

Vanish: If you just joined us on the call, welcome to the call. This is going to be the call with Michael Senoff talking about how you can purchase the Jay Abraham material for five cents on the dollar. My name is Vanish Patel. I'm a good friend of Michael and today Michael is going to be covering a very good topic. He's going to be talking about Jay Abraham and how he purchases Jay Abraham material and how you, too, can purchase Jay Abraham material for five cents on the dollar. I'm sure most of you know Michael, but for those that may not know of Michael Senoff, Michael has been for the last few years purchasing and reselling Jay Abraham material. And he has one of the most amazing stories I've ever seen on the Internet on what he's done and what he's been able to achieve. So, I'm not really going to go too much into Michael, but what I am going to first do is say Michael are you there?

Michael: I'm here Vanish.

Vanish: Well, Michael, I came across your site a few years ago. I was searching for some Jay Abraham literature and came across your site. Your story and what you did has been an interesting story. The thing that really interests me is we all know Jay Abraham as a market person and what was amazing for me to read was how you were able to purchase Jay Abraham material so cheaply. How did you purchase your first Jay Abraham tapes for five cents on the dollar?

Michael: It came from a need just like anyone else out there. Everyone knows how expensive Jay Abraham marketing seminars are. Some of them are \$15,000, some \$20,000. I think, and I don't know for sure, I think he's done some for even \$50,000. But I had a pen manufacturing business and like any other business, I was looking for new ways to make more money with my pen business. But I ended up listening an audiotape interview between Jay Abraham and Tony Robbins and it was the first time I was ever introduced to Jay Abraham. And I was a guy looking for answers for my pen business. And I was just amazed at what I heard. And I just became addicted. I wanted more of it. And then I started looking for more Jay Abraham and I think I did a search on the Internet. I ended up contacting Jay's office and talking to Carl Turner. Carl Turner is Jay's right hand man who handles all the sales. I told him I wanted some Jay Abraham material and I think I ended up buying the Optimization videos. And I believe there were around \$200 or \$300. I got these videos and I remember putting them in the VCR and watching them. It was a wonderful presentation that Jay did at

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Tony Robbins Life Mastery Seminar. And it was just a great condensed presentation of a good majority of Jay's concepts on video. I found a guy who had gone to the Jay Abraham seminar. He was in California and I asked him if he would be willing to sell me his set of tapes. And he said no, but he said he would fax me a list of all the people who attended in California. So, he sent me a couple of pages by fax with all the Jay Abraham protégé attendees. Now the Protégé Seminar was in 1989 and 1990. And I found a lady who went to this seminar from 1990 right here in San Diego. I called her up. That was my very first set of seminar tapes that I ended up buying from her for \$50.

Vanish: You were able to buy, was it \$10 or \$20,000 seminar set for \$50?

Michael: She paid either \$15,000 or \$20,000 to go to the seminar. And she had gotten back from the seminar and I don't think she ever did anything with it. The material was in beautiful condition, probably in the same box it was in when she brought it home from the seminar. She was finished with marketing. She was finished with business. And it was sitting there and she was never going to do anything with it and I offered her \$50 and she took the \$50. And that was my first set of tapes that I bought for myself, personally to study.

Vanish: I guess what you did was, obviously, study the material and utilize that within your pen business?

Michael: I studied the material and I utilized it in my pen business, that's correct.

Vanish: What caused you to sell these tapes?

Michael: I had studied the tapes and the tapes were probably sitting on my shelf for over a year. And at that time I was engaged, I got married, I moved into a house with my wife. And we had spent a lot of money fixing up the house. But I wanted this blue barbecue grill. It was a smoker. It was called a Kamado and it's a beautiful barbecue grill. And I wanted this thing. It was \$1,700. But my wife wasn't into the idea of me spending \$1,700 on a barbecue grill. So, I said fine. I'm going to sell my Jay Abraham tapes. And at that time, I had learned about Ebay. Remember when Ebay stock was going through the roof and it was all over the media. And I thought Ebay was absolutely incredible. And I was going to see something on Ebay. But I was not computer savvy enough. I didn't know how to upload a picture. I didn't know what HTML was. I didn't have a

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digital camera. But I finally got a digital camera. I had learned how to load a picture up on an Ebay auction and I did an auction. And I don't think there were many people at all selling Jay Abraham material. And the auction ended and I had sold the tapes for \$1,700. And I just said, holy smokes. There must be a market for this stuff. That was my first sale on Ebay. And when you can make a profit like that, it just only made sense to see if I could do it again.

Vanish: Who did you sell it to? Was it someone in San Diego?

Michael: No, my very first customer was a gentleman named Pierro and I don't know his last name. But he is in Australia.

Vanish: Obviously, he had a benefit in that he purchased it with a significant discount so he was still satisfied. What happened next?

Michael: When you buy these materials, you're not just buying one set of tapes. When you find a set of Jay Abraham materials, when I started with the Protégé stuff, you got all kinds of stuff. And it took me a while to learn that this stuff all came bundled together. And if you've ever seen Jay Abraham's promotions, you see all the bonuses he gives when you buy a set of tapes or when you go to his seminar. He throws in so much material to make it so enticing to go. So, these people who paid \$20,000 to go to the seminar, they got a set of audiotapes. In some cases, they got another set of audiotapes, what's called a Protégé Reunion Set, which was another seminar that all the original attendees could go to. So, there are two sets of Protégé tapes. There are Boot Camp tapes, which are these 28 preliminary material tapes that he sends before the people go to the seminar. There are all his ads. The Ad Guide, which is this huge book of all these advertisements that are successful that he has used over the years and successful ads from other marketers, which is just a gold mine. And then there's this Contract Guide, videos from Gary Halbert. There were these two videos from a guy named Ken Cleveland, who taught NLP at the Protégé Seminar. There was a video from a guy named Harry Pickens, who was an incredible marketing protégé and he ended up being like a star marketing protégé at the seminar. There was a set of what's called FYMEO, which was this huge volume of written material, a \$3,000 product, that's what he retailed it for back then. Then here was your marketing genius at work, which was one of his first products, which was a series of 18 different reports. And so, when I broke all this stuff up and sold it on Ebay, I knew if I found someone and I could buy a set of tapes even if I paid \$500 for all of

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their material if they had it and it was all in good condition, it would easily net \$1,000 in my pocket.

Vanish: Right, because you had, obviously, just break it up and sold each one individually to people who are interested in it a little bit. Obviously, your first set of tapes, you went to the first person and he said no I don't want to sell them. But he gave you a fax copy of some of the people that attended the Protégé?

Michael: Exactly.

Vanish: How many people attended the original camp?

Michael: There were over 900 people who went through a series of four or five protégé training seminars back in 1989, 1990. But there was a list of 900 people. And this was the amazing thing. When I kept calling off the list that the guy had faxed me, I was just calling on people in California because that's all he gave me. I found some additional sets, some locally and some in different parts of California. Well, I acquired a set of material from another person in California. And then in with the box was this spiral bound notebook of the entire list of everyone who went to this Protégé Seminar, depending on what session. So, if I bought a set of tapes from his last Protégé session, I had all the people who went from the previous session. If I bought a set of tapes and that book of all the other protégés was in there from the first session, I had only say the first 200 or 300 people. He made it available to any of the protégés so that they could network with each other. And he still does it today in all his seminars.

Vanish: So, what you had was one of the packages you bought had a list of 900 people that attended Protégé Seminars?

Michael: That's right.

Vanish: What did you do when you saw that?

Michael: I was ready to start calling these people and buying as much of this Protégé Jay Abraham material as I could. So, I took that list. I looked in the Yellow Pages. I found someone who did data entry. And I think I paid the lady maybe \$100 to enter them all into a database. And I started making calls looking for Jay Abraham tapes.

Vanish: Now, how old would this list be?

Michael: This list at the time was at least ten years old. You can imagine calling on a ten year old list. Here's the experience I had. Many people have a lot of things going on in their life and they move or they get divorced or people die. And I had all these cases when I was called when I could make contact with people. But when I found somebody where the number was still the same and they had been in that same house or apartment or residence for the last ten years, there's a good chance that they still had those tapes and they were sitting down in some basement or some attic. What I found the biggest reason someone doesn't have the tapes is because they've moved or they've gotten divorced and the husband took it or the business went out of business and everything was thrown away. I found a cross-section of all kinds of situations.

Vanish: And did you find when, obviously, you managed to contact someone that attended the seminar and that they did have a set that it was relatively easy to purchase it?

Michael: That's a good question, Vanish. Everyone was different. I had people who were on the list who were die-hard Jay Abraham fans and they wouldn't sell their set of tapes for \$10,000. I had people who hated the stuff. People who go to these seminars are in business and they can justify a price like that for a lot of different reasons. But one reason is you can write it off at the end of the year. So, it's a write off. It's a business expense. Now, when someone is invited to a seminar, many times Jay allows them to bring a guest to the seminar. I think in many cases, the guest gets a whole set of material also. So, the guest may have been coming with the owner of the business, maybe the secretary went with the owner of the business or maybe the wife went with the husband and there may be two sets of tapes. So, everyone who went to the seminar doesn't mean they're die-hard Jay Abraham fans and it doesn't mean they're emotionally attached to the material.

Vanish: Yes, I agree because one of the things you tend to find is that people that go along you can often find are there because the business has told them to go as opposed to they want to go.

Michael: Yes, that's right. That makes sense.

Vanish: Obviously, when you were looking to purchase the tapes, was it just a straight cash offer or did you have to add a sweetener?

Michael: This is what I did. What am I going to tell these people when I call them? I simply called and said, "My name is Michael Senoff. I'm calling from San Diego, California. This may be a crazy call but I got your name from a list as one of the people who went to that Jay Abraham seminar ten years ago." They're going to remember. If they spend \$15,000, \$20,000 to go to this seminar and went to that seminar, they're going to remember that event. And I say, "I was looking for an old set of those tapes. By any chance do you still have any of that old material?" And in some cases they say no, dumped it, it's gone; I don't have any of it. In some cases they say, yes but I'm not willing to sell it. In some cases, they actually gave it to me. And it just all depends on the emotional attachment to the material. Now, ten years is a long time to go by for somebody.

Vanish: The way that you approached the person; you didn't approach them as a trader. You just approached them as, "Hey, I'm somebody that's found out about you and just really asking in a friendly way." I think one of the things that I learned, certainly for myself, is don't mention the money and then it won't become an issue.

Michael: Yes, I'm not going to tell them that I want to buy it and resell because then they probably want to know what's this guy doing. Maybe I should resell it. Back then a lot of people didn't know about Ebay or they may not have had a computer and may not be computer savvy or had no idea that there was any value in them. If I found someone who had everything, all the stuff I mentioned earlier and I knew what I could get for the materials eventually, I would offer them \$500. I don't think I every paid over \$500. Now, if I came up to a time where I have a customer looking for a particular item and then I knew I could sell it or had it sold before I bought it, I could figure out what it was worth to me or what I could offer somebody. But in most cases, think about it, the stuff is sitting there for years. And this could be parallel to any kind of ten-year-old business not just Jay Abraham tapes. This just happens to be my particular market, a very small niche market. But some people I get it for \$250, some people \$500, some people for free. And sometimes maybe I'd pay \$1,000. And it also depends how the market was on Ebay; people buying, was it a slow time. And there are definitely ups and downs in this market. And another thing I learned, which is pretty interesting, I start getting a lot of calls when Jay Abraham starts promoting a seminar because he may have 250,000, may be 75,000, I've heard...I don't know exactly what...but now he's Internet savvy and he emails these people. So, if he's sending out a promotion for a seminar that may be \$15,000,

you have people going on the Internet search Google for Jay Abraham. And that's how I find a lot of my customers. So, I get a lot of those people originally research Jay Abraham. And he's doing so many promotions and joint ventures with all kinds of people.

Vanish: Let's just check in with the callers and see if they've got any questions so far.

Darryl: Mike, this is Darryl. Did you ever get any backlash from the Abraham group from what you were doing?

Michael: That's a good question. I was going to bring that up. I sure did. When I first started selling on Ebay, I got a call from Jay Abraham's attorney, a guy named Troy Tate. He called me and he wanted to make sure that I wasn't counterfeiting the stuff because, obviously, word got back to him. So, what I did was I got my checkbook and I had about 20 checks that I had paid original seminar attendees. And I photocopied every check from all the protégés that he could check with his mailing list. And I Federal Expressed next day those copies of those checks to show him, to prove to him that yes, I was buying this originally and legitimately from his previous seminar attendees. And as long as I'm not counterfeiting or making unauthorized copies, I'm playing within the game.

Darryl: But there's been no other backlash or anything like that?

Michael: No other backlash. As a matter of fact, over the years, Troy Tate has come to me asking for advice about what items maybe counterfeit or if there is an Ebay seller that I may know anything about because I did. I'm new to the Ebay market and to Jay Abraham tapes and I knew a lot of the sellers. So, it's been pleasant and positive. Nothing negative.

Darryl: Thank you.

Vanish: Michael, you were, obviously, selling using Ebay. Ebay has an enormous growth rate. Just as you said when you originally were starting to sell Jay Abraham material on Ebay, there weren't many people and, obviously, now there are a few more and unfortunately there are a few people doing counterfeit or fake. The person that has, obviously, studied Jay Abraham for a number of years, you know all the different types of material, what they look like. Someone new like me who may have purchased a set of tapes,

how do you know what the real one looks like and what the fakes look like? Is there maybe some hints and tips that you can give?

Michael: Yes. There's definitely some hints and tips. Some times it can be hard. As a matter of fact, I have purchased some thing off of Ebay and it's been counterfeit and I've been stuck with it. But it was my fault because I got greedy and I didn't take the time and do due diligence. If I had followed some criteria that I'm going to tell you about, I would not have been stuck with worthless tapes. First of all, the worst thing is if they're counterfeit, there's usually a good chance that the quality is terrible, especially the audio. I don't know if you've ever listened to an audiotape that's been recorded second generation. It's an unpleasant experience. It makes your learning process much more difficult and you end up loosing out in the end. Here's what I would do. If you find a set of tapes on Ebay and you're not sure whether they're legitimate, I would call me first and tell me what it is. Send me a link to the Ebay auction, ask me my opinion, and I'll give you my best advice based on the stuff I've seen. Now, I don't have all the answers because I'm not in Jay Abraham's business. I don't know all the stuff he's producing. I don't have an inside look at that. I can only let you know from the experience of all the multiple tapes and stuff that I've bought from original seminar attendees. I'd just go by matching it up with what those looked like. But number one, if you're buying on Ebay, you want to look at a guy's feedback rating. You want to make sure that that guy has good feedback and you want to see how long he has been a member of Ebay. That's very important. If you see a guy with a feedback rating of zero or one or two or anything under five, I wouldn't touch it with a ten-foot pole. Also, you should never buy from an Ebay auction without seeing a photo of the actual product. Many people will put up just descriptions. But you should demand a photograph and demand proof that the actual product is right there. So, that's number two. I wouldn't buy unless he could provide some kind of photo. And it's easy enough when you're doing an auction to put them up on Ebay now. Also, I would email the seller and ask him where these tapes came from. Was he an original attendee from a seminar? Where did he get them? Did he buy them from somebody on Ebay? What's the deal? Where did they come from? See if he answers your email. And you can use your common sense. If you get a feeling that something is fishy, it most likely is. Those are probably the four or five things that I would do; that I would think could keep you pretty safe. Also, on my website, if anyone emails me and just put in the subject line "Counterfeit tapes," I'll send you to a special link on my website that I have

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actual photos of counterfeit tapes. And I give you a lesson on what to look for through photographs. So, I can show you how some of the labels are crooked and how they're misprinted. If they look terrible, there's a good chance they are counterfeit. And I have specific examples up on my site at www.hardtofindseminars.com and I can send you a link to that so you can study and get a little more detail on that.

Vanish: Michael, one question. Obviously, you had the original 900 people that attended the Jay seminar and you worked through that list. Now, how do you find people that have got Jay Abraham material and they're interested in wanting to sell it?

Michael: I'll tell you what I did. I use marketing like any other business should. I have that list. As I pared down that list by doing telephone calls, I had milked the list for all that it was worth by making phone calls until I couldn't really reach any connected numbers. But I still had the addresses. So, what I did is I did a mailing out to the entire list. And this did a couple of things. It weeded out all the addresses that were no good. So, any time a letter came back and it said undeliverable address, I would just delete it off this ten year old list. And I did a one page flyer, "We buy Jay Abraham tapes. We can pay up to \$1,000." I did have response but it wasn't that stellar. But I would get people who would call me that I was unable to reach on the phone who had tapes. So, I was able to buy tapes that way. Also, I would go through the inventory that I had acquired from maybe that mailing. And then I would ask them to fax me a list of all the items they had. So, anyone who had inventory, I'd have them write it on a list and fax it to me. So, I'd have faxes coming in. And as long as I knew who had it and knew what they had, I didn't have to invest in the entire inventory. I could buy it, as I needed it. Just knowing who had and knowing what they had was valuable in itself. And when I was ready, I could approach them when I had a need for it.

Vanish: So, what you were doing was really just getting people to say these are items that I may sell in future because they've given you a list. And then when you've got a buyer that wants it or you knew somebody that had it, you knew specifically who to go to call to purchase the tapes.

Michael: Exactly. And a couple of other things, I would also do the same exact mailing maybe six months later. And I would still get a response. That's why anyone who has a mailing list should mail the

same mailing multiple times because you're going to catch them at different times in their life. And I've had people contact me three, four years later who have held on to that letter and said, "I've held on to this letter that you buy Jay Abraham stuff." So, you never know when someone is going to call. Now, the point of my business, I get calls all the time.

Vanish: You now have people calling you saying, "I want to sell you my Jay Abraham material.

Michael: I now have people call me. I've built up somewhat of a reputation as the guy who buys and sells Jay Abraham tapes.

Vanish: Obviously, as you say, you've built a reputation buying and selling Jay Abraham material. One thing that we haven't really asked is in your opinion what makes Jay different from other great marketers like Dan Kennedy or Gary Halbert or anybody else?

Michael: I think he has just studied harder than anyone else out there. I think when he first started, he was so hungry and first of all, he was a tremendous student. And I know he was a student of the masters like some of the old guys even back in the early 1900s. Because I study these guys, too, and when I study them, I can see exactly the stuff Jay Abraham does from the stuff he learned from these original geniuses. But I think he, number one, studied harder and worked harder than anyone. And through all his experience and all his studying, he's come out on top because he's used all the principles that he's learned. And I think he's also got an incredible ability to hold information in his head and to be able to teach it.

Vanish: And in terms of Jay Abraham, we always know that there's always going to be somebody else coming along that's moving and also up and coming. In your opinion, Michael, who would you say is somebody up and coming or somebody to be watching out for that's going to, in your opinion, has got marketing genius potential?

Michael: It's a good question. On my website I sell other products besides Jay Abraham, like Dan Kennedy materials, Ted Nicholas, Bill Myers. Lot of these guys run in the same circle. And you'll hear about them in different seminars. It's kind of like a little fraternity. So, all of them are great. I don't only study Jay Abraham. I study from all these other guys, too, because you may not like Jay Abraham's personality. You may be more open to Bill Myers. He is this guy from Arkansas. He's real down to earth. I love his stuff.

And then there's Gary Halbert. If no one has heard of Gary Halbert, he's incredible. He taught and wrote a lot of stuff for Jay Abraham in the mid 80s. So, I study from all of them. So, I don't know who is up and coming. I have so much material in so many, I think geniuses to learn from that I'm not really focusing on the new guys. As a matter of fact, I'm focusing on the original masters back from the late 1800s and the early 1920s. And up on my site, I put a new section of some of these geniuses. And if you go to the products page on the blue column on the left, you'll see biographies of some of these guys. And these are some of the guys Jay Abraham studied. Studied them intensely. And these were brilliant, brilliant men. So, there's very little new. It's all been done before. But Jay has assimilated it and taught it better than anybody and marketed himself better than anybody. So, as far as new guy, I'm still studying the old guys.

Vanish: That's an interesting point in that there's plenty of history that's teaching you and that the new stuff really is just rehashing of the original. So, you might as well go study the original.

Michael: Exactly, but you learn each way. The more you study the new stuff and then you study the stuff that Jay teaches, then you study stuff from Bill Myers. You may hear it from all different perspectives and different angles and it just gives you the ability to assimilate it and to understand it even better. You can study something ten different times and still learn something. And you want to learn from somebody who you like listening to or you like watching on video. It's different for everybody. Everyone learns differently, also.

Vanish: Obviously, you're still active within Ebay and selling marketing material?

Michael: The Ebay market is not very good for Jay Abraham stuff. The stuff isn't going for a lot of money. I don't think I can make a good profit when I'm selling on Ebay because you can't compete with counterfeit stuff. As a matter of fact, my opinion is the Jay Abraham market on Ebay is on its way out because I know for a fact Abraham Publishing is monitoring Ebay. And they are monitoring what's sold on Ebay. I had a set of the FYMEO that I stuck in auction up there and I had Jay's office contact me through email and say, "Where did you get this material?" I said, "I'm Michael with www.hardtfindseminars.com. I got this from an original attendee," and that was it. But I know they are on to the counterfeit stuff and they want it stopped. As a matter of fact, his recent seminar, his

Strategy Summit, a big compilation encyclopedia of all the stuff he's put together; he had the attendees sign a license that they were not allowed to sell it. He knows that counterfeit items take money out of his pocket and it ruins it for everybody. So, I haven't been that active on Ebay selling, but I'm always looking. Sometimes I can buy right and find something on Ebay. But also another secret I do and if anyone was going to get into the buying and selling of anything, Ebay is absolutely incredible. You go search for anything on the Internet, Ebay is going to be there as a paid advertising. If you type in Jay Abraham stuff, you're going to find Jay Abraham tapes on Ebay. It will be an Ebay paid ad. They like own every keyword in the universe and direct tons of traffic right to their auctions. So, what I do is on the Jay Abraham auctions, I have data entry person who works with me out of state and save and catalog and put in a database every single item that's been sold on Ebay, every month, by Jay Abraham and Gary Halbert. So, now I have a database going back years of where all the items are. And if I ever was looking for something, I could just look up the Ebay screen name, email them, and say, "Hey, I saw that you bought a set of the Protégé tapes in 2001. By any chance do you still have them?" And I try and make a deal and I can obtain items that way, know what's selling, and how much.

Vanish: That's a very good tactic.

Michael: Anyone out there could pick any market; find an item that sells good. Let's say you went to small businesses, people who are putting their businesses up on Ebay. Ebay will only keep the auction for 30 days. But you pay someone, if you're not going to do it, and just save all those auctions of small businesses that didn't sell. And believe me, many people aren't computer savvy. They don't know how to put up an auction. They don't put pictures. They don't do a good description. They don't understand what a headline is or how to write a good letter or a good auction. And that business won't sell. So, you may go back to that person and contact them three, four, five months later and that stuff is still sitting there. They would hug you and kiss you for taking it off their hands for nothing if you just contacted them.

Vanish: Exactly and that's all about timing. Trading is all about asking the right person at the right time with the right proposition. Obviously, you have spent a number of years purchasing, selling. You must know pretty much all of the Jay Abraham material that's out there. If I was going to go and buy some Jay Abraham material and I don't want to go to Jay Abraham and pay \$20,000; my budget won't

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stretch that far. I've got a budget and I want to come to you, Michael, and say, "Michael, I'm interested in going out and purchasing a set of Jay Abraham tapes or his videos or whatever." What would be the way that you would approach someone? Why would someone come to you and buy from you?

Michael: There are several reasons. Number one because I have invested hundreds of hours with studying all the material and I know the material pretty well. And I've a good understanding of what each one of the seminars and what each one of the products are about and what it will do for that particular business. That in itself would be, if you came to me and bought from me, that advice that I have for you and my knowledge would ultimately save you time and save you money. Number two, my credibility. I've been doing this a long time. I've got a lot of testimonials that anyone can read up on my website of what people say and their experience with me. But I think the biggest thing that I'm not just going to sell you a bunch of tapes or put together a big box of tapes and sell them to you. As a matter of fact, in nine out of ten times unless someone comes to me and knows exactly what they then I don't need to talk to somebody. If they know what they want, they know what the seminar is about and they're just looking for it, I'll sell it to them. We can do it through an email. We don't even need a phone conversation. And in many cases, on my site in the products area there are buy now buttons where I get orders like that. But a lot of people come to me and they don't know what to get because there are so many Jay Abraham tapes out there. And I want to talk to these people. I'd much rather talk to them over the phone so I can find out what is this person's situation. I've a lot of people who say, "Mike, what's the best seminar? What would you recommend? What's the best seminar you would advise for me to get of Jay Abraham?" I don't have an answer for that. It all depends on you. So, I would want to know about you. I want to know about what you are doing, what have you been doing, what do you want to do, what are your goals. How do you like to study? Are you a reader or are you an audiotope person? Are you a videotape person? How much time do you have to study this material? Do you exercise? Can you listen to it on a Walkman? Can you listen to it at the gym? Do you have time to watch a video? I want to find out exactly how you like to study and what's going to be the best way for you to study. So, those are two things that I think are important.

Vanish: In terms of a budget, if I said I'm just kind of getting started and I want get some Jay Abraham material, what sort of budget do you normally expect people to have to satisfy?

Michael: If you go to my site and look at the prices for my Jay Abraham stuff, they are cheap. One seminar I may have up there for \$500, \$600, \$700. But if you compare it to what people pay to attend the seminar, it really is, in some cases, less than five cents on the dollar. So, when you're comparing it to what people pay to go to the seminar, it's the bargain of a lifetime. Now, granted they come home with the bigger box of stuff. But they're getting the same stuff just repeated on audio, on video, in transcripts. It's the same ideas just in different formats. So, when you come to my site, in many cases, I may have all the formats. Or you may want CDs, but I only have audiotapes. So, I would say come to me who may be are a beginner. They are not real sure what they want to study and I would set them up with a good set of Jay Abraham material for around \$500 for a beginner. And then if someone was more advanced and they knew Jay Abraham and they really wanted to get into it and they wanted the whole kitchen sink; I'd probably go around \$1,000 and sometimes a little bit more. It all depends. But not only are you going to get Jay Abraham from me because I would recommend other items that I have an intimate knowledge about from other marketing people that I have on my shelf that may even be better for you than Jay Abraham. I may talk to you and get an idea of what you're trying to do and I may say you don't need any of this stuff. What you're doing right now is working and I wouldn't buy any more material because I think you need to get busy and start doing what you're doing. You don't need this study. Do you know what I'm saying?

Vanish: I'll tell you one thing I've always admired in you, Michael, is the way that you just give selfishly in helping other people to get where they want to get to.

Michael: Well, thank you.

Vanish: You are a definite student of marketing and I'm sure you must enjoy just meeting people and finding out what they're trying to do to get business and where they're trying to get that business to.

Michael: It really is. This business is not about buying and selling Jay Abraham tapes or buying and selling any of this information. The most valuable thing is the contacts you meet. When you find

someone who is interested in bettering their life and bettering themselves and who want to study and learn about marketing...anyone can ask themselves how many people do they know in their life that are like that. They are few and far in between. And it's nice to know people who think like you do or who are motivated like you. It's great because if you didn't have access to these type people, it can sometimes be a lonely road. You want other people to knock ideas around and to communicate with. You want a fraternity. And that's what this business has done. I've met you Vanish. I've met a lot of great people. All the people I talk to, 99% of them are bright, good, nice people because that's the kind of people this Jay Abraham material and this marketing attracts. And that is the most valuable thing. It's not selling a set of tapes for \$1,000. It's the relationships and the people you know. That's the most important thing.

Vanish: Okay. Michael, it's coming up to 7:00 p.m. Pacific and I did promise that everybody would get a chance to ask a couple of questions. So, what I'm going to do, I'm just going to put it in the Q&A mode if you'll just hold on a second. Okay. If you want to ask Michael a question, you need to press the number six on your touch pad to open the call. Please announce just your name and then we can have some question. So, does anybody have a question for Michael?

Dave: Yes.

Vanish: Hi, who's that?

Dave: My name is Dave.

Vanish: Okay, Dave. Dave from PA?

Dave: Pardon me?

Vanish: Is that Dave from Philadelphia?

Dave: No, I'm from Modesto.

Vanish: All right. Dave go ahead with your question.

Dave: You covered the acquisition of the tapes in pretty detail. But there's one question that I have. If you didn't happen to get that list from that guy that sent you the fax, how would you go about ferreting out people that have attended so you can get a foothold?

Michael: That's a good question. In this business it would have been a lot harder if I didn't have the list. But, there are ways. That list was nothing but a group of people who had a common interest. So, let's say may be you have an idea for a type of market. Let's say you want to buy and sell materials for neurolinguistic programming. Well, all you have to do is find a group of people who have that common interest. There's many different way you can get a list.

Dave: Name one or two.

Michael: For instance, let's say it neurolinguistic programming. You can find out through a search on Google neurolinguistic programming associations. I would, first of all, call someone who is really interested in LP and I would say what kind of associations are involved within LP. Who do they hang out with? What kind of groups do they belong to? What websites are very popular? What user groups? You can find groups of anything you want out there on the Internet. You could look to the SRDS. You could probably find a mailing list of people who spend a certain dollar amount on educational material for neurolinguistic programming. And you can send a simple out. And I want to go into this. I wanted to mention a very effective letter that worked for me when I was buying this material and it would work for anyone. The very first letter I would send out was a little flashy, more salesy. And I read an example. It was in some Jay Abraham material of a real estate agent in Australia. And he tested this little note. He would put these little notes on cars saying he was buying and selling cars. And he tested this little yellow post-it-note. And it said, "I think I know someone who may want to buy your car. Give me a call if you're interested in selling." So, I did a letter like that. It simply said, "I think I may have a buyer for your Jay Abraham tapes. Give me a call if you're interested in selling. I'm willing to buy them in any condition and I pay cash up front." And that letter smoked the original letter. It was just a very effective letter. Real simple, down to earth and you can use that for anything.

Dave: But to go ahead and build up the momentum as opposed to having the list, that could take quite a long time. So, my question is what would you consider a best shot to be able to minimize time and energy to come up with a list to start with like you did?

- Michael: If you're going to start you're going to have to do your homework. And I think the best thing is you can go on your computer and depending on what market you're thinking about, I would find...
- Dave: Let's confine it to Jay Abraham stuff. I don't want to go into competition with you...
- Michael: If you were to find Jay Abraham material, what I told you. I would find someone who attended the seminar.
- Dave: Well, how are you going to do that is my question?
- Michael: Well, you can go onto Ebay and find someone selling Jay Abraham tapes on Ebay and it may be someone who went to the seminar.
- Dave: And he'd have a list or she'd have a list?
- Michael: If he went to the seminar, they would have a list.
- Dave: Right. Okay, great. I appreciate your help.
- Michael: No problem.
- Vanish: And I think on of the things to think about, remember, is that the Ebay auctions are every 30 days. It's just a fishing game. As you say the foothold is the hard bet. It's almost like in any of these things. Once you know one or two, they'll know others and your network grows.
- Michael: All you have to do is ask.
- Vanish: The first five or six people that have Jay Abraham, any marketing material, they are going to be the toughest. As soon as you have three or four, then they'll start telling you about other people they have met in a network or another presentation. The other angle is perhaps if you're interested in Jay Abraham, one thing to think of is to think out of the box. People that buy Jay Abraham also buy Gary Halbert. They buy other marketing material. So, may be the best way is not the direct route, directly to that person, but may be to somebody else that saw Gary Halbert. You ask them then do they know somebody that bought Jay Abraham.
- Michael: And I want to add something that's really important because you just reminded me of something. This was really the amazing thing. Jay Abraham would do joint ventures with all these people. So, let's

say you are an attendee at a Jay Abraham seminar. He was doing joint ventures with Gary Halbert and other people. He would rent his protégé list to Gary Halbert. And then when I would find the set of tapes, sometimes I would find a whole series of Gary Halbert seminars. And that's how I learned about Gary Halbert because whenever I bought a set of tapes of Jay Abraham material, I bought all the other tapes that person was sold because they were a Jay Abraham customer.

Dave: He had a library or she had a library...

Michael: Yes. There's a good chance if they are interested in Jay Abraham, they've bought Gary Halbert, they bought Dan Kennedy. I'd sometimes find all these marketing guys in one purchase.

Vanish: And one thing that's very interesting is that flyer thing that you were talking about...you're looking for Jay Abraham material, but you just use a key word Gary Halbert or marketing material or seminar material. That's what you buy and sell. People will come and approach you and if you've got Jay Abraham they'll say, "Well, I know that you buy and sell Jay Abraham, but what about my Gary Halbert material or what about this material." What you're looking for is people that want to sell. They'll come along. Worse comes to worse, those people will know other people. You can almost say I buy "XYZ" material just only to find out if they know somebody that's got Jay Abraham material. Because remember, they will know other people. If you flush them out of the wood...imagine if you did a flyer to a list of people that have bought marketing material. You are talking to all these people. You can ask them then, "Hey, do you know somebody that has Jay Abraham material?" It will eventually lead you there. You have to be like Michael. You have to make some phone calls. Now, does anyone else have a question for Michael?

Darryl: Actually two things. Michael, what in your opinion was Jay's best PEQ seminar?

Michael: My opinion is the best one was the first one. The first one was more freewheeling. There was a lot more information. And then on the second one they edited a lot of the stuff out. And I've had a couple of people tell me they like the first one better.

Darryl: I know Jay has just finished his newest release of the encyclopedia. How long to you think before we'll see it available?

- Michael: I don't think we're going to see it because Jay Abraham had anyone who got that encyclopedia sign an agreement that it wasn't for sale and that they actually didn't own it. They were being licensed to use it.
- Darryl: I was on the home study group for this last thing with Brian Tracey. And they said that it was just going to be shipped. I don't think there was anything we were supposed to be signing. But may be the home study group is an area that you can look at.
- Michael: That's interesting. Thank you. I appreciate it.
- Vanish: Just coming up to 7:00 p.m. Michael, it's great talking with you and finding out about your story and the things that you do. If people are interested in wanting to get a set of Jay Abraham tapes or talk to you about their business and what potential input the marketing material could make, what's the best way for people to contact you?
- Michael: The best way is to pick up the phone and call me. My number is on almost every page of my website. I'm in San Diego. It's 858-274-7851 or they can go to my website www.hardtfindseminars.com and email. I'll call them right back.

I want to thank you for listening to www.hardtfindseminars.com. If you want to get in touch with any of the people we interview, please contact Michael at www.hardtfindseminars.com by email. You can email Michael@MichaelSenoff.com or you can call 858-274-7851.

Now you can use Richard's simple, risk-free home study system to...

Become A High Paid Marketing Consultant In 45 Days Or *Less*... Even If You Have No Prior Marketing, Business Or Consulting Experience

Take your 45-day "test drive" of Richard's advanced marketing consultant system today and I'll toss in **over \$5,650.00 worth of bonuses** (not for sale to the public):

- **The Hamel System:** How To Buy A Million Dollar Business With No Money Down (Previously sold for \$1,495.00)
- **Barter Secrets:** How To Buy Anything For 80% Off (Previously sold for \$1,495.00)
- **Audio Marketing Secrets:** How To Turn Your \$29 eBook Into A \$3,900 Info Product (Previously sold for \$291.00)
- **Joint Venture Magic:** How To Set Up Profitable Joint Ventures Even If You Don't Know Anyone (Previously sold for \$595.00)
- **Eugene Schwartz Copywriting Master Pack:** Includes dozens Of Gene Schwartz ads as well as his full Speech To Phillips Publishing (Previously sold for \$291.00)
- **HardtoFindAds.com Ad Transcripts:** All 409 of the ads featured on hardtofindads.com in Word format (Currently sells for \$291.00)
- **\$31,500 Goldmine Links Package:** Secret Treasure Of Hidden Internet Links For Your Business (Previously sold for \$291.00)
- **Phone Secrets:** How To Make More Money When Answering Your Phone (Previously sold for \$297.00)
- **Letter of Agreements Guide:** Over \$10,000 Worth Of "Lawyer-Approved" Agreements For Your Business (Previously sold for 297.00)
- **Gorilla Internet Marketing System:** (Previously sold for \$297.00)

These bonuses -- a combined value of \$5,456.00 -- are no longer for sale on my site. But I will give them to you absolutely *free* with your 45-day, 100% no-risk investment in Richard's advanced marketing consultant course.

"Fast Response" Bonus:

**While supplies last, I will also throw in a \$1,000.00 gift certificate good for any used Jay Abraham Seminars I have in stock. This certificate is yours to keep -
- even if you decide to return the system!**

My 100% Iron-Clad Guarantee To You:

"If you qualify for Richard's system, you will be able to use everything for 45 days at my risk. If you haven't gotten your first paying client in that time, send it back and owe nothing. This way all the risk is on my shoulders and there is simply no way you can lose."

**Call 858-274-7851 to see if you qualify.
Or, see the letter below for more details...**

Dear Future Marketing Consultant,

In this letter you will learn a simple, painless and inexpensive way to become a highly paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

To download an audio recording of this letter and hours of free audio interviews with HMA marketing consulting experts, go to

http://www.hardtofindseminars.com/HMA_Details.htm

It doesn't matter what your current skills are now. And it doesn't matter if you have any "connections" or business experience.

In fact, all you really need are a few, simple (and proven) secrets my friend Richard has developed over the years to become a highly paid and in-demand marketing consultant.

And the best part is, you do NOT have to shell out tens of thousands of dollars for these secrets...and you can even use them yourself...

Almost Free, If You Choose.

I'll explain the details of this offer in a second.

But first, let me tell you what's in Richard's HMA system, why it really is an absolute "no brainer" for almost anyone (regardless of your experience) to use, and why you can realistically be up and running and making money in just a few days after getting it.

To begin with:

If you do your homework, you'll find that there are several competing marketing consulting opportunities in the marketplace. And I'll be the first to advise you to look into all of them before you invest in any of them, including Richard's HMA system.

I've interviewed countless people who have paid enormous fees to attend these trainings. I have received firsthand feedback on Y2 Marketing, Action International, Quantum, Topline, Peter Sun Consulting, and other opportunities and many of them are actually pretty good.

But what separates Richard's system from the other ones I've seen is that, with Richard's system, you don't need any previous marketing experience, any business connections or even a lot of money.

In fact, Richard will be the first person to tell you if he can do it...you can do it.

How can he be so sure?

Because when Richard started he was broke himself, and had very poor selling, speaking, marketing and presentation skills. And even today...

He's Just As Shy And "Introverted" As The Next Guy.

In fact, the only difference between you and Richard -- the only reason he is making a fast and easy fortune as a marketing consultant and you aren't -- is because of a simple (very simple) system he invented after attending a Jay Abraham marketing consulting seminar over 15 years ago.

You see, Richard discovered that while Jay Abraham really is a marketing genius, his system (like most other marketing consultant programs today) was not geared toward "ordinary" people who don't have a lot of money or natural marketing talents.

Jay Abraham, in the early 1990s had credibility, contacts and millions of dollars. The training Jay taught consultants was taught from his own millionaire perspective.

But Richard was near broke. So broke he had to borrow money from his dad to attend Jay's training. Richard had no credibility and few contacts.

And when Richard went out in the field to test Jay's teachings, he failed.

Richard did not quit. After years of experimenting and organizing the marketing concepts into a workable system, Richard began to experience an almost instant success.

Richard had unlocked the code and discovered his own unique "system" to make money as a marketing consultant that is so easy to follow and simple to learn...almost anyone can use it to make money quickly, cheaply and even...

While Sleeping Like a Baby.

Richard had created a system that will work whether you are a millionaire like Jay Abraham or broke like Richard, struggling to make the rent.

It's taken Richard 15 years to perfect and tens of thousands of dollars working out the "bugs", and getting his system so you can approach virtually any kind of business to offer your consulting services.

And since sharing his system to the public, Richard has created successful, highly paid marketing consultants in the US, the UK, Australia, Greece and even Holland (some who were totally new to marketing when they started) who are now making it big doing consulting.

Here's why...

With Richard's system all you do is use the tools he's created for you the exact way he says to use them...and within just a few weeks (maybe even a few days)...you can have a strong, secure and stable marketing consultant business with paying customers and large fees dwarfing anything you could make at your regular job.

And best of all:

You can do it all without pressure...without strain...and without the unbearable personal rejection most marketing consultants endure when getting started.

For example, most people getting into the consulting business believe making cold calls to get clients is the worst and most difficult way to get clients.

This method is usually reserved for the consultant who has no contacts whatsoever.

While other consulting trainings tell you to make prospecting calls yourself, Richard's system trains you to pay others to do your prospecting for you.

Take for instance, the telephone prospecting scripts in the system.

All you do is take these proven phone scripts, hand them to a part-time telemarketer with a copy of the Yellow Pages, and tell him or her to call businesses and read the scripts word for word.

This simple method for getting new clients works time and time again. You do none of the calling and you still generate clients.

This way you can be sleeping in, playing golf, or even taking a vacation...and have an endless stream of fresh, quality appointments coming in each and every day...

Without You Lifting A Finger.

Plus...

In addition to these proven phone scripts, you'll get an audio training called "How To Get Appointments" which takes your people step-by-step through the whole process on how to use the scripts.

That means, if you don't want to pay a lot of money for a professional telemarketer, just hire a student or a stay-at-home mom and give her the "How To Get Appointments" training and she'll be just as good (if not better) than anyone else at getting you appointments.

Of course, the phone is not the only way to get clients.

- ✓ Your HMA system also has already-tested direct mail letters for selling your consulting services such as:
- ✓ An approach letter and a follow-up letter.
- ✓ A proven collection of postcards designed to generate leads.
- ✓ And even a sample brochure and professional audio presentation

All you do is fill them out, drop them in the mail and you'll have as many appointments as you can handle -- without rejection, stress or having to deal with any "gatekeepers."

Is it really that easy?

With Richard's system it is.

And with the simple tools he's created you'll be hitting your prospects from every conceivable angle, giving yourself the maximum chance of capturing those high-quality paying

clients within days of starting your consulting business.

And if you're really ambitious, and want to make a LOT of money quickly, then you can also use Richard's system to create what's called "the podium effect."

What's the podium effect?

The podium effect is this phenomenon where people automatically respect, trust and believe people who talk at seminars or small workshops.

And since Richard also includes prewritten seminar and workshop flyers, you can fill a room, give your presentation, and watch as dozens of people scramble to hire you the second you step out from behind the podium.

Not sure how good you'll be at putting on a presentation?

No problem.

Because Richard has already created a powerful, professional seminar outline for you -- complete with a PowerPoint presentation and all the training you need to be up and running fast.

This is the same presentation Richard currently uses to capture clients today.

More on this later.

You won't have to try to figure anything out or structure your presentation. Just plug in Richard's "pre-made" seminar presentation, follow the word-for-word transcripts and you'll be delivering a powerful, proven presentation that gets clients fast.

Easy As 1-2-3.

And here's something else to think about:

With Richard's system you won't have to worry about not having a reputation or a "track record" of helping business owners with their marketing.

If you've never done consulting before, I know what you may be thinking now. You're asking yourself -- why should these business owners believe anything I say?

You're afraid that they will ask you for proof that you can get results. You think they'll want referrals before they work with you.

You're thinking that you have no credibility. This is only an illusion in your imagination.

It's a FEAR not based on reality.

I am here to tell you this will not happen to you and here's why.

You must understand that your clients are not interested in you. They are only interested in the results you can bring to them.

Being a fully certified HMA marketing consultant means you'll be able to draw on the successful track record of the HMA system.

It's actually pretty simple:

Richard has discovered a proven way for you to use his testimonials, his stories, and his successes for your business. And by following Richard's simple instructions, you'll be able to "borrow" Richard's credibility for yourself.

Plus, you will also learn a secret way Richard has invented to "create" your own credibility within the first thirty seconds of meeting a potential client...

**Without Needing ANY Testimonials,
Success Stories Or Past Success.**

This is one of Richard's "trade secrets."

And it works like gangbusters for everyone who uses it.

But here's the thing...

Getting the appointment or filling a room with prospects is only step one.

You can get all the appointments in the world...but if you can't close the sale, then it's all for nothing.

Richard knows this more than anyone.

And after spending hundreds of hours and tens of thousands of dollars on "trial and error" - he has created a truly foolproof system that lets almost anyone turn at least 25% (usually even more) of their appointments into cash sales.

And what makes this possible is Richard's proprietary "opportunity analysis worksheet".

With this simple piece of paper Richard has created, you can walk into any business, command immediate respect and attention, and literally become a marketing "miracle man."

The reason why is because this opportunity analysis worksheet lets you literally "make over" a business owner's marketing and show them exactly how you will create real cash profits right before their eyes.

And if the business owner you are talking with has any desire to grow his business at all...then he will have no choice but to be impressed by you and want to work with you.

In fact, the opportunity analysis worksheet makes converting appointments into paying clients so simple, easy and painless...

You'll Almost Think You're Stealing Candy From A Baby

But you're not.

And when you see how it works for yourself, you'll be shocked at how easy making money and getting clients can be.

Richard also shows you how to command large fees and even get paid on a portion of the sales you make for your clients for years into the future.

This is called a "contingency" fee agreement.

This should only be used with a client after they have hired you and paid you to do project work.

Other expensive consulting opportunities teach you that contingency is the only and best way to sell consulting services.

And it works like this:

If you help your client make an extra \$100,000 a year (not uncommon for Richard's students), and you make a 15% "contingency" agreement with that client, you will pocket an extra \$15,000 on top of your regular fees per year.

If you do this for just five of your clients, you will make an extra \$75,000 a year. If you do this for just ten of your clients you will make an extra \$150,000 year.

And so on.

Again, this is in addition to your regular fees. You can typically charge a client anywhere from \$500 to \$5000 per project. And most clients will need at least four projects.

Quite frankly...

**You Could Literally Get Rich
Off Just a Handful of Deals like This.**

And it's so easy once you understand Richard's system.

Because Richard really has done 90% of the "work" for you already.

For example, his system includes...

Endorsed letter samples.

All you do is find businesses that sell similar (but not competing) products and services as the business you are helping, and strike a simple deal with them where they send your offer to their customer list for a portion of the profits.

This way, you and your client make a bundle off the initial sales, and an even bigger windfall from additional sales later.

All from leads that didn't cost your client a penny to generate.

Client reactivating letter samples.

This is your easiest way to make fast cash for you and your client because almost NOBODY goes after his or her inactive clients and customers.

And all you do is take one of your prewritten letters and mail it to your client's inactive customers.

Watch your clients shake their heads in disbelief as inactive customers (they thought would never buy again) come back to life -- spending their money with your clients again and again and again.

And remember, if you set up simple contingency deals with these clients (as Richard explains in his system)...

**You Will Get Paid On All
This Action, Too.**

Letter templates.

For things like special promotions, unique sales and other events. Each letter is proven to work and it's almost guaranteed money in your bank account every time you use them.

Anyway, these are just a few of the reasons why Richard's students report such fast and easy profits. To hear real stories from six existing HMA marketing consultants in their own words go to the link below.

<http://www.hardtfindseminars.com/AudioclipsH.htm>

Learn how they are able to get clients that pay cash so quickly.

This is why I have no problem saying nothing could be simpler than using Richard's system to make money quickly and easily as a marketing consultant.

And realize this:

Every time you make one of your client's money using Richard's "paint by numbers" pre-created tools...

You'll Become Your City's Marketing And Business Guru.

And you'll have the instant reputation as the guy who turns straw into gold.

You'll be the person your clients won't be able to help but rave about to their business friends who will also want to hire you.

And your whole consulting practice "snowballs" from there until you have an endless stream of clients and profits coming in so steadily you couldn't stop your money from coming in even if you wanted to.

As I said before, I have seen all the other marketing consultant programs out there. And I have not yet seen anything that even comes close to Richard's system.

But you certainly don't have to take my word for it. Because as you will see, you can try everything almost for free if you want to see for yourself.

But first, here is a quick breakdown of all your exclusive marketing training you will be getting in your HMA system:

HMA Resource # 1:

This is the HMA "System".

You get all 10 HMA operation manuals showing you each step of the way how to capture clients and make them real profits. This collection represents the system. Each binder walks you

through all steps of the system. You'll reference these materials as you take your client through the steps of the HMA system. Richard spent years creating and refining these modules. Each comes in its own three-ring binder. You'll use these manuals as you follow along in Resource #2 & #3.

HMA Resource # 2:

1995 HMA Live Seminar Training

You'll own 25 hours of cutting edge HMA marketing training in downloadable audio.

Richard's first live marketing consulting seminar was conducted in early 1995.

Your 1995 training features Richard at the top of his game teaching a room packed with students his system for becoming a successful marketing consultant. Each student paid \$5000 to attend.

You'll be able to download, hear and learn everything you need about capturing clients and creating marketing systems for them. It's like having Richard right there with you showing you exactly what to do each step of the way.

HMA Resource # 3:

2005 HMA Live Seminar Training.

You'll get Richard's most recent live training on DVD. This is the same training Richard did from 1995 but updated ten years later.

You'll see Richard in action in full color and live in front of a room full of students eager to learn Richard's secrets of his HMA Consulting system.

Each DVD is professionally produced. The picture quality and sound is perfect. You can play your DVDs in your home, computer or portable DVD player.

I've also arranged to have the audio from each of your DVDs converted to downloadable mp3 audio files.

You'll not only be able to watch this newest training in video, but you'll have full access to download each audio as mp3 files. You can also burn CDs to play in your home or car CD player.

Anyway you choose, you'll sit from the comfort of your home, car or office and have Richard transform your mind into a human "Hidden Marketing Asset" detector."

After learning Richard's system, you'll be trained to sniff out and find money in virtually any business lucky enough to retain your services.

Richard's students paid thousands of dollars to learn what you will get in these DVD training videos alone.

HMA Resource # 4:

HMA Group Training Video DVDs.

This is Richard's most recent training, conducting live Group Training for 15 business owners wanting to learn how to grow their businesses. The Group-Training concept is another way for you to make money.

Richard discovered that many of the businesses he talked to wanted his consulting services but could not afford his one-on-one fees.

As a result, Richard started working with manufacturing associations and started doing Group Trainings with 10 to 20 business owners at a time.

Each Group Training would last for two hours twice a month for three months. You can charge anywhere from \$500 to \$3000 per business.

If you were to do Group Training for 10 businesses -- and let's say you charge only \$1000 each -- you've just made \$10,000 for only 12 hour of work. That's \$830 per hour.

I have never seen an easier way to make money than this.

Imagine using one of your prewritten letters from your HMA system and sending it out as an email to a list of your local Chamber members at no cost to you.

Then, imagine prospects attending your free seminar on how to grow a business without advertising.

Then imagine taking your guests through your pre-designed HMA PowerPoint presentation crafted to sell Group Trainings and one-on-one consulting services.

Remember the podium effect?

Then imagine having 10 people fighting their way to you with checkbooks in hand ready to pay you anywhere from \$500 to \$3000 each!

If you're the consultant who likes action in an exciting group atmosphere and who likes to make a lot of money fast, this presentation is for you.

Your set of Group Training DVDs will show you exactly how to execute this training. You'll have access to pre-designed workbooks to provide each one of your paying clients.

HMA Resource # 5:

You get lifetime access to exclusive online training and support in your HMA University -- including online audio, email, telephone backup and more.

You'll hear intensive interviews with marketing consultants making anywhere from \$500,000 to \$2,000,000 (two million dollars) a year doing marketing consulting. You'll learn their secret ways of making money and how they run their consulting businesses for maximum profits and minimum work.

These interviews and trainings are updated regularly and published in your HMA University. Which means you'll have all the support and feedback you need to make your consulting business fly right from the start.

HMA Resource # 6:

You get my famous "Joint Venture Magic" course -- including audio training, joint venture sales letters and sample contracts and agreements. This course sells for \$597, but you get it as part of your system for free.

And trust me, if you do nothing else but harness the enormous power of joint ventures -- as explained in this course -- you'll never worry about money again.

Plus, this joint venture course also includes a collection of contracts and letter of agreements for use in your consulting business.

You'll have agreements for Contingency Marketing, Copywriting, Intellectual Property Rights, Marketing Consultant Retainer Fees, Non-Disclosure Forms, Creating New Profit Centers, Referral Fees, and many more.

Without a doubt, you would have to pay tens of thousands of dollars in legal fees for a collection of agreements like these. But this entire collection is yours when you become an HMA Consultant.

HMA Resource # 7:

There is one thing better than growing a client's business. And that's buying one already making money. Ok, we've all had the dream.

Wearing an expensive outfit, you strut into your high school reunion and announce to all your old snooty classmates that you own a multimillion-dollar business. Their mouths fall open as you tell them about the healthy six-figure income you're taking in for doing nothing... but goofing off and playing golf. And your life couldn't be better.

Believe it or not, that doesn't have to be a dream.

An elite businessman named Art Hamel has been doing just that for more than 40 years. He's perfected his formula for buying businesses, and for a limited time, he's teaching it to others. But don't think this system is just for the "elite" or the "privileged." His step-by-step course is so down to earth and easy to follow, anyone can use it to buy businesses and earn six-figure incomes -- without banks, credit or even any experience.

As an HMA Consultant, you'll have the detailed information you need to identify if your client's business is ripe for selling.

Many sellers have never given it a serious thought. If you can buy right and grow your new business with good marketing like what you'll learn in the HMA system, you could end up sitting on a gold mine.

Here's what you'll get with this system:

You'll receive more than 22 audio lessons in all. 8 hours of the audio lessons are from Art.

You also get a downloadable comprehensive workbook that guide you through each and every aspect of the system -- from A to Z.

All you have to do is take your time and follow Art's simple instructions, do the things he says to do and say the things he says to say. No special education, talent or prior business experience is necessary.

I've also included word-for-word transcripts of each audio lesson so you can easily concentrate on specific sections without the hassle of rewinding or pausing your mp3 player.

Art really has thought of everything.

He's owned more than 200 businesses himself over the last 40 years using his system. And, he used to teach seminars on the subject. In fact, the system you'll receive is the home-study version he created for the people who couldn't make it to his seminars.

About 19 years ago, this same system was the biggest seller on the Home Shopping Network.

And since I am the only person on the planet who Art lets offer his system, you simply cannot get it anywhere else.

HMA Resource # 8:

You get a gift certificate for \$1000 off my audio creation service.

This will pay for itself a hundred times over in your first year alone.

Here's why:

If your client can talk into a phone, I can create him an information product that can sell for anywhere between \$497-\$3900. I've done it myself. I've sold hundreds of thousands of dollars worth of information products using this very system.

And with your help, he can then sell that product, or use it to generate leads for his business. And, of course, if you set up a contingency agreement...

You Will Get Paid On These Sales Too.

You'll also get a certificate worth \$500 off my audio infomercial service.

There's nothing better than a hard-hitting audio recording that features the benefits of your product or service, and there's no better delivery man than the Internet.

Plus, you can also use these services for your own business.

When you have your own, unique audio infomercial, you'll literally ooze with the kind of ironclad credibility money can't buy. And even the most skeptical clients and customers will many times want to hire you right on the spot.

And perhaps the best part about your certificate is that it can be sold or transferred to your clients. There is no expiration date as long as you remain an active HMA Consultant.

HMA Resource # 9:

Free publicity and press training from the "Publicity Doctor".

This is HUGE.

Especially when you set up contingency and commission deals. Because every time you use free publicity, money will come back to you in buckets, without your client having to do anything but answer the phone and answer a few questions.

You'll learn the secret of getting millions of dollars in free publicity for your business and your clients' businesses in newspapers and magazines and on television and radio.

HMA Resource # 10:

You also get the reprints and resale rights to 23 professionally written business reports including:

- ✓ **Insider Business Strategies: Five Ways to Increase Your Bottom Line Profits Without Spending an Extra Dime on Advertising**
- ✓ Quick-Fix Marketing: One-shot turnaround strategies for 50 different companies. (This gives you 50 marketing plans for 50 different businesses. Chances are, your clients will fall under one of these categories, and you can use these reports to make your job ten times easier.)
- ✓ **The Headline Bank: 100 top moneymaking headlines.**
- ✓ How to Up Your Profit in a Down Economy: 114 Tips and Techniques and Tactics to Kick-Start Your Cash Flow.
- ✓ **Yellow Page Success Secrets.**
- ✓ How to Attract More New Businesses with a Riveting Ad that Captures Immediate Attention.
- ✓ **How to Use Brochures to Grow Your Business.**

And more. (23 in all)

The great thing about having all these reports is not only the business changing information...but that you can also resell them.

You're going to have all the rights you need to put your own company name on them, and resell them to your clients and make revenue.

This is a residual income opportunity built in to the HMA Marketing Consulting Training.

You'll own these reports in Microsoft Word and PDF files so that you can reproduce these for your clients and sell it to them directly.

HMA Resource # 11:

The use rights (not resale rights) to my collection of 117 hours of audio content and written transcripts from www.hardtfindseminars.com

You'll own the use rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Bob Bly, Mark Joyner, Gary Halbert, Jay Conrad Levinson, Brian Keith Voiles, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts.

You'll instantly have a mountain of new products you can:

- ✓ Use to get more customers, clients, subscribers and strategic business contacts.
- ✓ Use as free bonuses to sell consulting projects and services.
- ✓ Offer as special incentives to help your clients sell more of their existing products.
- ✓ Package and bundle together to make one-of-a-kind products to give away free to build good will.
- ✓ Educate and excite your clients.

The options of what you can do with this content is endless.

This content has been a labor of love that has taken me years to build. I've invested tens of thousands of dollars and hundreds of hours to put this material together. And yet, I'm making this available to you as an HMA Consultant at no cost whatsoever.

HMA Resource # 12:

If writing for clients turns you on, then part of my HMA System works hard to turn you into a cash-producing, copywriting machine...

A while back, a business owner with only \$3500 to his name asked Eugene Schwartz to write a sales letter for his company.

Eugene's fees for the letter were \$2500, and without hesitation, the man paid it to him. That night, Eugene wrote the letter while waiting for his wife to put on her make-up so they could go out to dinner.

When the letter was released, sales for the company exploded. And now that company, Boardroom Inc., makes \$50 million in sales a year.

Saying you have "Eugene Schwartz-like copywriting skills" is like saying you're one of an elite group of top-notch, highly paid, sought-after, "gun" copywriters. It's like saying you're the best of the best.

And, you'll be surprised at how easy it is to become one.

This Master Pack gives you everything you need. You could be up and running, writing fantastic copy for clients in just days after reviewing this exclusive HMA copywriting training.

Within this Copywriting Training you'll be granted a lifetime membership to www.hardtofindads.com

You'll get over 700 typed, word-for-word transcripts from the world's largest digital swipe file of editorial style ads by the highest paid and most successful copywriters in the world like: Eugene Schwartz, Claude Hopkins, Gary Halbert, Brian Keith Voiles and John Carlton.

This is like having a team of the world's top copywriters on your desk telling you exactly what to write to make a winning promotion. These ads have pulled in hundreds of millions of dollars in sales and are proven "templates" that will work for you and your clients.

In many cases, you can take what's already been done and "adapt" it to what you're selling.

Products with just half these profit-producing ads sell at over \$5,000. But they're all yours free as part of this super HMA Consulting package.

HMA Resource # 13:

If you can show your clients a new way to save up to 80% on hundreds of common business expenses, you'll have qualified yourself as an important and integral part of their business.

Let's face it, CASH IS KING and conserving cash-flow using barter is not a well understood concept by most business owners.

And that's why I have included training on barter as part of your HMA System. You are going to learn the oldest business secret around; the secret game of barter.

Barter is a worldwide, multi-billion dollar industry where literally every kind of business you can think of – in almost every country in the world – does business in a large network called a "retail barter exchange."

These exchanges are exactly like huge buying clubs, where all the different member businesses are automatically inclined to buy from one another.

For example, when a web designer joins, everyone in the exchange gets a notice about it, and whoever needs a web designer is probably going to hire him. And the same goes for everyone else who joins – the plumber, the lawyer, the dentist, the copywriter, etc.

As you'll see, almost every single kind of product and service provider that exists is in these exchanges.

And believe me, I've saved tens of thousands of dollars using this loophole for my business over the years.

It took a lot of time-consuming research on these clubs to find out the best ways to take advantage of this system.

But I've got it down to a science.

And what I found was that certain types of businesses seem to always be sitting on tens of thousands of trade dollars that they don't use.

And because these businesses have so much extra money, they'll sell you their "barter-club" dollars for pennies on the dollar.

Then, you can turn around and use those barter bucks, dollar for dollar, within the club for services you'd normally buy... but at a fraction of the price you'd normally pay.

It's true. It's easy. And it's perfectly legal. But it's also ridiculous how much money you can save because practically anything you need can be found in these barter clubs -- from lawyers and TV ads to restaurants and formal wear.

And because you can buy your barter dollars for pennies on the dollar, you get these products and services for your clients at huge discounts.

And the real beauty of it is... you can have them resell these products and services to their customers for a nice little profit.

Let's say, you buy a product for 20 cents on the dollar and resell it at 50 cents on the dollar.

Their customers will love receiving a 50 percent savings, and your client will love receiving a hefty profit for doing nothing but being the "middle man."

It really is that simple, but you have to know the best ways to do it.

Like I said before, I did a lot of research and "trial and error" on this before I got it perfected. But, I can save you all the headaches I had to endure.

I've compiled this HMA training that'll teach you my entire system quickly and easily.

With the HMA Barter Secrets System, you'll learn.

- ✓ Which businesses are sitting on thousands of extra barter dollars
- ✓ Which barter companies to join

- ✓ How to trade within a company without being a member of it
- ✓ Who to talk to and exactly what to say
- ✓ What products are best to sell and exactly how to do it

And much more..

This exclusive HMA Barter Training really is a secret you won't find anywhere.

And, the few people who know about this are fanatical about keeping it a secret.

You'll blow your clients away when you are able to buy for them the same items they are buying for up to 80% off.

Imagine the leverage you'll have when charging fees for this service.

You can only get this system as part of this super HMA Consulting package.

HMA Resource # 14:

24-7 "Remote Control Consulting Services" selling tool.

Selling consulting to people who don't want consulting can zap your motivation stone dead and eat hours of valuable time.

You should only be selling your services to QUALIFIED prospects.

And so you get a valuable time saving tool to "pre-sell" the HMA System for you. It's a PowerPoint Presentation outlining all the steps in the HMA system.

This presentation will let you send a link to any prospect in the world that has Internet access and have them learn about what you can do for their business as an HMA Consultant.

In other words...it takes you out of the selling position UNTIL they have gone through the presentation.

If your prospect does this, they are uniquely qualified as a legitimate prospect and are worthy of your valuable time and expertise.

You'll get this presentation customized with your photo, your company logo, your website and your email address branded throughout.

This one tool has saved me hundreds of hours by letting me pre-sell and educate prospects about the HMA system without my direct involvement.

You'd pay thousands to produce a selling tool on your own like this. But it's yours to use and brand the second you become an HMA Consultant.

HMA Resource # 15:

You'll own 100% usage rights to all your marketing tools, sales letters, postcards, presentations, ads, press releases, client generation reports, client testimonials, manuals, my million dollar consultants list of service providers and more – everything you need.

What About Support?

As an HMA marketing consultant, you will be in business for yourself, but not by yourself.

By that I mean, when you have a question you get Michael Senoff. Not some "customer service" rep that doesn't speak English.

You get me working directly with you. You get me returning your calls minutes after you leave a message. You get me returning your email in hours not days. You even get marketing assets I've accumulated over the years -- like my knowledge on direct mail marketing, advertising and copywriting.

In other words...

I'm Always Here For You.

And I'm personally going to whatever I can to help you succeed.

If you need something, just ask and I will do whatever I have to do to get any answer you're looking for. Whether it's asking Richard or going to my network of millionaire marketing and business experts.

And if I don't have the answer...I will find someone who does.

And finally, as I said at the beginning of this letter, you get to try everything out -- use all the tools and learn all the secrets -- without having to risk a single penny of your own money.

Here's why:

If you follow this system step-by-step exactly the way Richard teaches, and you don't capture your first client in 45 days or less...I'll refund 100% of your purchase price.

With no questions asked, no hard feelings, and no trying to "talk you out of it."

All of which means you can...

**"Test Drive" This System Without
Risking A Penny.**

And I mean that.

I want you to hold my feet to the fire for 45 days. Use the system. Play with it. Compare it with other systems. And see for yourself exactly what you have in your hands.

And if you aren't making money with this system in your first 45 days, then return it.

How much does it cost?

Well, I've done the math, and the tools, resources and personal help is easily \$22,000 worth of material.

Probably even a lot more.

And other popular marketing systems I've seen, with only a tiny fraction of the features in the HMA system, cost \$30,000 plus ongoing fees and even royalties on the money you make. In fact, that is standard practice -- to take a cut of the money you make with their systems.

But with Richard's HMA system you won't be paying any royalties or fees.

Nor will you be paying \$30,000, \$20,000 or even \$10,000.

No, you can claim your complete HMA marketing system with the tools, manuals, videos, audio, lifetime access to ongoing HMA university training and all the high powered marketing resources I've listed and more for just six payments of \$995 plus shipping and handling or one payment of \$5970, plus shipping and handling.

Note: The six pay payment plan is NOT a layaway plan where you don't get the product until all payments are made. You get everything starting with your first payment of \$995 plus shipping. Nothing described in this letter is held back.

Shipping if you live in the USA is \$43. If you live outside of the USA, your shipping will be anywhere between \$97 and \$250 depending on location. Your investment for your HMA system is small compared to what you're getting.

Especially when compared to other marketing consulting courses -- with a lot less value

and with all their fees and royalties.

**However, There Are Two Small
"Catches" To This...**

First of all...

Do you remember earlier in this letter when I said I was giving you my audio creation and infomercial at a huge discount?

Well, if you become an HMA Consultant you are going to be dealing with a LOT of people who will want and need that service. And I am hoping you will send some of those people my way to get these audio services done when the time is right.

If you become an HMA Consultant in the next thirty days from the date of this letter, I'll happily pay you a fat 20% "finder's fee" for any audio work you refer to me. (Yet another way you can make money with this system without so much as lifting a finger.)

But this is another of the main reasons why I'm giving you all this value away at this ridiculously low price. And I'd be lying if I said I wasn't offering this deal as much for me as I am for you.

And secondly...

Even though you're free to use your HMA system anywhere without restriction, I will limit the number of systems I sell within each geographical area.

Richard and I want to make sure as an HMA Consultant you have the maximum opportunity to profit without competition.

So being accepted as an HMA Consultant is not guaranteed and I have the right to say no to you if I choose. The only way to be sure of claiming your system is to act now to see if you qualify.

All you have to do is call me personally at **858-274-7851** and together we'll determine if becoming an HMA Consultant is right for you.

If we're both in agreement, I'll send you a payment agreement by email in the form of a PDF document. You'll complete it and fax it back to me at **858-274-2579**.

I'll then process your payment and send you the membership details for the HMA online university and I'll rush your HMA system to you by courier.

You can start listening to your online audio immediately while you wait for the rest of your

HMA system to arrive.

And that's it.

If you have any questions at all, call me at **858-274-7851**.

Yours sincerely,

Michael Senoff

Michael Senoff

P.S. Please keep in mind that while it really is easy and simple to make a lot of money with Richard's system, it is NOT for everyone.

I say this because if you and I talk, and it looks like you are not a fit for this and I decide not to let you be a member, please do not take it personally.

Trust me, there are some people who just shouldn't be marketing consultants, especially with Richard's system.

It's like me and playing golf. I love playing golf, but I know I'll never be good at it.

And if someone was selling a product on how to improve my golf game, and they were qualifying people just as I have to qualify people for Richard's system -- I would most definitely not be a good fit. Because I just will never be good at it and it would be a waste of my money to buy the product.

And the same goes for the HMA marketing consulting system. There are some people who just shouldn't do it. And if it's not right for you, then it's nothing personal. And if you want, I can even help you find another opportunity that will be better for your situation.

But the only way to find out is to give me a call at **858-274-7851**.

If you get my voice mail, please leave your name, area code and phone number. Say that you are calling about the HMA system and I'll call you back at once. Please do not e-mail. I get so much SPAM that your email may never make it to me.

PSS. Are you still not sure? Do you need to hear more information? You can hear hours of audio interviews with other HMA Consultants at the link below. You may also download and read the printed transcripts. All you have to do it go to:

<http://www.hardtfindseminars.com/HowToConsulting.htm>

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