something you could make some money with. You could price it at \$500, \$600, \$700, \$1000 or \$2000. At 100 customers at \$47, wouldn't you rather deal with one at \$4770? When you're dealing with the people who are willing to pay for higher dollar amounts they're usually nicer people and you usually have less problems and they're usually more committed. You could almost give away 80% of it, 80% of all the secrets.

Let's say you do these 10 interviews. You can take portions of the interviews or you could take one of the interviews where you feature an expert and offer that for free to everyone on your list. Then at the end you lead them into your course. People don't have the confidence that they can do it all themselves. They want the complete system. They want to be able to have a consultation certificate with you if they need help after they buy your course.

Patricia: Sure.

Michael: You don't have to know everything even though you've interviewed the expert. What I do with some of my courses where I position other people as an expert, they'll email me questions and I won't know the answer. I'll go, "Hold on." I'll call the expert and I'll ask them the question and they'll answer it. We'll do a recording of the question and answer and I'll email that customer of me the specific answer that he had direct from the expert. That goes on to adding more content like a Q & A section for all your people looking at buying the course.

Patricia: Yeah.

Michael: If you look at my Art Hamel. Go to my website with an S, [HardToFindSeminars.com](http://HardToFindSeminars.com). I wanted to show you what I've done here because I want you to model what I'm doing it. I've been doing it for longer than you so I have more content but it's all the same. If you scroll down, you see all these hyperlinks?

Patricia: Yes.

Michael: These are all links to free audio recordings on all different subjects on marketing, advertising, direct mail, money making. There are eight different pages of audio recording. I'll give you an example. Click on "Info Product Development", that's the second one down. Sherida, it



says “Discover how to turn what you already know about your work copy or personal interest into a million dollar information product empire.” This is a recording I did with a lady who had a little business online and it’s me trying to identify her passions to tell her to create her own information product. Kind of just like what I’m doing with you.

Now you see it says “free report” at the end of the description? “Free report” reveals in detail how you can take your own ordinary \$28 e-book or even a concept you have and turn it into a valuable information product you can sell for up to \$3900 or more. Click here. There’s my little ad in the description. At the end of the audio recording I have the commercial as well, just like I was telling you. Click on that link.

Patricia: Done. I already did it.

Michael: I’m going to recommend you get this anyway. It’s a very soft offer. You don’t pay me anything upfront. Only if you’re happy do I charge your card. I have a very easy offer that I would tell you to model because it works very well. As long as you deliver value by making an offer that they can’t refuse where they don’t have the risk, you’re going to come out with more sales and more potential higher end back end sales.

You’re not going to get that higher end \$4900 sale if you don’t get a front end sale, if you don’t get the customer in on the front sale. Make it as easy as possible, just like I’m telling you to offer your audio recordings for free. Don’t make them pay for it. There are people who want to hear it, but they’re not going to pay for it. Give it to them free and give that prospect a chance to believe in you and trust you and look at you as an expert and to ultimately sell them on your higher end package.

Patricia: Okay.

Michael: So I would bookmark this page and when you get some time I want you to read through this because this will outline in writing a lot of the things I’m telling you. It is a wonderful course. It will show you how to take what you already know in a little different way than I’ve explained and turn it into a higher end information product.

Patricia: Okay.



Michael: So I've given free advice in my audio and I've directed them to a product that I sell. Now I have a back end service which will be plainly evident as you go through that sales letter. That is two services that I provide. This \$97 product will teach you how to do it yourself but I have a \$3900 product where I do it for you. Where I interview you and create your whole product for you. Then I have another service which is a \$2000 service where I create an audio infomercial, a sales recording that sells your product.

Patricia: Wow.

Michael: Always think about your back end. What are you selling ultimately? Scroll to the top of this page and you'll see it says, "Twenty-four individual profit producing audio consultation downloads for information product developers." Here is 24 hours of consults that I've done with people all on how to create and develop their information product. Yours will probably go here as well. It's tons of free content.

Even though someone could go through these audio recordings and probably figure out how to do it all themselves they still trust me because they've been listening to me for 24 hours and they want my expertise and my personal involvement and that's why they'll buy the product.

Every minute you can get somebody to listen to you is a minute that you're building trust and building a relationship and they're getting to know you and you're establishing yourself as the expert. So you want them to hear you. You want to get someone to take time out of their day and just listen to you. It's valuable.

Patricia: I find it hard to listen to audios myself. It takes time.

Michael: Everyone's in a different situation. There are people out there working. They are in their car all the time. They're exercising. I have people who tell me they've listened to all 117 hours of my audio.

Patricia: Wow.

Michael: They do. You've got to make it really compelling. You've got to give them great value. You don't want all that space and those um's and ah's.

That's how it pays you to clean up your audio and to make it tight. They don't want their time wasted.

Patricia: Right.

Michael: That's why it's a great investment to clean those things up. If you clean it up, just look at that little audio recording as a piece of real estate that pays you an annuity that as long as it's on your site and as long as you start getting traffic to your site and people are listening, that one hour audio is going to be the beginning to selling your \$3900 or \$4900 product, maybe even more.

Maybe you can even make deals with your horse brokers, the people you interview. I'll show you how to do this later. Let's say you do the interview with them and you do it really compelling. That's part of your product you sell. Another part of the back end will be you get a finder's fee. One of your listeners who listens to your audio recording ends up buying a horse from them.

Patricia: Yeah.

Michael: So if you bring them a customer you can ask for a percentage of that sale. It could be a sale that's \$30,000, \$40,000, \$50,000 horse.

Patricia: Yeah.

Michael: So you can have a real nice back end at \$10,000 or \$5,000 a pop if you bring a sale. Now I'm going to show you a website where I have a deal like that.

Patricia: Okay.

Michael: Let's go to home on the right side. You see that.

Patricia: Yeah, we're here.

Michael: Okay, you're at the home page. Okay so scroll down. Here are some of your topics again. See the fifth one down that says, "How to Buy a Business"?

Patricia: Yeah.

Michael: Click on that. Here's my "How to Buy Business" course. It's with an expert named Arthur Hamel. I met him years ago on eBay. He was trying to sell all his old Art Hamel seminars from 1985. He was all over TV. He put 10,000 people through his training seminar on how to buy a business, wasn't doing it anymore and we just got to talking. I interviewed him several years ago and since then we've been working together and I've got the rights to sell his old course that he had retired and update it. I've been doing this for years.

We have three recordings below, "Reveal Little Known Ways to Buy \$1 Million Business in the Next Three to Six Months Without Any Banks, Credit or Business Experience". Now this guy learned how to buy multi-million dollar businesses with out going to banks which is the main challenge. It's by using investors. All of these interviews are with Art Hamel all related to buying and selling a business.

Patricia: Yeah.

Michael: All for free. There's about seven of them on this page. Look at the first description. You scroll down. It says, "Everything you always wanted to know about buying a franchise. Interview with Art Hamel." Do you see that?

Patricia: Yeah.

Michael: Okay. So we're going to give you a great interview and then look at the end of the description. It says, "Now you can test drive Art Hamel's legendary business buying system for 30 days for free. See the 30 day free offer?"

Patricia: Yeah.

Michael: Click on that. It just links to the bottom of the page. We're still on the same page. Here's my sales letter for the training we sell.

Patricia: Okay.

Michael: It's an information product. It started out as 12 audio cassette tapes. I've turned them into CDs and then I've added other content to increase the

value. I've added stuff on marketing consulting. So it sells the course. They don't pay anything but the shipping up front.

This is one of my physical products. The higher end ones are generally physical. This has been a great source. It's a wonderful information product. I sell a lot of these. It all starts with giving away free content. Free valuable content, great stuff. That's how you build the trust and credibility and you take away all the risk with a great offer.

Generally, if you're really providing real value, even if it was all digital your refunds should not be any more than if it was a physical product. It all depends on the value you're offering. I told you I have a back end.

You don't have to work with Art Hamel if you don't want to. He's the guy with all the investors. Generally people who want to buy a business if they're serious the hard work is going out and finding the business.

Art is available and still actively working with people. He's set up a fund. He's got over \$100 million from his investors waiting to be invested in good businesses. The people who buy the course, they're the ones who have to go out and do the work and find the businesses that fit the criteria. Art will work with them for free until they find and buy a business. He only charges \$150 an hour to work with them.

It's not in an effort to make money. It's really to buy a business. That's the main deal. He only deals with businesses over \$1 million, nothing under. They're not the small little donut shop or fast food place.

The back end for me is if one of my students who order his course end up working with him and they actually buy a business, Art can make up to \$1 billion on the deal. Then I get a percentage of that on a finder's fee. None of that's happened yet, but he's working with several people right now. You never know. It's just icing on the cake. That's one example. I'm going to give you another example and another expert that I work with for a product that I sell. It's on marketing consulting. Go to the very top of the page. Click on "A".

Patricia: Okay.

Michael: Scroll down a little to where you see all the links. Now this isn't all my audio recording. It's just the featured ones where hopefully I'm

directing people to where I want to direct them to. If you look through there, there's one, fourth down, "Marketing Consulting". See that? Click on that. That takes you to just one of my featured recordings.

I have mixed in all these recordings on marketing consulting in my big pile of interviews which is going to lead them to my marketing consulting course. I've got my recordings like I showed you on that other page on information product development which gives great value but leads them to my product on information product development.

I've got a recording on joint venture marketing which gives great value but leads them to my joint venture course. I've got a whole section of recordings on copywriting which are interviews with some of the best copywriters in the world which leads them into my copywriting? Do you see what I'm saying? So you're giving free content but you're directing. Do you see the headline "Relentless, Nonstop Q&A from one of America's Most Respected Marketing Consultants"?

Patricia: Yes.

Michael: At the end what does it say? It says, "For more information go to Consulting Secrets." Now click on "consulting secrets". This is a name squeeze page right here that gives them all this free content. I give them all these downloads which could be like your transcripts can be the free downloads, all these free gifts for signing up and logging in.

What it does is it takes them to the page where all my recordings on marketing consulting are. Now I've been playing around with this. I get people into this secure area. That's one way to get to it. I didn't want to lose people so I also have a way to get to it. If you back out of that and go back to that page "A".

Patricia: Yes.

Michael: Go back up to the top and go to page "H".

Patricia: Okay.

Michael: Page "H" is all recordings on my marketing consulting opportunity. It's all designed to sell them my marketing consulting program on how to be a marketing consulting. If you'll notice all my products are somewhat

business opportunity related, how to make money. Scroll down. I'll show you something that's been pretty effective for me which you could as well do. See that pink thing? It says "Free 11 hours of my best marketing consulting audio interviews on CD shipped to your door"?

Patricia: Yeah.

Michael: So I've took my best audio interviews on this page and I've made CDs and imprinted them real nice, silk screened and put them in a nice CD case so it holds 11 hour of my best recordings, the same exact recordings that you can download or listen online. Like I said, so many people are in their cars and so many people don't know how to use mp3 players and so many people will be distracted listening online. Having them in their car playing the CD can be a real benefit.

Patricia: Yes.

Michael: How many do you need to sell to make your money back? I tell them, "Pay nothing now." I'll bill them later. This is where they're saying, "Yes, send me the CD set." You get all their name and information and everything and then it goes out. It's a real professional package.

I tell them that I'm going to bill them for the shipping and handling. If I cover my cost, not everyone pays because you're billing them. I'm not that aggressive. I know out of 100 all I need to do is get one sale so 100 of those sets may cost me a couple thousand bucks but even if I sell just one consulting training it's paid for itself.

Patricia: Yeah.

Michael: I have another 99 that are out there lurking and you never know when those will pump.

Patricia: Yes.

Michael: So you can afford to do this marketing when you're selling a high priced information product. You can command something like that as long as you have enough content that pre-sells them and as long as an opportunity, I mean how many horses does someone who's really serious and follows the instructions from your experts, how many

horses do they need to buy and sell to make their investment back? One, two?

Patricia: It all depends on the horse.

Michael: Yeah it all depends but you're going to show them how to find the high profit horses, right?

Patricia: Yeah.

Michael: The horses that can make them \$5,000, \$10,000, \$15,000. You're going to prove it by when you're interviewing the experts you're going say, "Tell me some stories of you making good money buying and selling." You're going to have stories after stories.

Maybe if you do 10 interviews you may have 100 stories. You can combine those all. You can edit all those stories together. "Greatest Money Making Buying and Selling Horse Stories from the World's Greatest Experts." That can be a promotional audio that can be one of your CDs that you send out to promote your high end package. Am I giving you some ideas?

Patricia: Oh, dude. I've got a lot of work here.

Michael: You do have some work, but it'll be well worth it.

Patricia: Absolutely.

Michael: If you're making some good money on something then it's worth it. There are seminars that are sold for \$10,000, \$20,000. There are franchises sold for \$100,000. I'm not going to tell you what to sell it for.

The value, if you interview these people and they're giving you secrets, the real powerful things is after you do the interviews you go out and do it yourself and document everything. You should be recording everything. Every time you're on the phone, have that recorder on. Make sure you get their permission. Those can be potentially used as product and as promotion.

These are some of the ideas that you should be doing. You need to start building a valuable content. If I were you, keep doing what you're doing



right now and line up five or 10 interviews on how to buy and sell horses if that's the topic you want to choose. That may be a nice one. There's a real opportunity.

There are so many people out there who love horses. They can turn their passion or their hobbies into something that they can maybe make a living with, a neat sideline business. I think there'd be a lot of opportunity in that.

Research the market, see what's out there. You may find someone already with a course out there who's doing nothing with it or who's doing it all offline. You may go and negotiate online rights. You may be able to position them as an expert just as I have with that Art Hamel guy. I'm not the expert, he's the expert. I'm selling him.

It's always nice to position yourself as not the expert, as the guy who brings the information. Just like I've done with Art Hamel. Just like I've done with my joint venture course. Just like I've done with my copywriting course and my consulting course. The only thing I position myself as an expert is on doing the audio interviews and creating this audio information like I showed you how to turn a \$28 book into a \$3900 information product.

Patricia: Yes.

Michael: You should get that because that page I showed you all the audio recordings on information product marketing, I've taken eight of my best audio interviews and I've taken the best ones out of there and put them in only for the buyers of the products. As I do more and more audio interviews then I want to keep stuff out there for free but as you do more and more content the additional content becomes part of your product.

Every time I put it in I build the value. Every time that I build the value I can up the price. The more you talk the more you make. Every interview you do if you structure it right, kind of like what I'm showing you, is money in the bank. It's potential sales. It's better than a piece of real estate. As long as you're online and up on a website it'll pay you over and over and over again. It's really amazing.



Patricia: That's the whole goal of being online. The whole reason I went online because I didn't want to basically prostitute myself with working at Wal-Mart which is where I was before I did this.

Michael: Okay, so you've got a great story. What was the story? You with Wal-Mart for how long?

Patricia: I worked at Wal-Mart I believe it was for two years. While I was there I had an affair because I was so completely bored and I ended up getting way to friendly with this one guy. I injured my back, this is three years ago now. They're just now getting around to getting me physical therapy.

Michael: Okay. Have they paid you workman's comp?

Patricia: Some. Nothing, it's just more than can just barely get us by.

Michael: So you're not married right now?

Patricia: I am married. I am still married. Woo-hoo.

Michael: Okay, good for you. All right.

Patricia: We worked through it.

Michael: Do you have kids?

Patricia: Yes.

Michael: How many kids do you have?

Patricia: We have two.

Michael: How old are they?

Patricia: My oldest is four years old in two weeks and the youngest is two and a half.

Michael: Okay. I have a six and a half and a three and a half. Two boys?

Patricia: Yes.

Michael: All right, me too. Keep going. I know exactly where you're at. I'm about a year and a half ahead of you, maybe two years ahead of you. You know we fight for our time, don't we?

Patricia: Absolutely.

Michael: Everything I'm doing here that you see is because of the kids. I want to be home for them and I am. I put the kid down for a nap three days a week. I'm taking them to school, picking them up from school. My wife still works three days a week. Everything you see here is the main reason, so I can be home with those kids and I can leverage my time.

You see, it's an incredibly powerful medium. You've got to have something you can sell and make some money with. You can do this, there's no doubt. I'd research the market on buying and selling horses. I think it sounds exciting. It's no different than people who get into the stock market or real estate.

There may be more opportunity. Explore the opportunity. There's so much opportunity out there. If you've been involved with horses and stuff and you like that I'd stick around that. All right, when you were with Wal-Mart, were you doing any of this online?

Patricia: No.

Michael: Is your husband working right now?

Patricia: No he's not actually.

Michael: He's not working right now?

Patricia: No.

Michael: Are you able to pay the rent and everything?

Patricia: My mother has been helping us out.

Michael: Are you in your own house? Okay. So you've got some help with mom. I'll tell you if you do this Patricia you'll have a wonderful story. That story, even though these last three years have been hard, that's a

compelling story. I'm sure you can do this. You've just got to do it. You're already doing it. You've just got to change your strategy a little bit.

Patricia: Yes.

Michael: That story will be so powerful. Once you're there and you're making \$5,000 a month and you're selling two or three of these a month or \$6,000 or \$100,000 a year then your prospects will relate to that and relate to you. You were working with Wal-Mart. You hurt your back. You hit a hard time. Your husband wasn't working. You had two young kids. This is the success story people love to hear about.

Once you make it with your information product and once you get this all setup and you're having some success then you can be an Internet star. You could have people interview you about your story and what you do and your opportunity. First of all, I love helping people. This has been a very valuable talk for you.

Patricia: Extremely.

Michael: I hope you'll follow through and do this and be a great success story.

Patricia: Yes.

Michael: Okay?

Patricia: Definitely. Thank you.

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