

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**Part Two Opportunity Analysis Training
Session With Dave The Owner Of A
Diabetic Supplement Company**

Michael Senoff Interviews Dave Part Two

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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Published by:

Michael Senoff
JS&M Sales & Marketing Inc.
4735 Claremont Sq. #361
San Diego, CA 92117
858-234-7851 Office
858-274-2579 Fax
Michael@michaelsenoff.com
<http://www.hardtfindseminars.com>

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Diabetic Supplement Company Consult Part Two

Welcome to my second conversation with Dave, the owner of a company that distributes diabetic supplements. At the end our first conversation, Dave and I had discussed the possibility that he learn the HMA System and then use its methodologies to grow his supplement business with some guidance from me or another HMA Consultant.

Dave expresses the desire to be more of an expert at the development of a successful online business. He had basically taken on the diabetic supplement web site as a learning experience. He also says that he plans to have an offline marketing campaign for the supplement – perhaps with Costco. He feels that good offline marketing would help his online marketing immensely.

We discuss the possibility of Dave learning the HMA Marketing System, which will actually teach him how to be a Marketing Consultant and exactly what to do for clients. I didn't forget to tell Dave about a new module in the HMA System – Richard conducting group training of the HMA System. This new module is priceless for any new or existing HMA Consultant.

Hear me explain what you get when you become an HMA Consultant. You not only get the entire HMA course, you get me or Richard for advice as well as a host of other resources which includes access to the HMA University. I also have a great web master that could be available to Dave for advice about the enhancement of his web site.

Dave has investigated other internet marketing courses and actually did some course work with one organization. He knows that the purpose of the web site is to sell his product. But he is concerned if the web site content that he would develop would be the best and most compelling content to sell the supplement.

This is where I advise that the development of his USP is of the utmost importance. Much research needs to be done to put together the correct message. In Dave's case, this would mean interviews with actual diabetics and his current customers, and researching his

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competitors. You will hear some of my ideas about how to use the SRDS and mailing lists/hotline names to determine what successful companies are doing in the way of Internet marketing.

Once potential prospect hot buttons are determined, it's time to educate them with an audio message. Perhaps this is an interview with the product's formulator or some other health care professional who is an expert in the field of diabetes.

Dave likes the idea of interviewing people with diabetes who have had amputations or developed blindness to get their history with regard to diabetes. The interviews should include a correlation of their physical condition today as opposed to the time where they could have made a decision that would have prevented their amputation or blindness. What powerful messages these interviews would convey! They would be compelling enough to be leveraged with the media through PR.

These interviews could be available on Dave's web site for free. Then, Dave could look into developing a joint venture with a non-competing product. I remind Dave that many companies already produce CD's for their prospects and customers. Dave could enter into an arrangement to put his sales message for the diabetic supplement on the unused portion of the CD. This is just one idea.

We do more brainstorming about how to find potential joint venture partners and how to approach them in a cost-effective way to see if they would be interested in a partnership. If Dave has a CD containing interviews with diabetics, he could call potential JV partners and explain what this CD would mean for their business if it was sent to their existing client base. It would be a win-win-win situation in that Dave's product would be endorsed to many potential customers, the JV partner would keep more of his existing customers by offering this bonus, and customers would be educated about how diabetes can be so detrimental to their health if not treated.

Dave and I have some final words about how to interview, how to approach a potential joint venture partner, how to create audio interviews for a CD, and how I could help him to enhance his current web site.

Now it's time for Dave to decide whether he wants to take on growing his business the HMA way. I look forward to hearing from him soon!

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Michael: Each customer right there is worth \$300 to you. Ten customers is \$3,000 a year. How many customers do you need to have to make yourself \$20,000 a month? It adds up quick when you have margins in there.

Music

Hi, it's Michael Senoff with [HardtoFindSeminars.com](http://www.hardtofindseminars.com), and this is part two of my interview consult with Dave. Dave is a distributor of a diabetic supplement product. In the first part of the recording, he contacted me to see if there was something we could do in helping him grow his business. I took him through the HMA's Opportunity Analysis, and recommended to him that he should take himself through the entire HMA system himself with some consulting with me on the side. So, this is part two, and we go over additional ideas, marketing ideas that can help him get a jump start in marketing his diabetic supplements. Enjoy!

Dave: My wife and I really would like to develop an online business. I've been in business since I was a kid, and I've been successful in many different ventures. Online marketing and sales, I've not done anything with. The technology, how to create a website, and how to put it together so it's appealing – I'm learning just by trial and error, and it's really a long process.

So, I would like to shorten the learning curve so I can start bringing in some money because we really want to develop a very successful online business. This thing with the diabetic wellness was an opportunity with my son and his company because they were struggling. They pretty much were going to let it go or would in the future if we didn't take a different approach.

I said, "Well, let me take a run at it. I'll use it as a learning experience for me. Let's see how we can make this grow." It's a great product. It's a great market. It's not multi-level marketing. We manufacture it. We deal right with the lab, and we're trying to put this together.

Michael: Are you pretty set on keeping it all 100% online, or are you open?

Dave: We have some inroads into Costco. We're having to reformulate the packaging for their needs, but no, we want to do an offline program, any direction we want to go.

My feeling is that if we can do a successful offline program, it's going to help our online sales as well. We're kind of going down both avenues here, and I'm right now – sad to say it – but, I'm kind of at the helm of the online. I took the website that they had before and kind of redid things.

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Michael: The website's mostly pretty good. Maybe what it communicates could be better.

Dave: Yes, and the reality is we're not making sales off the website right now. There's no compelling offer there. There's no real sales pitch, if you want to put it that way, on there.

Michael: You've got to give people a reason to go there. You've got to have people to approach.

Dave: So, what you're talking about is your HMA consulting program?

Michael: Yes, the HMA consulting program. It would be two-fold because with it you get two things. The entire course is geared to teaching you how to be a marketing consultant, not only how to get clients and how to take a client through the steps of the system, but how to get paid and all of that, the reality of what it's like being a consultant. At the same time, you're learning what to do for your clients.

Now, we just added a module to the system where Richard just did a training. A lot of consultants will do group training where the average maybe can't afford three or four thousand dollars a step, especially small businesses. So, group training has been a part of Richard's consulting business for some time, and he just videotaped a ten DVD set where he takes 15 business owners, all types of businesses, through the entire system.

That comes with the consulting package either to use for yourself or to put businesses through. You could watch it from the perspective of learning how to be a marketing consultant and learn all the steps of the system that you're going to take someone through, or you could use the group training, sit in front of that and view that as if you're one of the people in the classroom, in the training learning how to take your business through the steps of the business.

You just follow along. Each step has four different components, and a combination of all the steps can give you the growth in the business. Now, when they teach us to be consultants, you want to take on a business with hidden marketing assets.

If you were a consultant and I would tell you to approach a business, I would tell you to not take on a business that doesn't have customers, and unfortunately you're a start-up, not an existing business.

It doesn't mean you don't have assets. You do have assets. You've got a website that's been doing. You've got money that's been invested. You've got

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a product formulation. You've got Mr. Wheeler's expertise. Those are all hidden assets, but I'm just saying strictly if I was to look for clients to take on, you wouldn't be my first choice only because there's no customers there. So, you've got to start building it from the ground up. Certainly, that's going to be a lot harder.

Let's say you already had customers, and you were doing a certain amount of business, but you weren't keeping in touch with your customers. You weren't articulating why you're different, why you're important. If you had the customers who were already buying, you could get some growth fast. Does that make sense?

Dave: Absolutely, that's really where we're struggling.

Michael: You're a start-up basically.

Dave: Yes, definitely, and sometimes it's easier to look out and see what other people are doing than looking at your own. I have a really good friend who's a horse trainer, and he's got a lot of great things going for him because he's nationally known in a certain breed. He produced a video/DVD training that he showed it to me. I said, "You know, you've got a great business here."

So, I have been – if you want to use the word – consulting with him to help him move along. It's been interesting because-

Michael: You can give advice better than do it for your own business.

Dave: Doesn't that sound weird?

Michael: It's totally true. I'm the same way. It's different because you're in it. You're emotional. You can't look at it objectively. It's impossible.

Dave: I see how he is developing what I'm telling him to do, and now he's making \$2,500 a month, and I've made zero with my project. I just thought it was really weird.

I just received in the mail from you the CD set on the consulting.

Michael: You did, good.

Dave: You sent that out to me.

Michael: That's all the best recordings. Many of them are with existing consultants, interviews with Richards. You'll hear me taking prospects through the opportunity analysis similar to what I did with you.

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Dave: I've been listening to a lot of your stuff. I actually ran across Jason Ryan Isaacson's interview. How long ago was that done?

Michael: It's got to be at least two years ago or more. If you get the HMA system, and you want to go through it yourself, you've got me to consult with you anytime. You'll also have any of my – for instance, I've got a web designer who I've been working with ever since my site started. He's been with me. He's a guy from India, but he lives in the United States. He just got married, and he's very good.

I don't know everything about the web, but this is my guy. I've got a team around me. I've got transcribers. I've got editors. I've got my website guy which is him. He doesn't rip you off. I don't allow him to rip me off. He's fair. He gets things done. He just brought on a couple of partners out of India who he's farming a lot of the work out to. He could handle any of your website needs, anything you want to do, if you direct him to what you want to do. That can be done.

If your website guy has flaked out on you, I have someone. This is my personal webmaster who could help you. I could hook you up with him. I've got a lot of resources I'd make available to you because as an HMA consultant, that's one of my higher ticket items that I sell, and you get me with it.

If you've got a problem, let's say you've got a concern about say the USP or how you should position yourself, I'll get Richard on the phone. I'll say, "Richard, I've got an HMA consultant. He's got an existing business. Let's do a three-way." This is what I do for my consultants.

Dave: Sounds great. I have one question here. I think this really sounds great because I really would like to learn this in a way that I can help other people. That's a part of me that's pretty strong that I want to help other people be successful, sometimes to the detriment of my own welfare.

I don't know quite how to articulate this super well. I worked with Kevin Bidwell. Do you know Kevin?

Michael: I do not know him. Who is he?

Dave: He has Success Secrets. I actually had some introduction to minute marketing, Corey Rudl's stuff. They had a mentoring program, and I know I do well in a mentoring program. I did it well in my medical practice. I just know how that works and how effective it is. So, I'm 100% sold on that.

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I ran across Corey Rudl and his group. They had a mentoring program. I investigated that, but there's some things in it that just didn't sound right to me, didn't feel good to me. So, I did a little bit of investigation. So, I'm not recommending Corey Rudl's program. I'm recommending Kevin Bidwell.

He was doing a little teleseminar and I got on it and listened to it, and I did a little coursework with him over a couple of months late 2005, beginning of this year. He helped me go through and said, "Well, you could do this, and you need to do this." Okay, so I went out and developed a website.

I put up a website, but I pretty much carried over much of the same look and feel and content lay out as the previous website, but the question is, websites do certain things and that's to sell. That's the only purpose of it really is to make a sale. You have content and all that stuff that leads up to the sale, but how do I know when I have a task to do like put up a website or make a content that I'm putting up the right kind of thing?

Now, I know that I look at the website and I think, "You know, this really could be a lot more compelling."

Michael: You're going to do that by, and this is the most important thing, by researching your market. The USP is the very first step you have to develop. Why is that diabetic going to order from you? What's important? There's four steps in developing that USP, and one is talking to diabetics, talking to them on the phone, and then there's a questionnaire process that's available that you take them through. You are an investigator.

This is the most critical and important thing because if you're selling something that isn't on the mind of your buyer, they're not going to buy. Your message has got to match your market. This is what separates great salesmen from poor salesmen, great copywriters from poor copywriters, great websites from poor websites – is the message has got to ring true with your prospect who's considering buying your product, what's important to them. That takes research. That's interviewing potential prospects, diabetics.

Next is researching your competition. What is your competition doing? What are the keys points that they're selling on? Are they selling on price? Are they selling on quality ingredients? Do research trying to determine how successful they are. Look at their Alexa ranking. It's just dog-gone hard research.

If you can get that message right and then you know through your research you've determined makes someone order, you're going to be way ahead of the game rather than getting the message wrong.

Dave: Exactly, and that came through loud and clear in our last conversation.

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Michael: I have sources that I can direct you to. There's archives of direct mails that are mailed out on any kind of health offer, any kind of business offer, actual direct mail pieces, and you can determine the companies who's mailing it. You can go into the SRDS, which is the Standard Rate and Data Service. This is like the phone book of every direct mail list that's available for rent, and you can go see how many names that they're willing to rent on their list. You can determine the monthly hotline names. That means they have say 20,000 hotline names meaning these are 20,000 new customers per month.

By looking at this data in the SRDS which is available to you, you can determine this company is bringing on 20,000 new customers per month. You can find the company and go their website and see what they're selling. You could become their customer and get their direct mail pieces and their promotions, and you can see their entire marketing program that's bringing them 20,000 customers a month.

You can mirror and maybe even improve on what they're doing. There is financial intelligence, marketing intelligence out there for you, and that's in the research phase.

Dave: Is that in there as I go through the HMA system?

Michael: I don't go into the SRDS stuff, but I can certainly direct you to that. I'll consult with you on what I think you should be doing. Maybe it will help you out in that. I have a subscription to the SRDS and I can give you the user name and password and you can go in there and do the research yourself. It's something that I pay about \$600 a year for. All the data is there. I'll direct you.

I'll keep it in the top of my mind. So, if I see something or I'm online and I'm researching something that looks like a good idea or may help you, I'll pass it on to you, if you want to do it, I'll even offer you this.

I haven't listened to the Dr. Wheeler interview, but I love audio. There's no better way I think than educating potential prospects through a great audio interview or a great audio recording. Maybe once you do the research and you've determined where the real hot buttons are in your research and why customers are buying, then if you want to send me over the questions and set me up, I'll do an interview with Dr. Wheeler for you and we can put that on your website and use it as a selling tool on your website, or that can be put on a CD and sent out to prospects.

Dave: We tried a couple different interviews with him. He talks just fine. He needs to be guided very carefully with the right questions. If he knows what's going

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to be asked, he's good. Part of the problem is they're just very short interviews that take place, and they were radio interviews.

Michael: Maybe you need one that's in more depth. If a person has diabetes and they're experiencing pain, you may need a 45 minute interview to really educate them and really sell them on the benefits of what you have. It doesn't have to just be with Dr. Wheeler. There's all kinds of experts on diabetes. You can offer some great value like the same way I do with my audio recordings for people. It gets diabetics coming back to your site, and then you build credibility. You can get long-lasting residual customers ordering your product month after month.

Dave: Actually, the fellow who's helping is with some offline opportunities is actually a diabetic. He's pretty excited about getting this into like Costco and maybe Whole Food and things like that.

I asked him if he knew of some people that have had like amputations due to diabetes, and he certainly did. I said, "You know, what I'd like to do is try to put together an interview to interview these people, not from the standpoint that they have to give their last name and all that. From the standpoint that they're talking about going way back to when earlier lifestyles may be led up to this."

Michael: Absolutely. I have a distant cousin, both his legs were amputated. He's a kid I grew up with in Atlanta, and he was overweight, didn't take care of himself, and he got diabetes. I think first it was his toe, and then his foot, and then it ended up being both his legs.

Dave: The trick is being able to get them to correlate their current condition back to an earlier time in their life where they could've made choices and they didn't.

Michael: That could be very powerful. You do interviews with people who have gone blind. Really educate and that could be a powerful audio recording and something you could also leverage the media.

Let's face it when someone's arm gets bit off by a shark, it's all over the news. How about the stories of diabetics who have lost legs? I can see the media eating that up, and it's a public service. You could offer the free CD or the free download on your diabetic wellness website. I could see media really being a strong point. If you have a compelling message to lead people and to drive people to your site, and once they're there listening or downloading or sharing, then of course your solutions right there, your products.

Each step of the system, there's no guarantee which step is going to bring you the results. You don't know exactly when, but all it takes is one – you could

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just focus on developing say that audio recording or those series of five or ten minute interviews with amputees or people who have gone blind, the dark side of diabetes. Then, if you have that recording, and it's up online, you could distribute that for free.

You've got the recording. It's edited. It's there, just like on my site. People can go listen to it on your site. Then, if you approach media with a nice press release, "Diabetic Wellness announces a new free audio recording available to anyone who has been diagnosed with Type One or Type Two diabetes. On this recording, you'll hear real interviews with diabetics who have lost limbs and gone blind due to diabetes. Hear their stories, and what advice they would give you to not let what happened to them happen to you." That could be compelling.

Once that audio recording's done, you could approach a non-competing business who is selling wellness products, maybe in the weight loss industry, maybe they can tag along your CD. Your CD can go along with it.

Here's a novel idea. Now, an audio CD that goes into a CD player will hold up to 80 minutes of audio. If you turn it into an audio recording, it will hold 80 minutes. How many CDs – promotional type – fill up all 80 minutes? Haven't you bought courses and stuff on CD that are only 20 or 30 minutes?

Dave: Oh, sure.

Michael: I had this idea that you could approach someone who's already marketing let's say a health related CD, and you could buy the unused audio portion on the CD Rom or work something out. Let's say you find someone who's sending out thousands of CDs a month in a non-competing related health-type product or something.

People are listening to this CD, and they put it in their CD player. Well, their message gets played, but you could buy that unused audio blank space on the back of their CD and have your selling message. They can offer it as a bonus or something. All they have to do is change the master and add your audio on to the back of theirs. That could be an interesting idea where you can really leverage someone's postage and their customer, give them something of value.

You could work something out with them. If a sale came from one of their customers, maybe you could pay them a commission. If you could find one or two joint ventures like that, you don't have customers, but there are businesses that have customers.

I'm going to give you a perfect idea that just popped into my head. One time on PayPal, I have a recording. Did you ever hear the recording on how to use PayPal shops to do joint ventures?

Dave: I have. I did listen to that.

Michael: After I did that recording, I did a test. Have you ever heard of Gary Halbert's Dollar Bill Letter?

Dave: Yes.

Michael: Well, I did a PayPal dollar bill letter, and the first one I did, I wanted to see if it would work. It was really just a test to see if this would work. I went on to PayPal shops, and there was a guy selling diabetic chocolate. It was doing a phenomenal business. He had thousands of customers ordering his diabetic chocolate.

Now, anyone ordering diabetic chocolate, you could bet they have diabetes, right?

Dave: Right.

Michael: Then, what I did was I emailed him a dollar. I PayPal'ed him I think a dollar or ten cents or a quarter. Now, when you have PayPal and you get money, that's something you look at when your PayPal comes in and says, "You've Got Money." It says, "As you can see, I've PayPal'ed you a dollar, and here's why." I have the letter somewhere. I can pull it up for you.

I got his attention. I told him that I noticed he was selling diabetic chocolate, and that I had an idea where I think I could grow his business. I don't remember what specific offer I made him because it was a while ago, but it got him to call me back, an offer for him to call. He called me back, and I had an entry to set up a deal with him. I honestly don't remember what it was, but it worked.

This diabetic chocolate, go type in "diabetic chocolate" on Google, and these could be potential joint venture partners for you – diabetic and sugar free chocolates from Chocolate Fantasies, a chocolate company makers of diabetic sweets. The Diabetic Chocolate Cookbook – these are great potential joint venture partners for you here. With diabetic chocolate, there's lots of customers. People love chocolate.

How many joint venture partners would it take to set-up who have customers that you could piggyback with to really build a nice business? Even share in the profits with them. If you up your price like I showed you, there's margins

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in them. You could approach them and introduce yourself. You have the margins if you up the price.

Dave: We talked about that in ongoing discussion, but I brought it to the surface this week a little bit more. I can do. It's just where to do it at. How far up do we take it?

Michael: You test. You can always go down, but your marketing has got to support your price. The more you tell, the more you sell. You've really got to offer value and you've got to be able to explain why your price is higher, and with some research, that's doable.

Look at this, Shar's Diabetic Socks, genuine diabetic socks for men and women. Do you see the 174? What this means is this particular business had 174 transactions. It means you know at least he's got in his database 174 customers, unless he's buying things on PayPal, part of that could be purchases, but part of those could be sales that you know he has sold and has used his PayPal account 174 times.

I don't know if you remember the recording. What's great about this is if you could set up a joint venture with someone like this, you know he's got the entire database all in his PayPal account.

Also, think about this, a good customer for you, let's say you're \$79 a month on auto-ship, and let's say you can keep an average diabetic customer for five months.

Dave: Actually, our stats show somewhere around seven to eight months they drop off for a little bit of time, and then they come back.

Michael: So, let's say with the higher price, they'll drop off a little early. Let's just say five months. You've got ten bucks in the product. Each customer right there is worth \$300 to you. Ten customers is \$3,000 a year. How many customers do you need to have to make yourself \$20,000 a month? It adds up quick when you have margins in there.

If you've got 174 people, five or six customers could still be worth it. If you just had someone, if you went on to Elance, and hired a 16-year-old girl, just like I do.

I'll tell you this story. My tanning salon, George, who I'm doing consulting for, we need to bring in someone to do telemarketing. I've been monitoring all his calls because I have him set up on a system where all his calls are recorded so we could monitor how his girls are answering the phone.

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So, a call came in and it was a young girl and she said, “Hi, are you guys hiring?” The girl said, “Well, yes, we might be. You need to come down and fill out an application.” Well, most people aren’t going to call. I heard that recording. I had caller-ID and I called the girl back. Her name is Rebecca, and I interviewed her. I said, “I’m working with George, and we’re looking for someone to do telemarketing.”

So, now I’ve got my girl to do telemarketing, very flexible. She lives two minutes from the store. She could walk down there if she wanted to. She’s fine working out of her home. She’s going to be making calls to existing customers on George’s database, on the list. She used to work at McDonald’s. She’s used to working \$7-\$8 an hour. I said, “Well, is \$8 an hour okay?” She said, “Yeah, no problem.” She loves talking to people. So, I’ve got a telemarketer.

If you had someone who didn’t even do telemarketing, you had someone working for you for eight hours a day, or two days a week for four hours a day. Eight hours a day at ten bucks an hour, that’s \$80, a whole day. She’s contacting people maybe through this PayPal dollar bill letter, generating perspective joint venture partners to do business with you once you outline an offer for them. You could have them doing the grunt work, and then you just making the contact when you have an interested party.

She could be online searching Google the word, “diabetes” looking for all the non-competing diabetic type business like socks and chocolate and diabetic medical supply, and make contact with these business owners to do a deal or to joint venture or to partner.

Before you do that, you’ve got to have a plan. When they call you, you can say – let’s say you have your lead generating piece and it’s this audio interview with amputees and people who have gone blind, the dark side of diabetes. You introduce yourself. You’re with Diabetes Wellness. “We’ve developed an amazing learning tool for your customers who are ordering your socks. It’s part education and part scared reality and it’s called, ‘The Dark Side of Diabetes.’ We’ve interviewed 20 people who have lost limbs or gone blind from diabetes, and there their real stories. It’s very compelling. Not only will it educate your customers, but it will keep them coming back for your socks. It will keep them on your chocolate. It’s a loyalty building tool.” You’d like for them to send your CD out with your product, with our letter endorsing it.

You write it, but it’s coming from that company owner. They’ll send it out for free. Maybe all you’ve got to do is pay for the duplication. They win, and you win, and the customer wins. Wouldn’t that be powerful?

Dave: It's very powerful. There's ways of setting it up so that they get their customers to order it and they get credit for it.

Michael: If you need that driving motivation to get them to action, go for it, but in many cases, you may not even need to give anything away. You giving the value of the information for them to give out to their customers to keep them as a loyal customer scaring the hell out of them so they keep buying their socks or keep buying their chocolate or keep buying their medical supplies and their testing supplies and anything related to diabetes to keeping that customer as a stronger buying customer, but at the same time, they're going to learn about your product, too.

If you don't want to give a CD away, you could give a gift certificate to the CD. It could be a piece of paper that directs them to a website where they enter a user name and password and they have access to the download. Having it on audio CD would be wonderful.

If someone has a car and they're playing an audio CD, it's just you and that driver. CD players are great. When you get out of the car, it stops, and when you get back in and start the car, it starts right from where it left off.

Dave: I love that part.

Michael: One joint venture could be all you need. A good audio recording and a joint venture could be a great driving force combined with the press release stuff.

Dave: With this course, you can kind of help me and guide me through and make sure I have it right, put it together correctly.

Michael: I'd be willing to help you out any way I can. I'm not going to do all the work for you, but you can tap my brain and people I know and I can direct you to anywhere or anything. You can use my knowledge like with the SRDS if you want to do some research. I'm here to help you.

Dave: If I write something, would you be available to critique it?

Michael: I could give it a critique. I'll tell you this. I hate copywriting. I'm a better editor than a writer. I'm more of a talker, but I can give you an idea of what you've written. I can also direct you – I work with a couple very good copywriters, and one in particular would do me a favor and critique your work.

If you needed some professional copywriter, either one of them could do it. I spend a lot of money on copywriters because I know they're better than me, but it's a wonderful investment. I may spend four or five thousand dollars on a

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package – on a letter and on a series of reports and autoresponders, but that money, once I send out the promotion, I’ve made my money back and I’ve got a residual selling thing.

You can’t spend too much on a copywriter. You’re not going to need any long type copy. I think with audio and your basic information – some of my sales letters, as you’ve seen, are pretty long and pretty detailed.

If someone’s really passionate about a subject, and they have diabetes and they’re really concerned. It’s life threatening and they’re facing the possibility of losing a leg or going blind, this is a major motivating factor. When people get disease, they’ll devour anything they can get their hands on looking for an angle on how to beat it.

The more you offer – I have people who want to devour marketing. I’ve got people who have listened to all 100 hours of my stuff because when you’re hot, you’re hot. They want it. They can’t get enough of it. If you could be the guy who provides this great audio resource, and you have the ability to do these interviews. The interview stuff isn’t hard, if you want to develop it that way.

I know it seems daunting at first, but just start with one. Start with the one CD we’re talking about. I think that would be powerful.

Dave: We’re going to start a little project here with, again, a friend of mine who’s helping us with the offline marketing. We’re going to get him on a three month program. We have a little program where he enters his blood sugars morning and night, and he’ll just do a whole tracking and download it on your own computer. You can see how progressive.

All right, well super. I appreciate your time. We’ll see how we can put some money together to do this.

Michael: Well, let me know. I hope I’ve given you some ideas.

Dave: This has been very helpful.

Michael: What the hell, why don’t you find diabetic chocolate guys and email five or six of them, and just tell them you’re kicking around an idea about developing this CD? Tell them it’s not done yet, but just want to get their opinion on something. Tell them who you are. People love to help other people.

Say, “Look, I’m in the diabetic business, too, but we’re not competitors. I think I may have an idea how we can work together.” Tell him who you are. Tell him what you’re doing, and tell him you have this idea for a CD of

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interviews with people. It's a great learning tool. You think them providing this CD to their customers when they order their socks, you'd really be doing their customers a service beyond just selling them diabetic socks.

You'd be selling them a service that educates them about diabetes and keeps them loyal and as a customer for a longer period of time. Run it by five of them, and you're going to get one who says, "It's a great idea. When can we do it?" Then, you know you've got one potential joint venture partner, and all you've got to do is get the CD done.

Dave: I shouldn't be afraid of that part.

Michael: You may be a little afraid of that. All the questions you're going to have to ask somebody is the normal questions someone would want to know. What's your name? Where are you from? When did you get diabetes? Tell me what do you think caused it. What happened? You're just going to get their story.

They're going to say, "Well, I got this infection in my toe, and I went to my doctor." You're just going to hear the story. Just listen to them, and dig a little deeper. "How'd you feel when you went to the doctor? Were you scared? Did you think you were going to lose your leg?" "No, I never thought that would happen to me? I've always been..." You just get their story, and you just listen.

I could help you with the technical stuff if you get stuck. I'll show you how to get the recorder. I'll show you how to get the software on your computer. It's a pain in the ass to learn how to do it, but I think I had a real advantage over most internet marketers in that I'm somewhat internet savvy because I've taken the time to learn how to do it.

Before I had a good webmaster, I was at the mercy, just like you are with your guy, but if they can learn it, you can learn it. You don't have to learn 100%. All you have to learn is like ten percent to be able to do a half decent website. You know how to operate Microsoft Word, right?

Dave: Sure.

Michael: If you know how to operate Microsoft Word, I can give you a 20 minute lesson and teach you almost ten percent of how to operate Microsoft Publisher. I tell you, go order Microsoft Publisher. You could go on to eBay and order Office 2003 for a couple hundred bucks or \$150. I think I bought mine for under \$100.

Then, you'll have Microsoft Publisher. You'll tell me who your website hosting company is. We'll find out if you have Front Page extensions, and I'll

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show you how to open up and get into your website and then you'll see all the files. It's just like your desktop. You see your files and I can give you a 20 minute lesson on how to change the text on your website. It's very easy once you know how.

It's not as complicated as you think. It's no different than designing a Microsoft Word document.

Dave: Are you familiar with Excite Pro?

Michael: I did order it. I cancelled it. I didn't need all that stuff. That, I didn't want to take the time to learn. I'm just as lazy as anyone when it comes to learning all this stuff. It does take a lot of time.

Dave: Yes, it does.

Michael: But, I know how to use Publisher, and that does not take a lot of time. If I gave you a crash course, you'd be like, "Oh, this is easy." I can show you how to go into your page. I can show you how to change the text – the simple stuff, the main stuff.

Dave: Good. All right. Well, thank you very much.

Michael: You're welcome.

Dave: How does this usually work? I just send you a check?

Michael: I've got a payment agreement. I will outline it, and I will create a PDF and I'll send that to you. You'll have to fill it out, and you could pay either by credit card, you can do it on PayPal, you can wire the funds. I have a whole payment agreement that I'll email to you, and you can hold onto it. If you decide you want to do it, call me or fax it to me and we'll get going.

Dave: Sounds super.

Michael: I'll email that over to you.

Dave: I appreciate it.

Michael: All right Dave. I'll talk to you later. Have a good day.

Dave: You, too. Thank you so much.

Michael: You're very welcome.

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That's the end of part two. I hope this has been helpful for you, and if you have any questions whatsoever, please don't hesitate to contact me at Michael@MichaelSenoff.com.

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