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INTERVIEW SERIES

**My 4-Step Plan For Success...
And Other Tips From
Hardtofindseminars.com**

An Interview With Michael Senoff

 *Michael Senoff's*
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

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My 4-Step Plan For Success... And Other Tips From Hardtofindseminars.com

When I was asked to be one of the first interviews for a new website on interviewing, of course I agreed. It's free publicity for me and if it helps even one person learn a new skill then it's worth it. And I'm glad I decided to do it. Norman asks me about topics I've never covered before including the most important piece of marketing advice I can think of for success.

Unfortunately, there is no magic pill you can take to succeed, but there is a proven plan you can follow. And in this interview you'll hear exactly what that plan is.

You'll Also Learn . . .

- Why it's important to pick a topic you're interested in for audio interviews and how to fake it if you're not
- Why you should have a mission or purpose and how to use it in your marketing
- All about marketing for the music industry – how to increase your credibility, separate yourself from the competition, and know when to use direct sales
- Tips for getting traffic to your site and how I learned my SEO lesson the hard way when I lost my listing on Google
- A few shortcuts to success – how to beat out the competition in a highly saturated market, how to make the most of joint ventures, and how to market to other people's lists
- Why I say time is the most precious commodity and 2 websites that will help you get some of that back
- What interviews are the most memorable for me and whether or not I keep in touch with any of my interviewees
- And much more

The most important thing you can do to be successful is get off the couch and start putting information to use. Norman is doing just that. And in this audio, you'll hear just how easy, and successful, a first interview can be.

Hi, I'm Michael Senoff Founder and CEO of www.HardToFindSeminars.com. For the last five years I've interviewed the world's best business and marketing minds. Along the way I've created a successful publishing business all from home from my two car garage. When my first child was born he was very sick and it was then that I knew I had to have a business that I could operate from home. Now my challenge is to build the world's largest free resource for online downloadable MP3 audio business interviews. I knew I needed a site that contains strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years and today I'm going to show you the skills you need to survive.

Norman: Michael I'm very privileged to be speaking with you today and I read from your Web site that you're rarely do interviews so I must have gotten something right when I pressed you for an interview. This is relevant to anyone wishing to interview successful businesspeople, etc. What made you agree to do this interview with me and is there any additional advice you can give to enable people to obtain interviews from busy successful entrepreneurs?

Michael: Well it's real simple. You did the most important thing that any student who's thinking about doing interviews you just opened up your mouth and you asked and you're never going to get anything unless you ask for it. I think we were emailing back and forth and you told me something about what you were doing, you showed me your site, you said you're going to start an interview site and would I do an interview and I just said why not. Because why do people do interviews am I doing it to be a nice guy, maybe but most likely not. People give interviews because they're promoting something. When people go on Oprah or any other talk shows or any other news shows they're promoting their book, they're promoting a new movie, they're promoting a play, and they're promoting themselves as an expert.

And the reason I said yes is first of all I need to start doing more interviews because I need to like anybody be doing more marketing and promotion, and even though I maybe your first interview for your site you're just getting started who knows you could be the next huge interview site. And I don't know how well you're going to do but I'm banking you're going to do pretty well and you're going to get the interview out to a lot of people that would never know about me. And by having that interview out to people that I would have never gotten it out to that's promotion for me, that's free advertising for me. I just have to spend some time on the phone with you now and answer some questions. But that interview that you and I have done is going to work for you and is going to work for me ongoing

because it will be passed around on the internet, hopefully it will be listened to and downloaded. So I'm doing it really for a selfish reason just like anyone who does an interview it's a self-serving thing they want free advertising. That is the bottom line why people are doing interviews.

Norman: Right. I wish everyone adopted that sort of approach. So anyway there's an enormous amount of fantastic information on your Web site. I've read through your biography but for those who don't yet know you can you please tell us about your educational background and what you consider to be your natural talent.

Michael: My educational background I graduated high school Atlanta, Georgia, I grew up in Atlanta, Georgia and then I went to the University of Alabama. And the University of Alabama is a school I got into because my grades weren't good enough to get into the University of Georgia. And I did graduate from the University of Alabama with a Major in Marketing and a Minor in Advertising, ironically. But the marketing and advertising I learned there really was nothing like the stuff you're going to learn in the real world, the stuff that I've been studying for over the years. But college was great, it was a party school, I was in a fraternity, it was a lot of fun. But other than that that's all my formal education.

But really soon after that I started getting into personal development and motivational cassette tapes back then and I've listened to Brian Tracey. I was really interested in learning how to sell. I studied the classics from a guy named Zig Ziglar. The stuff that a big company called Nightingale Conant they're the leading company in the United States for educational cassette tapes. So I was always into learning from other experts. And if one goes to my site www.HardToFindSeminars.com they'll see that I've never lost that desire to learn. And that's all my formal education. And I guess what with my natural talent being, I think when it comes to what I'm doing now the natural talent would probably be being able to listen, being a good listener, and being curious and being really interested in the people I interview and really dig and ask for good questions, just being thirsty for knowledge.

Norman: Right. Yeah you're usually a very sociable person with great communicative skills so I suppose it's natural that you drew yourself into this interviewing business.

Michael: Yeah, but you know if you think about it anyone who's interesting in something, if there's something you really want and you're interested in it – let's say you meet a new musician who does piano

in a different style you never knew about, you're going to be excited, you're going to be interested, you're going to ask him questions. So I'm not doing anything unnatural that anyone else doesn't do already. The listeners are just catching it, you know, they're just listening to me be normal and we're just happening to be capturing it as a digital audio recording we can share it. So everything I'm doing is just natural when you listen to I guess a good interview some of the best ones are going to be the stuff that I'm most interested in.

Norman: Yeah because you naturally show your enthusiasm it comes out in conversations is what makes a conversation very exciting.

Michael: That's right. So when you're doing interviews and when your listeners if they ever think about doing interviews it's real important if you're going to be doing this to find something you're really interested in and find something that you're passionate about learning so that natural curiosity comes through. Because your listeners if they hear you just going through the motions and it's boring they may listen to you for 10 minutes or so but if you're not into it they can pick that up and they won't listen to you again.

Norman: No, no. Last night I listened to an interview that you did with Ted Nicholas and something which stuck out there was he said "Make sure that if you get into a business that you are passionate about it." I think if you're not passionate about it then that's when you're doomed to failure that stuck out in my mind.

Michael: Right. Now you can still do interviews about stuff that you're not passionate about if you're trying to create and develop information product because really the guy doing the interview really it isn't about them it's really about the guest that you're interviewing. And so if you're doing your interview right you're not going to be talking that much mainly it's going to be the expert who's going to be doing the talking. So it's also good to understand that the interviewer when they're doing the interview really understand it's not about them it's about the guest that they're interviewing. And some interviewers make that mistake to kind of maybe talk too much during the interview and you just got to understand the listener really wants to hear, you know you're a conduit for the information you're just doing them a favor.

Norman: Michael, your earlier days in business where conventional, labor intensive processes. Apart from going door-to-door and installing home security equipment, you also ran a t-shirt manufacturing

business. I was wondering what other businesses you were involved with and how did you migrate into internet marketing?

Michael: The t-shirt business I'd operated in college. I was manufacturing tie-dye t-shirts. I had graduated the University of Alabama I didn't know what I was going to do. I had some money from my t-shirt business. I couldn't even sell the business but I closed the store, it was a retail store and I was doing manufacturing, and I wanted to get out of Alabama. And my brother had just landed a corporate job with a company called Anixter and he was going to move to Nashville, Tennessee so I said "Alright I'll come up to Nashville." And he had a job I didn't come up there with a job and I got into multi-level marketing. And I was looking for stuff so I answered adds in the paper I got into MLM that's network marketing. I was involved with a company called Nu Skin and I was going to hit it big with network marketing.

And I remember watching a video in my two-bedroom apartment in Nashville and there was a guy on the video his name was Mark Yarnell and he was a distributor for Nu Skin International. And they were exploding at the time and you saw the beats behind him, you saw him talking about what a great business it was, you saw the sailboats going right by him. And when I was watching that it was freezing in Nashville it was winter and I said "Man I want to go there" and he was in San Diego, California. And I had met a buddy from college who wanted to move out to California as well and so we hit the road and we drove across country and came out here to San Diego.

And so I was involved with multi-level some other things I hustled in high school. I would do direct sells selling greeting cards. When I was a kid I had a lawn mowing business where I'd knocked on doors and cut yards and rake leaves and clean gutters and pick weeds. I painted address numbers on curves. I installed door viewers. Direct selling stuff that's why I was really into selling I wanted to learn how to sell. And when you know how to sell something and you've got the confidence to go up and knock on a door and sell a product or a service and do something to install a door viewer in a door that's a little peephole it takes you five minutes and you can make yourself \$20 bucks, you know, that's your beats working for a living. Do you know what I'm saying?

Norman: Yeah, absolutely. Yeah. You still operate any conventional businesses or are you purely on the internet now?

Michael: I do actually, it's kind of ironic, I did just for fun I started back my tie-dye manufacturing business. It was something that I really enjoyed doing. Back then I didn't know anything about marketing or branding so I have a whole new way of looking at the business. And it's not like I'm going all out on it but I have a brand of tie-dye t-shirts it's called Cali Tie Dye which represents that California dream. What brought me out to California and millions of other people who follow their dream to come to California to make it on their own? So I've got a Web site if anyone wants to see what I am doing with shirts today, go to www.CaliTieDye.com.

And actually I did another conventional business that I operated starting about nine years ago was I was in the pen manufacturing business where I manufactured a line of pens. For instance, invisible ink pen which looks like the regular felt tip marker and it's got a special ink in there that is clear and you can mark on your valuables. And if the valuable, let's say you mark your cell phone with your driver's license number or your laptop, and then under a UV light you can see the marks. So it helps police return stolen property faster and it's a way to ID your valuables in case there ever stolen. So I manufactured different pens that did different things. One was a pen that removed red eye from photographs before digital photography and a counterfeit money detector pen that detects counterfeit currency, a vanishing ink pen that you can make a mark on a piece of paper and it would vanish. And so I've made all these things right out of my home.

Norman: And also it's very good for writing checks.

Michael: What was great about that business is the margins and anyone interested in doing interviews, one of the fantastic things about doing interviews and creating information products is margins because after you've developed your product and you sell it, it's all profit. You're selling ones and zeros digital stuff unless you're printing it up or putting it on a CD and that is the beautiful thing about doing interviews and creating information products from interviews. Well these pens were almost as good, not quite. It was good because I had an exclusive process for making these things without any equipment and a pen would cost me about 17 cents to manufacture and I could wholesale them at \$1.50 cents so almost 10 times my cost which are huge margins. And still today I have accounts that I've had since 1996. I still manufacturer the pens. I just got an order from an account from almost I think 13 years ago I don't actively promote and market the business but I have companies who still order from me and I pack the pens up and ship them out.

Norman: Have you ever tried promoting any music?

You're listening to an exclusive interview found on Michael Senoff's www.HardToFindSeminars.com.

Michael: That's a good question. No I haven't but it was something that is interesting to me. And I even sought out and did an interview on this subject. I don't know if you've seen it and I'll direct you to it but I did interview a producer. Did you see that one?

Norman: No I haven't yet because there's so much stuff on your site.

Michael: I know. Okay well you may be interested in this one. I am interested in that because marketing music it's interesting to know how to successfully market a song or an album because anything I learn with that can help me market my audio interviews, one's a song but one's an interview but we're still marketing audio content. So I did want to learn something and I've interviewed a producer and a manager from the music industry out of Atlanta, Georgia and I'll forward that to you. There's another Web site which anyone listening or you may want to check out that has to do with a lot of marketing of music its called www.Tunecore.com.

But certainly a lot of the ways that music is marketed I am kind of parallel marketing my audio interviews I use iTunes in the podcasts. So I have about 200 of my interviews up on iTunes as a podcast and it takes some effort getting them all up there and they have categories. So anyone searching for podcasts under certain topics like marketing and advertising or money making they will certainly find me there. And then you can certainly use YouTube. There's so many ways to market music and so many ways to market audio interviews but nothing specifically on music other than those two.

Norman: The music market has changed so much and it's so difficult where you can't go the conventional route anymore trying to get a record deal with a big record company just doesn't work that way because the market's absolutely flooded with CD copying and file sharing and it's just impossible to sell an album. So I'll go ask you to think outside the box to give us some fresh ideas to promote music. Unless you're an established band with a following and plenty of digs then you have to start at ground zero.

Michael: Yeah it's a tough one. I can remember an interview with MC Hammer. MC Hammer when he first got going he had his first album, I don't know which one it was, but do you know how he sold

his records? He had them printed up and he sold them out of his trunk and I think he sold 10,000 records right out of his trunk and he kept all the margins. So there's direct sells just like I was talking about knocking on doors. That's possible you don't see many musicians trying to sell their stuff with direct sells but it could be an interesting way to market music if you've got a good product, if you've got something that's really good.

Norman: Yeah. I wonder if there's a way of doing it which is not quite so hands on. The reason why I say this is because I got involved with a bunch of musicians and we have created a fantastic album. It is really so good everyone who plays it doesn't stop playing it. It's the best recording out there. I'm in my 50s...

Michael: is it Rock & Roll?

Norman: It's Hip Hop strangely enough. I was never into rap before and then suddenly I find myself involved in the Hip Hop scene.

Michael: Do you have it online?

Norman: It's online, yes.

Michael: Send me the link I'll go check it out.

Norman: Yeah okay. For anyone listening the Web site is www.buriedhead.com.

Michael: What does buried head mean?

Norman: It's really just drawing attention to people who are hiding from the realities of life I suppose.

Michael: Oh buried head, got it, like your head's buried in the sand.

Norman: That's exactly.

Michael: Okay I didn't get that. Okay, got it. I did make some notes. I mean you've got direct marketing and I guess the way you see it mostly done is you know you got to do gigs. They say you got to get out there you got to be playing, you got to do shows and you can let people know about your music or they want to see you live. I wrote down you want a USP. You say everyone who listens to it wants to hear it again what makes you different? How are you different from every other Hip Hop band? And whatever those reasons are you need to telegraph so when you talk about your band and you say

Buried Head you should have that reason why. What's resonating with the listeners so it almost telegraphs what separates you from every other Hip Hop group out there?

You think of a gimmick like Devo when Devo came out I would always think about were those red hats that they wore. Also another great way, and this is probably one of the most powerful ways you probably know this to kind of increase your credibility is you get a larger well-known band to endorse you. Have you open up for one of their shows and then your band is elevated to the status of that larger band that maybe worked for many more years to getting to where they were. You could do free concerts to get people to know about you and then do some intense merchandising whether you're selling t-shirts or CDs or albums or give the free concert is like I have all the free recordings but sell them some stuff while they're there.

It could be giving free concerts and control all the food vending or tickets into the show. And then you want to brand your band, you want some good branding so it's easy to remember. Buried Head, you know, it gives me a picture of a head buried in the sand. I don't know the name of your band is really important as well or the name of your album. Is that the name of the band or the album?

Norman: No it's the name of the band. The first album's got a different name.

Michael: And then you have a very powerful medium is YouTube. I don't know if you ever saw it was all over the news, all over the social media. It was about a guy who wrote a song about his luggage being lost on one of the airlines maybe it was like Southwest or one of the big airlines. And so he wrote a song about how his luggage was lost and just how poorly Southwestern treated him and his luggage and he wrote a song about it. And people resonated with it because he tied his music into a current event where people were very frustrated with the airlines at that time and we're always frustrated with the airlines. And the thing got millions and millions of hits and then the mainstream media picked it up and you know you can do an angle like your band can tie into a current event and do a song about it. Like let's say you can do a song about Obama or something, just as an example. You know Adam Sandler the Hanukkah song. Do you know that song the Hanukkah song?

Norman: Okay.

Michael: He did a song and tied it into a Jewish holiday and made it kind of cool. So you can tie into a holiday or a current event. You could do press releases to get that out. So that's a good angle taking your music and tying it into a current event to get media to pick it up and get your name out there.

Norman: Right. Yes. In a sense it's just making yourself stand out from the crowd.

Michael: Yeah it's marketing.

Norman: Yeah that bleeds nicely into your business and struck me that most internet businesses approach marketing in the same way when I look at the internet. So how is your message of marketing different from the crowd?

Michael: Most other internet businesses say "Give me your money and I'll give you my product." I say "Here's some great valuable free stuff first, if you like it I got some more stuff I'll sell you." So I prove my value first and then I'll get paid later.

Norman: Right. That's happened with me because I got onto your site and I've listened to a lot of the free stuff, and there's so much more I have to listen to, and yet I still got my card out and I've actually bought some.

Michael: You bought some stuff.

Norman: Yes.

Michael: You know I always believe if I build it they will come. You know build something really magnificent and dig and good quality and the people will come, kind of like that movie "*Field of Dreams*", if you build it they will come. And whatever you're doing you have a mission and purpose so if you hear in the beginning of my interviews you hear me say "My goal is to build the world's largest free downloadable interview site of MP3 interviews on marketing and business" I state it on the beginning of every interview. So anyone listening to my stuff understands why I'm doing, kind of who I am. My kid was sick and now my mission is to work from home and build the world's largest downloadable audio interview Web site so you know what I'm about in about one minute.

You know it's just a natural law what you sow you'll reap. There's a famous guy named Jim Rohn who is like one of the top dogs in the motivational industry and he would talk about planting seeds you

know. A lot of these other marketers they look at the seed and they say "Give me some fruit, grow, give me some fruit", but it doesn't work like that. Nature says you got to take care of the soil, you got to dig a whole, you got to put this seed in there and you got to nurture it and you got to water it. And then if you do that right you'll have all the fruit you need it'll feed you for a long time.

Norman: Yeah I think that's very, very good advice.

Michael: You got to understand that person on the other side of their computer screen it's a real person and it's real easy to forget that sometimes especially if you're busy.

Norman: Well yeah I see that to your Web site. Just looking in one keyword in the search engine in Google I put in internet marketing interviews and you're Number 1 out of 34 million. Now is that through just your sheer hard work and persistent and love of your job or do you spend a lot of time working on search engine migration?

Michael: I don't spend a lot of time doing the SEO stuff. I mean I have in the past I've bought Gray hat software and Black hat stuff and tried to beat the system. I use to do paid ad words. That was years ago and it just caused me all kinds of problems and I just said "Stop with that stuff." My site is becoming more and more optimized. When I build my pages I have educated myself a little bit to optimize it, to understand what a title tag is and a description and how to optimize the page. I have a basic understanding of that and I have invested in getting my interviews up on YouTube linking back to my site. And having testimonials on www.Amazon.com that link back to my site. And I have some private people who have some great rankings who link to multiple pages on my site.

So there is some strategy in SEO it is very important but I don't spend a ton of my time on it. Now I do have a blog that seems to be doing really well that I purpose a certain theme which is supposedly SEO friendly. And I've been lucky because I've been around for awhile. I've been going for around eight, nine years so my HardToFindSeminars site has been online for a long time and that helps you out a lot. But mainly now my focus is just I've got some good rankings, the sites clean, there's nothing funky about it, no Black hat stuff and I'm just now building content. So I've been fortunate at one time I had no listings because I'd done some funky stuff. I don't know exactly what it was but I was not even listed in Google for a couple of years and when I lost that listing in Google that's when I went onto YouTube. I had to come up with new ways to be found other than the search engine. But my main focus isn't

SEO I am back on Google now I've got good rankings which is fortunate but you could lose those rankings anytime. I hope that answers it.

Norman: Yeah. I don't think you will lose your rankings because you've got so much content on that now.

Michael: Yeah I hope not.

Norman: So how many Web sites do you have or is it just mainly the seminars?

Michael: Ninety percent of my actions from www.HardToFindSeminars.com. I do have some other sites. I've got another site called www.HardToFindAds.com, which was a site that features hard to find editorial style advertisements from the 30s and the 40s and the 50s and 60s and a lot of copywriters are into that and I have some other sites. The main thing is really www.HardToFindSeminars.com, that's 90% of everything.

Norman: Are there any types of marketing that you are yet to try?

Michael: Yeah. There's tons of stuff I haven't tried and it just takes time and effort and willing to risk a little bit of money. But I've got something that seems to be working but every marketer should be trying new things. Even me I should be doing more stuff but I'm like anyone you fall back into what's comfortable and you get into habits. But I'd like to play around with some radio advertising I'd like to test and make direct mail profitable on a small scale. There's so much to do I would recommend anyone should always be trying different things.

Norman: I mean there's so many niche markets you can't shake a stick up there at the number. I was just wondering there's some more popular niche markets such as weight loss or dating. I just wonder how you would go about beating the competition in a very competitive field such as these.

Michael: Well I think first of all competition is good in a way because what it says is it's a humungous market. Like the weight loss market and the dating market is 10,000 times bigger than my market motivational interviews on business it's huge. So there's a lot of room out there but how do you beat the competition? You've got to separate yourself, you've got to draw a line in the sand and say "Here's how we're different." And that comes down to your USP, your Unique Selling Proposition. We sell a whole consulting course

called the HMA Marketing System and it teaches people how to become marketing consultants and you sell project work to small businesses, whether they're online or offline. And the very first step that you sell a client is to develop their USP they're Unique Selling Proposition and there's four steps in doing that.

So if you're going to go into the dating market what you first want to do is you want to look at all your competition, look at all the big players out there and what they're doing, then you want to interview people who are customers of the dating market and find out what their likes are what their dislikes are and you're just looking for an angle. You do your research. You're trying to find where some of the frustration is, where people are unhappy, and then when you position yourself you want to differentiate yourself from everyone else. And that differentiation could be you're the only dating site that you can pick a very small segment, a demographic in that, it could be a dating site for just people from Scotland the world's largest dating site for Scottish single men and women. That's a differentiation right.

Norman: Right.

Michael: You said I am the dating site for Scottish singles men and women everyone else is specifically for everyone else. So you could differentiate yourself geographically through male or female and you got to do your research. Does that make sense?

Norman: Yeah absolutely. Yeah.

Michael: And then once you have your differentiation then you can start creating your advertising. See most people are always selling on price, you know, our dating site is less money than the other persons because that's all they got because they don't know why they're different because they haven't taken the time to talk to their customers and to learn. There's a great show that just came on for anyone listening the first time called "*Undercover CEO*". And what they did is they have the CEOs from humongous corporations the corporation they had was Waste Management which is a private garbage company from recycling plants to garbage truck pickup to landfills, humongous company. And the CEO went undercover and worked in different plants from recycling to the pickup to the sorting facilities, worked from the frontlines, the worst of the worst jobs. And the stuff he learned working in the trenches, talking to the employees. You know who knows most about the companies, it's those frontline employees they're on the frontline.

So if business has to get on their frontline and find out what's going on, on the streets, and then once you know that you have your CEO then you have the right message and you can put in your advertising then you got something to say rather than just copping out and saying "Well our price is lower". Because it's easier to compete on price but if you have some real reasons why you're different you can differentiate yourself you don't have to be the lowest price guy you could be the most expensive but have a reason to backup and say why you're the most expensive and still get the order.

Norman: Is it easy to outsource your work and can you give us some advice on how to find reliable people?

Michael: It's very easy to outsource especially today and I'll give you two Web sites. Now first of all my whole business is all outsourced except for I do have one assistant who works with me in my office she's here right now on the other computer listening in. But the way anyone can find any expertise or any kind of labor or any kind of assistant is they can use www.Elance.com and then Craigslist. Have you heard of Craigslist?

Norman: Yes.

Michael: Okay so Craigslist you can go on and place an ad under the Gig Section and there's all kinds of categories from labor to assistance to entertainment to web graphics, whatever. You just place a description *I'm looking for someone to help me with my Web site who's good at Microsoft Front Page who can type 60 words a minute, who can edit audio interviews, who can do whatever.* You write your description of what you want you post the ad in 15 minutes you're going to have people applying for your position and you can have someone working within an hour within the next day anytime you want them.

The hardest thing I think I would tell your listeners for them to understand is time is your most valuable commodity and it's either time or money either you're going to do it all yourself or you're going to pay someone to help you. And if you're doing it all yourself it's just going to take you a lot longer to get to where you want to go. But I think that everyone also knows their strengths and their weaknesses so if there's stuff you hate doing or you have a hard time doing or you're not good at doing get an expert. You can never spend too much money on someone who is an expert in their field whether it's designing a Web site or writing web copy or doing editing, especially if it's something you don't like to do. You need to

make a list of all the stuff you hate doing and if you have the money if you can do it get some help because it'll make your life so much easier, so much less stress and it'll just make things a lot easier for you.

Norman: Okay. I shall go onto Craigslist right away.

Michael: There you go. And you can get some reasonable rates you don't have to pay \$20 an hour there's a lot of people who are looking for some extra cash money and you can pay them by PayPal. You want to bring them in as Independent Contractors; you don't want to have them as employees that's too much.

Norman: Right. I've been down that road before.

Michael: Yeah.

Norman: And that drains the bank account.

Michael: Right.

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Norman: I was quite interested to read a publication by Mike Filsame actually and he was going on about lawsuits and he says that it's not a question of will it happen but rather when will it happen. So I was wondering if you have ever been in the firing line of any lawsuit.

Michael: I've never been in the firing line of lawsuits. Now I was one of the firers. I did have a lawsuit against someone who I'd done a joint venture deal with and we had an agreement that he was going to pay me a certain amount of money and I learned that he wasn't paying me all the money and I went after him for my money. And then he countersued but it never went to court and no won anything, it basically got dismissed out of the courts. But other than that I never had a problem.

Norman: Have you done anything to protect yourself just in case?

Michael: Yeah I have, I'm a corporation. My operations under my business are all under my corporation JS&M Sales Marketing Incorporated and that provides me some protection if the companies ever sued my personal assets are protected.

Norman: Right well that's good to hear.

Michael: Yeah but to avoid that any listener, you know, it is something to always worry about but if you're good to people and you're not screwing anyone over most likely you're not going to have a problem. If you say you're going to give someone money back after you sell a product within a certain time give the money back don't screw around. Just do what you're going to say and treat people right Golden Rule. And you should never have to look over your shoulder, you should never have to go to court. And if someone comes after you with like some frivolous thing like they're trying to blackmail you, something like that I would never settle I would fight something like that if someone's trying to scam you. And you know with some good research you can learn how to fight someone like that.

So never, ever settle if someone's trying to blackmail you or do that because you'll get a reputation. You need to fight to the end and really fight back and make it cost a lot of money. In the one lawsuit when I came after a guy I didn't think I was going to get my money back but I had the satisfaction I made him pay because I know he probably spent in the tens of thousands of dollars and my attorney was costing me about 10 cents on the dollar where I'm sure he was paying full price. So I had some satisfaction in knowing that. Make them pay.

Norman: So anyway moving onto something a bit more positive. Who are your heroes and who inspires you?

Michael: Okay who are my heroes and who inspires me? People like you are my heroes. You're getting off your butt and you're doing something. My customers who come back to me and have a success, my consultants who say "Mike, I took the training and I went out and I called on five people and I got my first client" those are my heroes. People who do something with this information and don't just listen to it those are my heroes. People who actually listen to this stuff too I mean I think that is doing something that's all a start. But actually getting out there and really putting the stuff you're learning to use that inspires me because I know it has a potential to change lives and it will change lives and if I know that I was the start of that that's what I really like. All the other mentors that I've learned from like Brian Tracey and Zig Ziglar and Jay Abraham and Gary Halbert these are my mentors as well. All the years I studied the motivational tapes and all the people that I've interviewed I learn from all of them.

Norman: Do you have a spiritual background because these mentors a lot of them seem to be that way inclined.

Michael: I'm not really a religious guy I'm Jewish but I'm not like Orthodox or anything.

Norman: I didn't mean religious really.

Michael: But spiritual yeah I'm spiritual. I believe in God and I believe in the Golden Rule and karma. I definitely believe in that. I believe in treating people right if you don't it's going to come back to you. I do absolutely believe that what you sow is what you reap and that's what I'm basing this whole Web site on there. Give and you will receive. You just have to believe you know. The biggest spiritual thing is just have that belief have that faith that you're going to do it eventually.

Norman: Some things on a personal level here which I battle with is obviously not American. I think Americans a lot more generous than people who come from the United Kingdom. But my parents went through the Second World War and they had rationing and everything like that so always scrimping and saving. I had that sort of drummed into me when I was a kid. And so trying to fight against that mentality where you're trying to actually save everything and not spend too much I think that's my big challenge really, just to be generous with my money.

Michael: I think that's a good trait, I mean I don't like to waste money I absolutely don't like to waste. And everything I do online in a nutshell I mean it is all about saving. I'm trying to get the most with the little by having the internet deliver my content for free and host it for free and by doing the audio of interviews that is the quickest and cheapest way. Imagine if I did video production compared to audio I mean how expensive that would be. I'm trying to do it the cheapest way but I'm trying to do a really good quality product. So I don't think what you've grown up is a bad thing. And as far as giving money away and being frivolous with it I'm not like that at all. But when you have intellectual property like products and stuff a lot of these products I've developed probably three or four or five years ago and they're done and they're just digital products and they're just sitting at a web page. And so it's like to give that out that has something of some real value. If it's something I'm selling for \$100 bucks and I give that to someone that person really saved a \$100 dollars and they're really appreciative so that can go a long way. But what did it cost me to send an email nothing.

And so when you develop your information products it is a form of currency that you can use. To get things I've used a lot of my expertise to barter, to trade for a web hosting. I mean for years and years I've had my Web sites all hosted and I would trade for my services for developing information products for my web hosting guy. So when you create your own products understand that you can sell them for money but also you can barter them for different services that you would ordinarily pay money for. And I've got a whole course on that barter and trade stuff. I don't know if you saw that.

Norman: I noticed that but I haven't actually delved into it yet. That will be quite fascinating.

Michael: But the frugality that you grew up with I've heard that from Scottish. As a matter of fact one of the greatest all time copywriters was a guy named Claude Hopkins and Claude Hopkins was the father of modern advertising. I've got a whole product on him and in his book "*My Life in Advertising*" his mother was Scottish too and he talks about the exact same thing. How as he grew up it was drilled into him to be very thrifty. You may want to read his book "*My Life in Advertising*" because this was the man for modern day advertising.

Norman: Right I think there's a saying which goes something like "A Scotsman and his money are not easily parted." So anyway if you were to give one piece of advice to our listeners what would that be the most important piece of marketing advice?

Michael: The most important piece of marketing advice I can give to your listeners I'd say believe in yourself commit to something and don't ever quit and just don't look back. Just decide what it is you want, believe that you can get it and obtain it and do the work, meaning commit to it and don't quit and don't look back and you'll have it as long as you stay consistently on track towards that.

Norman: Right. Okay, well thank you for that. So anyway self-discipline is a necessary skill for achieving success as an entrepreneur. Did that come naturally to you or did you have to work at it? And can you also give us some advice to help us from constantly searching for the internet wholly grail and getting nowhere.

Michael: You know there is no secret. Okay. I mean the secret is there is no secret. It's hard work there's no free lunch you got to get to lunch there's no magic you just have to commit. I mean my site that you see I've put years and years of effort into it and invested

tens of thousands of dollars into it from assistance to editing to the production work to the descriptions to the transcripts to marketing and many late nights and many early mornings. It's almost like a pre-requisite that it's taken me this long. I guess to get to where I am and I think there's a reason for that because you learn a lot along the way.

But I would say anyone looking for quick money, I don't want to say it's not out there because there are shortcuts in especially with joint venture. If you don't have a product and you don't have money if you have skilled expertise and marketing you can go out and make a lot of money without a product and without money and it's by tapping into other people's marketing assets. But even that will take some effort and that is a shortcut to getting what you want by leveraging other people's hard work. But as far as a holy grail it's just commit to something, do something you like, have a specific goal, have a plan of action and work that plan consistently and don't give up and don't look back. I know it's kind of trite you hear that all the time but that would be the advice I would give.

Norman: Great. And what motivates you.

Michael: I thought about this question. I would say immortality. People when they want to build something I like to build things okay and I've got a picture of this kind of hieroglyphic I forgot what you call this thing. You know in ancient Egypt they found all the engravings like on the pyramids or stuff. I have that above my desk and I look at that and it reminds me to build something that's going to outlast me.

Norman: The Eye of Horus is it called from the Command?

Michael: Yeah I don't know if it's that one it's like a pyramid and those ancient Egyptian women there. Yeah it just reminds me of something old build something that's going to be around after you're dead. And I think a lot of people are driven by that they don't think about it but its immortality. When I'm gone my interviews will outlast me. When Michael Jackson died he physically died but his music is out there, his legacy is out there, and I think that kind of motivates me to do that to build something really great that will outlast me.

Norman: I think just giving to people and giving people the enthusiasm and people remembering you as somebody that really inspired them and helps you along the way will actually be such a great legacy to

leave because I think you've done a wonderful job of starting that up.

Michael: I appreciate that. Yeah that makes it all worthwhile. When I get a testimonial and I get an email that says thank you, thank you, thank you I can't believe I found this site this is unbelievable, you know, that makes it all worthwhile it's like my pleasure. You know I had an email like that this morning and I said "Thank you very much for your kind words." I go what a great way to start the day out because it was one of the first emails I read. That keeps me going and that is very satisfying.

Norman: I sort of see you as the interview guru of the internet I mean seeing the wonderful stuff you have on your site. I was wondering which of your interviews were the most memorable and for what reasons and have you formed lasting friendships with any of your interviewees?

Michael: Well there are so many great interviews I can't list all of them if I tried to memorize them but if I saw and kind of was reminded what the interviews are I could remember something form all of them. But one of my favorite interviews was a guy named Jim Camp and he is an expert on negotiation. His positioning, his differentiation was totally different with everyone else, all the other top negotiators were win-win negotiating and he positioned himself as win-win doesn't work. And he's written a couple of books one's called "*Start with No*" and that interview was so good and so helpful for me understanding the sales process and just getting inside his head he had a lot of wonderful mentors. What's great about doing these interviews I don't want to say I'm buddies with Jim Camp but if I needed help I could pick up the phone and call him. After the interview I've had three or four phone calls with them we may do something down the road. The interviews help promote his negotiating service.

Another interview which was awesome was with Glenn W. Turner and Glenn W. Turner was the founder of the very well-known old multilevel marketing company called Koscot and he had such a great story. He was born with a hair-lip to an unwed mother. He was very poor and it was just a rags-to-riches story and he was probably one of the most incredible, I guess, salesman that you've ever heard. I have an interview with him just to hear the passion come through his voice. This guy made millions of millions of millions of dollars motivating and inspiring people. I've had exchanges with him by email.

And then Art Hamel which is my business buying expert. I was just on the phone with him on Friday we did another two and a half hour interview. I've been interviewing him for almost five years I must have 25 hours of interviews with Art Hamel and I'd consider him a friend and a mentor I can pick up the phone and call anytime. Melvin Powers who is one of the greatest mail order men around he's in 80s now and he has sold tens of millions of books in the publishing business many years ago and I've conversations with him. So yeah these interviews, once you do an interview with them and you spend a couple of hours on the phone with these real influential people and very nice people, nice experts you have a license to keep in touch with them, it all depends how much effort you want to put into that. But certainly as you do interviews you and I we spend some time of the phone and it's not going to be a big deal for you to call me up and, you know, in a month or so if you need something and we've started a relationship.

Norman: Yeah.

Michael: So you'll find that. So having that connection to some of your experts and being able to interview gives you a license to contact them again. You've done something together I've been promoting them, which is remember what we said from the very beginning they want that promotion, they want the word out about what they do and their expertise. So it works both ways.

Norman: Right. I should have really asked that question last to end on a high. But my last question to you is I like to think that most successful people become successful because they are intrinsically nice people. So I maybe a little naïve there but can you tell us if any you have interviewed have not conformed to this rule.

Michael: I couldn't really tell you because the reality is your listeners may listen to this interview for the first time and I may sound like a really nice guy but you really never know somebody, you don't know. And so when you're interviewing someone or when I'm interviewing someone and they know that that interview is going to be distributed to the public they're going to be on their best behavior you're not going really know that person. But if that's a concern of yours you can always do research on the internet. You can pretty much if they've screwed over a bunch of people you type in their name and you're going to find someone talking about them if they've been bad.

Norman: Yeah. We all make mistakes in life and then we all move on so that's part of the process.

Michael: I'm not there to interview them if they're a nice person or a bad person I want them for a reason. I want their interview I want to milk them for their expertise. They maybe a horrible person but they maybe a hell of a businessman and maybe able to share some valuable information on what they know about business. Just because they're not a nice person doesn't mean they're not an expert at something. I want that expertise for selfish reasons just like they want to be interviewed for selfish reasons because if they've got something to promote and sell they want it out there, it's free advertising for them.

Norman: Well it's a win-win for everyone so a winning situation for you and a winning situation for the person being interviewed and winning situation for the listener. I think one has to always make sure that one is happy first so that one can give out and I think that's what's part of the process.

Michael: Absolutely.

Norman: Yeah I hope that maybe you will come back and interview me some time when I have achieved something notable on the internet.

Michael: You got it, it's a deal I'll do that.

Norman: It's been an absolute pleasure talking with you Michael.

Michael: No problem. It was my pleasure and I hope some of this stuff I shared helps out any of your listeners and if anyone needs anything or has anymore questions they can certainly go to my Web site at www.HardToFindSeminars.com they can email me I'll help them out anyway I can. If I can't answer something for one of your listeners I'll direct them to one of my experts who hopefully can.

Norman: Okay. That's absolutely fantastic.

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