

Linda: I do take action. To me, it's focusing and sorting. It's like, "There's all these wonderful things I can do. It all looks really good. What do I do first? And what do I focus on?" And how, and also the other thing is, how do you test things so that you don't spend a lot of time, so that you know very quickly if one road is the right road?

(Introduction)

Michael: Have you studied any Jay Abraham materials?

Linda: No. But, incidentally, I received a sales letter from a company over here for a Jay Abraham seminar.

Michael: Yeah? What was the company?

Linda: Manhattan Direct.

Michael: Okay

Linda: And I think it's about \$3,000 or something. Anyway...

Michael: Yeah

Linda: ... so, I thought, well, and of course I have been receiving your emails for a while.

Michael: Right.

Linda: I mean a number of things coincided. The main thing is that I realized that I would really have to turn my attention to marketing, whatever I did in life.

Michael: Right.

Linda: Unless I knew marketing and understood marketing, I wouldn't be successful, because it applied to everything; everything that was commercial.

Michael: Yes.

Linda: So, I've been doing hypnosis. I've been charging, for my hypnosis sessions, I charge 250 pounds...

Michael: Okay.

Linda: ... which is incredibly high compared to most, you know, hypnotherapists.

Michael: Okay.

Linda: I only do one thing, which is smoking cessation.

Michael: Okay.

Linda: It's been working well, in the sense that I can work, you know, a couple of days a week, but there's actually quite a lot more work to it than that.

Michael: Right.

Linda: Because you're having to contact people and speak to them and send out letters and things like that, even though I do have the service that does quite a lot of that.

Michael: Right, I understand.

Linda: And, I realized, obviously, that, you know, my time is money. I sold my big house...

Michael: Yes.

Linda: ... and I moved up north. And basically I'm living, I'm just living...

Michael: Well, what do you want to make? How much do you want to make so that you feel comfortable? What kind of goal do you want to set for yourself financially and time-wise?

Linda: Right. Financially, I would like to earn 10,000 pounds a month in passive income. That's what I would like.

Michael: What are you at right now?

Linda: 800 a month passive income. Now that's passive income.

Michael: Okay.

Linda: That's income just from investments.

Michael: Okay, I see.

Linda: So, I've been getting involved in property and investing in other things.

Michael: Right.

Linda: So at the moment I'm kind of living off capital. And what I'm doing is I'm now deciding that I have to use this next year to really learn, and part of what I have to learn is marketing.

Michael: Right.

Linda: So, that was kind of a decision I made and then I got this letter about Jay Abraham and then I remembered your stuff, so I decided that I have to invest in my education, basically.

Michael: Right.

Linda: But the thing that I'm interested in as well is this joint venturing. You know, I just find it interesting, these different types of businesses and the fact that, you know, I don't necessarily have to develop my own product to be able to sell other people's products.

Michael: That's correct.

Linda: So, that was what I was interested in. I just find the whole thing fascinating. And so I also liked the idea of being a marketing consultant. Because even just listening to the people that you're talking to. I mean a few of them said to you, "I don't want to do this stuff." I understand, you know, I understand them. "I know I need to do it. I don't really want to do it. I just want someone else to do it for me."

Michael: Right.

Linda: So, I might like to be that person who steps in, in that situation. So, you know, there are a lot of companies in the U.K. who might be in similar situations. So, I don't know yet. I'm just exploring.

Michael: I understand.

- Linda: I just want to, at this stage, I want to learn, and sort of follow-up things and see where they lead.
- Michael: I think that's a great idea. Just explore and see what really strikes your fancy and kind of figure what you're going to enjoy doing the most, you know. And then just go in that direction. Because once you understand marketing, you know, whether you're selling hypnosis courses on how to stop smoking, or thumbtacks, it doesn't matter. You can get in. Once you understand marketing, you can market anything you choose.
- Linda: Yes
- Michael: And you don't actually have to market it in your area and you don't have to own it. You can find other people who have already set that up and have already invested years in doing that, but who are doing it poorly, and just step in and take it over for them.
- Linda: Yes. Yes, that's what I'd like to do. I mean the other thing I'm interested in is - you know, the main reason that I'm able to charge what I charge for hypnosis is because of the marketing system I use.
- Michael: Okay.
- Linda: It's also because of the hypnosis system. But that means that there are all these other people out there. There are high margin industries like, services like dentists, plastic surgeons, all these sort of people, private doctors and people, who, if I understood marketing, then I could take what I know and maybe put together products that are just aimed at these niche markets for increasing their business. I mean, the sky's the limit really.
- Michael: That's correct.
- Linda: So that's why I'm excited about it because I just think that once I've mastered it, once I understand it, and I know the areas that I would be strong in, basically have a portfolio career, do my hypnotherapy which I really enjoy, and do this as well. And do things that I enjoy...
- Michael: Okay.
- Linda: ... and make money as well.

- Michael: How did you originally find out about my CD? Or did the CD come first, or were you searching Jay Abraham first?
- Linda: No. I'm just trying to think. I must have been searching for other things because I found you on the Internet. So I must have been searching for someone else.
- Michael: Okay.
- Linda: It might have been Bill Meyers, because I've watched a lot of Bill Meyers' videos. It might have been something like that.
- Michael: Okay.
- Linda: Where I found your website and then I just signed up for your email, and I started getting your emails.
- Michael: Did you go to MichaelSenoff.com yet?
- Linda: MichaelSenoff.com? I don't know.
- Michael: Okay.
- Linda: I've been to your website.
- Michael: Okay. I've done a couple of new things. On my HardToFindSeminars.com, I'm not offering any of the audio clips right now for free. I've basically revamped the CD and I've added about twenty new additional clips, and I'm going to be selling a silver version of the CD...
- Linda: Right.
- Michael: ... which will have all of my audio clips on one CD. If you want to see what it looks like and access some more audio clips before I take them down, you can download them into an MP3 file. And if you go to MichaelSenoff.com you'll see.
- Linda: Okay.
- Michael: And I'm saying that specifically because there's a couple on joint venture that you don't have on that CD right there.

Linda: Okay.

Michael: There's a bunch of different ones, a lot on product development, stuff that isn't on the CD that you have in your possession.

Linda: Okay.

Michael: So you can go and download those that you don't have right away, because in a couple days I'm going to be taking it down from there.

Linda: Okay. All right.

Michael: And how do you like to learn? Are you a reader or an audiotape person, are you in the...?

Linda: I'm more of a reader and a visual person.

Michael: Okay.

Linda: I like watching videos and reading. I can listen to, I suppose, it's really, for me, audio is... Like I've been sitting in front of the computer the whole day. It is...

Michael: Yeah.

Linda: ... in a sense it keeps you fixed.

Michael: Yeah.

Linda: Yes. So I suppose, and visual. You've got both, haven't you? You've got audio and visual. So I like that.

Michael: Okay. Now, you got the letter for the Jay Abraham material. Have you studied any Jay Abraham at all?

Linda: I haven't. I haven't even gotten his book.

Michael: Okay.

Linda: I think I've gone on to Gary Halbert. I've tried to go onto his website, and maybe got an old newsletter.

Michael: Right.

- Linda: Maybe it was him or someone else.
- Michael: Yeah, that is. That is his website and he's got all his old newsletters up there and that's about it.
- Linda: I only got through to one. I only saw one.
- Michael: Definitely, I would recommend you read all his newsletters.
- Linda: Right. Okay. So write that down.
- Michael: Gary Halbert did a lot of writing for Jay Abraham in the early eighties. He actually helped write one of Jay Abraham's first products, from what I heard. I'm not absolutely positive, but that's what I've heard. It's a product called "Your Marketing Genius At Work," and was a series of 18 reports. It was a monthly kind of report newsletter that was sold to a list of people, of newsletter subscribers. There's a guy named Howard Ruff, and Jay Abraham was involved in all these financial newsletters back in the early eighties. They were very popular. There were tons of them. These were people who wanted to make money off the stock market and investing in gold and things like that. I have a number of Jay Abraham products, both things you can read and audiotapes. I don't know what solicitation you got recently, but it was probably for either his "PEQ", does that sound familiar?
- Linda: No.
- Michael: "Mastermind Marketing"?
- Linda: Well, I keep all the stuff; I keep all these sales letters. Where are they? Funny, I knew one day, and so I've got a big bunch...
- Michael: Well, good.
- Linda: ... and loads of sales letters.
- Michael: Well, regardless. I'm going to tell you this: regardless of whatever sales letter you have, Jay Abraham's stuff is...
- Linda: Oh here it is! Here it is.
- Michael: Yeah.

Linda: "The New Millennium Twenty-First Century International Master Marketing Training Program."

Michael: Yeah.

Linda: Oh, okay.

Michael: All right, that's his "Mastermind Marketing" program.

Linda: Right. Okay.

Michael: It's probably, is it the tapes of the ones he did here in the US?

Linda: This is a seminar.

Michael: Is it a live seminar?

Linda: Yes, it's a seminar. And that is the \$3,000. And then there's also a home study course as well, if you didn't go to the seminar.

Michael: Right, you'd get the home study.

Linda: Yeah, which is about \$1500.

Michael: Okay.

Linda: So that's what it is. But the thing is, I can't keep going to these seminars because it's just too inconvenient. I mean, I'm going to a hypnosis one. I mean I just can't keep going to them. So, for me...

Michael: Well, I understand.

Linda: ... videos are ideal, really.

Michael: Well, Jay Abraham doesn't do too much video stuff.

Linda: Right.

Michael: I've got audiotapes of his and I have reading material of his.

Linda: Okay. Well, whatever, I'll use that.

Michael: Well let me ask you, if I could put a big box of Jay Abraham stuff together, at least enough stuff that's going to give you 70 to 80% of

an education on all his main philosophies and ideas for \$500 plus shipping, would that work for you?

Linda: That would be very good for me. I'd be very please with that.

Michael: Okay, well...

Linda: But is there anybody else that you'd recommend?

Michael: There are other people to study, but when it comes to marketing and philosophies and getting a grounding, a core understanding in these marketing principles, I'd go with Jay Abraham and I'd go with just the audio clips that I have on my CD-ROM and that I have on my MichaelSenoff.com site.

Linda: Right. Okay.

Michael: I think that's plenty. Because I could give you other stuff, and you're just going to hear it rehashed. I mean, there's only so many ways to teach this stuff, you know?

Linda: Okay.

Michael: Jay didn't invent all these things. These things were being taught by some of the masters back in the 1800s.

Linda: My problem, and maybe the problem other people have, is that once you've been through all this stuff, it's like you're sitting in a goldmine, but you don't actually know what to do, how to actually turn that rough ore into gold, in a sense. Now, how do you now apply it? What do you do?

Michael: Well you have to get clear. You have to be clear and understand where you want to go. What do you want out of all this stuff? That's the most important thing. You have to be clear. You've got to have an end game, a goal. What do you want to do -- and you can't do it all -- and you have to understand that. You're going to have to make a decision and set a goal and then implement strategies and action towards what you want to do. That's the bottom line. I just tell people, "Get a yellow pad and start making a list of the things you need to do. Put your goal at the top and then start getting to work."

Linda: Right

Michael: Because no matter what, you're going to have to work at it. You're going to have to make calls. You're going to have to negotiate deals. You may have to design a website. You know, there are a number of things you have to do. Now, if you've got that inside you and you're disciplined, then you can do it. Not only study it, because there's people who study it all day long...

Linda: Yeah.

Michael: ... and never do anything...

Linda: Yeah.

Michael: ... then you're there. As long as you act on what you're learning.

Linda: I think for me, doing is not the problem. I do take action. For me, it's focusing and sorting. It's like, "There's all these wonderful things I can do. It all looks really good. What do I do first? And what do I focus on?" And also, the other thing is, how do you test things so that you know very quickly if one road is the right road? Do you know what I mean?

Michael: Right.

Linda: If, for example, if I was going to do a report - that's why I was thinking, I saw a John Kramer thing on the Bill Meyers' tapes, and he was saying about doing these reports...

Michael: Free reports?

Linda: Test the market before you put everything into the market, you know,...

Michael: Mmm hmm.

Linda: ... and put everything into a product or marketing to a particular market. So, it's to have a system as well, to say, well, "These are the different things I want to do and this is the way I want to test them."

Michael: My philosophy is, once you understand what you want to do...

Linda: Yeah?

Michael: ... the system you want to put in place is the one that's going to take the least amount of effort and is something that you can actually delegate to somebody else. I'm like that. There are a lot of things that I get done that I never do myself, and I know I will never do them myself. But, I will put an ad up on eLance.com, or I will put an ad in the paper, and I will find someone, even if I have to pay them, to do it for me.

Linda: Yeah.

Michael: Because once you know you get these things done that need to be done, once they're done - and if they're marketing related, there's going to be a residual down the road and that's certainly an investment towards your business, not really an expense.

Linda: Well, that's right. And I don't mind doing that. I think what it is, is just this thing of being able to test it very quickly. Do you see what I mean? It's like, rather than putting in a lot of effort and, because you know yourself, like you've said on your tape, how much work you have to put in...

Michael: Mmm hmm.

Linda: ... the grunt work you have to put in to set up whatever it is you're doing.

Michael: That is true. And I've chosen to do it this way because I like to keep control of my own product for ego or whatever reason. Now, there are other projects that I could do where I wouldn't have to do all this grunt work. Like, I could just go buy the licensing rights to someone else's stuff, let's say Dan Kennedy. He sells for ten or fifteen grand. You can buy the resale rights of all his products, with all the sales letters, with all the websites all ready done. And you're in business. Now all you've got to do is get to work and start selling people on buying his stuff.

Linda: Yeah.

Michael: So that saves a lot of work by licensing something. I think the material from Jay Abraham - that's why I tell people, you can get any of his courses, even back from the mid eighties, and as long as you get 60-70-80% of it, you're going to have more ideas than you can possibly do in ten life times. You don't need to do them all. All you need to pick one or two little systems that appeal to you...

Linda: Yeah.

Michael: ... and that you're comfortable with doing, and you can make a fine living just off two things.

Linda: I think that's the thing. It's like when you were talking about licensing the Dan Kennedy thing, it didn't do anything for me.

Michael: Mmm hmm.

Linda: And I think the thing with the joint ventures and doing the marketing consulting, that did. I think you're right, you just sort of follow where that leads, where, you know, and that it is the right thing, because you know inside that you feel that's something you could do or something you'd want to do.

Michael: Right. Well, I do it because I like meeting people like yourself. I like the interaction with marketing, with people who use their brain. You know, we're kind of in the same fraternity. I feel good about helping people, so it's fulfilling. I can make money at it. And, it's exciting. It's fun to me.

Linda: Yeah.

Michael: So that's kind of why I've gone this route. And I like creating things, so I'm doing everything that I really like. And I'm always learning and it's stimulating. And that's the most important thing. Way more than the money.

Linda: Yeah.

Michael: So that's why it is really important for you to get clear and really think hard about what it is that you want to do. What would be the ideal thing? What would be fun?

Linda: Well, if, the things I would really like to do, I mean I love hypnosis and NLP, and I feel very fortunate to be able to be making a living doing something that I really am passionate about...

Michael: Okay.

Linda: One thing I was thinking about what I'd really like to do is develop products that address different things. Do you know what I mean?

Michael: Yeah.

Linda: Just very little products. I've learned, from doing what I do, is that I'm now reaching people who would never think about hypnosis. Just smokers, ordinary smokers who do all different types of jobs from managing director down to manual worker, and they're all experiencing this thing of personal change...

Michael: Mmm hmm.

Linda: ... through hypnosis. And I feel like I've changed their lives in some way. And I find that really fulfilling. I find that amazing, that I can do that in a couple of hours.

Michael: Okay. Let me ask you this. What you're doing is something labor intensive because you've got to be there to do it.

Linda: Yes.

Michael: Can you record these sessions and use these as a product that you can sell?

Linda: Not really because the system I'm using was taught to me by someone else. So that's one thing. So there'd be legal issues. But the other thing apart from that, there's a lot of other teachers, I'm now starting learn it and go on other courses.

Michael: Mmm hmm.

Linda: And I'm now going to be learning phobias and fears and things like that. And, what it is, really, is me now getting a lot more knowledge. And I have to make the decision, "Do I want to really invest that amount of time and energy in getting really involved in this?"

Michael: Mmm hmm.

Linda: Because there's so many hypnosis products on the market. And also because it is by its nature, in a sense, it's labor intensive. You know you're dealing with people. And everybody is different.

Michael: You can make and create information products. If you really get into it and you get good at it...

Linda: Yeah.

Michael: ... then you could have, and once you develop your own style, your technique...

Linda: Yeah.

Michael: ... then it's yours. You own it. Then you can start recording or videotaping your sessions and maybe you could do a seminar with multiple people. And if you're good at it and you're confident and you can really bring change, then those will be the products that will really drive your business, where people can be hypnotized at home. It's just like Richard Bandler.

Linda: Yeah.

Michael: Yeah. He's got a ton of products. NLP is really hot. It's a very big, passionate market.

Linda: Yeah.

Michael: It really is. And, who cares if there are a hundred thousand people doing it? There's so many people with no idea what it stands for, it's almost like still virgin territory anywhere you go.

Linda: That's it. You see there's this NLP community, but then it's translating it to the general population and taking some of these techniques and putting them in a form that anybody can do it on a specific niche, like I'm doing at the moment with smoking.

Michael: Right, right.

Linda: And so there's things like, I said, just maybe, that was my idea, that maybe you'd have lots of things and people would buy the benefit. And the fact that it was NLP, if you put it as NLP, they wouldn't be interested in it.

Michael: That's correct. Yeah, that sounded great. You could develop a nice product line and create niche markets. Absolutely.

Linda: So then I'd have to make that decision. But I'd still like to learn...

Michael: Well you don't have to do a ton. You could just start focusing on your smoking and just try and increase the marketing on that. And once you have your system down pat, you may want to increase the price. You may want to bring more value to why someone should choose you. How much more expensive are you than the average guy?

Linda: Well, a lot more expensive. What it is, is that there are about 300 of us throughout the country and we all charge between about 250 and 300 pounds.

Michael: Mmm hmm.

Linda: But then I've got, for example, people starting to ask me things, like I've got people coming to me and saying "Well, I've got a friend..." Like, I was talking to a lady today who had agoraphobia, for example, and I'm going on a course that's going to be teaching me about how to deal with phobias. But, you know, I've been listening to the masters of hypnosis and I know that I've got a long way to go. You know, I can do simple NLP things, very simple things.

Michael: Yeah.

Linda: To me, that's my love, if you like. It's the thing I'm doing because it's going to take me a while to get there.

Michael: Mmm hmm.

Linda: But in the mean time, I've got this other side of me that really enjoys business and marketing as well.

Michael: Right.

Linda: So I thought, "Well why can't I do these things, you know, just do these things together? Why do I have to do one thing? Why don't I do...?"

Michael: It is a business. Your NLP is a business and it's all marketing driven.

Linda: Yeah.

- Michael: So that sounds perfect. If you love what you're doing, and you love the business and the marketing and increasing your NLP business, it sounds perfect.
- Linda: Exactly. So I thought, whatever I do, whatever decision I make, if I develop my business into an NLP product and market them, if I go into marketing itself, if I go into joint ventures, whatever I do, I need marketing. Although I've got all these ideas of things -- and property, I'm very involved, I was working as a property finder...
- Michael: Okay.
- Linda: ... and sort of go on some of these property worksites in the UK.
- Michael: Okay.
- Linda: In fact I've been offered some jobs because I've done property finding, and I could get very involved with it. And there are people who, I was going to start a newsletter up, and there are people who contact me because they've seen what I say on notice boards...
- Michael: Right.
- Linda: ... and you know, they like what I say.
- Michael: Right.
- Linda: And they ask me, "When's the newsletter coming out?" and stuff like that. And so that's another area and I really like property, real estate. So, you know, and it's this thing of, "Well, okay..."
- Michael: "What do I do?"
- Linda: "What do I do and how do I make a coherent strategy?" And the only coherent strategy that I've got so far is this thing that "Whatever I do is that I've got to learn marketing."
- Michael: That's true. Well, regardless, you've got to think about exactly what it is you want to do. I can set you up at least with the education, with the Jay Abraham, the fundamental stuff. I can put a box of materials together.
- Linda: Okay.

Michael: I can include the two videos of his that he has. They are the optimization videos, and I've got a lot of descriptions on my website, but the price is on my website. They're a lot more than what I'm basically going to give to you. Like on my Mastermind Marketing course, I think I charge more than \$500 bucks. But I'll do a Mastermind Marketing course for you, which is like 24 audio tapes, there's some preliminary audiotape material, there's these two videotapes called optimization where Jay Abraham was at a Tony Robbins seminar, and he was able to capture Jay Abraham just at his best.

Linda: Right.

Michael: And then I've got some reading material. I can put together a bunch of reading material of products by Jay Abraham. Are you the type of person who could do a workbook? Can you follow a long with a workbook? There's a workbook that comes along with one of the courses.

Linda: Yeah.

Michael: Okay. And I've got a workbook that goes with the Mastermind Marketing program.

Linda: Yeah.

Michael: And I'll put together a nice package of materials for you, if you'd like.

Linda: Wonderful, That'd be great. That'd be great. And, I thank you very much. I think what you do is fantastic.

Michael: Okay. Then I'll email the details of what the package entails, of what I'm going to send you. It will end up being about \$550 bucks. It will probably be about \$50 bucks to ship it to you via air. And you can email me back a credit card and expiration date and all your shipping details.

Linda: Okay.

Michael: And we'll do it that way.

Linda: Okay.

Michael: Sound good?

Linda: Sounds very good.

Michael: Okay. You get to bed, and by the time you wake up, you'll see my email.

Linda: Okay, thank you very much.

Michael: Very nice talking to you.

Linda: Same here.

Michael: Bye.

Linda: Bye.

Thank you again for listening; this is Michael Senoff with www.hardtfindseminars.com. If you want to get in touch with any of the people in the interviews, please email me at Michael@MichaelSenoff.com.

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