

Audio MP3 SECRETS



**How to Listen to, Play and Download
Audios mp3 Interviews**

From www.hardtofindseminars.com

And Be Able To Take Them With You On The Road

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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Any perceived slights of specific people or organizations is unintentional.

**How to Listen to, Play and Download Audios mp3 Interviews
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Introduction

Congratulations on discovering www.hardtofindseminars.com, a site founded and operated by world-class interviewer and marketing expert, Michael Senoff. This site is described as "A University of Free Secrets and Business Marketing Strategy Audio MP3 Downloadable Interviews" and most newcomers to the site are overwhelmed with the amount of high quality content that is absolutely free.

As you've probably seen on the home page, Michael has listed more than 160 links to audio interviews within the site that he has displayed in a large 3-column table.

All audio interviews on www.hardtofindseminars.com are in the .mp3 format. MP3 is a popular digital audio/music format for sound files that are small in size but still reasonably high quality.

This makes it a very suitable format for downloading from the web – audio files can be reduced to around a tenth of their normal size without significant loss of quality. This is achieved by stripping out a lot of the recorded information that our ears aren't able to hear, like the sounds that are outside our hearing range.

For each audio interview on www.hardtofindseminars.com there are at least three ways that you can digest the content that are discussed below:

Listening While Online

For each audio interview on www.hardtofindseminars.com, the listener has the ability to play the interview while online.

For example, let's say that the Kevin Hogan Interview catches your eye. When you click on that link in the 3-column table, you'll be redirected to http://www.hardtofindseminars.com/Kevin_Hogan_Interview.htm where you'll see Mr. Hogan's photo along with a brief introduction about the audio interview.



HardToFindSeminars.com
Michael Senoff's
Need support? Have Questions? Call 858-274-7851
Seminars | Testimonials | Audio Interviews | Become a Guest | Consulting | BIO | **FREE CD** | Home

Kevin Hogan Interview Seminar " FREE mp3 download "One day, by accident, I stumbled across this site, it totally impacted my life and changed my mind-set about marketing and the Internet completely. " Jim Davis a true disciple of Michael Senoff

Kevin Hogan Interview Seminar
The Business of Body Language

KEVIN HOGAN

Kevin Hogan Body Language Expert

Whether you're conscious of it or not, your body language says more about you than your words ever will. So in this interview you'll meet **Kevin Hogan**, a psychologist regarded as the nation's leading expert on body language. In this **Kevin Hogan Interview** he's going to teach us how to make sure our body language communicates all the right messages during important business meetings. And he's also going to show us how to decipher the body language of others so that we know what they're really saying to us.

As you scroll down the page, after the introduction you will see the following near the bottom of the page:

Like it or not, we subconsciously judge people all the time based on their body language and appearance. By being aware of the nonverbal signals you're sending out to others, you can make sure you're putting your best foot forward every day. This hour-long interview is packed with useful information.

For more KevinHogan information, tips and **Free Reports** go to Kevin's site at <http://www.bodylanguageetells.com>



[PDF transcripts](#)

[download or play mp3](#)

For this interview, you can use the white play buttons to the left to play the Kevin Hogan interview while you're on this page.



Click the first button, the right arrow button, to play the interview. Note: The audio will play through your computer's speakers. Make sure your speakers are both on and turned up using your volume controls

The second button with the double-bars should be clicked if you want to pause the interview.

The third button with the black square should be clicked if you want to stop playing the interview.

The fourth button with the two small left arrows is for fast-rewinding the interview.

The fifth button with the two small right arrows is for fast-forwarding the interview.

...And it's as simple as that to listen to this audio interview while sitting at your computer!

You may encounter some interviews on www.hardtfindseminars.com where, instead of the set of gray buttons, you'll see green buttons for playing an audio online:



With these green buttons, you can play the audio interview by clicking on the first button with the right arrow. You can stop playing the interview by clicking on the second button with the black square on it. You can pause the interview by clicking on the third button with the double bars.

Another way to play the audio interview online is by clicking on the link circled below that says “download or play mp3”:



When you click on the [download or play mp3](#) link, your computer will begin to open your Default Media Player to play the audio interview. Depending on your computer, it may take a few minutes for the audio to begin to play.

Some popular free Media Players are:

- Windows Media Player (download from <http://www.microsoft.com/windows/windowsmedia/player/default.aspx>)
- iTunes (download from <http://www.apple.com/itunes/download/>)
- Real Player (download from <http://www.real.com/>)
- Quick Time (download from <http://www.apple.com/quicktime/download/>)

Please Note: Playing the audio interviews by clicking on the [download or play mp3](#) link can be confusing because, depending on your personal computer, internet speed, and/or your chosen Default Media Player, it can sometimes take several minutes before the audio actually starts to play and it's not apparent what's happening “behind the scenes” as you sit and wait for your player to come up and start playing the audio interview.

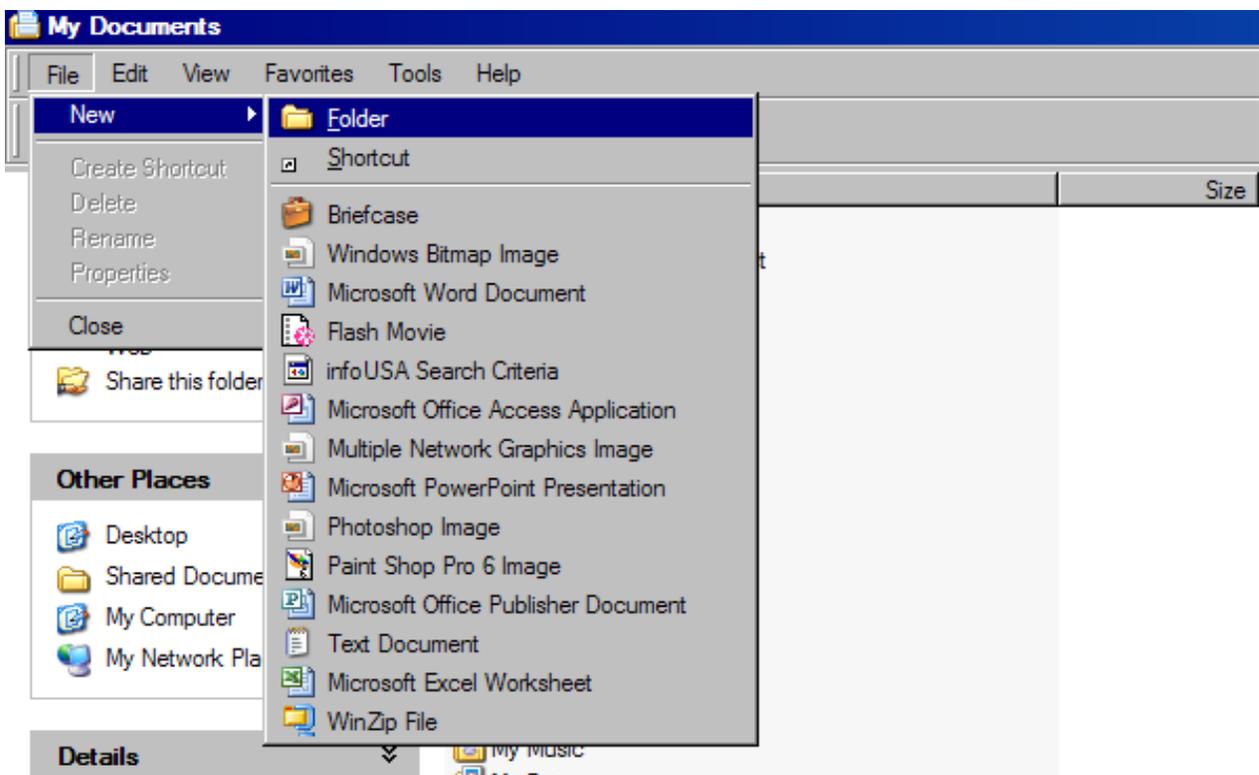
As such, we really don't recommend it too highly but it is an option that we have provided for you to play an audio interview online.

Downloading Audio Interviews to Your Computer

We believe that the best option for listening to an audio is for you to actually download the audio file to your computer and play it from your computer.

The first thing that you should do that you will be thankful for later is to create a folder that will contain your audio interviews from www.hardtofindseminars.com

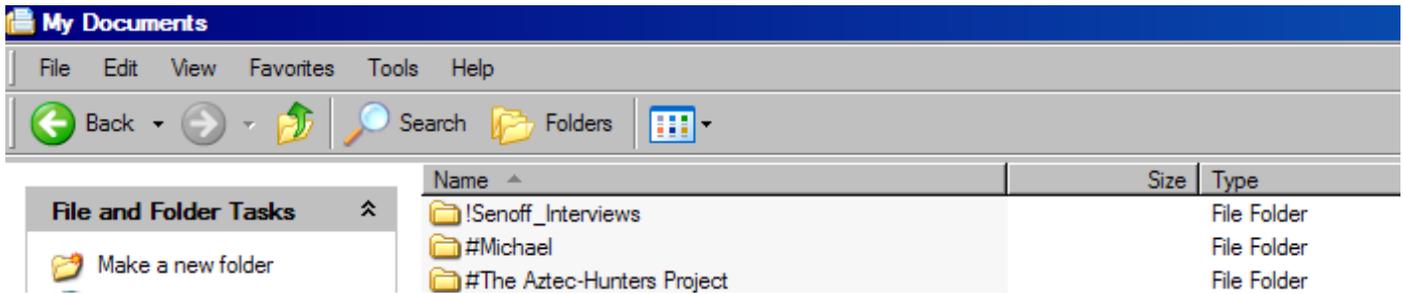
1. On your computer, navigate to your “My Documents” folder and open it. All of the folders and files in the My Documents folder will be listed.
2. Up at the top left corner, click on “File”. A drop down box will appear where you should click on “New”. Then a third drop down box will appear where you click on the word “Folder”, as shown below.



3. At the bottom of your list of folders and files in your “My Documents” folder, the following will be displayed:



Now position your mouse inside the box that says “New Folder” to RENAME the folder to something meaningful with regard to the contents of the folder. You can name it something like “!Senoff_Interviews” (Putting the “!” at the beginning will ensure that this folder will be at the top of the list of folders in the “My Documents” folder as seen below:

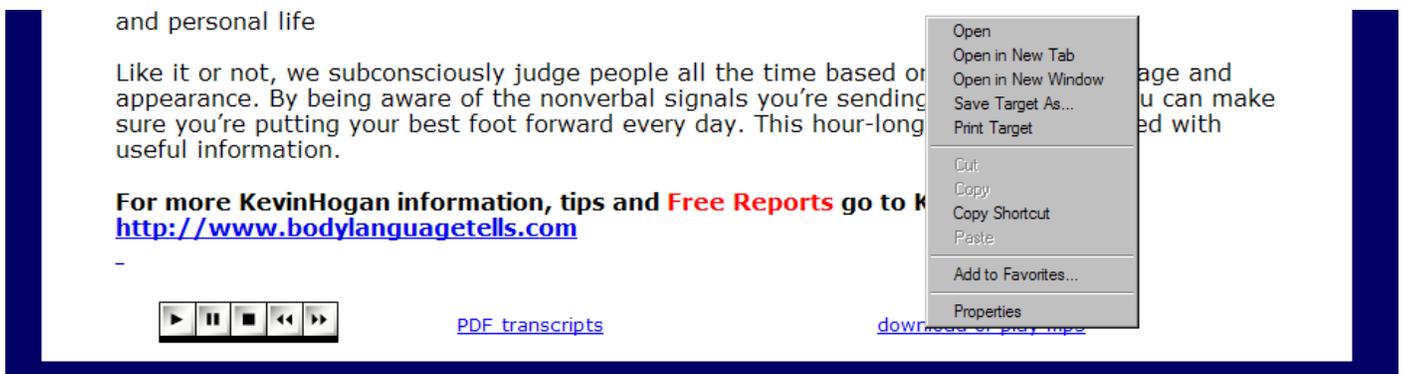


Now we're ready to begin downloading audio interviews!

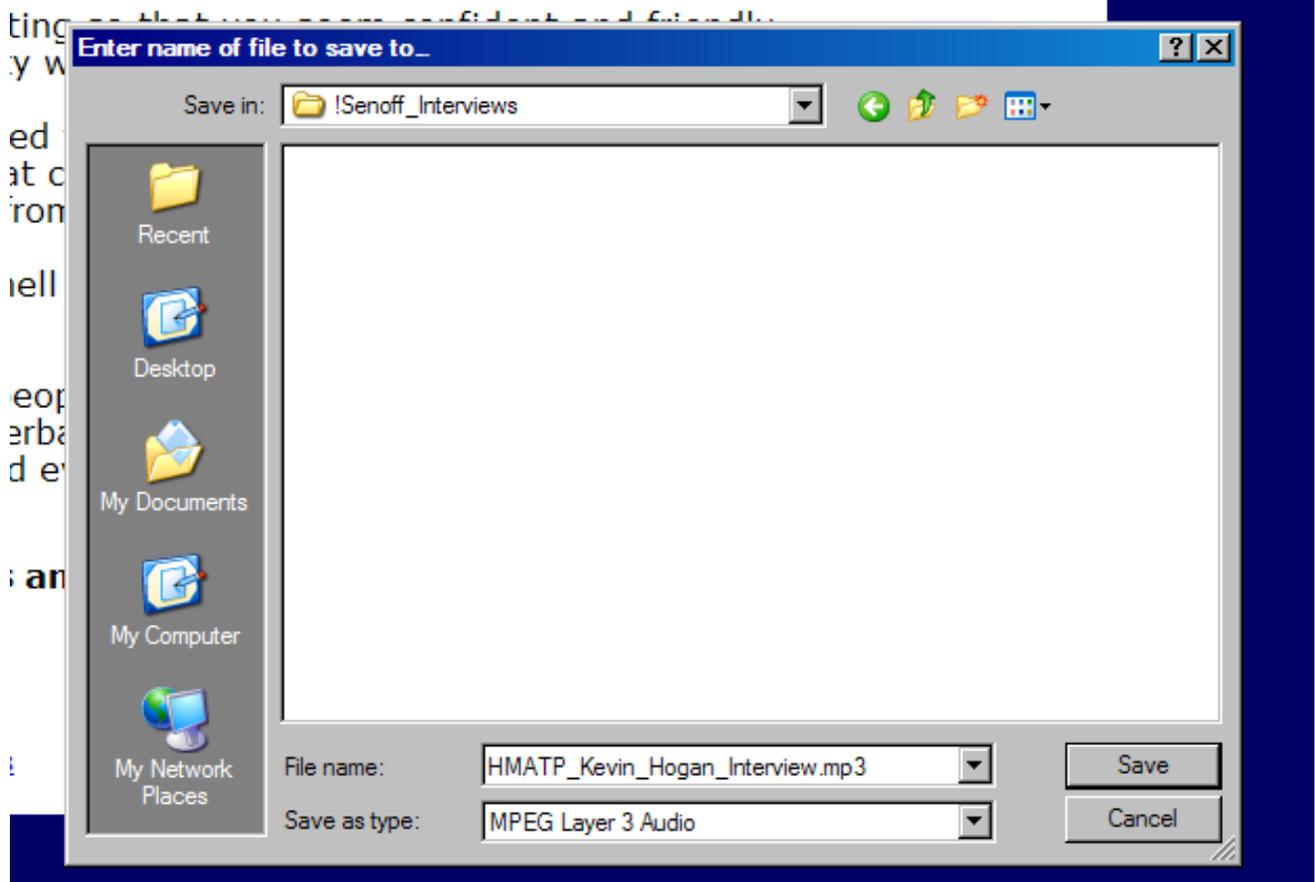
- Let's go back to our Kevin Hogan Interview example and the [download or play mp3](#) link circled below:



For Windows users, **right click** on the [download or play mp3](#) link and a drop down box will appear, as shown below:



In this example, we are using Internet Explorer as our browser, so the selection we will click on in the drop down box is “**Save Target As**”. If we were using the Firefox browser, the option to save the audio would be “**Save Link As**”.



Once you have clicked on “Save Target As” (or “Save Link As”), a new window will open that will allow you to navigate to your new “!Senoff_Interviews” folder within your “My Documents” folder. Double click on the “!Senoff_Interviews” folder and it will open. If this is your first time downloading anything to this folder, there will be no files in this folder, as shown above.

You can see that the actual file name of the audio appears after “File Name” as well as the Type of file you will be downloading, which is an MPEG Layer 3 Audio, or simply an MP3 file.

Click the “Save” button to the right and your system will begin the process of saving the Kevin Hogan Interview to your computer’s “!Senoff_Interviews” folder.

For Mac Users: Hold down the **Ctrl** key and then click on the [download or play mp3](#) link. A drop down box will appear where you should select “**Download Linked File As**” and then navigate to the folder on your computer, perhaps the Documents folder, to download the audio interview.

Now, when you look in the “!Senoff_Interviews” folder, you will see that it contains the Kevin Hogan audio interview, and the file name is “HMATP_Kevin_Hogan_Interview.mp3” as seen below:

!Senoff_Interviews

File Edit View Favorites Tools Help

Back Search Folders

Name	Size	Type
HMATP_Kevin_Hogan_Interview.mp3	16,569 KB	MPEG Layer 3 Audio

Music Tasks

Play all

Playing Audio Interviews Saved On Your Computer

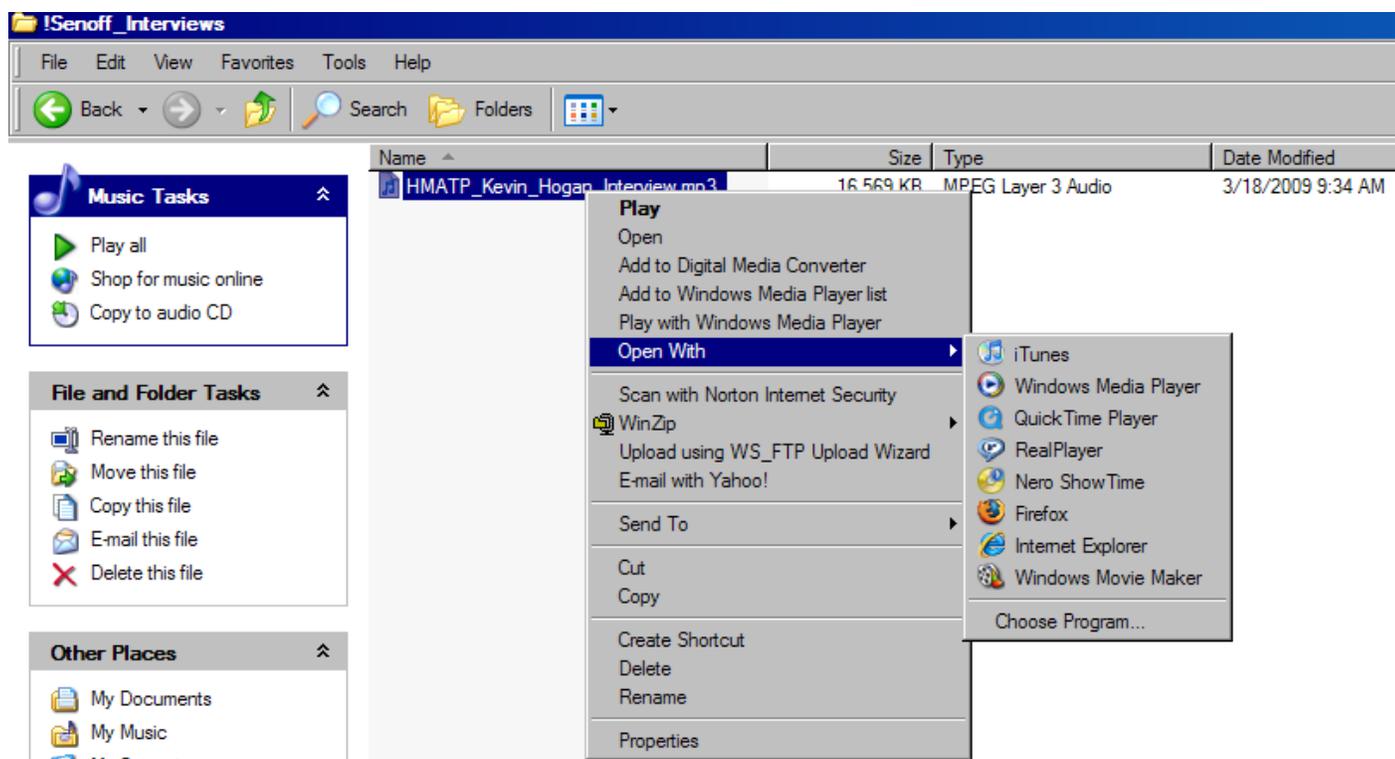
Now we're in business!

If you have your “!Senoff_Interviews” folder open, you can double click on the audio interview .mp3 file to play and the system will open your Default Media Player and begin playing the interview.

Again, a short list of popular Media Players are as follows:

- Windows Media Player (download from <http://www.microsoft.com/windows/windowsmedia/player/default.aspx>)
- iTunes (download from <http://www.apple.com/itunes/download/>)
- Real Player (download from <http://www.real.com/>)
- Quick Time (download from <http://www.apple.com/quicktime/download/>)

If you have more than one Media Player installed on your computer, you can choose which Media Player to play your audio interview by right-clicking on the name of the .mp3 interview file. A drop down list of options will appear. Then click on the “Open With” option in the drop down box and a list of all Media Players installed on your system will appear, as seen below:



You can see that on the computer we're using to create this tutorial, we have popular Media Players such as iTunes, Windows Media Player, and Quick Time Player. When you click on the Media Player of your choice, the system will open that Media Player and begin playing your audio interview.

For Mac Users: Simply navigate to the folder where the audio interview is stored and click on the file name you wish to play. Your Default Media Player will open and the audio interview will be loaded and played.

So there you have it! Now YOU have total control over playing your audio interviews because you will have them on your own computer.

PDF Transcripts of Audio Interviews

All audio interviews on www.hardtfindseminars.com have been transcribed and made into PDF files. As with the actual audio interview, there are two ways to view each PDF transcript.

Like it or not, we subconsciously judge people all the time based on their body language and appearance. By being aware of the nonverbal signals you're sending out to others, you can make sure you're putting your best foot forward every day. This hour-long interview is packed with useful information.

For more KevinHogan information, tips and **Free Reports** go to Kevin's site at <http://www.bodylanguagetells.com>



[PDF transcripts](#)

[download or play mp3](#)

Displaying the PDF Transcript While Online

If you wish to display the PDF transcript while online, simply click on the [PDF transcripts](#) link that is circled in the image above and the transcript will be displayed using your web browser.

All PDF transcripts need **Adobe software** to be viewed. If you choose to click and view the PDF transcript online (i.e. in your browser), and the system discovers that the **Adobe “add-in” software** necessary to display the PDF transcript in your browser does not exist, you will be prompted to download the Adobe “add-in” software. The process to download the Adobe “add-in” software is very quick and safe.

Once the system detects that the necessary Adobe “add-in” software exists on your computer, the PDF transcript will be displayed as a web page with Adobe tools to read and print out the document.

Downloading and Viewing the PDF Transcript to Your Own Computer

We always recommend downloading and viewing PDF transcripts from your own computer.

First, make sure that you have a copy of the free **Adobe Player** software. You can download the Adobe Player to your computer by going to <http://www.adobe.com>.

Once you have the Adobe Player installed on your computer, **right-click** on the [PDF transcripts](#) link shown circled in the previous diagram and a drop-down box will appear, as shown below:

- Simple ways to look, act, dress and smell that will give you an extra edge in you and personal life

Like it or not, we subconsciously judge you by your appearance. By being aware of the subtle cues you're putting out, you're sure you're putting your best foot forward. This is useful information.

For more KevinHogan information visit <http://www.bodylanguageetells.com>

time based on their body language. You're sending out to others, This hour-long interview is part of a series of reports go to Kevin's site at

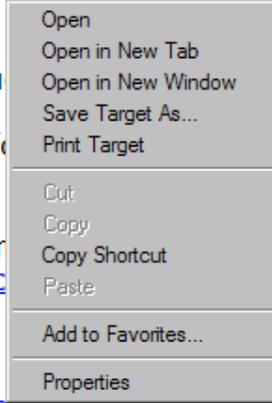
reports go to Kevin's site at

-

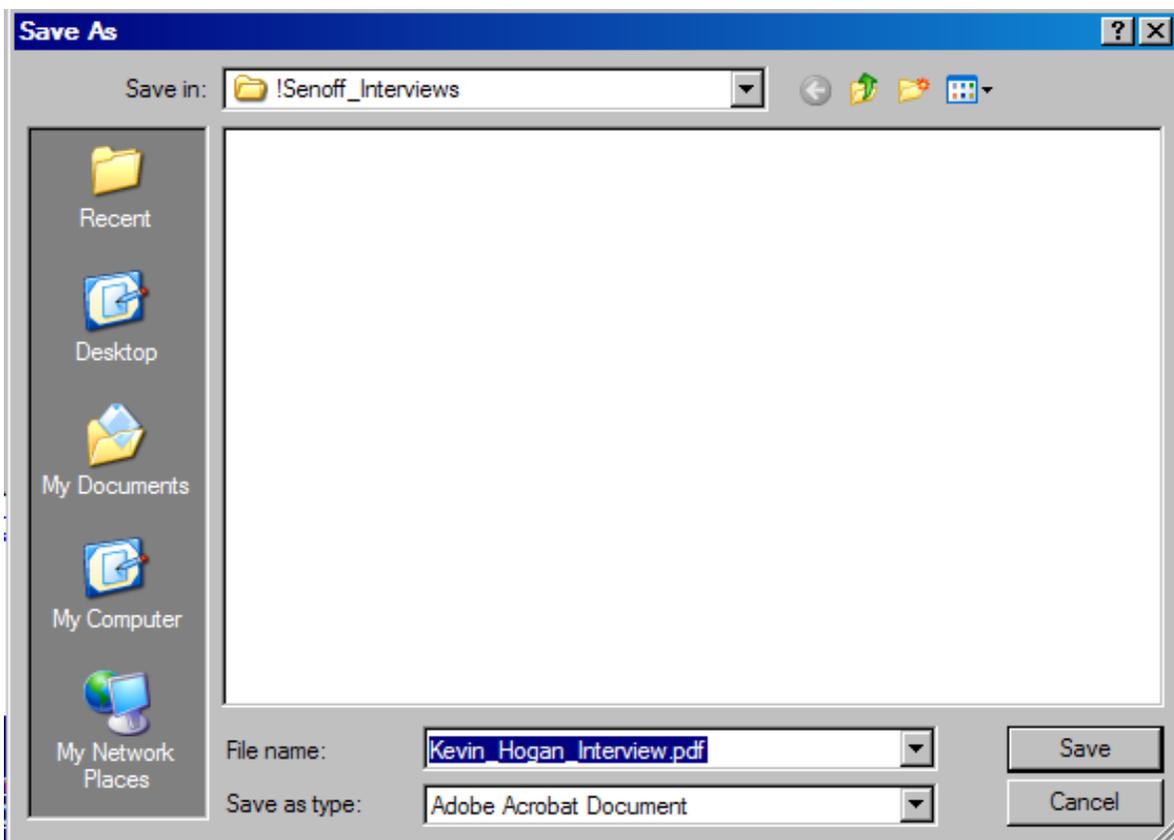


[PDF transcripts](#)

[download or play mp3](#)



In this example, we are using Internet Explorer as our browser, so the selection we will click on in the drop down box is “**Save Target As**”. If we were using the Firefox browser, the option to save the audio would be “**Save Link As**”.

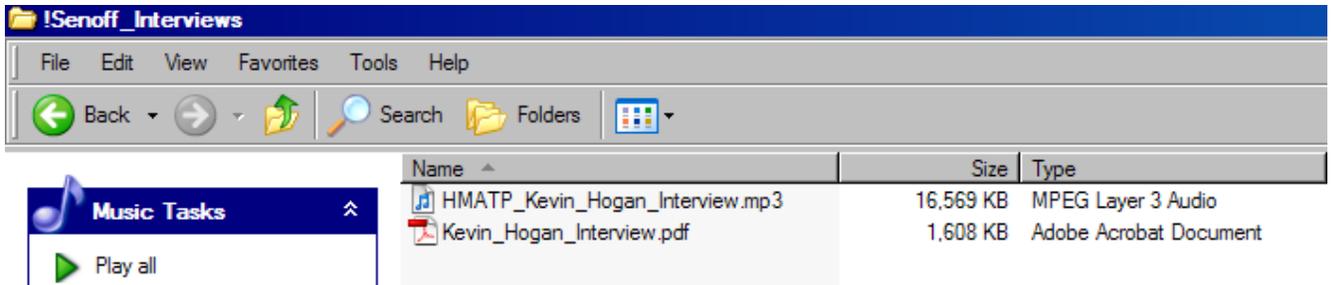


Once you have clicked on “Save Target As” (or “Save Link As”), a new window will open that will allow you to navigate to your “!Senoff_Interviews” folder within your “My Documents” folder. Double click on the “!Senoff_Interviews” folder and it will open. If this is your first time downloading a PDF document to this folder, there will be no PDF files in this folder, as shown above.

You can see that the actual file name of the PDF transcript appears after “File Name” as well as the Type of file you will be downloading, which is an Adobe Acrobat Document.

Click the “Save” button to the right and your system will begin the process of saving the Kevin Hogan PDF transcript of the interview to your computer’s “!Senoff_Interviews” folder.

For Mac Users: hold down the **Ctrl** key and then click on the [PDF transcripts](#) link. A drop down box will appear where you should select “**Download Linked File As**” and then navigate to the place on your computer, perhaps the Documents folder, to download the PDF transcript.



Now when you look in the “!Senoff_Interviews” folder, you will see that it contains both the Kevin Hogan audio interview, but the Kevin Hogan PDF transcript with the file name of Kevin_Hogan_Interview.pdf.

To view your saved PDF file, simple double click on its name in your “!Senoff_Interviews” folder. The Adobe Player will be launched and the PDF will be displayed.

Taking Your Audio Interviews with You Wherever You Go

You can't always be within earshot of your computer in order to listen to an important audio interview. In this next section, some options for taking your audio interviews with you wherever you go are discussed. You can be in your car, you can be exercising or out walking your dog and still can listen to your audios.

Just about any Media Player has the ability to create a CD containing any type of audio you have that you can play in your car, providing your car has a CD player.

Let's look at two popular Media Players that will easily allow you to create a CD.

Burn a CD Using iTunes

If you do not have the iTunes player installed on your computer, you can download and install it for free by going to <http://www.microsoft.com/windows/windowsmedia/player/default.aspx>. On this page, choose the version of Windows Media Player that you wish to download, then follow the instructions to download and install it on your computer. Once installed, execute the iTunes software to proceed.

To make your own CD, you need:

- A computer with an internal disc drive that can burn CDs (CD-RW or SuperDrive), or a compatible external drive. (To see if your drive is compatible, choose Edit > Preferences, click Advanced, and click Burning. If your drive is listed, it's compatible.)
- A blank CD. If you plan to play the CD on a consumer CD player (not only on a computer), you need to use a blank CD-R disc, not a CD-RW disc.
- An iTunes playlist containing the audio interviews (or songs) you want on the CD. You can fit about 74 minutes of audio on a 650 MB CD-R disc. Some discs can contain 80 minutes (700 MB) of music. (You can see the size of the selected playlist at the bottom of the iTunes window.) For instructions on creating a playlist, search help for "creating lists of songs."

To Create Your Audio CD:

- First you must load your audio interview into your iTunes music library. Choose>Add File to Library. You will then be prompted to navigate to the folder that your audio interview is located. In our case, we will navigate to the "!Senoff_Interviews" folder within My Documents. Once found, click on the name of the audio interview and then click OK. The audio interview will be added to your iTunes library.
- Choose Edit > Preferences, click Advanced, and click Burning.
- Select Audio CD as the Disc Format.
- To have all the audios or songs play at the same volume, select Use Sound Check.
- Click OK.
- Select the playlist containing the audios or sngs you want to burn to the CD and make sure all of the audios or songs you want to include on the CD have a checkmark beside them.
- Click Burn CD (at the bottom of the iTunes window) and insert a blank disk.
- If the playlist contains more audios or songs than will fit on the CD, iTunes burns only the number of audios or songs that fit on one disc, and then asks you to insert another disc to continue burning the remaining audios or songs.

- If the playlist includes Audible.com spoken word audiobooks with chapter markers, the chapters are burned as separate tracks.

Burn a CD Using Windows Media Player

If you do not have the Windows Media Player installed on your computer, you can download and install it for free by going to <http://www.itunes.com>. Once downloaded and installed, execute The Windows Media Player software to proceed.

- Click the Burn tab, click the arrow below the Burn tab, and then click the type of CD you want to burn (audio or data). When burning a CD of an audio interview, click “audio”.
- Insert a blank CD-R or CD-RW disc into the CD burner. Or, insert a CD-RW disc that has files on it, and erase the contents of the disc by right-clicking the drive in the Navigation pane and then clicking Erase disc. (Erasing is required before you can burn to the disc again.)
- If you have multiple CD burners and the burner you want to use is not the one selected, choose the one you want to use by clicking the **Next Drive** link in the List pane above the playlist.
- Note that you can only burn CDs to one CD burner at a time.
- To add albums or files from your Player library, drag them from the Details pane to the List pane to create a list of files to burn.
- If you need to clear the List pane before beginning to build your burn list, click the Clear List pane button.
- For audio CDs, the Player typically calculates how many minutes and seconds of empty space remain on the disc after each song is added to the burn list. However, occasionally the Player may not be able to detect the duration of songs in advance, which means it may not be able to accurately calculate how many songs can fit on a CD. If this occurs, playing the songs on the burn list first may help the Player to determine the correct duration of the songs.
- To add a file that is on your computer but not in your library, right-click the file and then click Add to Burn List, or drag the file to the List pane.
- If you have selected more files than can fit on one CD, the Player can burn all of the files to multiple CDs. Or you can try switching to burning the files to a data CD to fit more files on the CD (but note that many CD players cannot play music burned to a data CD). If you only want to burn one CD in this session, remove files from the list until they all fit on one CD. To do so, right-click the file you want to remove, and then click Remove from List. Note that removing files from the burn list will not delete the affected files from the library.
- For an audio CD, it is possible that the last song will not fit even if the total time exactly matches the CD length, because the Player inserts two seconds between songs when burning.
- In the list, drag files up or down to arrange them in the order you want them to appear on the CD. If you have chosen to burn more than one CD at once, make sure that the files will be burned to the CD you want.
- Click **Start Burn**.
- If you are burning multiple CDs, insert a blank CD when the first one has finished burning, and then click Start Burn. Repeat this step until you have finished burning all of the CDs.
- As the CD is burned, you can check its progress in the burn list. Burning a CD will take some time.
- It is recommended that you do not try to perform any other actions on the computer while burning a CD. For example, playback and recording may be affected if you try to play music from the library while burning a CD.

Copying Your Audio Interviews to a Portable MP3 Player

CDs are fine for listening to your audio interviews at home or in a car equipped with a CD player, but to really maximize on having total control of when and where you can absorb the content of an audio interview, you most likely would need to purchase a portable mp3 player.

- There are many mp3 players on the market, but **Michael Senoff is absolutely SOLD** on the Sansa Clip Player because of its quality, durability, and economical price. After using so many types of mp3 players, Michael purchased the **Sansa Clip player for about \$50** and has been happy ever since.



The image shows a screenshot of the Sansa website's product page for the Sansa Clip MP3 player. The page features a large, vibrant illustration of the player in the center, surrounded by a colorful, fantastical landscape with a rainbow, a hula dancer, and a cyclist. To the right of the illustration is a grid of product options with their respective prices and 'buy now' buttons. Below the grid is a descriptive text block and two more buttons: 'next tab' and 'view 360° demo'.

Capacity	Price	Action
1gb	\$39.99	buy now
2gb	\$59.99	
4gb	\$79.99	
2gb	\$59.99	
2gb	\$59.99	
2gb	\$59.99	

small but powerful! The colorful Sansa™ Clip is a tiny MP3 player that boasts an array of cool features, as well as distinctively big sound for its small size. From \$39.99 - \$79.99

Go to http://www.sansa.com/players/sansa_clip for information about the Sansa Clip, its features and pricing.

When you purchase a Sansa Clip, it comes with full instructions of how you can just drag-and-drop the audios saved on your computer to the Sansa Clip player.

- If you use iTunes to maintain your audio/music library, then you may want to purchase an iPod.

Which iPod Are You?

Music (and video) lovers rejoice. Four distinct iPod models means one is perfect for you.



iPod shuffle

The first music player that talks to you.



iPod nano

The world's most popular music player.



iPod classic

Your entire entertainment library to go.



iPod touch

The funnest iPod ever.



You can go to <http://www.apple.com/ipod/whichipod/> to see the page shown above and read more about which iPod model might be right for you.

When you purchase an iPod, it comes with full instructions of how to copy audios and songs from the iTunes software on your computer to your iPod.

Bonus! Save Time with SpeedUpMyMp3.com



As you browse through the audio interviews available on www.hardtfindseminars.com, you will encounter some interviews where Michael has provided a version of the audio interview that has been enhanced by his SpeedUpMyMp3.com software.

With SpeedUpMyMp3, an audio interview can be sped up by a certain percentage (Michael likes to use 145% to 150%) so that it takes less time to listen to an audio.

You'll save hours and hours of precious time ordinarily wasted by listening to slow spoken word audio interviews, teleseminars, CD programs and lengthy seminars.

Listen faster and faster than you have ever read before and understand and retain every word without the chipmunk effect.

You'll gain hours in a day, weeks in a month and months in a year all from this amazing time-saving tool.

These versions of audio interviews are played and downloaded just as described in the above sections.

If you encounter one of Michael's audio interviews that has been enhanced by SpeedUpMyMp3, we encourage you to give it a try by downloading it and listening to it. You will be amazed at how fast you can fully digest these enhanced audio interviews.

Or why wait? Simply go to <http://www.speedupmym3.com> where you can download a free version of the software to try on audios you have already downloaded to your computer. It's so easy and, like Michael says, you may never go back to listening to audio interviews the old way! **Note:** The SpeedUpMyMp3 software does NOT run on a Mac.

How to Rip CD Tracks to MP3 Files

Audios and songs that have been burned to a CD are stored in a special CD format. So, if you wish to copy an audio that is stored on a CD, it is necessary to "rip" the track and convert it to the universally accepted MP3 format so you can play it on any MP3 player computer software or put it on any portable MP3 player.

There are a few ways to do it, but the most popular are through Apple's iTunes or Microsoft's Windows Media Player.

How to rip tracks using Windows Media Player:

1. Open Windows Media Player and make sure you have the most up-to-date version.
2. Go to the "Rip" tab. Click on the arrow and choose your format. We chose MP3 because it's the most universally accepted. Then choose the bit rate; 128Kbps is often recommended, but we had to go to 192Kbps to have a successful rip. When you click on "more options," you'll see the format and bit choices here, too. You'll also see the path which sends your music files to your PC. The default is your My Music folder, but if you want the files to go somewhere else, click the change button and choose a new path. Here you can also click on "File Name" to make sure the information you want about each track is included in your music files.
3. Stay on the "Rip" tab and insert the CD. (In the previous step, you change settings to always or never automatically rip a CD when it is inserted. If you only want to rip a few tracks, only check those tracks.) The rip will begin automatically. Or if the settings are manual, click on the "Start Rip" button on the bottom right hand of the screen.
4. Click on "Library" to see your tracks "ripped to library," and in the My Music folder on your PC to find them there.

How to rip tracks using iTunes:

1. Open iTunes. Go to "File," and click "Preferences." Under the "Advanced" tab, you'll see the path in which your music files will be stored on your PC. Again, the default is the My Music folder. Click the "Change" button if you want to change it.
2. On the second row of tabs, click "Importing." Here you'll be able to set whether you want to be asked to Import a CD or to automatically rip it. Go to "Import Using" and choose whether you want an AAC, MP3, or WAV setting. "Create file names with track number," "Automatically retrieve CD track names from Internet," and "Play songs while importing or converting" were checked on my page, but you can change those preferences or also check "Use error correction when reading Audio CDs" if you're working with an old or scratched CD. Click OK when your preferences are set.
3. Insert your CD. The album track names and information should appear if you've checked the right boxes in the previous step. You can check only the tracks you want to import or all of them.
4. Click the Import button and import your CD tracks in the format of your choice.

Now you have the tools and the freedom to take your audio on the road. Now get back to <http://www.hardtfindseminars.com> and start listing! Questions e-mail michael@michaelsenoff.com.