

# Student Speak Out

*By Michael Senoff*



**320 Personal Stories, Comments  
And Case Studies Directly From  
Michael Senoff's  
Money Making, Direct Marketing  
& Advertising Students**

<http://www.hardtofindseminars.com>

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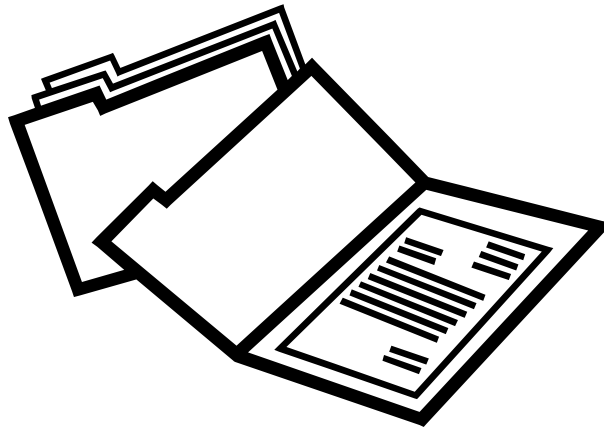
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**Michael Senoff's Students Speak Out...**  
**Read Their Comments and Testimonials Below...**



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## What Michael Senoff Can Do For You

### **\$58,500 Marketing Education FREE from Michael Senoff**

I've taken about 40 classes over 4.5 years at a \$13,000 a year state university to get a Marketing Degree.

I somehow found hardtofindseminars.com. I looked through the transcripts of the free audio interviews. Realizing what a goldmine of info that it is, I then go to Walmart to buy 1000 sheets of computer paper for \$8, 2 huge binders for another \$8, 32 dividers for \$3.25, and 4 printer ink cartridges for \$104.

As of now, I printed up over 800 pages of these audio interview transcripts and now I have a world class extensive reference material collection of incredibly advanced marketing tricks and secrets that totally outclass the \$58,500 in college education I received. And I got it for free if you don't count the expenses towards printing the stuff out. Life is good.

I estimate I knocked at least 4 years off my continued marketing education and learning curve with just this free material at hardtofindseminars.com.

I've learned so much from the free stuff Michael gives away that it's going to take me about a year to fully absorb and implement all of it towards my current and future projects. I won't even get a chance to buy something from Michael for about a year for fear of serious information overload. I'm so excited that I want to implement it all at once but I know I have to show patience and organize myself.

So I could only imagine how useful the information Michael sells would be if he's giving away information that I would probably pay thousands of dollars for.

A marketing newbie could easily take this free information and make a nice living in marketing. It really opens up some eyes.

Not only that, but Michael is there to help you. I emailed him and within 1 hour he responded back.

I sort of feel bad that I won't buy anything from him for about a year, but it's his own fault for giving us so much incredible information for free.

Michael Senoff is now my Go-To marketing guy. I look forward to continuing my advanced marketing education here at hardtofindseminars.com.

**Best Regards,**

***Richard Bryda***

<http://www.stopyourhairloss.com>

<http://www.choosethegenderofyourbaby.com>

Your website [www.hardtofindseminars.com](http://www.hardtofindseminars.com) has saved me thousands of hours if not years of learning curves, bumps, nicks, trips, bruises, and falls, on my educational path to Advertising and Marketing.

Your MASSIVE archive of marketing ideas from some of the GREATEST marketing minds the marketing world has ever known, have put a gold mine of marketing knowledge at my fingertips. I spent 9 straight grueling hours one day on the Internet looking for one source to solid hard-to-find marketing information. And I finally found your website! Not only is the marketing information available to listen to at the push of a button, but best of all... It's Absolutely FREE! If it wasn't for your site I would have NEVER found one of the all-time best courses on copywriting (AdMagic by Brian Keith Voiles). It's been called the Bible on copywriting. And now I'm devouring every word of it. Thanks to your Audio Interview with Brian.

Thank You Michael, your website has been and continues to be my first resource choice, in marketing education. Because of your website the most powerful educational marketing resource on the planet is just waiting to be discovered by other Business Owners and New Entrepreneurs. Your website has helped me to discover some of the hard to find secrets of marketing, advertising, and copywriting. And your website makes this marketing knowledge easily and quickly available. I will ALWAYS recommend your website to marketing-minded-people like me.

**Thanks once again -**  
***Francisco Z. Buenrostro***  
**(A.K.A. Paco Zamora)**  
**Shafter, California**

It's time for an audio media bonanza with a visit to the totally amazing website of Michael Senoff. If you're up for the Disney of web marketers, Michael Senoff is it. Prepare for big time fun at [www.hardtofindseminars.com](http://www.hardtofindseminars.com) where over 100 hours of audio marketing gems await your pleasure. It's like going to an online audio library. And, the most remarkable feature is that Michael Senoff's site is that the materials are yours for free.

Yes, you can spend hours glued to the words of the best marketers in business today. Michael Senoff's master interviews have all the big dogs talking about how they play the game and reap the profits.

Michael Senoff effectively uses [www.hardtofindseminars.com](http://www.hardtofindseminars.com) as a wholesale reseller's site for seminar courses. Here you'll find a variety of seminars by Jay Abraham, one of the best.

But, if you really work Michael Senoff's website, you'll find so many freebies that purchasing anything may not cross your mind. His site remains the best marketing news site on the web. You'll learn from Bill Myers, Taylor Trump, Gary Halbert, Ted Nicholas, and Jay Conrad Levinson to name only a few. If you are an audio learner, download here, and begin!

Michael Senoff doesn't stop here. No, this remarkable man really tops the cake with his [www.hardtofindads.com](http://www.hardtofindads.com) website. Here is the lottery for any want-to-be beginner in this business. This site is a resource for the most comprehensive digital swipe file to be found anywhere. What's really going to blow you away is that, once again, all this information is yours for the taking.

There's an old adage in business that if something is free, people won't value it. We should all be immensely grateful that Michael Senoff doesn't believe this idea. His unique site is proof of his desire to assist us all in achieving our dreams.

***Gracie Bowers***

Hey guys, I just wanted to recommend a great site on marketing that I've come across. It is [www.hardtofindseminars.com](http://www.hardtofindseminars.com)

I was searching for Jay Abraham stuff (the best marketer ever) and came across this site. It has an amazing amount of great marketing info. There are hours and hours of free audio there which will get you thinking like crazy and give you all kinds of new ideas.

The guy who runs the site is Michael Senoff. He is a successful marketer himself, and you can listen to what he has to say.

He's really well spoken and I like his style. It's good too, because he is very accessible. If you have a question about marketing, you can call him or send him e-mail, and he will actually respond to you.

Anyways, if you want to start making more money and thinking outside the box, I would suggest spending a bit of time visiting [www.hardtofindseminars.com](http://www.hardtofindseminars.com).

***Jason***

Jim Davis here. Welcome to my blog.

To my readers: Here's a message about marketing for you. If this subject doesn't apply to you please go to another post now. But, for you who are interested, stay on board you're going to enjoy this ride. Because...

I'm spilling the beans, here and now, to the readers of my blog!

First, let me assure you this isn't an ad. Michael Senoff doesn't know I've posted this message as a matter of fact. I'm not plugging this site because I like Michael (although I do). I'm telling you this because success in business starts with marketing. So this is important.

Mike's a good and honest man. I'll bet you've found honesty a rare, hard-to-find commodity on the Internet haven't you? Me too. But, Mike is worthy of your trust. He continues giving away free programs and info that beats the pants off those I've paid mega bucks for. Just the other day, he sent me a CD packed with marketing goodies. (And, he paid the postage!) I couldn't believe it. I'm still shocked. Is it any wonder people marketing on the net have kept this man's site a secret from you?

Maybe some marketers are running scared. Mike is giving away secrets most of them charge an arm and a leg for. Maybe they feel threatened? Would you? ...shhh they keep quite nobody utter a word. See, the marketers don't want you to know about this goldmine of secrets. But, I do.

Here you'll find marketing tools you can't find anywhere else.

Listen...I've searched the Web for Marketing information over three years. Then one day, by accident, I stumbled across this site that totally impacted my life and changed my mind-set about marketing and the Internet particularity.

When I started in business, I was robbed, cheated and lied to. I spent thousands of dollars I never should have spent. So, I feel your pain. It never occurred to me people would do this sort of thing. I just thought everyone was honest. But, many are pick-pockets.

I may hold a record of some sort here. I've been ripped off more times than Cher's had plastic surgery. It's down right embarrassing! And, it's happening somewhere right now. Not to my readers if I can stop it. I'm spilling my guts.

I know how important it is to be on solid footing. It can make the difference between success and failure in business.

And, for this reason I'm making it easy for you to find this site. I have a link [hardtfindseminars.com](http://www.hardtfindseminars.com) posted on the home page and at the end of this message. If you are forming a new business or if you own a business, I'm sure you'll find information which will do wonders for you. Like...

Hard to find marketing tools, advice, programs, reports that could make a difference in your business much of it is free the rest at a price you can't beat. You'll save time and money. You'll find ads that work and free good material. You'll find programs by people like Jay Abraham and Gary Halbert and great men at a fraction of what you'd pay anywhere else.

Michael Senoff is for real. He has given me hard hitting top quality information along with free programs that beat the pants off those I've spent my money on. Visit his site you'll be glad you did.

<http://www.hardtfindseminars.com>

Jim Davis, telling it...like it is.

Michael's collection of hard to find seminars is THE BEST source of marketing information that I have found in 9 years on the internet!

Most other marketers would charge thousands of dollars for the information he is giving away for free - so if you don't already have a copy - grab one now before he starts charging what it is really worth.

There is soooo much information that I have only listened to a fraction of it so far and have already learned more than I did studying many, expensive, paid for courses. THANKS MIKE

Jimmy Crabb

Your website is terrific and the place where I have learned the most about Marketing so far, especially about the confusing subject of USPs.

With all that I have learned from visiting your website, I now have the confidence that I am better equipped and have the tools to survive.

What I appreciate most about you though is the special personal care in that you have helped me by providing me with the right tools to succeed.

Regards,  
***Kelly Anches***  
The Netherlands

I just found an online education that is priceless! For two years I was enrolled in a Business Administration degree program at an accredited university. I didn't feel like I was learning what I needed to make it in the business world, so I dropped out.

Since day one of me finding your website, I have learned more in one month from it than I had learned in 2 years at a major university!

It's all about marketing and owning your own business!

Every time I request information from your site, you send me more free information! And it's valuable information, too!

I have had an opportunity to listen to a portion of the CD. It is wonderful! I am very happy to be able to find valuable (priceless, actually) information that I would not have otherwise been able to afford!

The files opened easily and the sound quality was great! What I appreciate about it the most is that the menu was very easy to navigate; which made it very user-friendly!

Thank you for giving poor dreamers like me the opportunity to turn our dreams into reality!

Sincerely,  
***Elisha***

**Holy cow, Michael!**

I'm sitting here in awe. I've never met another, in my 66 years, as giving as you. I'm saving every page in a separate "favorites" folder PLUS I'm copying every page in "Word."

I'm scared to death that I'm going to misplace something.

Seriously.

What can I say? Thank You, Thank You for sharing.

Ok, come down a bit. Whatever your answer is to the following question may be, I'm going to give your name and website away, as a gift, to visitors to my web site as a bonus.

Anyone with just a single ounce of marketing desire in their bones needs, NO!, has to know about you.

I'm only going to ask that they remember who told them about

Michael Senoff.



Question...How can I make some money by promoting you?

Warmly,  
*Jim Walker*

PS - By the way, that stack of Jay Abraham's stuff is over three feet tall.

If you haven't yet seen Michael Senoff's website <http://www.hardtofindseminars.com> you're in for a big treat. I don't know anyone who would argue that there's a single soul on the internet giving away more free killer marketing content than Michael Senoff.

I'm not kidding. Michael has spent the last five years of his life creating fascinating streaming audio interviews with big name marketers and getting them to spill the beans on how they got rich and famous. You'd expect to have to pay to hear these gems with all the free advice, tips, and techniques Michael gets them to offer. But Michael is doing something I've never seen until now. He gives most of his life's work away for free. I know for fact that he could charge big dollars just to get in to his website. I'll never quite understand why he doesn't charge for a user id and password into his site. I just don't get it. I think he's making a big mistake in giving all this stuff away for free.

I'd like to use the word generous to describe Michael Senoff, but I don't even think the word "generous" would do him justice. There's got to be a different word that describes people like Michael and his over-the-top website.

I've learned much of what I know from Michael's Hard To Find Seminars website and I still go to his website at least once a week to catch up on my reading and ongoing marketing education.

I feel like I should just get out my check book and mail Mr. Senoff a check for all that he's given me. But he'd probably tell me to keep my money. That's just the kind of guy he is.

However, he will take your money if you decide you'd like to get a hold of one of the Jay Abraham or other top marketer's seminars he offers. Other than Jay Abraham himself, Michael Senoff is the single largest source of Jay Abraham material. Some of these seminars sold new for as much as fifteen thousand dollars. Michael manages to buy back these courses and seminar packages from their original owners and offer them on his website for far less than the original cover price.

But after you see his Hard To Find Seminars website, you'll probably be too busy listening to 117 hours of downloadable audio interviews, marketing lessons and transcripts from some of the GREATEST marketing minds ever!

Some of the interviews include: Gary Halbert, Jay Conrad Levinson, John Carlton, Carl Galletti, Ted Nicholas, Joe Vitale, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel to do anything else for a while. I must warn

you...Michael Senoff's website is totally addictive and you'll have trouble even taking a bathroom break once you're on there. So my advice to you is to get a bag of chips, a bowl of pop-corn, or what ever snack you like, and get ready to hear hours upon hours of the most powerful marketing audio you'll ever listen to.

Obviously I highly recommend Michael and his incredible body of work.

Oh I almost forgot. Michael has another site called <http://www.hardtofindads.com> This is unbelievable. There you can get free access to over 848 classic hard-to-find ads. Many of these ads are from the early 1900s but will still work like magic for you today. Other ads go up to the 1950s and '60s. It's the largest digital swipe file of its kind in the world. It's another great free resource from Michael Senoff.

I have really benefited from your programs. You are providing a valuable service to business people that are looking to accelerate their businesses.

The information you are delivering are things people will never, repeat

NEVER learn in school. Taking advantage of these programs will save people a great deal of time and money by avoiding costly mistakes.

More importantly if they apply the information it will accelerate their business results.

**Thank You,  
Bill Lydon**

I love listening to your audios. In general people say if you learn one new thing from a course then its worth it. Well I've got to admit I just about learn one thing new from each recording. And unlike a typical course, so far I've paid you nothing. This is why I love the internet! =)

**Evan**

I want to share with you some of the many monumental ways which you and yours have impacted not only myself, but my college kids, sales reps, and students that I have mentored over the past few years.

I stumbled upon your business quite by accident, and have given a great many kudos "about you" to a vast number of my acquaintances due to the many things that I have learned and been refreshed upon while virtually wearing out 2 of your free CDs that you've sent to me. I've been in sales, management, business development, real estate acquisitions and sales, copywriting, joint ventures, idea development and sales, advertising, marketing design and implementations for some very successful direct marketed products and ideas. And, without exception, I've been able to find impactful information and direction from your many hours of condensed and professionally packaged materials.

I've taught from the text, I've applied many of the learned concepts, and I've become a standing witness as to the values one can receive when they find someone like you who truly takes their craft as seriously as I so try to do. From Jay Abraham to Gary Halbert and beyond, I would recommend that every college student, every high school teacher, every mentor, coach, sales manager, sales rep, advertising agent and rep, every writer, direct marketer, small to medium sized business owner, property management company, and.....the list is omega in length. Mike, On a personal note; Many times I've measured my success by thinking of the time when I'd love to be interviewed by you. I know that when I'm ready for such a monumental place in my life, I truly know that I'd be placed within the masterful hands that I have seen so many leaders in their field be placed within. I could go on forever about the particulars of whose I've emulated, the applications I won with, and the great times of success within my life that I can trace back to you and those you have shared with us all.

Again Mike, thanks for all that you've done for me and so many, and also for the ways in which you have given so freely to us all. And I truly hope others will find all of the wondrous blessings and learnings that I so have found with you.

**With Earnest Gratitude,  
*Jay L. Palmer "Eagle"***

I want to thank you Mike for your generous contribution to my consulting practice.

For nearly 2 years now I have been eavesdropping on your website from time to time. There's so much information on your website that I feel I am spying on you or something...I feel like I have found the back door to a secret room where only the initiated should have access...I really feel fortunate to have found your website.

I have used you, your business and website in more than one occasion. But let me give you a few examples of how you were able to help me:

1. In the process of marketing my consulting practice I was wondering what I could give to my prospective clients to entice them to meet with me. So, I decided to put together a package of information that I give for FREE (I probably got the idea from your website). When I saw your offer for your FREE CD I had an idea; "Why not include Mike's CD to the package?" I got in touch with you and you really made it easy for me. Within a few days I had 50 of your CD's that you had sold to me at your cost! Wow, thanks!
2. Another time, I wanted to record a telephone audio presentation that I was going to make for my clients. I was wondering how to record it and put it on a CD. I didn't have the software to do that and I really didn't know how to record from a phone. However, by looking on your website I found an interview you had done with a professional recorder....and I found all the answers I was looking for right in the interview. Great!

Now, in all seriousness, I could go on and on. I have learned so much from you it's unbelievable. I don't think that I could do what I do today if I hadn't found your website...not kidding! My clients think that I am a pretty smart cookie; a lot of it is because of you.

You see, originally I thought that with my expert knowledge and long experience I could easily start a consulting practice in Hotels and Restaurants. Oh, boy was I wrong!

Consulting involves a lot more than transferring one's knowledge to the client. You need to know how to sell, how write, how to structure your knowledge, how to deliver this knowledge, how to market your business, how to run your own business, how to manage your back office....and so much more! All of this and much more is on your website....for FREE!

I don't know how to tell you how grateful I am for all that you share with me....Or am I really stealing this stuff from you? It is still unconceivable that you would share so much for FREE. In Spanish I would say "MUCHISSIMAS GRACIAS!" or a Big-Big-Big Thank you!

On a final note. There's a lot of information out there for the taking, but none is as practical as yours! Your information comes from the trenches, not from the books!

A warm thank you and I wish you and your family a very happy holiday season,

***Marco J. Robert MBA, CPC***

Michael, this is probably the corniest compliment you'll ever get but what the information you share with budding marketers is like the character Sidney Poitier did for his students in the movie, "To Sir, With Love". I literally feel like the information you freely give away at your hardtofindseminars.com site is the marketing equivalent of "MBA for the REAL WORLD", you take would-be-marketers by the hand and bring them up to light speed on the information that they need to be successful marketers. Like the song from "To Sir, With Love" says, "How do you thank someone that has taken you from crayons to perfume?" Well how do you thank someone that has taken you from eeking out a living to studying at Success University?

I was just re-listening to your interview with Michael Mac (the attorney), that is such a relevant interview for anyone in business, wanting to go into business, or ready to "throw-in-the-towel" with their current business. You and Mr. Mac give away diamonds and gems of need-to-know marketing common sense, while I call it common sense if it was common those facts you quote about businesses starting today and still around in 1 year, 5 years or even 10 years would be much more positive. You can see the statistics in this publication here:

[http://www.sbaer.uca.edu/research/asbe/2004\\_fall/16.pdf](http://www.sbaer.uca.edu/research/asbe/2004_fall/16.pdf)

Just imagine if when all those aspiring business owners applied for a business license the gal behind the counter at the local courthouse replied, "Have you listened to the information at " Hardtofindseminars.com yet? If so you won't be afraid to take this simple test?" Then give them all a test on the fundamentals of business, because if those same companies that failed would have had your information they would probably still be in business or they might have started much more probable profit oriented businesses to begin with.

I love listening to Jay Abraham and you were a very good student of his, when you do your interviews

with the various entrepreneurs you too dig deeper and give “us” your listeners every tidbit of information that that entrepreneur might just be wanting to “hold back”. What did Jay call it? “The Socratic Method”.

Anyway Michael the information on your CDs are so fantastic that I continue to listen over and over, thank you!

***Mike Feddersen***

I had first stumbled upon your website on my search for marketing materials. Needless to say, I was overwhelmed by your generosity and simply could not believe the quantity and quality of it. I admit that I simply didn't get the point at first and thought that you are too generous with these things.

Now, after listening to many hours of insightful interviews, reading pages of fabulous materials you have on your site, and watching some of the best presentations I had ever seen, I finally get it. Michael, in the world of constant ‘something for something’ you stand out pretty tall. Your generosity is just good.

But let's talk about the materials themselves. Michael, I am an audio maniac and listen to every seminar, tape, course I can get my hands on. I think the supremacy of your materials comes out of two things – first it is the format: interviews. This is a much different approach than somebody in an endless monologue – as most audio materials on sale do.

Second, I think is your own knowledge of the materials themselves. Michael, I personally find you a pro on the subject of marketing. Your presentations are the essence of essence of the most modern, proven, fault-proof marketing strategies and tactics.

After working for a couple of years in the marketing department of a major financial firm, I can say that this was the most boring, lifeless and least-creative environment for marketing activities. In short, the whole marketing of this institution was done by producing a brochure or putting an ad in the paper. To do anything else you would need an approval of three directors. You get the point. At that time I was fresh from the Biz School and with books of Kotler as the basis on my thinking.... Product.. Price... Promotion... etc... etc... This has worked well to justify our existence as the department but frankly, I had never felt the business or real money behind it.

I am now working for a small business in Tokyo, Japan. I am assisting and working very closely with my boss who is very open to things that make sense. If I would approach him one day and say something like the four P's he would look at me in complete loss. I think all this Kotler stuff is makes good basis for wondering about what the hell are those guys in marketing doing. But let's get back to the story... Michael, I had listened to the many clips in which you had advised people that are either running small businesses or are self-employed. I remember once you advised a truck-mover that run the business with two other people. Frankly, I never heard such great marketing tips. The interesting thing was that you run deep into the details of the whole thing. Guys like Jay Abraham are indeed great but they do not teach you the fine details of implementation. This is one area where you are really much more practical than more talk on the theory.

Michael, I am in the middle of implementing some of your ideas. We are in the process of polishing up

our USP and making some beneficial relations with businesses outside of our regular clients. These things are still very fresh but there are already major improvements. When I entered the company it was on the verge of bankruptcy with its owner (a very gentle Japanese man) running around with eyes half-shut from the lack of sleep. Now things are slowly levelling out, mostly thanks to some basic management, and the ideas from your website. I will keep you posted on our future progress.

Michael, thank you, thank you, thank you. You had educated me and made the company work at profitable again. I wish all the people know of you as soon as possible. Let me know if there is something I can help you with.

Regards,  
***Oscar Milewski***

I have been an Internet Marketer for the past 7 years. The first 5 years were part time while I was working, and it grew to a stage where I was able to go full time 2 years ago. I have used your site on and off for a long time however 18 months ago it became a lifesaver.

The thing that hit me after a few months of going full time was the lack of support and encouragement I was used to in the work place. As I now work at home and live in Australia there is very little chance to get together with people of like mind so I had to develop my own program and this is when I remembered your audios.

I mainly started to listen to the marketers like yourself and especially to your consultation interviews in the reviews section. I found that listening to how you helped others wanting to develop products and strategies for their online businesses was very encouraging.

The great thing about your site is that it is just not limited to just one topic or genre of information. Now I have graduated into some of the other audios that have helped me find a whole new area of products and marketing.

I even went through the personality profile and applied it to myself.

I am in the middle of listening to Ruben and "How To Effectively Use Story Telling In My Copy To Sell More Of Your Ideas, Products Or Services." I am not doing this on my computer but taking it on the road.

The great thing is I can also download the MP3 files and upload them on my Iriver. These mp3 players are amazing and while I am a little older than the average Internet Marketer my children keep me on the edge of technology. They bought me my Iriver last year and it enables me to take my marketing and business away from the computer very easily. I can now listen to these files while driving, flying or walking. Truly amazing!

So now I am no longer home alone. I have a wealth of people helping me in my business thanks to your audio seminars. While initially I thought working at home would limit my interaction the truth is it has increased it dramatically because I can now invite the world into my office and take it with me everywhere I go.

I love sharing this resource with others and many who I have referred to your site have come back to me and we have built a relationship together. This is great for my business also and makes it a win-win solution.

Thanks for all your effort and time Michael.

***Quentin Brown***

#### Making Streaming Audio Easy

I used to be skeptical of promotions such as yours. I've purchased a lot of junk information products in my lifetime and after a while I got jaded. Naturally when I came across your website and your products the first time I didn't exactly jump for joy. What I found however is that you sell only quality stuff, only the good stuff. Just one of your interviews, which, by the way was free on your site, has saved me from making an estimated \$20,000 mistake and wasting year of my time.

I don't know how you do it, but you actually provide a lot of free information on your site. It has become my favorite site to visit. Whenever I'm feeling unmotivated I know I can just go to your site, find an audio, and get inspiration and ideas. Today for example I browsed the audio recordings and found one on network marketing and your strong advice to a caller about that. Your advise was frank and to the point. You didn't pull any punches but just told the naked truth. It wasn't something that was easy to hear, but it was dead on correct.

All of the seminars and materials I want to buy are also available on your site. Believe me, you have things available that I can't find on eBay or anywhere else. Where do you find these materials? I guess that is why your site is called hardtofindseminars.com. You really do offer the hard to find materials that have several gold mines of information in them.

**Sincerely,  
*Scott Ames***

It's Robert Joy, the CEO of Words Only Advertising from the land down under! Just an update dude!

Breaking news 30-something down and out on his luck, long time girlfriend left early last year, lost a huge beach side house with views of the city and surrounding hills, sort of like Malibu.

Sold everything I had worked hard for in the last ten years everything project muscle car, hotted up sports bike that owed 10 grand in just the engine and go fast parts, personal effects that whole damn lot!

The only thing I did not sell was my bed, clothing, a big screen TV, some DVD's and other small stuff. having to take my former girlfriend to court to get regular access to my kids!

My car had an argument with a semi and lost, the money from selling everything went towards buying my first business which went bust due to a number of things...

To most that would be enough to write a top ten country and western song....that's until you sent me the cd with all the goodies....

Well to up-date since sending you my testimonial in one month with all that info all those audio's and pdf files...

I was able to also get a swipe file of some good sales copy...and I've secured my first client a local real estate agent needing some copy for a direct mail piece well I smoked it under pressure, in less than one week I wrote the letter of my Fucking life!

It is at this moment being sent out, the principle of the agency just about fell off her chair and had a fit!

She could not believe how I made her read every single word and every single page of that piece!

This is one of the most successful agencies in my local area and her exact words were she has never read any thing quite like it and the sample piece I sent her blow her mind into the middle of next week!

Man I owe you a big fat bear hug!

You are a \_\_\_\_\_ life saver, from being dead broke, no cash at all, one failed business attempt, lost my kids, my girl, my car, on the bones my arse and now I've just written a piece that will help this real estate agent get more listings, and I'll be charging like a wounded bull!

To top this off she has invited me to look at her website and all other advertising and marketing for her entire business top to toe, not bad for a bloke down and out!

Thanks dude, I owe you big time.

All the best, buddy, and I would love to do an audio interview about how this CD you sent me got me back in the game!

**Yours in Peace**  
***Robert Joy***  
**CEO of Words Only Advertising**

I check back on your audio website from time to time. I love the content. My wife is in the IT field and I remember how challenging it was and still is for her to tap into the great opportunities in the industry. I'm going to start a private membership website targeting IT professionals and students where the content would be a combination of audio interviews (like you do) and video presentations.

By the way, I know that you're an excellent marketer of marketing materials by famous marketers! (did you follow that? LOL) I think you have great content within your audio interviews. You should categorize the interviews and make them available only through a private membership area! I remember hearing an interview you did with an Internet consultant who suggested you do just that!

I might be wrong but I believe that you started doing these interviews as a way to upsell the listeners



on your marketing materials. I'm sure you're doing great with this strategy but Michael, you basically have an online marketing university on your website! Marketers and entrepreneurs would easily pay every month to gain access to your interviews!

Your audio interviews and video software like Camtasia is basically the inspiration for my IT membership website idea. I haven't launched yet and even if it fails, I feel confident that I can provide valuable content like you do online using audio and video.

**Yours truly,  
Duane**

Much mahalo to you again, I am so excited about these seminars, I have been listening to them for hours. There is so much information. I just finished watching the Power Point presentation on how to grow your business, I loved the examples of what are your pillars, how do you use them, etc.

I clicked on 51 sales tips and there is one that I can use for the hotels, we have a hotel out on our side of the island that doesn't get a lot of business. The Makaha resort is a nice hotel but to get to it you need to drive through the rougher part of Oahu (yes, Oahu has some rough areas), it is in the Waianae Mountain area so there is no beach, (it is near Pokai Bay but the beach is not as clean as the beaches of Waikiki and its local competitor Ko Olina, created lagoons and they get a lot of the Leeward Beach traffic.) I am looking for some part time money and I am going to offer my services as a concierge (we treat you like a king, queen, or minor deity) and implement the examples given in the printout.

You should get the local chamber of Commerce to bring you out here to give a seminar. I would be glad to put forth the good word. I am so amazed at the "plethora" of information you have garnered together (how often does one get to use the word plethora?)

Were it not for the fact that I have a paper due on Tuesday, and our team is getting together on Monday to go over the details of our presentation, I would continue listening to this GREAT STUFF!

I realize that it is late where you are, (it's only 9:30 pm in Hawaii) and I appreciate your emailing my friend, as well as your response. May you always be blessed and prosper.

**Me ke aloha pumehana  
Emilie "Mikki" Uyehara**

I estimate I knocked at least 4 years off my continued marketing education and learning curve with just this free material at Michael Senoff's <http://www.hardtfindseminars.com>.

Visit The Walt Disney of Marketing Web Sites for Entrepreneurs today!

Michael Senoff has saved me thousands of hours if not years of learning curves, bumps, nicks, trips, bruises, and falls, on my educational path to Advertising and Marketing.

Small business resources for the entrepreneur and home based business. Free advice and ideas for starting a business.

Michael's website has helped me to discover some of the hard to find secrets of marketing, advertising, and copywriting. And your website makes this marketing knowledge easily and quickly available.

If you're up for the Walt Disney of web marketers, Michael Senoff is it. Prepare for big time fun at <http://www.hardtofindseminars.com> where over 117 hours of audio marketing gems await your pleasure. It's like going to an online audio library. And, the most remarkable feature is that Michael Senoff's site is that the materials are yours for free.

Michael Senoff's web site remains the best marketing news site on the web. You'll learn from Bill Myers, Taylor Trump, Gary Halbert, Ted Nicholas, and Jay Conrad Levinson to name only a few.

If you want to start making more money and thinking outside the box, I would suggest spending a bit of time visiting the web sites of Michael Senoff. To start, go to Michael Senoff's <http://www.hardtofindseminars.com>.

Listen...I've searched the Web for Marketing information over three years. Then one day, by accident, I stumbled across this site that totally impacted my life and changed my mind-set about marketing and the Internet particularity.

Michael Senoff is for real. He has given me hard hitting top quality Jay Abraham information along with free programs that beat the pants off those I've spent my money on. Visit his site you'll be glad you did.

Michael's collection of hard to find seminars is THE BEST source of marketing information that I have found in 9 years on the internet! Most other marketers would charge thousands of dollars for the information Michael is giving away for free.

I just found an online education that is priceless! For two years I was enrolled in a Business Administration degree program at an accredited university. I didn't feel like I was learning what I needed to make it in the business world, so I dropped out. Since day one of me finding [www.hardtofindseminars.com](http://www.hardtofindseminars.com) I have learned more in one month from it than I had learned in 2 years at a major university!

If you haven't yet seen Michael Senoff's website you're in for a big treat. I don't know anyone who would argue that there's a single soul on the internet giving away more free killer marketing content than Michael Senoff.

Anyone considering buying Jay Abraham or Gary Habert seminars or any other business information would be CRAZY not to check your site out Michael Senoff's site first!

Michael Senoff's web site is a fabulous, unique business resource. The case studies and audio interviews give a unique, real life view of some of the world's leading marketing experts. These recordings will blast your brain and get your mind spinning with great new cash-producing ideas for your own business and it won't cost you a red cent.

I was amazed and delighted by the high quality of the audio interviews and free downloads at [www.hardtofindseminars.com](http://www.hardtofindseminars.com). Not only is the vast amount of marketing and advertising information it contains genuinely valuable, it's also fascinating listening to the various viewpoints of the interviewees and the host of different types of biz ops mentioned.

If you're a marketing consultant like me who learns best from the examples of others, who learns best

not by reading but by listening, then Michael Senoff's web site <http://www.hardtofindseminars.com> will be a goldmine of business how to information and a learning opportunity for you too. It still puzzles me why this is free, when it could be sold for thousands of dollars. This is a wonderful learning opportunity!

Michael, your audio interviews on direct mail, advertising and marketing are the finest I have ever seen or heard. Nowhere on the Internet have I found anything like these interviews. Your site is worth tens of thousands dollars.

Michael Senoff and his web site is unquestionably the best marketing and advertising educational material you can find on the net.

Michael Senoff's web site was SHOCKING. I could not believe the insane amount of valuable information contained on it. Michael Senoff is certainly number one on my list for buying hard to find training materials.

Let me be frank! I think current world need people like Michael Senoff, yes as I said, we all need people like Michael Senoff. I have never met him but what I can conclude is that he dedicated the rest of his life for helping others. You are probably asking now what is the proof for that? Well just go to his web site and you will get lucid proof. His web site is a marketing school online and he has prepared all that material and lecturing for anyone who wants to learn, and he gives all that knowledge for free. What a precious gift to all.

I called asking Michael Senoff about a Jay Abraham program, and the first thing Michael asked about was...me. He asked about me and my business. Not about the sale. He was totally focused on me, my interests, and what I did. Go to Michael Senoff's <http://www.hardtofindseminars.com> for preowned Jay Abraham and Gary Halbert seminars.

Do you know what I like best about dealing with Michael Sendoff? He makes doing business E-A-S-Y! I have invested more in my Jay Abraham library than most college kids do in their degrees. Michael is easy to deal with, extremely helpful, and he doesn't waste time. We did a deal on over \$10,000 in product with just 3 emails! Without a doubt he is the "Go-To-Guy" when it comes to doing deals on exotic seminar products. You MUST get to know Michael.

No where else have I ever had a buying experience this outstanding. When you deal with Michael Senoff, here's what you're going to get. Exactly what you want, not what he wants to sell you and· At least three times what you pay for. You'll be able to buy everything you want and still have money left over to pay the dinner bill. I could go on and on about the great buying experience I had with Michael Senoff, but that would take all day.

I have bought courses and products from Dan Kennedy, Joe Vitale, Joe Sugarman, and Yanik Silver and no one I MEAN NO ONE has better Million-Dollar Ads and Audio than Michael Senoff! And I absolutely love Dan, Joe Vitale, Joe Sugarman, and Yanik with a passion...but what Michael provides in value is genius!! Among my favorite copywriters mentioned above and I just found out about Michael's sites and and instantly Michael has made it on my priority list as #1.

"Finally...Here're 117+ hours of downloadable audio interviews, marketing lessons and transcripts worth \$6,997 which you can access instantly without spending a dime!"

Discover the marketing secrets of legends like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, Michael Senoff and many others in less than 5 minutes from now. Go to Michael Senoff's <http://www.hardtofindseminars.com>!

All I can say is WOW. Your site is truly a gem and I'm absolutely thrilled that I've found it.

To find these interviews... John Carlton, Gary Halbert, Eugene Schwartz... is truly a gift.

I don't know how you landed all these exclusive interviews, but your site absolutely, positively, a must-have in every marketer's arsenal.

Thanks, Michael! To your success,

***Beth Erickson,***  
**FilbertPublishing.com**

I first stumbled upon hardtofindseminars.com in 2002, after seeing on of Michael's Ebay listings. I couldn't believe the content on his website, not only that but Michael even sent me a CD with over 50 interviews with other marketers and business owners. At the time, I hadn't really become a huge follower of Jay Abraham, but it didn't take long to realize the value of Jay's Material after coming to Michael's site. In absence of being able to buy Jay's Materials, I have been able to fully supplement Jay's Material with Michael's interviews.

Since then I coincidentally ran to another person who has come to the site, and together it's been amazing to see how much Michael's site has affected others. The most important thing I have taken away is the joint venture concept, and I am know in the works with this other individual putting together a joint venture.

And don't let me forget, even more powerful than the audio, are the transcripts. I haven't seen another site which as much content for free.

I thank Michael, and wish him much success.

***Matthew Lee***  
**Chicago, IL**

Wow! Amazing I am blown off with the mother load of information you have collected at your website. I was on your website almost for 5 hours now just surfing and reading the material you have collected and its truly amazing and I salute you perseverance and consistency in creating this what I would like to call "most complete and powerful marketing website on the planet".

Your Jay Abraham collection is mind blowing.

Thanks for your help you are the best. Thanks a lot for your support I really mean it

***Sameer***

Hi my name is Shimon Rosenzweig. I'm 16 1/2. I want to tell you about myself and how it is to the credit of Michael's CD that I'm on my first consulting client at 16 1/2 making \$2,000 a month. About 2 years ago I found a book in my father's closet called Marketing by Zickmund and D'amico. It was pretty interesting. So I brought the book to school and every day during brakes and lunch I would read it, and I really enjoyed it. Just to give you some info. I'm in a Jewish school from 8am till 9pm and there is an hour ride each way.

Now one day my family got together and I was speaking to my uncle, who at the time I didn't know was a marketing consultant for about six months, and was telling him how I read this marketing book and really enjoyed it. My uncle was very enthusiastic, now he had a nephew to discuss all the different ideas and concepts he learnt. Well looking back now, I didn't really now a thing about real marketing at that point.

My uncle then gave me the Jay Abraham Marketing Summit of Toronto and told me he would send me a lot of Jay's other seminars and that he would also send me Michael Senoffs CD with 61 hours of awesome information on it. Well, I started to dig in to real marketing. I listened to the Toronto Summit, Aussies Boot Camp and had read Jay's stealth marketing and 93 Referrals, I also had other Jay's stuff like: JV Mastery The Art Of Profitable Deal Making, "PEQ" Workshop, My Life Story, Million Dollar Summit London and the Billion Dollar Internet Strategy Setting Supper Summit 2000, I also had read: The E-MYTH and Claude Hopkins My Life In Advertising and Scientific Advertising.

I had not listened to Michale's CD and I thought I knew it all. I listened and read this stuff 3 1/2 hours a day, I would stay up till 2 in the morning listening and reading. I finally decided to listen to Michael's CD. I put the CD in the player and what I didn't know then but know now is that it kept me up till 4 THE MORNING every single night, I was hooked! Until then I thought I had all I needed to know about marketing but was still not ready to do consulting. By this time I had listened to about 500 HOURS and had read 10,000 PAGES and was 16 , I really enjoyed and knew the stuff and thought maybe I would start consulting when I was 20.

Well within a few days after listening to Michael's CD. I decided I'm starting to do consulting now. Well let me tell you how Michael's CD was different and more useful than anything I had ever heard and also how it really help me take everything I had learnt till then and use it to become a knowledgeable, helpful and friendly consultant.

#1 Michael provides recordings of real consulting conversations that show how to act and what types of questions to ask to show the business owner the hidden opportunity's and potential growth he has. he also shows how to keep on closing throughout the conversation which is very important and can help you close more and can help your client understand that he has hidden marketing assets that he doesn't know about.

#2 The recording on barter (track 45) is just amazing, powerful and a huge eye and brain opener. I was listening to it at 1am and jumped out of bed in excitement, my brother looked at me like I fell of the moon, but my brain was on fire. I saw amazing opportunity with barter, it was just priceless.

#3 Michael's CD has on it these educational, knowledgeable, powerful and exciting recordings that really changed me and the way I market. Recordings such as: Richard Johnson, Brian Keith Voiles, PEP Personality Program, track 37 trailer homes, track 38 peepholes, Jay Con Levinson, Bill Bodri, Donald Moins – I could keep writing.

I learnt a lot from Michael's CD IF YOU DONT HAVE IT GET IT . Right now I'm starting on my first client and am going to make \$2,000 a month. This client came over to me. I hope within the next 2 months to get 3 clients, that is \$6,000 a month and I'm only 16 1/2 and still in school. I could really put this to the credit of

Michael's CD. I am so thankful to Michael and really learnt a lot from his personality. I think everyone should listen to Michael's CD and try to learn the most you can from the recordings and Michael himself.

**MICHAEL YOU ARE THE GREATEST, THANK YOU FOR EVERYTHING!!!!**

***Shimon Rosenzweig***

I have just discovered your podcasts, and am enjoying them immensely. Interviewing others is such a great idea. Anthony Robbins talks about modeling others and you have taken it one step further—by making your modeling subjects your partners! You ask just the right questions, and you sound very professional and experienced. Your marketing ability is amazing.

I do realize that your Ebay auctions are promotional, and not money-makers. I found them by searching to see if anyone was selling ID pens. I don't want to offend you, but I want to offer my feedback—I was shocked by your picture! You looked like a college kid—OK, maybe one of those perpetual grad students! Maybe this is your strategy, but I was expecting an older-looking man in a suit—like a "\$700-an-hour management consultant" type that goes around presenting seminars. I certainly thought I was listening to one!

Ask others and see if it is just me who thinks the picture doesn't match the voice. I offer this with the greatest respect for your genius in marketing and coming up with ideas. I just wanted to offer this feedback in return for what I am getting from the podcasts. I feel like I know you, and that you are a nice guy.

I am a 58 year-old MBA, with heavy experience in large construction project contract management. I have been trying to find another job since my last project ended, and have been having a problem getting interviews. I think it may be my age, gender, or presumed high-salary expectations that are making it difficult. Also, my job-hunting skills are poor, since I have never had to actually look for a job before now.

I am going to try to use some of the ideas in your USP podcast in an important job interview next week. I am unique in that I will show up for work every day, am dedicated to getting the job done, meet deadlines if I have to work all night, and have a varied background that enables me to work with all levels of people in the organization. Uh oh—I have to limit them to two for my elevator speech! If the techniques work, I'll let you know. Hey, another possible market for you!

Thanks for the inspiration and for making these podcasts available.

***Karen Peebles***

I have just discovered you through your free iTunes recordings. (just so you know where the lead came from). I was truly excited about copywriting for Ebay auctions that have not sold. I loved your interview with the guy that seemed to be on the right path with it.

I have listed a number of questions below for (copywriter) Bob Bly – things that I personally struggle with in my business. Although I don't 'pitch' myself as a copywriter, it's a major part of my business (and one of my favorite things to do).

Anyway, I look forward to hearing this interview and I am delighted to receive your invitation to submit questions.

Sincerely,  
**Murray Hudson**

I don't remember what blessed soul sent me in the direction of Michael Senoff and Hardtofindseminars.com in the first place, but I've been dumbfounded and surprised every day since with the information I've gotten from Michael.

If you need help making money or want to make more money in your business this is your guy.

My initial thoughts when I saw his site I couldn't believe (and I still can't) he was giving it all that away for FREE, I hurried to download everything I could find cause I was sure it wasn't going to be there the next day!

I've just launched my new website [www.HorseBettingRevealed.com](http://www.HorseBettingRevealed.com) and half of the ideas behind it where conceived when listening to his audios and reading his collected ads by the great masters. But there is one thing that sets Michael Senoff apart from everyone else beside the obvious (the crazy guy is giving it away), and this is a thing I value above all else.

Never have I gotten a faster, more helpful and professional response to all my questions and inquiries. Shortly said love all his stuff and you will too!

**Stian Kjellhov**  
<http://www.HorseBettingRevealed.com>

First, I just wanted to thank you for all the info on your website. I've downloaded much of it to my IPOD and listen to it where ever I go. Some of the stuff is real treasure.

I own a piano store and much of this will find its way into my marketing plans for this year and the years to come. It's almost too much to absorb.

After listening to you almost non-stop for the past few weeks it seems like I know you.

Thanks much,  
**Phil**

I am now looking at the Executive Audio Institute Site. Oh, my gosh, and I haven't even gotten to the bottom of the first page!

I just had to send you an email to let you know how much I appreciate getting to hear all of these recordings.

Just to have this fall out of the sky and onto my monitor is absolutely incredible. I don't know what I want to listen to first and as I was telling you, I haven't even gotten to the end of the first page.

This is astonishing that you have all of these interviews, recordings, and transcripts and you are sharing them. Michael, I truly meant every word! Thank you so much!

**God bless you,  
*Jackie***

I just started in business (offline) and was looking ways and methods to expand it... and then I got to your site and downloaded loads of stuff you have there... I have to say it's AWESOME!

I am reading interview transcripts and it has really have blown my mind!

Thanks for sharing all that information... that too for free. Normally, the kind of information you get for free is of low quality but yours is high quality.

**Regards,  
*Rana Varun Pratap***

You rule! Where have you been all my business life?

I love the audio clips. I've listened to a few and will surely listen to many more. I can't believe it's all FREE! I am in the carpet cleaning

business, so the janitorial clip was of particular interest. After listening, I've been constantly thinking about adding janitorial to my company. The only thing I didn't like was no information on how to get a hold of the guy. What info can you give me on him?

The air freshener clip is great too. It's great to see the other problems that other business owners have and how to overcome them. I hope the guy has quite his job and devoted himself to self employment.

Joe Vitale was good. The hypnosis thing was a little freaky though.

Your site rocks! The note taking feature is great. The quality of the clips have all been good. The descriptions of the clips are great. The layout of the site is very user friendly.

***John Braun***

I've always been a marketing bug. Buying, or finding free articles, etc. on the net, and magazines and books for 20 years before there was a net of any use.

Your site was the first and only I've come across with actual transcribed conversations which is much more compelling to me (and so I'm actually more likely to read them sooner) than standard prose. And you as



an interviewer sometimes take on the persona—to an extent— of the average man. I mean you ask questions you probably know the answer to for the benefit of a less knowledgeable part of your intended audience.

I appreciate this even when I know the answer as then I'm positive that I'm on the same page as the your interview subject.

In particular, the interviews with Louis have given me hope that there are even more great sites out there to be found which can assist me and give me the knowledge and confidence to do things I perhaps wouldn't have the ability to do on my own.

I don't know how you do it Michael, but I selfishly hope you continue.

***Tom D.***

You're always putting out "valuable" interviews.

And, as a brethren INTERVIEWER (i.e., I spend my days searching, sorting sifting, and selecting spiritual-growth teachers and manifesting mentors to interview), I appreciate your flair for asking the raw, no-holds-barred, questions that bring out the "juicy" immediately-usable techniques and resources for your listeners.

**Your Partner in the Quest For Creating a Life Without Limits,**

***Barry Goss***

**Co-Founder, ManifestLife.com**

... I must give you a big "Thank You" to you and your efforts. I found your site some 2 years ago and have been slowly educating myself. One of my consistent interests has been the business/marketing consultant arena and the HMA system.

I have had to squeeze in my marketing/business education in-between an IT job, two kids and wife, all demanding more time from me than is fair. But hey, at least I'm not bored!

Anyway, thanks again for all your efforts in giving so much to people.

**Kind regards**

***Nick***

Thanks so much for posting so much incredible content for free. I see <http://www.hardtofindseminars.com> as my free business school. I have listened to a ton of your interviews and am always amazed at how much there is to learn with every interview - even the ones I've heard before.

I am very interested in doing marketing communications consulting work but I already have a full time job. How hard would it be to become a consultant part-time? Would companies still use my services even

though I am committed to my full time job from 8am until 5 pm? Would I need to work for less money because I am so limited in the time I have available? Or would I be best served to simply try creating an copywriting/web writing and content course? Any information you could offer would be greatly appreciated.

Sincerely,  
**Mark Malafarina**

You said "let me know what you think" so I thought I would do just that. You and I share a passion for audio information. I have always been into audio, and I am especially fond of interviews.

I was introduced to your website by Ann Seig's website. Yours is now one of my favorite sites. I understand why you do it, but I have to say the fact that you have over 100 hours of free audio content is mind blowing.

You are providing a great service to entrepreneurs. I have learned so much from your site it is incredible. As a matter of fact, it was on your site that I first learned about the business of copywriting and I have since purchased the AWAI Accelerated Program for Six-Figure Copywriting. I hope to get into that line of work in the relatively near future.

Just today I referred three people to your website and they were all very impressed. When I get a website up I will definitely put your link on it. Until then, keep up the excellent work.

Sincerely,  
**Tony Palumbo**

Michael, your site has drawn me back for years for informative real world biz building strategies with a unique element not easily found. Your interviews are always organized and reveal insights not usually unveiled other places. When you called ME for an interview I was both surprised and honored. Your interview has been well received and is now a "top downloaded" offering. As usual, you brought to life what could have been more of the same old.

Thanks and keep the interviews coming.  
**Scott Channell**  
Author, "Setting Sales Appointments."

You're an amazing guy man. I like your passion for what you do. I originally thought that your website, <http://www.hardtofindseminars.com> was well done and, now with the categorical breakdown of different subjects of recordings only makes it better. It's like going to an all you can eat buffet where there's a whole bunch of food on the table where you can eat what you want. And now you've organized it in a way where you break it down (breakfast, brunch, lunch, snack, dinner, and dessert) which is very nice and very precise.

To Your Success,  
**Charles N. Muamba**

I just wanted to let you know that I can no longer listen to live marketing calls because I've been ruined by your edited recordings.

Tonight I signed up for a call with a well known copywriter/marketer who I'd been wanting to hear for a while. I couldn't stand the slow pace of the conversation and found myself yawning after 20 minutes. That and the fact that the interviewer wasn't even well into the material the audience had waited for by that time made me hang up.

What a difference between one of the regular calls and one created with you as interviewer and editor. After having listened to well over half of all your recordings now, I need the fast-paced style that you've created with your editing and interviewing techniques.

Just wanted to say how much I appreciate your generosity in making all that audio material available.

Of course, I know you're not in it strictly for the compliments. I may be interested in your HMA system at some point in the future. I'm not yet to the point where I can devote myself full time to it for the 45 day tryout period, but I may be getting there in the next 6-12 months.

I've listened (I think) to all of the related recordings on your site, but I've still got a lot of questions. When I've documented them all, I'll pose them to you.

Anyway, thanks again and keep up the work you're doing - both that with cost and that without.

**Best regards,  
Barry Anderson**

I have been an audio book connoisseur for some time now. Trust me, I simply have it all. Not all as in 100% but all as in 90%. I have endless tapes on marketing, business, self improvement, motivation. You name it. Call me an audio nut, and I think you would be right.

I almost never take my headphones off. Now to the point: I think I have some pretty good knowledge of what's out there for a listener and the sad truth is that it's 99% lectures. That's right. If you are looking for some good information about marketing and business the overwhelming chances are that you will end up listening to one professor's take (lecture) on the subject.

Interviews (the format in which Michael delivers his seminars) are superior to any lecture out there. It is more informative, natural, and the information is more dynamic and dense. The sheer scope of information offered by Michael is mind blowing. Trust me. Just trust me. I had made a full circle and am back with Michael's resource: The best of the best for marketing and business audio content. Oh, and did I mention that it's still FREE!!!!???

**Oscar**  
([www.japan-internet-marketing.com](http://www.japan-internet-marketing.com) -  
Online Marketing for the Japanese Market)

[From a Current HMA Consultant to a Prospective HMA Consultant:]

Hi David,

This is a very legitimate offer and an outstanding system. Like everything else, you need to work at it to develop accounts. The training and support materials are top notch as is the support that you receive from Michael. You could easily pay 5 to 8 times as much for other systems like Y2 and not get the quality of the materials you get with the HMA system. If you do buy the system, be sure to have a plan of action and review all the materials. The other benefit is the online HMA University, which you can access once you buy and join. You've obviously been impressed with the materials on hardtofindseminars.com. Wait till you are able to access the University.

One thing I have learned since I've known Michael is that anything you buy from him is worth many times what you pay and that he stands behind everything he sells. There are very few internet marketers you can actually reach by phone and who actually respond to your emails and Michael is one of them. If you are serious about this and ready to do the work, I give it my highest recommendation.

***Paul Flood***

**Paul Flood Marketing**

**[www.paulfloodmarketing.com](http://www.paulfloodmarketing.com)**

The wealth of resources you make available to a newbie audience and to a veteran simultaneously is hard to comprehend.

Pound for pound you give away more content than any other internet marketer I know of. I'm going to have to do a marathon of recordings to catch up but look out...Here I come.

It's unbelievable to think that you give away over 117 hours of uncommercially interrupted material. I'm really fortunate that I met you well over 4 years ago and you have been one of the biggest contributors. When I was virtually unknown (no pun intended) you returned my calls, you called me up, you paid cash out of your pocket to open up a website in my honor...LOL.

So How can I SERVE you?

What can I do for YOU?

***Deremiah \*CPE***

I found you by accident when doing a search on iTunes for Tom Hopkins and I love what you are doing.

I really liked your interview with the 82 year old New Yorker? I was thinking about starting a vending

business with my brother and he sounded like he had some vending ideas. How would I go about getting in contact with him?

As a guy trying to find a way to get out of the rat race of life I find your materials to be inspirational. Thanks.

**Warmly,**  
***Reuben Lobato***

Hi, my name is Andy from Singapore. I stumbled upon your website when I signed up for a product and was given a link to your website as a bonus. I must say your website is just so wonderful. It is full pack of useful information in it. Thank you.

**Kindest Regards**  
***Andy***

You have no idea how useful your website is - or maybe you do. Maybe you get a ton of testimonials like mine everyday. Awesome stuff! For anyone wanting to learn about marketing, you're site is the place to go. Thanks a ton. Now to my question... I just heard a couple of interviews from your hosting guy, Nick. Can you send me his website or email? I'm interested in checking it out. Great job on his consult! Have a great weekend.

***Brandon Clay***

Wow! Is this site too good to be true? Thank you for this amazing resource.

***Chris Gray***

I haven't visited your site for about a year. Looked at it today. Wow! You've really added some nice interviews, it's gotten much bigger. Glad you categorized the interviews as I suggested a couple of years ago. Since it's New Year's day I thought I'd send you a powerful message that I sent you in the past. It's Charlie Chaplin in the Little Dictator movie. You really appreciated it last time and I thought with a new President coming in, maybe we can get close to what Chaplin's saying. And I really want to thank you for your generosity on your site. I recently took the course on Publishing Your Way to Profits in Vegas by Gerry Robert - that got me back to the package I bought from you - How to take a \$28 book... Anyway, have a fabulous year. Hope all is well with you.

***Michael Morales***

I can't believe you give all this info for free, they are priceless!

Some marketers would charge you a lot of money to reveal the secrets in these interviews.

I bought your hard to find seminar disc with popcorn cover from you a few years ago, wish I had seen this then.

**Great Stuff!!**

Thanks,  
***Jim O'Brien***  
money-in-the-u.k@ntlworld.com

I have no intention to buy a business... but these interviews with Art Hamel are SUPERB...

They are SO EXCELLENT that I listen to them even if I don't intend to buy a business, because I like to learn from a very wise man, and his very wise interviewer.

I don't know how you can give away such excellent material.

I am buying Speed Up My MP3... which I expect is probably going to be worth its weight in gold, like everything from Michael Senoff...

Thanks for your great interviews...  
***Ellis Toussier***

AGAIN, MICHAEL YOU THE GREATEST AND THE SMARTEST PERSON I KNOW.

***Art Hamel***

Your interviews are expanding my thinking. I can't imagine the thousands of hours you have spent putting your business together. The knowledge you are collecting is absolutely fantastic.

Since I have a hearing problem the transcripts allow me to get the message.

Thank you again,  
***Don Smart***

I'm writing to thank you for all the fantastic audio's interviews you have shared, great effort, i really find it very resourceful. In this materialistic world, everyone is thinking of making money but you have made all this priceless audios are available for free. Thanks again and keep up the good effort! Appreciate it.

**Regards,**  
***Ajitpal Singh***

I know you didn't ask to hear this, but I want to tell you something.

Do you know why I LOVE audio content on the internet??

Because I can listen to it when I can't be on the computer.

I am a busy Mum (yes, I am in Australia, so I'm not a Mom - grin). I am always rushing around in the car taking kids all over the place, as well as doing housework and other boring stuff. When I do sit down to my online job of web design work, I don't want to be sitting there reading a course or watching a video, I want to be doing something more productive with the valuable computer time.

But if I download an audio interview, or e-course, or other content, to my beloved mp3 player, I can pop that in my pocket and put in the earphones and off I go in the car or sorting the washing or whatever, and the boring chores are not so boring any more!

**So keep up the good work!**  
***Christine Abela***

I am a big fan of your interviews since some time now (2-3 years) - I just want you to know that you deliver premium, quality, super-ultra content that has educated and enlightened me tremendously. I love your site and I love your work.

Thanks a lot Michael and keep it up ! This stuff is just amazing.

***Oscar Milewski***

I downloaded a number of MP3s from your site and loaded them into my iPod in anticipation of a roundtrip Pacific crossing. With the exception of the Elsom Eldridge interview, all of the selections were you being interviewed by others about building your audio business.

My career includes a decade of doing morning radio and conducting hundreds of interviews with celebrities, both the long-term and the "15 minute" variety. For the past 13 years I have published a small business magazine and written/produced/promoted employee training workshops. I also produced a daily radio commentary on the workplace for about five years.

I've been thinking of trying to put my skills and archives of material to good use on the Web and that's why I chose your personal interviews for this trip. I came away with about eight pages of notes and was very satisfied with the quality of the content. Since I've done audio work (editing included) for much of my career, it seems this is a natural path to follow.

Even though I haven't spent any money with you as yet, I'm sure that will happen at some point. I just wanted you to know that 12.5 hours in the air seemed a lot shorter with you riding along.

**Best wishes,**  
***Jerry Roberts***

Michael, Thanks for a fast-paced, intelligent interview today. You are truly a professional.

Here's the link for the free sample – the Preface, Introduction, and Chapter 1 – of *The NEW Think and Grow Rich* by Ted Ciuba.

***Ted Ciuba***  
**Author of *The NEW Think and Grow Rich***

Michael, You're the best undiscovered marketing guru. In your interviews, your questions are so simple, direct and insightful. You find hidden assets in those businesses. You've laid the groundwork. Now it's time for you to be famous like Dan Kennedy or Ron LeGrand or Jay Abraham.

I can think of many ways to increase your profile.

The simplest way is to contact people with lists of customers who are interested in marketing.

1. My brother Dean in Oceanside, CA owns an online site to incorporate businesses. Do you think those corporations will need help with marketing? What if Dean told his email list about your free CD?
2. My buddy Jim in Richmond, Va has an online site that allows investors to list their houses with MLS for only 3% instead of the normal 6%. Jim talks to real estate groups to promote his site. Do you think those investors might like your ideas? Your interview on mobile home investing was very popular. Find a new product on mobile home investing to sell to investors.
3. My friend Kasey sells a \$47 ebook about How to Make Money as a Tutor. All those tutors have the same questions - How do I get more clients and higher fees? What if Kasey contacted her email list about your free CD? And Kasey might be interested in making an audio product as you teach.

If you're interested, I will do all the work. You have no risk and nothing to lose.

***Win Harrington***



Thanks for taking out the time to chat with me today. I am extremely busy (like you) so I don't get many opportunities to offer feedback. But I have to say your website is just a brilliant FREE resource which I listen to virtually every week when a new interview is posted.

I am just wondering whether you have an audio or product series related to sourcing cheap or free products that I can give away or sell as bonuses in promotions. I don't necessarily want information products but something tangible I can offer my clients in retail bricks and mortar business.

Again may I say a brilliant resource your site is and how generous you are by providing these clips free. There are various coaching programs around the world which charge varying sums of money to access information like this.

**Regards,**  
***Graham Shipway***

The free info you give away is better than most of the stuff you would ordinarily pay for. The HMA course seems to be exactly what I've been searching for over the past year. I can write copy - I can design and I can sell - seems like I only need your system to enable me to utilize these resources. And I will get it, if not now then soon. Thanks Michael and all the very best to you and your family. We have a saying in the UK: "You Are A Good Egg."

**Warmest Regards,**  
***Dean Yardley***

I want to create a product to sell to a niche that has no "Abraham Style" marketing consultant. I am getting into a Foodservice Distribution Route. I'll be delivering candy, chips and snacks to colleges and business dining facilities (college cafeterias and corporate high rises) BUT what I really want to do is HMA Marketing Consultation.

I just can't afford the training right now. I have been a student of direct response marketing since I was 15. I am 37 now. I have tried to use my knowledge of DRM for my entertainment business but things have changed a lot over the last 5 years (I lived in New Orleans and Katrina screwed up a bunch of tourism for me and what was finally starting to pay off so after the storm I got screwed.)

Anyway I want to take this route business and "learn it" over the next 6 months to a year and create a product/system that teaches others in the business how to use DRM to increase their profit. Using HMA and your audio service I think that I could not only clean up but help a lot of people who are struggling to make ends meet. The depression is on its way and in 100 years I'd like marketing students to refer to me as a person who made it during the second depression just like Bedell in the first one. (Is that arrogance?)

Here's how I was thinking: I'll be officially in charge of the route in January. If I spend the next 6 months learning enough about the business and using my sales and marketing expertise I could design and sell a system to people trying to make more money in the Foodservice Route Distribution Industry.

That is where I would like an audio product. I could do an audio product that would show me at the beginning and then we could do 3 (or so) interviews that track my growth etc....I am sure you are way ahead of me...but I just don't want to be in the foodservice distribution biz... I want to be a **MARKETING CONSULTANT!**

So that's my story. I am sure you are busy as hell and I hope that we could do this thing because this is an industry that you have not tapped yet and maybe we could do a series of "start to finish" audios.

Thanks for having such a powerful resource available. I don't think there is anything online quite like what you offer. I feel like I know you. I have listened to you and many of your interviews for so long that I don't even remember how I found out about you. Thank you.

**Sincere Regards to You and Yours,  
*Elliot Gorton,*  
Full Time Dad and Hardcore Marketing Student.**

I recently set up my first JV deal. I married an email list of 40,000 home schooling parents with a product teaching home schooling parents how to teach their kids to be young entrepreneurs.

As a result of this I was asked to represent three other information products. It just kind of took off and before you know it I had talked to quite a few infoproduct creators.

So thanks to you Michael for the over the phone encouragement.

***Nolan Barger***  
**Ohio**

Hi Michael: Just a short note to let you know that I love your site and I congratulate you for all the great information it contains!

I discovered [www.hardtofindseminars.com](http://www.hardtofindseminars.com) several months ago and it gave me the inspiration to start my own interview site in Spanish. "El Mundo de los Negocios" (in case your Spanish is a little rusty it means: The World of Business) is the first business interview site in Puerto Rico to be transmitted 100% over the Internet.

The purpose of the site is to bring together the Island's brightest business minds for the benefit of our local and National business community, as well as our upcoming business administration students.

As you probably know, Puerto Rico is an unincorporated US territory. Our local population is close to 3.5 million but we have an additional 4.5-5.0 million throughout the United States. So my target audience isn't too shabby. Besides, the Hispanic community is the fastest growing minority in the mainland and their buying power is growing just as fast!

We have been "on the net" for a little under two months and we're already ranked in the top ten both in Google and Yahoo for the search phrase "entrevistas de negocios" (business interviews). I can't tell you how

happy it makes me every time I get hits from the farthest and weirdest places in the world. The internet is truly a great thing! At this point I still do everything myself but my background in business communications, audiovisual and web design (I have four additional sites) has certainly made it a lot easier.

Once again thanks for the information and the inspiration. Maybe we could do something together in the future.

**Best regards,  
*Orlando***

<http://www.elmundodelosnegocios.com>

Michael –

Gigi & I just listened to Part #1 of our interview for the first time. You, sir, have mastered the art of sounding casual while being extremely professional!

Thanks to you, I sincerely believe our chat will be listened to many many years from now, long after I'm gone!

If you want to get really serious about building a "classic series" of how it "actually works," I'd love to talk and work with you.

Please tell me when the next one is ready!

All the best!

**BFG3  
Ben Gay III  
THE CLOSERS  
(800) 248-3555  
WWW.BFG3.COM**

Michael - 30+ hours of content for \$20. You have lost your mind! I am going to start listening now and hopefully by next year I'll be able to get through it all.

Thanks for the great deal!

***Timothy Castleman***

Mike, Honestly I could care less about the quality of the audio. Your content is so great that if I had to listen to it through static like A.M. radio reception, I still wouldn't complain. I've listened to some studio quality "guru audio" that was purely garbage content (basically 1/2 hour - 1 hour infomercials for buying their next great product).

So I say all of that to say, it's nice that your audio is gonna sound cleaner/clearer, but if you didn't change a thing, I wouldn't be mad at ya!

**Thanks again for all you do...**  
***Brandon Wilkins***

Hi Mike, I found it extremely important to email you NOW.

As I write this, I want you to know how ecstatic I am. Your website has deeply provided me and many others with the inspiration and know-how to take the next step in business endeavors. Your site has a wealth of top-notch seminars that send vibrations and AHA Moments through my mind. This means that you have provided me and everyone else a place to come, which has value and sincerity.

The next time I write you it will be to tell you how those next stages in my business have developed. Thank you astronomically, Gary Stoddard OM SAI RADIO - "Where Listening Becomes Something More!"

***Gary Stoddard***  
orion20019@yahoo.com  
www.OmSaiRadio.com

Hello Michael, I've been enjoying listening to several of your audio clips. They are just excellent! In particular, I've been really into the series of "67 Most Unforgettable Marketing Web Sites."

***Peter Douglas***

Hi Michael! When I discovered your site a few days ago, I could not believe it is true that you offer all those priceless materials for free. I downloaded couple mp3 interviews and their transcripts and became truly fascinated. You not only conducted all those countless interviews with very interesting people, but also transcribed them - which is enormous amount of work! I'm going to download a lot of your materials, because I study them in search of my way to do business on the web. Thank you, I am wishing you all possible success.

***Victor Stadnichenko***  
(From Copywriter, Ben Settle, to one of his clients RE:  
Michael Senoff)

Hey Andrew,  
Got an idea to throw at you:

Instead of me doing the audio stuff, I would HIGHLY recommend seeing if Michael Senoff can do it, instead.

For one thing, he's 10 times better than I am at both audio infomercials and audio creation (he sells a product about both and does them all the time).

And for another, his prices are way better than mine:

[http://www.hardtofindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtofindseminars.com/Audio_Marketing_Service.htm)

He does just about all the stuff you were talking about — audio, the transcribing, even social media, auto-responders, etc.

And for a third thing, I've written many ads in conjunction with >> Michael, and we're on the same page with all this stuff.

Finally, that would let me focus on doing what I'm best at — the copywriting. The squeeze page and the sales letter and not the auto-responders, necessarily (I can do them, but Michael's got this all bundled together).

If I was to just do the sales letter and squeeze page, I would cut my fee down to \$9,000 instead of the \$10,000 which would probably make the client happy ;-)

Anyway, I've already talked to Michael, and he's done stuff like this with a gold coin dealer before and understands the market at least at that level already.

The audio infomercials and, if you want, product creation with audio is his forte, he does it better than anyone I know and will charge less than I do.

His email is [michael@michaelsenoff.com](mailto:michael@michaelsenoff.com)

His phone is: 858-274-7851

His services site is:

[http://www.hardtofindseminars.com/Audio\\_Marketing\\_Service.htm](http://www.hardtofindseminars.com/Audio_Marketing_Service.htm)

If you want me to coordinate a call with him, just let me know.

***Ben Settle***

Mr Senoffs once again I can't get enough of this site!!

***Jeff Lewis***

Dear Michael, First off, THANK YOU for creating such a wonderful website, it is a terrific resource and I am confident that it will be instrumental in turning around my life financially.

***Mitch***

I can tell you that you'll have me as a loyal visitor for life regardless of whether you ever posted another audio or not. The interviews with some of the greats like Schwartz, Gay & Galletti are enough to keep me coming back at least every 12 months to re-listen to everything.

***Steve Hampton***

I must say that I am absolutely amazed with the amount of free calls you have on your site.

***Irfan Qureshi***  
Croydon, London, UK

Your site, considering that its primary purpose is to provide audio material, is quite user-friendly for the deaf. Navigation is visual, so the hearing and the hearing-impaired have the same access.

***Becky Rider***

Just one word: Fantastic!

***Christopher Doran***

You're the only person I know who knows his stuff. I listen to at least matches the volume of interviewer and interviewee.

I noticed it immediately and I appreciate it immensely.

Even the great Dan Kennedy's cohort Bill Glazer doesn't do it,

Keep up the good work.

***David Yacobucci***

Hi Michael,

Firstly, you have a fantastic site and I really appreciate what you've done. You are changing the way I look at business.

My name is Matt I'm 35, live in the UK and currently evaluating my career options for the future. I have previously managed a property sales business and took that from £20,000 a month to £600,000 a month in

commission sales with 35 staff then started my own but recession completely wiped me out and I'm starting again from scratch with little money.

Now I have a basic management job in e-commerce but retail is a tough way to make money and I'm looking for my next venture. I have a number of domains I could develop if I stick with the Internet "InternetStartups.co.uk" and StartUpCaseStudies.co.uk" both seem good but I'm not sure how I can turn those into a £million business? Also, I have been doing a lot of networking with mixed success as current business owners see me as a competitive threat and don't really want to talk.

Your site with amazing interviews with "retired" business men who are happy to talk is so much better and a real find. However, through my networking I have found out that most millionaires I come across have basic run of the mill businesses such as Skip Hire, Scrap Metal dealing, Manufacturing, or Recruitment. IE. Tried and tested normal everyday businesses, NOT new Internet businesses so may be that's where I should focus my efforts. I have a question for you.

I've been considering buying your Art Hamel Course but seem to have downloaded quite a lot for free. Just wanted to know what is in the course in addition to what I've downloaded. I've downloaded:- How to buy a business with investors part 1 & 2 Art Hamel on Franchising What I learnt from buying 217 businesses Ask Art Hamel parts 1 to 7. IS there more in the course?

Thanks for your help and any advice you care to give.

**Yours sincerely,  
Matt Rountree.**

Dear Michael, I've recently started to download and listen to your recordings. This is just a note to thank you for a PRICELESS source of information.

I spend most nights in bed with my mp3 player running. I've learned so many enlightening ideas from so many experts. After a lifetime in the radio media business, I'm trying to educate myself in the online marketing business before taking the plunge.

There is so much hype out there, and so many people trying to take advantage of newbies. It's absolutely refreshing to find someone who is an expert, knows the experts, and passes on this knowledge so freely. I really appreciate being able to learn from such a goldmine.

**Sincere thanks,  
Patrick J Flynn  
Oxford England**

Hey Michael,

I was on your site, and reviewed some of your ID Pen material. I was wondering if this line of business was still open?

On another note, I've probably listened to 90% of the material on hardtofindseminars.com, and can safely say it has been a large part of my online business success.

**Thanks for your time.**  
***Steve Hampton***

Michael,

I really love your website hardtofindseminars.com. The information that you give away on your site is priceless. I really enjoyed your interview on texting.

***Dex Kato***

Hi Michael,

It's only the last few weeks that I have started to download some of your interviews. I signed up some time ago and have kept watching your emails with the links come into my mailbox and one day I downloaded one and now I am hooked! I've sent the link to your site to a friend, who hasn't got the time to read material but can listen to mp3's playing in the background.

I'm really impressed with your interview technique as you really dig deep and get to the nitty gritty of how these people made it, and boy have you got some big names in there!

Well done on a great service, I have learnt so much from listening to the interviews.

**To your continued success**  
***Sean Kenyon***

Hi Michael,

Great to hear from you. Sorry for the delay in getting back to you. I've been doing a lot of seminars (NLP, Hypnosis, Speaking, etc.). I'll be conducting trainings in Malaysia and Indonesia in October. I always talk about and highly recommend your "SpeedUpMyMP3" program to my students. I hope that they're buying it.

Hey, I just realized that your email might have been a bulk mailing because of the "unsubscribe link" below. But it sure seems personal.

BTW: The interviews you offer on your web site are a treasure trove of information. I tune in every chance I get. Bravo Michael.

**Best always,**  
***George***  
<http://www.georgebien.com>



## Can One Audio Interview Change Your Life?

What a GOLDMINE of Marketing and Business information! Your CD offering would have to be THE most generous I have ever come across on the Internet (or anywhere else for that matter). I received it from USA to Australia in just a couple of days.

Talk about the Mother Lode!

Anyone considering buying Seminars or any other business information would be CRAZY not to check your site out first! Thank you for doing what you do so brilliantly.

Sincerely,  
***Les Crockford***  
Australia

I downloaded some of your audio clips and after listening to some of them I thought, "WOW!! This is more than over delivering, it is OVER- over delivering :-)". I cannot even start to express my gratitude for such a high quality service being provided FREE and the IDEAS these audio clips has generated are PRICELESS. If this kind of QUALITY and VALUE is free than IMAGINE the VALUE of the paid products that you are offering!!!

I can't stand waiting for my audio CD to arrive in 4 weeks since I live outside the U.S. so I am downloading ALL of your audio clips right now.

Keep Over Delivering,  
***Budianto Salim***

If you have any thought at all to get involved in marketing your own or someone else's products you need this CD. In fact, if you are involved in business at any level, or advertising or writing to induce someone to take action, you need this CD. Michael covers it all, from joint ventures, to getting free publicity, to making classified ads pay, to the 10 things you need to do before you open a new business.

Michael isn't just fooling around. He's got real live men and women involved in life and death struggles for business success plus audio from Gary Halbert, Ted Nichols and Joe Vitale.

Real estate, MLM, mortgage brokering, trucking, consulting, retail, security – it doesn't matter. Not only is there audio in here that deals with these specific businesses, but information you can use in any business.

The low down on Yellow Page Advertising, promotional events, using the Internet, using mailing lists, joint ventures, work day efficiency, creating information products, you name it, and Michael covers it in his interviews, professionally and efficiently.

I've bought and listened to dozens of products, some of them originally selling for hundreds of dollars. I haven't found anything that comes close to this because this is real stuff, not theory. Michael is talking to real people with real problems, or real solutions. Case after case is discussed and examined and the nuggets are mined from each conversation.

**Don't pass this up.**  
***Paul Stevens***

This one here is like a free traffic emergency. Really, because I don't know how long this guy's going to be nuts.

I honestly believe he's cookoo. From one wacko to another, I salute him. His name is Michael Senoff and he runs Executive Audio Institute. It's a completely, 100% free, INSANITY of free information in audio, PDF and sometimes Word format. People sell these kinds of audios for \$50 a pop, and rightfully so.

They currently total 117 hours of downloadable audio interviews, marketing lessons and transcripts.

People like:

:

Gary Halbert

Jay Conrad Levinson

Ted Nicholas

Joe Vitale

Bill Myers

The PR Doctor

The man is off his rocker. Go check this out before he fully regains his senses.

Here's some of the titles of the seminars.

How to turn a \$10 book in to a \$500 information product and sell it on the internet in less than 41 days

When to sue your copywriter...281 pound body builder spills his gut and reveals all he knows about how to write killer internet web site sales copy

How to start making money with on line Joint Ventures with no customers, no products and with no money

Joe Vitale on how to become an expert copywriter, researcher, and promoter

How to use PayPal and one simple e-mail letter to set up the easiest and most profitable Joint Ventures on the planet

How to triple the value of your information product

How to publish your own book and sell a million copies.

Expert reveals how to run a successful paid membership website.

Got unsecured debt? Learn this shocking technique to eradicate it by using Bankers' own laws against them

I swear to you that I'm just browsing the site and picking pages at random.

Okay, I have another secret to tell you. I might come back and erase this because anyone on high speed could make a killing off this one tip alone. Ready?

There are free specialized distribution rights available. You can't sell the audios, but you have permission from him to get a customized page set up for you at his site and send your visitors there. There is a slight catch, but if you're serious, you should jump on it because no one knows about this yet.

I never thought there was anyone online crazier than me. Now we know.

Go to Executive Audio Institute, take a pen and a lot of paper.

Thanks so much for the great marketing CD! It is like have a personal direct line to established marketing professionals. There is no other way a beginner could get access to such information. I found some tips that I could immediately apply, and many principles and attitudes that will help me over the long term. It's also great fun to hear all the personal stories - your interviews really bring out interesting and useful details!

Thanks again,

**All the best,  
*Linda Balliro***

If you paid a thousand dollars for this CD it would still be a bargain. But it's free!

Michael Senoff's audio CD is a fabulous, unique resource. The case studies and audio interviews give a unique, real life view of some of the world's leading marketing experts. These recordings will blast your brain and get your mind spinning with great new cash-producing ideas for your own business and it won't cost you a red cent. For goodness sake get your copy now and listen up!

***Andrew Cavanagh***

Your audio CD is really excellent and has a wealth of information. What I really found impressive was the variety of speakers, lecturers, teachers who have so much to offer. The information contained in the CD itself precious, and I am still re-listening to many of the recordings.

As a person based in Nairobi, Kenya and a regular buyer of information and self motivation products, I can tell you now that it is much harder to purchase information products and I end up paying two to three times the cost due to government taxes and levies for any products that I buy.

As a result, I really have to spend my time evaluating a product before purchasing. This means that I

rarely am able to take advantage of special offers. Oftentimes there is not enough information for me to be able to evaluate a product.

However your CD has allowed me to sample what to expect from some of the masters in marketing, persuasion and business and better enabled me to evaluate these products. Even more important, it has given me ideas to put into practice immediately for my profit.

I would like to thank you for this excellent CD and would not hesitate to recommend it to anyone wishing to polish their marketing and business skills, and indeed, anyone who seriously wants to be successful.

***Edwin Kinyanjui***

I was very pleased that the CD arrived here in the UK so soon after I requested it from you (within 10 days!). Many thanks for your efficiency and your generosity in sending it free of charge, and paying the postage as well. I don't know of any other Internet business as generous as you are.

Also, I was amazed and delighted by the high quality of the interviews on the CD. Not only is the vast amount of information it contains genuinely valuable, it's also fascinating listening to the various viewpoints of the interviewees and the host of different types of biz ops mentioned.

One of my favorite interviews is the one with Joe Vitale, in which he goes into detail about how he became a copywriter – a fascinating window into this famous man's beginnings in this business.

The sound quality is also excellent. Thanks for your offer of a \$300 gift. I look forward to receiving it.

**Best wishes,  
*Eldo Barkhuizen*  
Copy Editor, UK  
[www.aaroneditorial.com](http://www.aaroneditorial.com)**

NEVER before have I received so much value from one single CD. If

you're a marketing consultant like me who learns best from the examples of others, who learns best not by reading but by listening, then this CD will be a goldmine of information and learning opportunity for you too.

It still puzzles me why this is free, when it could be issued on 65 CDs and sold for thousands of dollars. Thanks Michael for providing this wonderful learning opportunity!

***Gabor Wolf*  
Smallbiz Marketing Consultant  
Budapest, Hungary**

Your Hard to Find Seminars CD has given me tons of useful information and tips. I didn't expect to be able to learn marketing ideas from listening to a conversation about a hauling business, buying and selling run down trailer homes, opening a hair salon, a pizza restaurant, etc. But listening to those conversations has given me ideas and direction to help with the marketing of my own CD, DVD, and videotape duplication business.

**Thank you,**  
***Jason Olson***

Well, I have received your Silver Edition CD containing 61 hours of great "how to" marketing advice. What a blast!! I have a problem though...The info is so mind blowing and informative, I just keep going over the info time and again so as not to miss anything.

At first I got so excited I didn't want to have to spend a full 61 hours of listening and studying before I put the info into practice, but listening twice was 122 hours, 3 times was 183 hours, and so on.

Already I have started to put the info into useful and profitable steps in securing my financial freedom, but I will keep listening over and over to devour every word of valuable information you have provided.

I still cannot believe that you have revealed so many secrets in one information package for free. Going to the next level with you is beyond what my imagination can absorb. I am sure though, that this will be the journey of a lifetime.

Thank you for being not only the first to deliver what you promised, but to go way beyond my expectations.

**Regards,**  
***John Cutrupi***

I'm in the UK and my CD arrived in 4 days...I'm thrilled to bits with it!

I have never seen so much valuable content in one place ever before and do you know what's REALLY great about it? I'm on 56k

Dial Up and I don't think I would live long enough to download so much material, now I have it on CD it's like a dream come true.

Thank you so much for sending it to me.

**Kind regards,**  
***Rayzee***

THANKS SO MUCH FOR SENDING ME YOUR CD-ROM!!! I have only listened to a small fraction of the audio clips on the CD-ROM and already have used some of the marketing techniques to improve my business. I am a Real Estate Investor Newbie and find the Internet

Marketing and Direct Mail Marketing stuff REALLY USEFUL for Lead Generation.

I have used some of the concepts covered in the CD-ROM to develop a Real Estate Investing E-zine and create a mailing list of 200 subscribers WORLDWIDE within the space of a FEW WEEKS.

This network is EXTREMELY valuable to me as a source of information, leads, deals, referrals and potentially a future Buyers List for my OWN products and services. I have networked with other investors to promote their information products using some of the killer ad-copy learned from the interviews on your CD.

Please feel free to include my testimonial for your website or any other marketing material. I hope I can one day help others on a similar scale to what you're achieving at [www.hardtofindseminars.com](http://www.hardtofindseminars.com)

**Best Regards,**  
***Reggie Van Der Werff***

This CD-ROM and Michael Senoff's website are invaluable to anyone involved in marketing and advertising their business. I try to regularly listen to the information in the audio clips on Michael's website (I burn them to a CD-R to play in my car CD player since I travel a lot) since I'm sure that even just one new, good idea will pay back thousands of dollars in gained revenues.

After getting the customer's attention, a lot of emphasis is on turning customers, who are people you just sell things to, into true clients, who are people you actually care about getting the most value for their spent dollars. Once you turn a customer into a client, you transform yourself from mere peddler into a valuable company representative. Overall, a great website for selling your products or even just selling yourself to your boss, colleagues, or other employers.

***Robert Kim***

I just would like to say that your audio CD is truly awesome! I don't know why you aren't charging an arm and a leg for it! The Internet marketing information found on it is truly phenomenal! It's exactly what new Internet marketers have been looking for.

This is truly a great product. Thanks for all the valuable information on this great CD! I have learned a lot since I have received it. You really outdid yourself in providing this wonderful product. I will definitely tell others about it.

The information on this disk really packs a punch! It is not watered down like other products are, and it provides rich audio content that is second to none when it comes to Internet marketing.

**Thanks for such a great product!**  
***Donald Brown***

Huge piles of thanks for the free disk. Michael, this stuff is the finest I have ever seen or heard. No-where else on the Internet have I found anything like these interviews. This one disk is worth tens of thousands dollars.

The only problem is that I spent the prior two weeks before receiving your free disk, downloading the talks on [www.hardtfindseminars.com](http://www.hardtfindseminars.com) on my dialup connection. What agony. Every weekday and entire weekends my computer was downloading your mp3s.

Now I have listened to all of the discussions with the likes of Gary Halbert, Joe Vitale, including you. Wow. Wow. Wealth is a matter of know that "it" can be done. This disk is just the type of boost I needed. Thanks again,

***Stephen Street***

I have been listening to your CD non-stop since it arrived. Love it. The older vintage stuff is my favorite because it is the time tested core information about advertising and this is the first time I have seen so much real advertising detail Internet marketing.

The Michael Senoff package is unquestionably the best marketing/educational material you can find on the net. The CD is really cool. It's interactive. It plugs into the net and gives information that is worth big bucks. The interviews are very real. You get to hear Michael interviewing real people at various stages of development and this reveals the real blood sweat and tears that it takes to get in there and really do it. There are also clips of very polished speakers demonstrating the skill and finesse with words and concepts of the marketing business.

I gotta hand it to you, Michael, no one comes close to the passion and devotion you have for the subject.

Your website and CD really does offer anyone in the world a chance to learn just about anything there is to know about marketing, as well as providing them with a chance to be on the CD and mix with you and your connections. Your work is A+

***Steve Bishart***  
**BFA Communications**  
**LMU California**

You are too generous! There is more good stuff packed into that CD that almost all the information I've paid for in the past....and you didn't even ask for shipping! I learned about mobile homes, the cleaning business and credit card debt...I will never be the same!

And, that isn't why I was interested in the CD....You had actual interviews with some of my marketing heroes, like Gary Halbert.

Michael, you put every other marketing site I've seen (and I've seen plenty) to shame!

***Wilbur Robinson***

Just wanted to drop you a note and thank you for what you have made available to me. I have been a CD seminar Junkie for some time, I attend many seminars as well have quite a collection of Seminars on Tape CD, Video etc. I am thrilled to have found your site. Now I have access to Seminars and knowledge that I haven't been able to find anywhere. The best part though is the gems that you make available to listen to online and on your CD ROM. WOW! What a treasure trove of knowledge and insight. I am approaching one of my Competitors to propose buying his business and Bingo! Clip number 30 gives me new and valuable insight. Priceless knowledge!

Thanks again! I am happy to be a customer and look forward to along and valuable relationship! Best of luck to you! Please keep 'em coming! Feel free to use this as a testimonial on your website and in your advertising! I am happy to endorse a valuable business tool like your company!

***John Jaworski President***  
[www.x-streamers.com](http://www.x-streamers.com)

I think anybody, whether they are just starting out in their business life or even those who have been in the working or in business world for some time now, must really listen to these valuable piece of CD - a solid 61 hours of interviews - it is just full of practical advice and tips and interviews with the experts both on online and offline marketing which had been used successfully by the top marketing experts. It's very rare to have in your hands so much super quality marketing information on one audio CD.

I just can't believe that Michael can give it away free-of-charge – it can easily be sold for a few hundred dollars if he wanted to. The best thing about this audio CD is I can use some of the resources advice and tips right away.... be prepared to have a pen and paper ready...as there are really some new things one can learn....certainly true for me.....also I am really grateful to Michael for spending his own money by sending me this valuable audio CD all the way from USA to Malaysia where I live....I surf a lot of websites for resources and believe me.... very few will bother to do that.

***Yeap Soon Ee***

The audio clips are excellent both as learning tools and as reinforcing tools. The listener gets to eves drop on a variety of instances of business building where the business building is discussed in terms of the concepts taught in the leading sales and marketing tape sets of the day. As a result, you experience the application of these techniques by others and by repetition, the principles become more concrete, and more readily brought to the top of your mind. You begin to think in terms of these principles, rather than ask "Oh, what did that Abraham guy say that might apply here?"

A few times you enrich your education. I had never heard the voice and demeanor of Herschell Gordon Lewis but I had read a half dozen of his books on advertising and sales letters. From hearing the tape, H G Lewis became not only more human, but from hearing his life story, I could better understand his writings.



At other times, you enrich your experience. The audio clip on buying and selling mobile homes, for example, showed the deliberate application of many of the powerful business enhancement techniques applied by a plain regular guy. I felt that after listening, I could almost go down the road to the nearest mobile home park and begin a business in buying and selling mobile homes with almost no money down. I understood the business and customer in. It is the next best thing to experience to hear the experiences and doubts and uncertainties of fellow budding business developers.

Michael does an admirable job in structuring a meaningful experience from the many telephone interviews. In fact, one of the success gurus long ago recommended calling local practitioners by long distance and getting their experiences in businesses. So long as you are far enough away to not be a competitor, businessmen like to brag and to teach. So, these informative interview audio clips are done in a grand tradition.

Knowledge is power, but only if you have the tools to gain the knowledge in a FAST, cost-effective manner. You need ACTIONABLE IDEAS; something you can take TODAY, and start making money with – best of all, you need a LOT of actionable ideas, in a fast, easy-to-use form, that works on YOUR time, and at YOUR pace.

The 61 hour CD is fantastic!!!! My mind is buzzing with ideas from listening to it

If I had to criticize your CD, I would say it's too long at 61 hrs to go through it even in a week or a month but boy is it a treasure chest of future money makers!! So the problem for me is that it is so good it pulls me back (good for you, though!!) to it like a "moth to a flame" and acts as a diversion to getting to my goal sooner. But where would you stop praising it!!

Goodness if you could not make a great living, at least, from any one of a thousand gems you really ought to forget about working for yourself on or of the net and get the best paid job you can cause you are not cut out for anything else!

**God bless,  
Tom**

I'm addicted to your audio clips!!! There is so much great information in them... I always come away with new ideas. I've listened to a lot of tape programs on marketing and copywriting... and I can honestly say that I've gotten more great insights from your audio interviews than I have from any other single source! In fact... one of the best sales letters I've ever written used an idea I got while listening to your clips... and ended up making my client a TON of money!

Thank you... I'm looking forward to more!

***Bartley Jones***  
**Bartley Jones Copywriting**

Oh my God! Louis's set of interviews is absolutely incredible.

The best way I can describe it, is like trying to drink out of a fire hydrant.

It's so powerful, that you can't just take it all in at one time. In fact, if you blink your eyes, you can miss countless amounts of information.

I have learned more great Internet sites in an hour than I have in a year of searching and researching on my own. Some sites I don't think I could ever find on my own.

This is a great resource. It will take me years to exhaust all of this information. These interviews are not just a Gold Mine, they are in fact THE WHOLE MOTHER LOAD.

Thank you so much for putting this together. It is absolutely invaluable.

***Al Robinson***

You know... I'm not easily impressed. It takes a mighty good product for me to sit up and take a second look (in this case a listen). Then... and only then... do I allow my name to be appended to a glowing comment. This is one of those times. Your audio interview with Luis Aruz is... quite simply...a MUST listen. Frankly, you should know

ALL the interviews you've conducted in the past have been first rate.

You have a keen sense of what to ask and how to present it. Bravo my friend, BRAVO!

***Darryl Ruff***

<http://www.Plug-In-The-Blanks.com>

Dare to fix things before they break. Our capacity for understanding is inversely proportional to how much we think we know. The more I know, the more I know I don't know. Michael Senoff's sixty-one (61) hours of audio clips on CD is a remarkable glimpse into the thought processes behind all successful businesses. I elected to read all of the transcripts, as well as listening to most of the recordings; and devoured all of this in about ten (10) days.

Throughout the clips, I witnessed the candor of neophyte and professional alike. Michael is good with people and gets them to open up quickly to reveal nuggets of wisdom not readily found elsewhere, in this format nor any other.

At first, the skeptic may find these a tad cheesy or overly simplistic; but, I listen on and most everyone who wants to learn something about marketing or business promotion or making money will find something that they do not already know.

Yes, sometimes I thought that I already knew something; but, once I found that others know the same thing, somehow, that different perspective puts a new light on the subject and that subject takes on a brand new life!

For instance, David and his Commercial Cleaning Service(s) describes how the simplest business can be extraordinarily profitable; but, just try and make the simple complicated and it is no longer the same business.

Or, Allan Miller, who buys and sells mobile homes, reinvigorated me to look closely at the small and simple opportunities to find outstanding potential.

Then, of course, I cannot forget the seasoned professionals, like Art Hamel, James Dixon, and Mr. X who taught me more than a thing or two about business, in general, and how to be creative in lending new life to age old business formulae. Indeed, it is remarkable to hear these successful people talk candidly about their businesses and the successful rules they follow.

The only two criticisms I can level are: [1] I wish that each session was formally anchored to a particular date and time; and [2] the transcripts are not word for word from the audio clips.

Let me congratulate you on a valuable labor of love - - please, continue publishing more of these tantalizing tidbits of business acumen!

***Michael***

It's a good thing I couldn't play it in my car...because I quickly discovered that listening to this collection of audio clips causes the brain to auto-launch into an idea-generating frenzy. Just when I thought I've heard the best part, along comes another more powerful lesson.

This thing is electrifying. Forget the fly on the wall metaphor. More like the towel boy being allowed into the inner sanctum— where the top players huddle and listen to the coach.

If you are a student of the market looking to hot-wire your marketing education, this CD is akin to a full scholarship!

Before I sat down and typed out this response, I promised myself not to resort to trite clichés and avoid them like the plague. But after hearing just a couple of the audio clips, I could not help but join the hallelujah chorus and say, I CAN'T BELIEVE MICHAEL IS HANDING OUT THIS CD FOR FREE! And I don't mean free if you send him money for shipping & handling. It's an all expenses paid (by him) private seminar!

I know he will stand to benefit from all this as well. Nevertheless, thank you so much, Michael. May your tribe increase!

Here's to win-win setups and profitable deals,

***Gus Ruiz***

Just a short note to say I found your audio clips most helpful. I run a modest advertising company in the UK and by implementing one or two of the joint venture ideas, I was able to increase turnover last month by 60%, during a traditionally quiet period.

You might have heard this a million times before, but I have to say; the audio seminars on your site are

incredible. Yes I have heard many audio seminars and I have been to several of them, but none of them gave me this much information as the information you have available on your site.

I love the conference with Jay, he is open, honest and straight to the point, with no hidden secrets.

I believe that this will be of great value for everyone who has access to these audio files.

Giving our members the opportunity to access these audio files will open a whole new world to the meaning of "online" marketing, and I thought I already knew a lot, after reading the courses of Corey Rudle and Jim Daniels, but these tele-conferences gave me a complete new direction to work on marketing.

I cannot tell you how much I appreciate your help, by giving me the opportunity to share this with all those people who don't know how to begin or where to start, THANK YOU! This will definitely help a ton of people who decide to join webmasterdream.biz

Kind regards,  
***William de Koord***

Michael I haven't paid much attention to your emails lately (hope I am not missing anything important), it is probably the heat here in Phoenix lately.

I have a little story to relate, which knowing the quality of your 61 Hours CD, you have heard over and over.

I was working on a job two and a half months ago, there was this job foreman that has been bored stiff with watching the trucks go by. The foreman usually can be caught taking an extended nap several times each day. Well on that particular day I stopped and handed him my MP3 playing CD player with your 61 Hour CD in it. I stopped back later and he said that he was really getting into the CD. I told him to keep it for a few days. As it turned out I wasn't on one of his jobs for about 3 weeks, when I asked him if I could get it back, I got this line about him letting his old boss listen to it (he used to manage a floor covering business and has been talking about going back to that because his current job is so boring.) A month goes by and I catch up to him again, "You can have it when my mom gets done listening to it." he says. I finally talked to him this afternoon and its' "I haven't been on the same job as you so..."

So the moral to my story is: "If you can't stand to be without something... don't loan it out."

***Mike Feddersen***

This CD is Jam Packed with clip after clip of the best marketing information I have ever found. I can't wait to start implementing these things into my business. No matter what your business is or even if you're just looking to start a business this CD has tons of information that will benefit you and be crucial to your

success. I wish I would have had this information a year ago when I started out because it would have saved me 100's of wasted hours and lots of severe headaches.

Thanks Michael, I can't wait to hear more from you.

***Rik Martin***  
**24 Hour Computer Solutions**

A big thanks for the CD. Professional is the understatement of the year. This is awesome and to be honest a little dangerous.

You see when I got it, I couldn't stop listening to it. My wife eventually dragged me away from the PC at 2 in the morning after I spent 4 hours listening to the seminars, and then threatened to leave me if I continued to sit with my headphones on for hours at a time and not talk to her.

Maybe you should put a small sign on the package that says DANGER, LISTEN AT YOUR OWN RISK. Anyway, a big thanks to you for an amazing product.

**All the best, and keep up the good work.**  
***Simcornay***

I have found your CD of audio clips and interviews to be extremely beneficial. Prior to finding your site I had been searching the internet for audio clips of marketing and sales experts. When I found your site it was like finding an undiscovered goldmine. I am only part the way through the audio clips on the CD but have found the information to be very useful already. I will continue to listen to it until I have listened to every last second."

***Patrick O'Brien***  
**Mortgage World Australia Pty Ltd**

I've got a secret that I don't share with many people.

I began listening to the audio recordings Michael Senoff has so kindly provided and realized that after each listening session my mind was alive, no, actually on fire with new, creative ideas and even solutions to marketing problems.

I became so inspired I started an entirely new business writing and recording talking banners and three minute recorded sales presentations for clients. But, before tackling any job for a client I first try to find one of

Michael's interviews that is relevant to the project. I listen to it BEFORE beginning the project. I truly believe my projects benefit from my secret technique. In fact, one script I wrote pulled a 65% order conversion rate! That's my secret.

***Dave Davies***

**Talking Banners**

<http://www.powergate.us/rcs/>

I've got to tell you - I'm really loving the CD you sent. There are some great interviews on there, each full of gold nuggets. I'm not even through half of them.

I think I may be one of the few people without an Ipod, but I'm considering getting one just to put these mp3s on so I can "drive and learn".

Perhaps I haven't come to the audio yet, but I'd like to hear one on how to actually implement the stages of the HMA system. You walked us through the analysis beautifully... I'd like to hear what you do next in the process.

Also, I think I may have emailed you from your website about this, but I find the navigation confusing. I'm never quite sure which page I'm on and what content I'll find there. Perhaps it's me, but it definitely can be frustrating.

But thank you, Michael. I appreciate the time you put into all of these and am looking forward to more.

**Great success,**

***Mark Eckenrode***

I will make this short and to the point. As you know I am a marketing/Profit growth strategist based in the UK. I am pretty sure that I have listened to all the audio on your site, taken a good few ideas from them and used them in my business.

But the biggest breakthroughs that I have made to date were by contacting the people you interviewed. From this I have developed a whole load of new networks of people that I can exchange information and ideas with. I have bypassed years of trial and error mistakes by picking the brains directly of people who have already trodden the path that I am going down which eases my journey tremendously. So for that I am as ever very grateful.

***Neil Phillips***

[www.paidonprofit.com](http://www.paidonprofit.com)

Just want to send you a heartfelt "thank you". I've been listening to your interviews and reading transcripts for over a year now. Lately, while in my office I generally either listen to a video I have of Chet Holmes or to one of your interviews. Your website is the closest thing I've ever experienced that is like the "sipping from a fire hose." There is, SO much great insight and value.

Last night, as I was in my office late and organizing files I thought I'd listen to Ron Ruiz aerial photographer. I didn't think there would be much there, but I used to take flying lessons when I was at Stanford AND you highly recommended it so I thought it would be worthwhile. Man, it was amazing.

Tonight something crazy happened. I was listening to the Sales Scripting interview with Bill Bodri. It was so good I downloaded the transcript so that I could feel every word. What a remarkable interview. Even weirder is that I had recently bought Mark Joyner's "The Irresistible Offer - How to Sell Your Product in 3 seconds or Less" and the bonuses were 10 of the Words That Sell Booklets (which you mention in the Sales Script interview). This morning I was reviewing the book again.

I don't know if you have that book yet, but you are living it. That was my thought as I read it - you are the Second Glass (that's a big compliment).

Michael, you are not only a fabulous marketer, but you are very generous, at first I thought, too generous. I didn't get it at first, but now I do. Recently a former client of mine told me about a problem he was having. I think he was secretly asking me if I could help him solve it (but he didn't actually ask me, I think he was asking me if I could help him with the problem, and if I could then he would hire me). Anyway, I found that I did some research to get him closer to his solution, showing him I understood the problem and could provide the solution. He asked me if I was marketing to him. I felt defensive and kind of shuffled around it.

The next day I went to see and to say that absolutely I was

marketing - everything I did was marketing (from Jay Levinson interview). What I wasn't doing was selling or advertising. I said that if he could work out the problem on his own that would be great, and here's some assistance. However, if he found he couldn't solve it or would rather have an outsider do it, then I might be available to help him.

I didn't have the words a few days ago. Now I do with the Sales Scripting. Next week I am meeting with a web master to help me create a website. Through my website I want to let tons of people know about you and your site so that they can benefit from it and you can get some sales from it. Since I first found your site I've been wondering how I can give back to you, beyond buying a product. I wanted to bring many buyers to you.

As my site gets developed I'll keep in contact to you to find out how I can best be of benefit, service to you. I have received so much from you.

Many of the interviews I listen to repeatedly like: Luis Arauz, Jay Levinson and especially Eugene Schwartz (but only for 33.33 minutes at a time).

I have read thousands of business books and gone to many seminars over the past 25 years. Until now, I have only tried to model myself after my business/finance/real estate mentor - Jack Miller. Now I find myself modeling after some of your methods.

**Keep up the good work.**  
***Mike Morales***

I just wanted to thank you. I am totally stunned, absolutely floored by your CD Vol. II silver. It's just so packed with incredible knowledge. I just cannot tell you how much I enjoy listening to it. I enjoy your way of presenting it and all your esteemed interviewees are incredible.

My business had to close down 18 months ago, after 30 years of 14 hour, 6 day working weeks due to lack of cash flow, leaving me with no pension, and massive debts after re-mortgaging several times, only to sink it in the business account for it to be sucked away along with my cashed-in pension – due in part to my lack of financial intelligence.

Since then i have been trying to educate myself, to secure my family's financial future. I only wish I could have listened to you 30 years ago, how different my life would have been. Anyway I emailed to praise you, not to give you my sob story, but I think it possibly adds to what I say if I give a bit of background.

I am now trying against the odds and bad credit history to make it (and my pension before it's too late) in property which I am in love with the prospect of. Don't worry I will be using due diligence and my own research, not other people's promises of discounted property etc.

So being so busy trying to get going in property, I am not really applying your stuff yet, and have only just started to listen to it, but as I say I am just so impressed by your knowledge, initiative, enthusiasm, you have inspired me no end. I actually got Art Hamel's business purchase course through you originally some time ago, which was also awesome. I love his attitude, as I do yours. It is compelling listening. I must admit I only managed to listen to the CD and not go through all the written stuff, as I am reading and listening to just so much property related stuff I just don't get the time. I cannot believe the amount of knowledge you pack onto your CD's. The work and skill you have put in and the fantastic people you have interviewed are totally astounding. I could go on and on, but li better stop now.

**THANK A BILLION,  
*Paul Anthony Harris.***

Thanks for your 65 hours CD. I am still using it everyday to generate some new ideas for my business and increase my online sales. I could not believe you are giving so much for FREE!

I used to buy many worthless ebooks about copywriting but I did not learn even one tenth of what your team of experts taught me on the subject. And to think of it I did not even pay for the shipping and handling of this CD...It was totally no string attached! The three biggest advantages of your offer are as follow: (a) a team of various experts; (b) a wide spectrum of topics to benefit any entrepreneur regardless of his or her field; finally (c) because it is in an MP3 format you do not have to read it on a computer screen like an ebook.

Once again thank you for give me this free but invaluable resource for my marketing strategies both online and offline!

***Dr Tony S. Brown***  
**Cyber Cash Flow**



I have to say the CD you sent me is amazing. I end up going to bed about four hours later than usual...and love it. You inspired me to begin doing my own interviews and I think it's going to be one of the best lead generation and business building tool I use this year. Keep it up. I tell everyone I know to check out your sites.

**Thanks,**  
***Rich French***  
www.richfrench.com

It all started with a recommendation from my dad. I was still suspicious about your offer, of free stuff, it is so often that we come across an offer on the net, that seems difficult to believe, however I was pleased to receive the free CD from you.

You are indeed extremely generous. The CDs have information that is not easily found, you either have to attend seminars and spend 000s of dollars. It is comprehensive and candid. As a marketing student, I certainly learnt a lot, it isn't very often do we find students challenging the thoughts of their professors, but I could, all credit to your CDs.

I am currently working with Franchising Association of India, after going through the informative content I think I am well equipped to be a marketing consultant focusing on certain market niches. Jay Abraham's practical answers to common marketing problems,

I have a suggestion, you can probably start some form of online assessment for the people that register to get a CD, and offer a graduation certificate, once they have gone through the entire audio tapes.

You should probably build a system and have a setoff structured guidelines and start franchising so that people actually have a system and can benefit, and also you can receive royalties.

I have already recommended and shall continue to recommend individuals to you.

**Thank you once again,**  
***Dhawal Shah***

I received the CD 61 Hours of Best Audio Interviews. I cannot get my head around the fact you are allowing your information to be used for FREE. The true mark of a teacher is one who gives selflessly and without condition.

You Mike are a true teacher, unlike the so called "gurus" who rehash a load of garbage which degenerates further through time. I wish to thank you for being one of the Good Guys. Your information is beyond measure, and the service you give is exceptional. I am glad to know you

**Thanks and God Bless,**  
***Keith***

I did receive your CD and first got a chance to listen to it last week. I am enjoying it thoroughly and find myself even listening to the interviews that at first glance I wouldn't have thought would interest me. I have referred a few people to your website based on the CD.

You seem to be a good resource for information so I imagine I will be speaking with you again in the future.

***Mike***

Well I personally think the audio CD is great. The only problem I have with it is not enough time to listen to as much as I would like! When it says that it may cause sleepless night I was skeptical to say the least. I got over that at 3am when I finally forced myself to turn the computer off and get some sleep.

I am really not looking to do internet marketing but have found some great information to help me with my business (sign and graphics shop). The clips on brochures and classified ads and the key words I found to give me some ideas to incorporate into my sign business.

The joint venture stuff also gave me some ideas as how I might "team up" with a couple of local business to promote some ideas that came to mind during all of this OVERWHELMING amount of information on the CD.

Now if you could just make the days a little longer so I could finish listening to the CD and put some of this stuff to good use! I guess I shouldn't say that as you probably have ways of creating more time also... but that just means more sleepless night!

**Thanks again,  
*Richard Kutz*  
GraphRicks**

I just wanted to thank you for sending me your free CD. I would have never realized the quality of this awesome gem if I hadn't experienced it first hand. Like everything you do, it is "overloaded" with high-quality content. One again, Michael you have gone the "extra mile"! This is why you are fast becoming the number one marketer in the world. You always over-deliver and keep your promises!

**Thank you my friend,  
*Stephen Davies*  
primoquest.com**

You sent me the audio CD a short while back and it's amazing. Your website's, [www.hardtofindseminars.com](http://www.hardtofindseminars.com) and [www.hardtofindads.com](http://www.hardtofindads.com), are among the 2 top resources I have seen as a marketer in my lifetime. Every time I'm on it I notice you have new audio's. Have you ever considered doing

something like a Joe Polish "tape of the month club"? You have so much great info that I think you're sitting on a goldmine. Plus you're no bs, make their mouth drop, no fluff interviewer. You ask the questions I want to know. I love that - your content is better than most I've paid for.

**Sincerely,  
*Michael***

Unfortunately this world is full of hype. Needless to say, I was a little skeptical about receiving a CD for free and also something that might be of some use for me. I am writing you to say that a) I was floored when I actually received the CD within 1 week and b) the information on the CD contains more useful education and information than I could ever imagine.

**Thank you for everything.  
*Darren Takenaga***

The CD has been the most valuable piece of information I have, after teaching my self copywriting skills from hunting threw pages of info on the web. I was under the impression that I learned the basics...it was not the case!

Your CD really opened my eyes to a widescreen view of copywriting and advertising, I will be happy to say it is the most powerful piece of combined audio and PDF files that I have. You should really charge at least the postage, this stuff is so red hot it almost set my mail box on fire.

It has provided me with a real insight into my new found skill. And since taking in all the audio clips and reading all the PDF files, I've started a business in copywriting and advertising.

Just wanted to say thank you for the chance in getting the CD, without it I would not have had the complete confidence in my abilities to start my own business.

**Warmest regards,  
*Robert Joy***

I just re-listened to the mp3 files on the interview you did with Jay Conrad Levinson and a lot of people tell me they like my interviews because of my interaction with my guests and not just asking a bunch of canned questions. Now I can appreciate what they were all saying.

You did a Heckuva good job. I thoroughly enjoyed it and I've listened to it completely 4 times since I got it but failed to drop you a note. Can I get a shame on my???

Listen Michael, I really appreciate all you are doing to make a positive difference. Please stay healthy dude so we can all continue to benefit from your talents and publications.

***Wayne "The Mango Man"***

Just had to drop you a note. I received your CD the other day, 61 hours of your Best Audio Interviews. This is like pure gold to me, never have I seen so much great information in one place.

I consider myself a student of Network and Online Marketing, and have been reading and listening to everything on the subject that I can get my hands on.

What you have put together is truly remarkable. Many thanks to you for your efforts.

***Mac Bodnar***

You have a unique style and delivery that sets you apart from the unscrupulous marketers that abound on the net. You offer a ton of free stuff and if someone wants to buy something you are associated with that's cool too.

Godspeed to you and your success.

**Sincerely,  
*James Lynch***

Time just slips away while listening to your audio CD!

I just load up as many audios as my mp3 player can handle and off I go, like "into my own little world" as my wife calls it, woops!

I am so impressed with what you have done with this, it has really opened my eyes to ideas and tactics that would probably have taken me YEARS to stumble on or only found through trial and error. I imagine people tell you this all the time, but I will say it again, Michael - You really know how to help others and give so much, thank you, thank you, thank you!

I will definitely spread the word about you and, of course, your business!

**Thanks again,  
*Craig Bak***  
cbak@creators.co.uk

Wow, I found your podcasts on iTunes and have been steadily downloading audio files and listening to them. I can't believe how many free downloads you have and how much I have learned so far. This is the information I have been searching for.

I am kicking myself over how much money I have spent in the past with very little if any return. I wish all that money spent was in your pocket instead of where it actually ended up. Your free information has by far surpassed the value of everything I have purchased in the past.

There are so many ideas that have popped up from just listening to all of the free downloads I feel frustrated that I can only go so fast in implementing the ideas.

I am so excited and reinvigorated over the possibilities. I have been recommending your site to everyone I know. It really is a goldmine.

I can tell it's going to take me awhile to process and act upon all of these great things I am learning but I am enjoying the process. Right now my hands are full with all of the free downloads but I plan to read every word of your website and look carefully at each one of your products.

You are by far my favorite marketing man!!!

**With much gratitude,  
Rebecca Maldonado  
www.magiccarpetcuisine.com**

I LOVE your site!

I run what is probably, no, DEFINITELY, the most successful personal training company in the UK as well as writing for national and international publications and appearing regularly on TV.

The marketing skills I used to get that coverage was mostly learned from audios on your site and lead to me becoming the highest paid trainer in the UK, so thank you.

I'm going to put some links on my [www.personaltrainersuccessacademy.com](http://www.personaltrainersuccessacademy.com) website.

**Dax Moy**

In today's world "Free" doesn't mean free anymore. It is quite refreshing to receive something that is actually free! Not only free but very valuable. There is so much on this CD that I have only begun to scratch the surface. What I am finding out is, not only is the content of this CD huge, each audio on it leads to much, much more. Thank you for providing so much value in one product that is totally free.

**Sincerely,  
Jim Bush**

The reason for my intended correspondence, was to absolutely give you my heartfelt gladness, and along with that, an enormity of kudos for what has been a most wonderful thing to watch, as I've been a very loyal observer and participant of your web-site and all that it offers so many of us.

The \$250,000,000.00 man, 14 minute audio I received within the last couple of days IS FABULOUS, and I'll listen to it yet again and again. I'll not keep you except to say, CONGRATULATIONS, and thank you again, for being the standard for so many of us out here.

**Always a Fan!  
Jay Palmer "Eagle"**

The CD finally arrived. And to put it bluntly...It was worth the wait!

I've been marketing successfully online for ten years now and this is one of the most informative products I've ever received. (And I receive a ton of review copies!) In fact, if you want a more detailed testimonial for your site, I'd be happy to send over more details on how thrilled I am with your CD.

Oh, and I'll definitely be taking you up on your generous offer to distribute the CD. In fact, I'm going to send it as a bonus to all my new customers from now on. :-)

**To your success,**  
***Jim Daniels***  
<http://www.bizweb2000.com>

Your site is AMAZING! Bet we are not the first ones to say that AND definitely not the last ones. You are a marketing magician with the greatest gift of all - an amazing willingness to help others.

We found your site about three weeks ago. Couldn't resist a second but had to download the copywriting MP3's straight away.

We've listened to 3 complete speakers' MP3's already.

Tonight, we've downloaded your Marketing Consultant info, which is, by the way, an explosive compilation of "vaulted" info. Thank you so much for all your efforts.

Thank you again so much for everything.

**Take good care,**  
***Di & Lu***

I have a complaint about your free CD. It has such a wealth of good resources and ideas that I can't listen to it while driving... I have to keep pulling over and writing things down. I'm going to wreck! ;-)

Seriously, as with your website, you have such great interviews on the CD. I've been going through some turmoil with my business, and anytime I need a pick me up, I turn to either the CD or your website.

I listened to Dan Kennedy yesterday, and heard a few golden nuggets.

You have become my major source for information and inspiration. Now I see how your plan of providing high quality, free information is the way to get loyal customers. I will consider you first now for anything I do or buy.

I look forward to talking with you soon, and moving a few of my projects ahead.

**With appreciation,**  
***Jill Harrington***  
[www.LupusRecoveryDiet.com](http://www.LupusRecoveryDiet.com)

I loved the CD. Seriously it is the most intriguing thing I have ever listened to. All I can say is WOW!

The advice you gave the guy that was a hauler is the best and financially rewarding tips I have ever gleaned from anything. This thing is valuable!

Thank you for your time and thank you for making this CD!

**Joshua Stewart**  
cyborgtek@yahoo.com

Thank you so much for the audio CD you sent me. I can't believe you give this stuff away for free. Just from listening to your CD, I've gotten tons of ideas that I can't wait to implement in my current and future businesses. The recording about the "Prince of Office Cleaning" has given me a great direction to go in as far as a residual income-type business.

I downloaded all of the mp3s to my portable mp3 player, and I've been listening to them as I go through my day. They're inspiring and informative, and you are a prince among men for providing these free of charge. You've got my trust, Mr. Senoff, and my business if I ever decide to buy some Jay Abraham tapes.

Let me know if there's anything I can ever do for you, and have a great day.

**Sean Payne**

Thanks for the CD Michael. I can't believe how much valuable information you have put together in this site/CD.

It is much more valuable than the 1,000's of dollars that I have spent so far on marketing material, CD's, books and e-books. I wish that I had found your site first!

I have learned a lot of practical ideas that I will be using to help my clients increase the profits of their businesses.

Thanks again for offering such a valuable resource.

**Jenn McGroary**  
www.cssites.com

The CD has been the most valuable piece of information I have. After teaching my self copywriting skills from hunting through pages of info on the web, I was under the impression that I had learned the basic's...it was not the case!

Your CD really opened my eyes to a widescreen view of copywriting and advertising, I will be happy to say it is the most powerful piece of combined audio and PDF files that I have. You should really charge at least for the postage. This stuff is so red hot it almost set my mail box on fire.

It has provided me with a real insight into my new found skill. And since taking in all the audio clips and reading all the PDF files, I've started a business in copywriting and advertising.

Just wanted to say thank you for the chance in getting the CD. Without it, I would not have had the complete confidence in my abilities to start my own business.

**Warmest regards,  
*Robert Joy***

Thanks Mike, this CD is so awesome. Your site is by far the best marketing resource ever, thank you so much. Your site has been such a great help to me, I was really struggling for answers, now I feel like I can develop the skills to back up my passion and faith. God bless.

***Max***

I would love to write you a testimonial. In fact I am listening to the single CD you sent me as we speak and being inspired beyond belief.

You see a few short years ago I was a Big Rig trucker who owned his own trucks – yes, two of them. I drove one and leased the other out. I was in debt up to my eyeballs but making money. So, I assumed I was doing the right thing. It was something I liked to do based on the fact that I hate most in house work where there are more bosses and “wanna be” bosses than workers. I far preferred having my load my truck and the open road. Less pressure.

One day not to many years back a provincial government, equal to state governor took it upon himself to create and mandate the implementation of No Fault Insurance which according to him would insure fair premiums for everyone in the province. Man, was that a scam. Anyway about 5 months after the implementation of the No Fault Scam I got rear ended by a drunk driver in my family car no less and hurt pretty bad. This effectively meant the end of my business. No one would retrain me in anything I could do and in fact I was advised to take a meager pension and go away quietly. Well I sure did a tail spin into depression.

I started researching the net for business opportunities and found that I had the talent to sell ice cubes to Eskimo's and get them to say thanks as I was taking their money. But I was faced and remain faced with the same problem. Because of an extremely limited income I just don't have even the smallest investment that I can afford to risk without risking the rest as it were. And, that means that many MARVELOUS opportunities pass me by. Not because I am not willing to work or because I am unwilling to invest — simple because I am unfortunate enough to be poor because of circumstances beyond my immediate control.

I have been hunting, learning, and researching information marketing for over a year between 4-9 hours a day. 7 days a week. That means I am prepared to work. Well I have been thinking lately that perhaps my lot in life is to be poor and at the mercy of the government pension. I was about ready to give up totally believing that there was no such thing as a business online that one could start with NO MONEY DOWN. But



you sent me this CD and I listen to it almost daily now to be inspired to keep on learning, and hunting. One day my shot will come and I will get out of this rut. for that sir I am grateful more then you may ever know.

I want to say in closing that I am not soliciting your pity or sympathy here. Nor am I looking for a handout. Perhaps a handup is an unrealistic expectation from anyone with a successful online business. But I would much rather have a hand up then a hand out. Oh well one day maybe I'll win the lottery while I am waiting. ;-)

Anyways if the above is the kind of testimonial you are seeking you are welcome to use it. If not then if you would give me a clearer idea what you would like I would be pleased to try and provide it for you without expectation of reward. In the mean time I want to offer from my heart my sincere desire that you and yours should. "Be Well & Prosper Always!"

**Most Sincerely,  
*William J. Burleigh***

Thanks for this and look forward to hearing the audios and reading your articles. Also, your interview with Mark Joyner was KICK-ASS! That is no exaggeration. It is so refreshing to hear a real interview after the constant deluge of Sell-a-thon/Sell-inar crap that all the Internet gurus spew out all the time. They usually only give out the milk on the calls and try and force you to pay for the real marketing meat after you purchase their courses for a shit-load of money.

You are a great interviewer and it's amazing how good an interview can turn out when it is not a scripted pitch in the guise of an interview. So, thanks man.

***Michael Scott Bailey***

Thanks for all you do.

You have helped me in more ways than you'll ever know. I learned a lot in particular from the Robin Elliot mp3 calls.

I approached a friend with a local 3PL company that helps businesses & manufacturers save money on LTL freight costs without sacrificing quality or delivery time. The way they work is they find ways to save money on freight...and they split the savings 50-50 with the local business.

They had no USP.

I shared a few ideas with them, they liked them but had no intent of using them for themselves. I called a few of their happy clients on my own time & found out what made their service special to the clients. I formulated my own USP for the 3PL that I pitched to a several manufacturing companies.

I formulated a set of questions to do on a phone interview that was modeled after the HMA presentation questionnaire. I then set up a few meetings between the 3PL & the local shippers & manufacturers and voila...

Three or four of them closed paying me anywhere from \$25 to \$100 a month...I even had a \$500 a month a deal! I then hit pay dirt last May I brokered a \$1,000,000 a year deal for them that pays me residuals of \$3,000-\$4,000 a month!

JV's have allowed me to work part time now at my normal job (this still allows me to keep my health insurance benefits.) I am even brokering JV's where I work and am being paid for my connections. (Some months I make more from JV's than from my salary & commissions)

I love J.V's!

***Frank Cheshire***

One of my hobbies is woodworking and one of my pieces was featured in an article about my sister's house.

Also, I am putting together my first info product and I am using your product creation secrets product from the HMA University to do so. A friend of mine and I are going to interview each other using your model. Your step-by-step process really makes it easy and we are both pretty excited about it. My first product is going to be a small business marketing program and then I am going to create additional similar products for niches. The first product will be on the market September 15. I am telling you this because now I have a deadline!

What you provide as support materials for us HMA consultants is absolutely amazing. Over the years, I've purchased several information products so I know what people are charging for quality materials. You are literally providing us with tens of thousands of dollars of high quality materials to help build our businesses. If you have any prospective consultants sitting on the fence about whether or not to buy the HMA system from you, please have them call me. Also, always feel free to use my comments as testimonials in any of your marketing materials.

**Best regards,**  
***Paul Flood***  
**Paul Flood Marketing**  
[www.paulfloodmarketing.com](http://www.paulfloodmarketing.com)

I've recently rediscovered your stuff thanks to Itunes. I had communicated via e-mail with you over 5 or 6 years ago. In fact you had one of my quotes on your website for the longest time!

I was selling houses the last 7 years and due to the decline am looking at a couple of opportunities. I've been inspired by your interviews. I formerly was in the media production business as well and have a lot of equipment that would work well to produce a podcast. I'm trying to figure out a niche to focus on. I've been listening to your interviews and generating a lot of ideas.

I thank you for making the interviews. I had a tough financial setback from putting too many eggs in one basket with the real estate. That won't happen again. I'm slowly getting things back in shape. I've

owned an online bridal advertising business for 10 years that I created called IowaBride.com. I'm thinking of putting together some sort of package to help others create that type of business AND another sideline to market to Brides of Interviews, e-book, etc.

Thank you again! When you and I communicated years ago, you were just kind of getting rolling, the success you've achieved is incredible and well deserved. Have a great day,

***Dan Maiers***

I would like to thank you for all interviews you have put on the net and on this CD which by the way I've just started listening too.

You have been like a University course for the last 6 months while I was taking chemotherapy for colon cancer. I've written a book on my two strokes in 2001 and I'm publishing it this year. Your information I'm sure will be invaluable as I market it.

**Again, thanks for all your help.**

***Jim Pettitt***

[www.jimpettitt.com](http://www.jimpettitt.com)

There is an amazing amount of content-rich information in the awesome audio interviews on this CD. I have hardly scratched the surface, but I will definitely make good use of all of it (ASAP)!

My brain is on overdrive with all the stimulation in the CD, and I am sure it will prove to be way more valuable than the price indicates. Glad I found you.

Thank you very much,

***Dave Takata***

I just listened to the recording with Taylor Trump. I was wondering if you know anything about his websites. I went to all of them and they are just parked domains or something. There's nothing there. I'd really like to read more about his stuff. Heck it'd be nice to meet him.

I never gave any feedback on some of the interviews. It's just I spend a whole lot of time studying this stuff and internalizing it, I don't think to do it. But this Taylor Trump recording is, in my opinion one of the most valuable recordings on the site. Taylor's got that practicality that is missing on the internet. I think that, like, 90 percent of the gurus are like that guy in King Kong.

These "hoo-hah look at my blurred up screen shot" guys run around the internet calling everybody to their theater, boasting, exaggerating...makes me sick sometimes but they 9.99 times out of 10, they never ever have the gigantic ape from Monster Island.

It struck a chord. I immediately identified with it. "Dedication to reality at all costs", that was the line. And then there was the part when you said that marketing is such a small world. There's only a small percentage that sacrifices the late hours and early mornings to studying, investing, going through, and understanding the material. Makes me feel good about what I've been doing...which is...all that. Now I'm in the transitions phases of taking action. I've started small steps but soon I'll be in the small percentage who take action.

Great interview.

That's my feedback. Please let me know about the Taylor Trump materials. Thanks

***Chris Flores***

Your interview with Billionaire Bill Bartmann on hard to find seminars was fantastic! It truly helped to build my confidence about who I am and what I'm capable of.

Bill Bartmann did not seem to have a chance at life from the beginning, but he just kept seeing opportunities and then took action!

Michael, as always you asked all the right questions.

Thank you so much for sharing this valuable information, and for FREE what a deal!

***Rosemary Phillips***  
**Rosemary's Potpourri Products**

...Your site ROCKS! Thanks for helping me take my plumbing company from \$0 to almost \$80k in sales this month and have almost \$425k in sales pending! You have made business fun again!!

**kindest Regards,**  
***Adam Warner***  
Executive Plumbing and Septic, LLC

[Regarding my audio information product,] I have 3 interviews setup. The first two are in the next few weeks however I have one who is ready now. Quite frankly I am receiving excited emails from everyone.

I decided to work on something like a natural health series of interviews. Since I juice daily and I use Cherie Calbom's "The Juice Lady's Guide To Juicing For Health", I decided to call her.

I actually wanted to work her juicing book into my Kroger marketing somehow with all of the green vegetables. I'm still working on that idea...

She was delighted to hear from me and is on board with my local grocery store idea...and she said yes to an interview.

**Blessings and Hugs,  
*Vivian***

I listened with great interest to what Ed had to say. His program is one that I would strongly recommend to other CPAs because of the value they could offer to their clients from the program.

I could see where other CPAs could benefit from recommending it to many of their business owner clients. The CPA could suggest that these clients listen to this recording, review the materials after they buy them and bring them in to the CPA with the sections tagged that they would like their CPA to help them implement.

Unlike so many other tax savings programs I've read or heard about in the past that came across like tax evasion, I was comfortable with how Ed presented his information. I'm even more impressed with the fact that these materials are footnoted and annotated with IRS references.

As you may recall, the most effective element in my program is how to take advantage of tax savings. What we talked about in my interview was aimed, for the most part, at a market that Ed's program is not. But my program could complement the successful business owners who effectively use Ed's tax savings program.

Business owners who effectively use Ed's program make it easier to earn and keep the money they need to enjoy the lifestyle they want today PLUS enough to save/invest to continue to enjoy the same or better lifestyle after they retire.

Thanks for sharing this with me, Michael.

***J. D. Miller, CPA***  
trustedadvisor@covad.net



## One Letter Away From Your Next Million

Just wanted to say this recording is a gem.

Every single minute of it has priceless information for the keen copywriting student or professional alike. It was incredible to hear Eugene talking about techniques, strategies and phenomenon that still stand true in advertising and copywriting today almost identically to the way he was using and applying them all those years ago.

The fundamentals and techniques he covered were nothing short of advertising genius and although you hear them mentioned by many of today's top copywriters, Eugene covers them in a way that is easy yet profound enough for anyone to understand and apply.

Everyone who is serious about copywriting should be listening to this recording many times over. A true diamond amongst a sea of resources available on the Internet today.

***Stephen Georgulis***  
**The Copywriting Ninja**

I've studied all the great copywriters and have a library full of over \$53,000 worth of marketing materials.

I learned more useful information from this recording than from some complete courses that I've paid more than \$2,000 for. Put aside whatever you are doing and listen to this recording right this second.

**kindest Regards,**  
***Eric Owens***  
VP of Operations <http://www.nitromarketing.com/>

I've just finished reading the transcript of Gene Schwartz's Lecture to Philips Publishing and I've got to tell you, that piece is practicable ...priceless... and pure gold.

This marketing information is coming from the master himself. Anyone who follows his blueprint is guaranteed more ideas - more success - more money, period!

It's spellbinding reading that anyone who's serious about marketing should read or listen to the audio. I mean he really gets down to where the rubber meets the road when he tells us to:

- Work intensely for short periods of time
- Don't create... understand and know your product inside out
- Write simple copy that directs the reader, not hard sell them

- Think about 'what your product does not what it is!
- Make the reader's gratification instantaneous
- Record your ideas immediately before they're forgotten
- Read at least an hour every day - on anything and everything
- Be aware of people around you - listen and you'll discover what emotions motivate them
- 10 seconds is all we have to grab... and keep a readers attention with a headline
- The most important word in copywriting - "You"
- Sprinkle a lot of adjectives throughout your copy

Your website is truly a marketer's resource center. I can honestly say that I've had a breakthrough.

**Keep up the good work.**

***Richard Hughes***

**Toronto, Canada**

I found this recording to be of exceptional value and highly applicable to not only copywriting, but also marketing, advertising and business.

There are several easy to understand, step-by-step exercises that Eugene takes you through to reveal his personal processes and procedures to help you write the best copy possible that will sell like crazy and impress even the most a stringent and critical client.

With this type of information available to you, it will give an inside advantage ahead of potentially more talented copywriters who do not have it.

I have listened to and paid for many seminars, tapes, books and programs...Many of the presenters of today could learn a thing or 2 or 3 or a lot more if they paid attention to what Eugene Schwartz presents here.

**Regards,**

***Peter J Aylwin Sydney Australia***

I just now finished listening to the recreation audio of the Eugene Schwartz speech.

What a powerful piece! I walked away from it with so many gems, it's hard to mention them all. For one thing, how I write copy for future clients will definitely change forever... and another important gem – I now have the courage to succeed.

The part about going for the touchdown is still ringing in my ears. I look forward to applying a totally different (and completely unexpected) approach in the project I'm writing for one of my current clients. It will surprise everyone, yet I have this gut feeling, based on this interview, it will be my best work to date. Thank you for sharing this audio. It's priceless!

**Warmest Regards,**

***Karen Myers***

Thank you so very much for making the speech by Eugene Schwartz available to us. I have never heard the entire world of Copy Writing explained in is such a straight forward and understandable way before.

The way the material is presented provides the content that should be taught in university level marketing course in a way that my "Chimpanzee Brain" can understand and make use of it. I now understand the power of knowing what that average person wants, remembering who my market really is, and keeping what my product DOES out in front of the customer. This recording was especially valuable to me, since Mr. Schwartz spent as much time as he did on his work with Rodel Publishing.

**Thank you once again,  
*Michael Howard***

I just found your site today as I was recommended by someone to listen to this audio – I am so pleased I went ahead and came to your site. This recording is incredible, he lays down the exact way to go about writing copy and to work intensively in short bursts...I love that idea and it is something I will do from this moment on.

Beside this, the principles talked about are incredible and things that I have never heard from anyone before. It seems that people like to over complicate the process and hearing it from a copy master in simple terms really cemented the key aspects to focus on.

The key points I picked up were:

- How to avoid "writers block" ie. How he writes copy – the method he uses
- How listening is key – that this opens people up to things they would not usually reveal – very eye-opening
- Writing to basic level of understanding – the chimp!
- The real purpose of the headline - it's not in fact to sell
- The conscious mind – I found this fascinating – how you can actually subdue (by focusing on one thing) it and let the ideas flood through
- The flow of the copy – leading the reader from one sentence to the next
- Counting adjectives in your copy
- Using facts and why all the preparation is important – do more work than the competition
- Connecting instead of creating (a new concept to me – but brilliant)
- He explains the process of having "losers", and this is necessary to prove you are doing your job correctly.

That's just a small amount from listening to it once – on the next listen I will be able to double the length of that list – I'm sure. I much prefer to hear information in this "down to earth" style which can be understood, instead of these so-called gurus trying to impress with silly terminology. I highly recommend



anyone interested in writing copy listen to this, I have no doubt it will stir many ideas in your mind, and change the way you think.

As I said earlier I just found your site today – but I will be coming back again and again as you have provided so much material here. You seem to have a great passion for marketing as I do – I am confident I will learn a great deal here. Thanks for making it available.

**All the best**  
***Thomas Crawford***  
**England, UK**

The recording of Eugene Schwartz' speech is simply AMAZING! I was riveted by the plain and simple but incredibly powerful step-by-step manner in which his copywriting secrets were made transparent.

It tells it like it is without any hype or false promises. This is so simple yet so awesome in its effectiveness.

**Thank You**  
***Les Crockford***

Finally a simple map to copywriting success. Eugene Schwartz explodes the myths of copywriting. Clear and to the point instructions on making money and success in life PERIOD.

His 27 success points must be burnt into your brain. Here is a list from my notes:

- Destroy the competition.
- Lock onto powerful ideas.
- Eliminate Writer's Block.
- Beat procrastination.
- Expose your market or die.
- FIRST rule for success in everything.
- How to Get 'em to read your copy.
- Where great headlines come from.
- What is Power copy?
- The purpose of a headline.
- Step by step copywriting.
- Who are you writing to?
- Measuring your success.
- Too much education.
- The purpose of the first sale.

This book should be highlighted and underlined over and over again...

***Stephen Street***

I have just listened to the three parts of the recreation of Eugene Schwartz's speech about copywriting. It was exciting to hear the information and ideas set out clearly and in a down to earth manner. I particularly liked the idea of setting a time limit of 33.33 minutes and then allow the subconscious to work on the information absorbed.

Much of the information and approaches I have heard put in other ways previously, such as the purpose of the Headline. I felt that Eugene Schwartz was quite direct and clear and made it seem quite possible for the average person to develop these skills.

**Thank You,  
*William Bradley***

This transcript gives insight into what is needed to become a successful copywriter. Unlike programs that write sales letter to sale a product, this man teaches how to become the writer who is able to sell words as well as yourself as a great copywriter.

The techniques and though patterns he espouses are of immediate benefit to one who wants to write copy. He is one of the few that states emphatically that to become great one must work at it. Unfortunately many are selling products that imply that writing sale copy is an easy process. Mr. Schwartz makes no pretense of this and states you must work at it. I guess this is why he is considered a master salesman.

***Clifford Ferguson***

Speaking as a Newbie or Beginner, I've been obsessively studying copywriting for over 17 months now. I listen and read everything I can get my hands on concerning copywriting - I listen to every free recording I stumble across. And, by far this Eugene Schwartz speech is the most thought provoking speech I have heard to date!

I am going to listen to it again, right now.

***Moe Fard***

**This is great stuff!**

I am a really back to basics person. I have learned many things in many different fields. I am an expert in learning new things and am writing a book about how. Eugene Schwartz gives an excellent and enlightening treatment of the basics of copywriting.

Eugene Schwartz really "lays it on the line". I especially like his view on "failure". There is nothing wrong with failure. Just keep trying different things! I would add there is no such thing as failure until you give up and quit.

Eugene Schwartz's audio was so enlightening and encouraging. Words from a true master. Now I know why I bought so many books from Rodale Books! I hated getting their ads because I knew I would be spending money! Or fighting myself not to! The copy was irresistible to me.

Thank you again, Michael, for being a provider of such excellent material. I can't thank you enough!

***Richard Conaway***

I just finished listening to the three Eugene Schwartz recordings and reading the transcripts. Wow! No wonder he is considered the greatest copywriter of all time. What simple, powerful, mind-stretching ideas.

Two really stick with me. First is that we do not create — God creates, we connect. We take an idea or part of a concept from here and connect it with another idea or part of another concept in a way that is new. This really ties the copy to the product.

Second, there is the idea that we do not create a demand for a product or service. The demand must be there but we simply focus it or "channel it" to the product as a way of meeting the demand.

Thanks for making this available. This has really opened my eyes in so many ways. Now, please pardon me while I listen to the recordings again.

***Gary D. Harvey, Ph.D. St. Louis, MO***

The speech by Eugene Schwartz is a real gem. I especially liked the stuff about the power of "you" in headlines, etc.

Every time I put "you" or "you're" in my marketing pieces, the response goes way up.

Anybody even thinking about making money using the written word would be an absolute fool to not pay attention to Eugene Schwartz.

This gentleman is truly one of the great masters of our time.

Thanks for posting this great speech.

**Regards,  
*Don Benvenuto***

**The Eugene Schwartz speech is "right on the money".**

He wastes no time but gives hard-hitting, to the point advice that cuts through the details and goes straight to the core, the backbone of the advertising mechanism. His expertise shows in each bit of information he's giving, and his work-attitude is highly inspiring.

This speech alone is enough to set people off in the right direction of direct marketing, avoiding the pitfalls of so called "gurus" and instead, going straight for the gold. A million-dollar masterpiece!

Erik Mulder, Copywriter and head marketer of Roinetmarketing.com

For months, I have been coming back to your website and getting an extremely valuable education on marketing, opportunities, business models, etc. It is like a birthday party with a lot of presents.

Every audio recording I "unwrap" brings surprises and enjoyment. The Eugene Schwartz recording and transcript is no exception. I have learned more from the audio/transcript than the hundreds of books that are sitting on my shelves. Thank you.

Sincerely,  
***Darren Takenaga***

Responding to your latest email and the link to the Eugene Schwartz audio, I compared you to the copper top battery. You just keep giving and giving and giving.

Thank you for such a priceless gem and a great learning experience. Eugene's lessons, dig, dig deep, listen, and to learn the language and the desires of the prospects, were not only about copywriting but about everyday life – especially his Zen approach to doing or not doing the task at hand. A real prize.

***Jerry Smith***

The interview with Eugene Schwartz was pure gold! I would call his approach the common man's Zen method of writing powerful copy. His information on headline writing completely reset my approach.

I can't wait to employ it on my next ad. Anyone who is not paying attention to this genius copywriter is leaving 90% of their potential "on the table".

Warm Regards,  
***Dave Davies***  
**Founder PowerGate Applied Learning Systems**

I have bought courses and products from Dan Kennedy, Joe Vitale, Joe Sugarman, and Yanik Silver and no one I MEAN NO ONE has better Million-Dollar Ads and Audio than Michael Senoff!

And I absolutely love Dan, Joe Vitale, Joe Sugarman, and Yanik with a passion...but what Michael provides in value is genius!!

Among my favorite copywriters are the me I mentioned above and I just found out about Michael's sites ([www.hardtofindseminars.com](http://www.hardtofindseminars.com)) and ([www.hardtofindads.com](http://www.hardtofindads.com)) and instantly Michael has made it on my priority list as #1. You should hear the message I left him on his voice mail telling him how much of a genius he was!

Michael, the truth of the matter is I have been studying copywriting for about a year now and it's the

most liberating thing I have done business-wise. Now after all of the courses, reviews, books, tapes and CD's I have read I must say that the audio files that you have on your website are absolutely fabulous!!!

And all of those million-dollar incredibly hard to find ads are brilliant. Once I saw the ads from Claude Hopkins and Lord & Thomas, I feel that from now on I will be unstoppable and I am doing incredibly well now!

Although I am telling everyone about [www.hardtofindseminars.com](http://www.hardtofindseminars.com) I am hardly telling anyone about [hardtofindads.com](http://hardtofindads.com) I know should but there is so much stuff on there that once I master it, I will let the cat out of the bag.

Really all bullshit aside, 3 days ago I didn't know who Michael was and the last 24 hours, because of his content, I value him in the same regard that I do Joe Vitale, Yanik Silver, Jim Edwards and Dan Kennedy and I looooooowwwe these guys. I have committed to giving Dan at least \$1250 a year minimum so this tells you how I feel about Michael.

I look forward to doing a lot of business with you and keep cranking out that great material. I am promoting you to every person I know....thank God I met you and I mean that!

And I don't write testimonials for anyone except those I mentioned above but the truth is I LOVE WHAT YOU HAVE DONE!

***Ian Dunlap***  
**President of Genius Marketing Firm**

This Eugene Schwartz content is pure gold. I can't believe how many modern day marketing consultants are borrowing this content and farming it out as their own! My how the long hours in the industry do take a toll on the old memory. As a want to be copywriter I've personally paid more to receive less than is offered here in around 90 minutes. Thank you for this great content Michael!

***Evan***

Well, I personally think the audio CD is great. The only problem I have with it is not enough time to listen to as much as I would like! When it says that it may cause sleepless night I was skeptical to say the least. I got over that at 3am when I finally forced myself to turn the computer off and get some sleep.

I am really not looking to do internet marketing but have found some great information to help me with my business (sign and graphics shop). The clips on brochures and classified ads and the key words I found to give me some ideas to incorporate into my sign business. The joint venture stuff also gave me some ideas as how I might "team up" with a couple of local business to promote some ideas that came to mind during all of this OVERWHELMING amount of information on the cd. Now if you could just make the days a little longer so I could finish listening to the CD and put some of this stuff to good use! I guess I shouldn't say that as you probably have ways of creating more time also... but that just means more sleepless night!

**Thanks again,**  
***Richard Kutz***  
**GraphRicks**

For a long time I have had a strong desire to study the work of the legendary copywriter, Claude Hopkins. But I never thought it would be possible. Until, that is, I came across Michael's web site. Still, I was skeptical. I had never paid for the privilege of having access to a web site, or to download information. Initially, after having made the investment, I experienced some technical difficulties. Mike personally called to help me straighten out the problem, a gentleman.

If you are a marketing executive, or need to write copy for a business, you will want to make good use of what can only be described as a treasure chest of classic advertisements by the greatest copywriters of the 20th century.

***Chris McMorrow***

On your web site, I have found multitudes of opportunities. Just like the Schwartz book, everything on your site spurs creativity.

Reading this essay breaks down what every company needs to do through, not only their direct response advertising, but putting forth the research efforts to building their sales presentations. Reminds me of the home shows, etc. where we receive the "infomercials" live. Have always wondered why more companies don't do this type of marketing/sales.

Somewhere, I read that most people want other people to do the work for them. People want instant gratification with no work. This is certainly the opportunity for marketing consultants armed with the know how that Schwartz and many others bring to the table. As for sales people, if nothing else, they must take heed in the listening part of this message. This is certainly consultative sales as we should know it today.

Thanks for the opportunity to read and listen to this master. You must know that I will be visiting your website on a daily basis if for no other reason (but there are many), is to provide constant mental energy and insight.

***Kevin Kern***  
**Indianapolis, Indiana**

I just wanted to tell you thanks for your example of persistence in marketing. I don't even know how I found your web site, but I am so glad I did.

I had really been struggling for about 4 years to generate profitable and consistent business in my rehab clinic, and was considering getting out of practice. We were barely keeping our heads above water, my wife was working full time, and we had our two boys in day care. I knew if I could just get the collections to around 20k per month then we could pay our overhead/debts, and my wife could do what she wanted to do-be at home to provide the stability and nurturing that my boys needed. I just couldn't figure out how to do all the things I needed to do to increase the business before it collapsed.

When I listened to the interview with Eugene Schwartz, I realized that I had two serious problems; one

was starting too many projects and not taking the time to get them done, the second was knowing that certain projects would probably take more time than I had, so

I just didn't start them at all. I struggled to be productive when I wasn't with patients so that I could attract more new business, and still take care of the existing patients. When I started setting the timer to beep at 33 minutes my production started to rise, then soar. Within about 4 weeks I had stopped wasting my time with analysis paralysis, and started to see some tangible results. I was getting marketing and patient reactivation letters done, creating productive lead generation ads, and then I started into a 2 year growth period that allowed us to collect 35k in June of this year, which was more than triple where we were when we started the process. My wife was able to quit her job early on, we were able to buy a home, and we had another baby.

We are now able to have my wife at home to raise all three of them without them being in day care. Life is so much better, knowing that we are able to teach and instill values in them that even the most conscientious day care provider would never do. My wife and my boys are the reason I come to work, and now I can provide a good living for my family.

Thanks for the interviews and the access to such a vast amount of information. The Schwartz interview that you allowed me to download made a huge difference. Thank you, thank you!

Sincerely,  
***Dr. Jason Smith***

p.s. My clinic was so busy and productive heading into our record months that I convinced myself 8 months ago that I could stop spending time, energy and money marketing my practice. The downward spiraling production of the last six months of this year since the record 35K month have once again taught me a lesson that I can never stop marketing. Thanks for your frequent brief emails, they are a breath of fresh marketing air. I am recommitting myself once again to consistent marketing.

This is what I heard. Work for 33.33 min. then walk away for five min. and think about anything but what you are working on. Read for at least 1 hour a day. Don't sell the product but instead show what the product can do for you. That you can not create demand but have to flow with the demand.

But enough about what I heard. Let's talk about what I felt. I felt that this man knows what he is talking about and that I can make a lot more money on line if I knew just a fraction of what Eugene knows.

Will I listen to this recording again? You bet I will because I need to learn what he is teaching. Will I read his book? Yes with a yellow marker and pen available to highlight and put notes in the margin.

"Breakthrough Advertising" is a must have for anyone who wants to sell anything on line or off.

Thank You,  
***Tom Robarge***

RE: 130 copies of Eugene Schwartz's book. Michael, I've listened to the audio dozens and dozens of times. Often as I go to sleep I start it on the pc. (I even listen to it while sleeping.) Human nature fascinates me and I am intrigued by Gene Schwartz. He knows humankind. Man has barely gotten out of hunting/gathering to space travel. Done in a wisp of time on the grand picture. We are wired as primates because our species spent eons in the bush. Gene Schwartz is perhaps the most masterful salesman ever. I read recently that by some measures he might be the greatest. All done from a small home office. He paints powerful word pictures. His insights to emotions morph into persuasion. Buy on emotion and justify with logic.

A friend was over one night. I played the audio for her. She has never been in sales or commerce. She asked laughingly at the beginning, "is he for real?" She thought it was some theatre for the mind. Which it is, engaging, thought provoking.

Everyone's education in life would benefit by access to Gene's insight. Michael I congratulate you for what you do.

**Best regards,**  
***Joe Hruban***  
**Stinson Beach, California**

The content of the fictional recreation of "a rare speech" given by Eugene Schwartz is a timeless classic and a very logical kind of marketing. It seems that a lot of marketers online today are the "text writers" described in the speech. They try to create a demand rather than channel it. Current headlines used by them attempt to sell which is not their primary purpose according to Eugene Schwartz! Some current marketers do test for results but it seems that most would rather rely on the macho approach of eyeballing an ad and saying that it will work because that marketers years and years of experience tells him so. His concept of physical versus functional product is still followed today by some of the better copywriters! I liked his advice about going for the grand slam, not worrying about failing and not settling for a little five percent increase.

I am looking forward to getting a copy of Eugene Schwartz's book Breakthrough Advertising, even if it's not an original print! Thank you for the opportunity!

**Sincerely,**  
***Paula Yates***

I just wanted to let you know I've gotten GREAT value out of your site.

The interviews you give are outstanding because you don't beat around the bush. They are always chock full of practical information.

My two favorites? I'll tell you this, I've listened to a bunch of them! Especially the ones on copywriting – my passion. But, I still like the Brian Keith Voiles and the Schwartz ones the best.

**Anyway, thanks Michael**  
***Lee Honts***



What a fantastic audio recording "from" Eugene Schwartz. I was mesmerized. You see, I'm starting a venture which will involve some copywriting and I have already done a fair bit of research and bought a few books on the subject. But now that I've heard this interview, I have a new and clear perspective on this subject. I was especially impressed with his concept of keeping it simple. Oh, and his idea of using a timer? Brilliant! I'm forever burning my brain out and he has again reminded me that the simple solution is the best solution. Thank you again for this excellent resource.

***John Oliver***  
**Perth, Australia**

I can't thank you enough for your advice regarding how to become a good copywriter. It is a rare occasion when people like yourself reach out to novices. Additionally, thank you for your website which provides free valuable information!

My only regret is I wish I had known about your website earlier!

**Again thank you!**  
***Toxie Givins***

Your Gene Schwartz interview was truly a godsend for a copywriting student like myself. I had many questions and through your interview many of these questions were answered. It is an inspiration and truly remarkable job that you have done. Being from the West, I can relate to his philosophy.

I know I will be referring to this quite a bit in my own writings. I can't thank you enough for creating this and offering it for free (although it is definitely worth quite a bit.. priceless would be a more adequate term).

I admit I spend a lot of time reading and rereading thru the material on your site. I have made your site my number 1 resource for information! Again, thank you for the interview. As a copywriting cub it gave me the encouragement and inspiration to know I am in the right field.

***Linda Lloyd***

Thanks so much for the Swartz recordings. I've written copy on and off for close to 20 years. Much of what I've written has bombed and some have been amazingly successful. After listening and reading Eugene's synopsis on copywriting, it's easy to see why so many pieces I've written haven't worked. His simple, clear and concise explanation on headlines I'll be going over again and again.

This is the first time I've had the privilege of having an insight into Eugene's thinking... I wish I'd had this information 20 years ago. I'd be a rich man now, that's for sure. Thanks again for sharing this treasure.

**Regards,**  
***Peter Frank***

Your site is solid gold! I've only just begun to scratch the surface of the incredible scope of knowledge that's available.

I recently listened to a seminar you did called "Kick Starting Your Copywriting Business". You had a conversation with a man named Mark that was just starting his copywriting business, as am I.

I became really intrigued with a concept you introduced to him. You advised him to look at completed ebay auctions for large ticket items that went unsold. I have been monitoring ebay as you advised and see a gold mine hidden there...

Judging by the content of your website — you're one of the most generous men on the planet! Thanks again for the wealth of knowledge you are making available.

**Hank Rosen**  
[www.hankwrites.com](http://www.hankwrites.com)

Just a quick note to say that the material you provide is priceless, and I am increasingly blown away by the way you know how to deliver it, just when it seems that I am looking for something to power up my copy.

Ben Settle referred me on to you and I am truly grateful.

As a relative newcomer to the big world of copywriting after studying AWAI's first course and being in the middle of the second one, I have my own freelance copywriting business and I can only say what a privileged choice of career I have... I am in San Diego right now in fact, thanks to a major client who paid for me to come here to develop the web area of her business. I live in Melbourne, Australia, and Sydney from time to time having just left there after 11 years.

I'm humbled by the gift I have, and how my 'simple choice' to set up my own self-designed website that wasn't even properly optimized was the key to differentiating me in the marketplace. A major client in Florida/Utah found my website and in spite of its humble appeal, he recognized my latent talents, and I have been asked by the co-founders of that company to become their chief copywriter.

**Warmest regards,**  
**Terri Mitchell**  
[www.twohandsdancing.com](http://www.twohandsdancing.com)

Your website has been a great resource for me over the years. I appreciate all the greatness you provide. Thank you, Michael.

I just got a great offer from Ben Settle regarding a swipe file resource from you. And in fact I've been looking for something like this for a while. Now I already have classic swipe file material. But I don't know who wrote what. What I'm looking for is a swipe file of only the winning ads from the top copywriters that I can access by the name of the author as well as the title.

Thanks again for all you do for all of us on your list.

**Best wishes,**  
**Pete**

Thank you so much for your help. Your site is a God-send. Just to refresh you and make sure it's clear how much I know about copywriting, I have made a whole list of words from the audios and am composing a glossary because copywriting language is Greek to me. (hard offer? white pages? magalog? rollout?)

When I complete it, if you want to add it to your site (like what completely green people don't know) I'd be happy to send it to you if it's of any use to you. I will tell you that the glossaries on the internet that I've been able to find don't have most of these words so when I get it done it will have significant value to newbies unless I simply haven't located the site that has such a glossary. In any case, if I haven't located it then it isn't easy to locate at all, trust me. I will say

I'm enjoying the learning process immensely and loving copywriting. Get paid to write about things I believe in, such as alternative health care? And me, an aspiring poet/screenwriter? Oh, come on! Life couldn't get any sweeter than understanding and conquering this field and doing it for a living while I pursue The Sale of the Great Script. I'm so glad I learned of your site. It's the best one!

**Best wishes,  
Valerie S. Hailey**

"Well Michael, here's the thing. I think the sun shines out of your arse! Really I do"

This morning I downloaded the 650 odd pages of transcripts for perusal. To be frank I didn't have much time to read it as I have a lot of work to do... consulting, writing ads etc.

Guess what's happened? You've blew my whole day. It's 1pm... and I've been up for hours and hours reading the transcripts. I haven't exercised... I haven't meditated, which I do daily. I only just had a shower now.

In addition, so I wouldn't be away from the transcripts too long... I ran downstairs and had pizza from last night for breakfast... and came straight back up.

I NEVER do that! Ever.

I cannot get over how much information you share in this CD. It's excellent. My whole day has been throwing into disarray, but I love it. I've allocated a chunk of my weekend to sit down and summaries the key points in the CD (keep in mind I've rearranged by very busy weekend to do this!).

In short, I've got some ideas for this CD. To be clear: I'm not doing it for the \$20,000 marketing seminar. It would be good to win it (as you can NEVER stop learning), but to be honest I don't really care. I'd give you feedback based solely on the fact that you asked for it!

Here are some ideas for the compact disc. Hopefully there's a pearl in here for you:

- \* Offer the reprint rights for the CD to bus opportunity marketers. Of course, ensure the content is laced with your URL
- \* Do joint ventures with bus opp marketers... you hold onto the rights
- \* Chop down the 650 pages to the one hundred core principles. Turn it into a Q and A (in fact, this is what I'm going to undertake this weekend. If I get through it, I'll send it to you... as a gift. It's the least I can do with these transcripts you've allowed me to listen to

- \* Rent lists of bus opp seekers and sell the disc for \$20... or some other break even price
- \* Convert individual components into individual reports... offer them as lead generators for whatever backend products you're selling. You cover so many interesting topics... ranging from how to write copy for the big mailers... all the way to licensing.
- \* Convert individual components into little articles and offer them to e-zines to send to their subscribers. Again you've got so much information, you could do this. Just add to the resource box something like... "This article is from (jazzy name of CD ROM). For your free copy go to [www.hardtofindseminars.com](http://www.hardtofindseminars.com)
- \* Or here's a great idea. Convert them to reports, and offer people with e-zines the reprint rights to the reports. They can choose to sell it to their subscribers... or... give it for free (just as long as your resource box is kept that the bottom). This should get a lot of them aboard and is a great value add for them.
- \* Compile these reports into a manual and sell them... to your database and the database of companies you joint venture with... or by renting lists of bus opp seekers
- \* Create a search field on your website that so anybody who wants to know your thoughts on a particular topic e.g. the use of SRDS... they can download the transcripts or audios onto their desktop.
- \* Chop up the sections where you talk about hardtofindseminars.com and how you started it etc... and show people how the methodology can be adapted to any industry... in any field. Show them how to buy hard to find... or second hand items and turn it into a profitable business. You may even wish to turn this into a business in a box... and license it. Give people templates approach letters... jv letters and the like. This is a bit of work, but it's another idea.
- \* Approach the likes of Jay who is giving away loads of information for his mastermind seminars and offer to give the CD away to his database (or electronic transcripts). It may be a little late for mastermind as it's fast approaching... but it's something you may wish to keep up your sleeve for the future. And of course, you can do this with every other marketing great in the world. This CD is a great product... and bloody impressive. You should get some takers.
- \* Give the CD its own URL. Jay amassed a huge database with Stealth Marketing by offering people a free download... as you probably know. You can always do the same with the transcripts. Actually, if you decide to ultimately chop the CD up with some of the ideas in this email... you should charge a shit load for the CD... at least \$300 or \$400. But... before you do.... give it its own URL and offer free downloads to the transcripts. Put a deadline on it and make it stick. Let all your contacts in the marketing arena know what you're doing... have them tell their subscribers as a service (perhaps you'll need to give your contacts something in return). This should get word around a wee bit
- \* Contact Paul Krupin at I media fax and do a mass press release campaign. Get your arse on radio for bus opp seekers and business owners and talk about the CD. Give advice in your customary, no bullshit style... and tell them the CD is for free... but up until a date. After that, bad luck they've missed out.

- \* Convert the pearl of nuggets into a \$25 book. Great for lead generating. Do what Hartunian does and get publicity for it.
- \* Sell the transcripts of the better consultations as individual products.

I guess that's it for now. I've GOT TO get started on my day (it's 2pm. I've spent the best part of 3/4 an hour on this email).

Hope this helps. I may not be clear on some of this because I've rushed thru it a little bit. I think there are some real possibilities in here.

You're a top guy, keep up the good work. As far as buying materials are covered... I will NEVER buy from anywhere else but YOU!

**Cheers,  
Alexi**

P.S. I'm back. I've had technical problems and couldn't send the email. It's in the evening and I've got some more ideas for you. Thinking about it, it would be good to win the first prize!

Given you cover such a broad range of topics, there's no reason why you can offer 'how to' articles to trade publications... on subjects specifically relating to their field. For example you talk about the importance of copy in some places (I've only read up to page 148) any trade publication can run an article on that. At the end of the article, offer a free copy of the CD... they either go to your website, or call a free recorded message.

OR same deal again, on the CD you spoke to a guy named Don about the mortgage business. There's absolutely no reason why you can't do an article based on that interview... and... if readers want the fool scoop, they get the CD. Of course, you do duplicate this across as many industries you can.

You know what my concern is with this CD, is the fact you're giving it for free. People will devalue the darn thing. That's not fair. This CD has more good information on it than products I've paid alot of money for. If I were you I'd really do what Jay would do and slice it and dice it in a variety of ways, as I've outlined in this email. Get more mileage of it. You know turn it into reports... articles.... individual transcripts... sell reprint rights to some of the information converted to reports... sell the reprint rights for entire CD... even convert it audio tapes and sell the sucker for \$700, with transcripts and perhaps a critique or two from you... do radio shows and offer it to people.

What referral program have you got in place for the CD? Have you tried giving a gift certificate worth \$50, redeemable against next purchase, for every 5 referrals or so? You know the life time value of your average client, so work it out.

I'm sure your clients would be willing to offer it to their clients, distributors etc as gifts. Have you approached them?

This may be a stupid, but it's worth it. You've probably got a shit load of contacts who are releasing books... and want to get #1 listing on Amazon. COM... somebody like Joe Vitale. Offer your CD as a free value add for people who buy the book. This should get your CD in the hands of loads of people.

If you don't have that many contacts (unlikely), but if you don't contact somebody like Joe and ask him to put you in contact with Mark Joyner, Mark Victor Hansen etc etc. I'm sure they'd love to use your book as a great value add.

Or... what if you approached people are in the process of releasing their book... but don't know how to get it to #1 on Amazon. COM and offer to educate them on the process.... plus... give your CD as a free bonus.

Or... what if you obtained the rights to books on the market that haven't sold well... but are well written... and written for a market with an insatiable appetite. You could use your CD over and over again... and you'd keep a chunk of the profit on the sale of the book.

Or... break the CD up into various smaller CDs and approach budding authors... authors of failed books... and your successful contacts. Now you'll have multiple products to offer people as value adds... and the market won't get sick of seeing the same CD.

The same applies to converting the information to e-book... and allowing Amazon. COM customers to download that, instead of receiving the CD.

BTW, I tried getting the CD a while back, but I had technical problem ordering it. So I didn't bother. You know what would have made me try again? If you had sent me a series of articles... from the CD. You know, informational stuff that's really interesting.

The best in the world at this is Jay... so you know what I mean.

What if you approached all the 'business coaches' out there and offered your CD as a value add to their products... for their prospective consulting clients etc. They should go for it.

Melvin powers great!!!! You are the Michael Phelps of interviewing! You want the gold medal! My dream is to listen to an interview with Ben Suarez!!! Thank You,

***Edward Russo***

Brilliant work you're doing. Love the CD you sent me and I am really grateful for it and also the Popcorn Box. What a novel, no that doesn't seem to do it justice, what a unique little touch. I'd like to know where you gleaned that little gimmick from. Pure genius in my eyes.

Best wishes and may you and your family forever have health and happiness.

***Paul Davey.***  
**Scarborough, United Kingdom**

Hey Michael! We are loving your CD! We would like to contact or get more information about two of your interviews: Trailer Sales Guy Commercial Cleaning Guy in Canada Thanks so much for all you do! Best of luck to you!

***Denny and Chris Rocca***

I just purchased a couple items from your site and look forward to reviewing the materials within. Although you have been through a lot to make it to this point in your life, I want to tell you that words can not elaborate the gratitude I have towards your work. Thank you. I wish to know more about the book by Clyde Badell. Also, I would like to know - why are all these proven techniques based in the early 1900s? I have nothing against that time, but wonder if we are not in fact, starting a new cycle of writers. Thank you for your time and consideration.

Sincerely,  
**Wesley Walden**

I'm sure you get tons of these but just another thank you for the ideas and information you provide.

I'm following your lead and am currently putting together recorded phone calls with leading health and medical experts for my site. They will all be available free, just like you are doing. So, yea, I stole your idea like any good marketer would do.

Thanks again, Mike, for the info and the idea.

**West Conner**

I knew it. The Eugene Schwartz audio is killer. I see you selected it amongst one of your best. The dude is a monster

Hey Michael thanks for the help man there truly is no one like you.

I should have been tearing through these audio interviews a long time ago.

I appreciate you guiding me through your site Michael. That makes you so unique and original. The value behind your stuff is unbelievable.

I now need to find those markets.

I'm going to the joint venture recordings now!!

**Marcelino Latorre**

FANTASTIC interview with Chris! For the last year I've been going crazy trying to figure out how to do HMA based "earn-in" acquisition

deals with baby-boomer owners.

When I read your email first thing this morning, I jumped up from my computer "screaming" with excitement. What a great New Year's Gift!!!

I set my financial goals for 2009 six weeks ago, not quite knowing how I was going to meet (or exceed them) without stressing myself out.

**YOU'VE ANSWERED MY PRAYERS!**

**YOU ARE THE MAN!!!**

How soon can you put me in touch with Chris? Please pass my cell phone number, on to him or I can call him.

I was missing the piece he has (how to approach and structure the deals). My plan was to acquire, grow, and get the businesses on autopilot within 12 months. I've got some resources that will certainly help build out his model. I'm sure we can help and collaborate with each other.

**I'm probably not going to eat or sleep much until I speak with him!**

Your timely interview with Chris will make up for the rough year my family and I experienced in 2008.

This interview clearly represents a life-changing experience for me.

This doesn't just make my day...it makes my future starting today.

Thank You Very Very Much!

***Rodney Burge***

The Melvin Powers interview is incredible.

The value behind these interviews goes way beyond money.

This is life changing stuff Mr. Senoff, the future seems so promising.

I just want to say thanks dude and GREAT JOB!!

***Marcelino Latorre***

Keep it up....your changing lives with this great service you provide!!

I had to email you and tell you how your services changed my wife's business around!!

I found out about you while searching on ebay for a book or something and I read your "about me" page. Checked out your website and ordered the free CD.

When it came in, I started listening to the copywriting sections with Brian Keith Voiles, Joe Vitale, Eugene Schwartz and others. The information you pick from these guys brains is priceless. If you bought these guys information products or attended their seminars, you would pay tens of thousands of dollars!!

You provide it for free.

I really learned a lot from Brian Keith Voiles about testimonials and how they work. I applied his



techniques to my wife's business(hairbow instructions and supplies) and completely turned it around in about 3 months. She sells "How To Make HairBow Instructions" and supplies on ebay. There are about 3-5 TOP POWERSELLERS in this niche and before I applied these techniques, she was ranked #15 (Research from TERAPEAK.COM of sellers in this category). In this 3 month period, her business went from a measly \$200 a month to becoming a Powerseller, ranked #1 in her category and making over \$2,000 a month!!

I just wanted to thank you again for providing a great FREE service!!

***Kramon Comeaux***

I just received your free CD. I listened to only 2 of the 117 hours and already have gotten some great ideas. Heck I even got one before I listened to anything with the packaging you put the CD in.

When I received it I thought who in the heck is this from? As the sales manager for an amusement park the popcorn box packaging definitely got my attention and made me want to open the package and see what was inside.

I hope you don't mind but I plan on stealing that idea for the park on future mailings (I have always said the ideas I come up with myself are usually hit and miss, but the ones I steal are always awesome).

I look forward to many more ideas in the other 115 hours. Thanks for offering this free of charge. I am sure the company I work for and the one I own will benefit greatly.

***Paul Plumb***

**Sales Manager**

**Historic Arnolds Park Inc.**

I just heard about another manufacturer getting their products into Wal-Mart. Wal-Mart let them test in only 6 stores, now they are in 360 stores!

Do you have any new interviews coming up on chain stores and how to get your products in?

I think I have listened to all on your site.

I have been talking to agents etc.... some of them charge large fees before they even decide to talk to the buyers for you.

I have lots of questions on this subject, so if you know plan on interviews in the future on this subject please let me know.

FYI, I have been telling everyone about you!

**Thank you so much.**

***Rosemary***

I've since listened to more of your audio on peepholes.

An entrepreneur friend on mine in CT inadvertently gave me the idea of door to door peephole sales. I found your website while researching the idea.

He had a friend who was successful offering the service for \$65 each.

I've successfully sold many high ticket items (some door to door), and I am considering having a sliding scale from \$40-60 with the door viewer product/service.

Your interviews were the catalyst for me. I'm pumped to get out and get crackin!

**THANKS!**

***Brad***

PS— I lived in San Jose until November when a risky sales job tanked. I went broke and had to return to New Hampshire. I'll be back to CA very soon. THANKS SO MUCH!

The more I listen to [your interview with me], the better it gets so I'm sure it's fine. You did some really great editing and it makes for a great interview. You also ask great questions. Thanks for reminding me of this recording and I can give it to my subscribers. Is this the link that I should give them:

[http://www.hardtofindseminars.com/Elizabeth\\_Hagen\\_Interview.htm](http://www.hardtofindseminars.com/Elizabeth_Hagen_Interview.htm)

***Elizabeth Hagen***

Thank you for the Melvin Powers interview Michael!

Almost 30 years ago, I used to scour B. Dalton bookstores when I was about 9 and 10 for Melvin Powers books. (I was a weird kid! All my friends were playing baseball or something... I never understood why everybody at school didn't bring a load of Powers books to read each day! (Yes, I actually DID have friends in spite of this glitch in my circuitry!))

I loved his books on chess, psychology, hypnosis, coin collecting, astronomy, and many other strange things. I never ordered any of his books by mail, I could always count on B. Dalton's (remember them? They were in all the malls from the 1960s and 1970s) to carry a large line in their Self-Help section.

I didn't always get ones he wrote but by the time I pulled a stack to buy, they would almost always be published by him. Then I'd scour the backs of his books with his ads for other books and wait for the day when I'd have more money once again to buy all the titles I didn't get in my last trip.

These are not only good memories though, I bet the interview is fantastic. I can't wait to listen to it tonight.

**Sincerely offered,  
*Greg Perry***

I received your CD in the mail late last week and OMG! So many audios, so many PDFs! So much value! And it was all free?! You're too generous!

I'm in college right now but when I actually start working full time I'm going to kick so much butt using the paid resources you offer. I'm the entrepreneur type. I'm learning so much practical info from the free resources alone that they don't teach us in school. I'm sure you'll agree with that.

Anyway, I thought I'd send you my warm thanks for the wonderful gift enveloped in a red and white popcorn box :) Very hard to forget!

Thank you again and I look forward to interacting with you in the future.

**Best Wishes**  
***Tuli Shivute***

Thank you very much for the CD of the 61 hours of interviews.

I just started listening to them today and have already heard 5.

I appreciate it so much that I actually stopped what I was doing and prayed to God to bless you with more success in your business.

These interviews:

- Have inspired me so much and
- Given me lots of other resources to refer to for ideas on marketing my product.
- Helped me make clear what I really want out of my business first

Thanks again and may God grant you favor with everything and everyone that you come in contact with and that people go out of there way to do good things for you.

***Ricky D. Blunt, Jr.***

Hello Mike, my name is JR Skeete and I found your site on youtube.com last night and I have to say that it is the best and most informative site I have ever come across, I even fell asleep very late listening to information.

At any rate, the reason for my letter is to get more information on the commercial cleaning business opportunity. You see, I went through the same situation as the person in the interview but with the addition of a very painful surgery almost a month ago. I even had to file bankruptcy due to my situation but, that is the past and my dreams are bigger than my past so time to move forward.

My fiancée has a house cleaning business and with my workman's comp of \$1200.00 per month and what she makes it has been a struggle. If I could learn the system we already have a foundation being that she has been cleaning for the past 9 years.

I also have an insurance license and work independently but have not been able to build my client base due to my injury. We could really use the schooling I am backed to the wall and would like to feel like a man again being able to provide for my family. I eagerly await your response.

Thank you for putting something like this on line in the fashion you have.

I really feel the integrity behind it and in this day and age that is really lacking.

**Respectfully,**  
***JR Skeete***

Hi Michael, Love your interview site. I'm a longtime listener and attribute much of my success online to you and the info you share so generously.

The mp3 interviews on my site were a direct result of the inspiration I got from your "Make Money With Interviews" recordings. Thanks a million!

**To your success,**  
***Steve Schaible***  
[www.HotDogProfits.com](http://www.HotDogProfits.com)

Michael, Congratulations on an absolutely amazing interview [with Melvin Powers]! I loved it. Not only was he so sharing and forthcoming, it showed a lot about you, too! Your youth, energy, enthusiasm and fire in your belly made me really excited to listen to the interview. I wondered about you. You are a real charmer! You have been naturally blessed with charisma.

I had to listen carefully to understand his diction. Yours in contrast was exceptionally clear and your voice is very nice to listen to. The content was just dynamite though. Thanks so much.

It made me think that Melvin Powers would be a very worthwhile, credible person with whom to do business. Please thank him for his wonderfully comprehensive information.

Both of you are such doers! It is truly great to see you translating your dreams into reality and just doing it! Most people just talk. You both have acted.

I loved the personal sharing comments about your children. It helps the email subscribers realise you are a family person, too and human!

I appreciate you letting me have access to the interview early and am sorry I didn't look at it instantly! I have been putting the finishing touches to my book.

**Best wishes,**  
***Barb***

I have searched for motivational messages and success principles to give me inspiration, for many years. Last week, I stumbled upon your website. Well I have to say, that I heard the "9-minute" message in the subject line about taking your mind back. I just wanted to say that I appreciate you for making this terrific information available to all. How do I go about getting the full version?

I, like you have a child that was quite ill as a young boy. He had horrible Febrile Seizures as a young boy, and now has "High Functioning Autism, or Aspergers Syndrome." I have tried to be a better father to him than my father was to me and it has been a tough road. Like my father to me, luckily without the hitting, I have still unfortunately been very verbally abusive to him and I want to change.

I listened to your seminar with the man talking about how as young as age two, people tell you negative things that you start to believe. I have been told that most of my life, not only by my parents, teachers, etc. I, as of yet, haven't amounted to anything financially in life, and at times feel very much "Worthless," however, I have been healthy and have managed to keep my children healthy and motivate my wife to do the same.

I NOW want to change, and I feel I can be a better Father, Husband and MAKE SOMETHING...of my life. I have probably been in more lines of work than most people in existence. If I had a complete resume, it would probably be a mile long. I have physical challenges myself, such as Type I Diabetes, Bipolar Disorder, and Sleep Apnea. However, I don't want to make excuses anymore. I also now, FINALLY, am on the correct medicine and feel well.

I am now going into MY LAST PROFESSION at age 45, I would say I'm about due! I am interested in marketing myself appropriately and through your guided audio presentations, I'm confident that I can change my life now. I will be selling cost effective Life and Accident Insurance, as well as Annuities, through a top organization that has been in business for the last 100 years and is Very Very highly rated in the industry. I really care about helping people and am not pushy, but people since the empathy I have for them and I, generally am naturally liked.

I pray Mr. Senoff, that you keep your information available, I know that I'll be using it as a reference regularly.

God Bless, and I thank you Sir for making such wonderful information available to people!

**Greg Z.**  
**Los Angeles, CA**

**Dear Mr. Senoff,**

I just read your email 'Old Smokey's Secret' and wanted to tell you what a brilliant email it is! I've been studying great email marketing techniques and yours is fantastic... it has such a great hook (a secret to be revealed) and great story (even though I can't bbq, I found myself making a mental note about the perfect temperature to smoke chicken! ← that's how good it was!) and then it moves gradually into the main part of the message. Fantastic!

Plus you made the interview sound so intriguing that I can't wait to go and download it (and will the moment I hit the 'send' button!)

Thank you - it's a treat to read such great examples of how it should be done!

Have an amazing afternoon/evening.

**Best wishes,  
Marie-Louise Cook**

Mr Senoff, Once again I can't get enough of this site!! I have already have plans for the cleaning tips to be put in place this week. I listened to the interviews about your invisible pens. How can I get involved?  
Thanks again.

**Jeff Lewis**

**Michael, Thank you.**

I've been listening to a ton of your free audio for the last few weeks. Today I listened to you encouraging a start up copywriter named Mark — Telling him how to look for prospects on Ebay. I have long considered myself a writer. I was complimented on a short story, by a 4th grade substitute, and I've believed in my writing ability ever since. I'm currently helping a successful business man write a book about his personal history in creating and promoting compound bows.

I'm currently working as a wheelchair technician. The writing I've done for the above mentioned book is the only writing I've done for pay. The book isn't finished yet, but I've been promised a royalty.

More to the point: I was researching your copywriting via Ebay idea. I found this listing (not a finished auction, but it was the first one I found. Amazing. This seemed to be a perfect example of what you were saying.

I'm watching this auction and I intend to offer them my help as a writer if it does not sell. They are selling EVERYTHING THEY OWN, and it looks like they are doing it for some kind of religious calling. I already scratched out 8 headlines on a spiral notebook. My head is swimming with ideas. They don't even have pictures of ANY of their stuff....and they are selling the house separately. Michael. Am I biting off more than I can chew? I know I should aim big... and I intended to get some medium copy writing jobs via business friends, so I could build up some testimonials... But this seems like a great opportunity if it does not sell this week.

I am not satisfied with my income. My family and I are not making it. I read a book called "the four hour work week" by Tim Ferriss. He is a "business angel", and in searching for mp3's about business angels I found your site. Thank God. Now I know I can make the money I'll need to pay all my bills and travel with my family. Maybe not tomorrow... but by this time next year if I stick with it.

I appreciate all the work you are doing to help people succeed.

**Sincerely,  
Sean B. Alge**

(To Ben Settle, Copywriter, RE: Michael Senoff)

Hey Ben,

I'm about 75% through your interview with Michael Senoff. Good stuff!

Michael is a hero to me. I found Hard to Find Seminars when I first began studying marketing years ago. At the time I had a job where I spent 7 1/2 hours in the car every week commuting. I had my laptop in the passenger's seat with headphones on, listening to everything on his site for an entire year.

I couldn't believe he gave this stuff away for free - and I still can't believe it! I really credit him for putting me on the path that changed my life...at a time when I didn't have any money.

So - anyone who is a friend of Michael's is a friend of mine. Plus, on > the interview, you sound like a cool, down-to-earth guy ;)

**Keep up the good work, my friend.**

***Barry Nicholson***

HerdHuddle.com Founder

**Hi Michael,**

I just left a voicemail for you concerning Glenn Turner's birthday. I shot him an email wishing him a happy 75th birthday.

Your personal note with my download information for his series was very thoughtful. I too have listened to them numerous times and never tire of them. His simple message of believing in yourself is incredibly powerful. I would like to thank you for having made them available. I know that older recordings were not done with the best of equipment but if you ever are able to improve their quality I would be happy to buy them again.

**Wishing you all the best,**

***Mark Estlick***

# IV

## How Michael Senoff's Products Have Helped People Like You

When I first started looking around on the Internet for materials and courses that would help me learn the field of marketing, I came across a lot of direct marketing, internet marketing, and several other programs that could only now be described as scams.

Given that my background was in government financial management with no marketing experience, I was extremely hesitant to invest my money into any program. That is until I was introduced to [www.hardtofindseminars.com](http://www.hardtofindseminars.com).

At first I was skeptical about this guy offering all this information for free out on the Internet, after all, how accurate could this information be if it's free. I ran a search on the web using Michael's name and was blown away by the reviews I was seeing. Top professionals in this field were absolutely raving about Michael Senoff and his web sites.

I also want to add that every single one of them also stated that they felt Michael should be charging an arm and a leg due to the fact that the information is so valuable. My trust started to grow and as I opened the lines of communication between Michael and myself, it didn't take long before I knew without a doubt in my mind that this was the guy I wanted to do business with.

I invested in Richard's HMA system and have been very pleased with it. In fact, I have run a couple of practice sessions that have proven to be very productive and profitable for the businesses. It is so refreshing to know that there are still people out there with a genuine desire to help people out. Give him a try, you won't regret it!!!!...

***Kevin Fort***

I am SO looking forward to getting this package. I have listened to your interviews with Art Hamel several times since downloading them this past weekend and learned much more from this free info than I have gotten from numerous "paid for" info products. If it's half as good as I expect it to be, it'll be worth twice the price.

I'm putting you on notice now, and you can forward this to Mr. Hamel if you'd like; I intend to diligently study this material as quickly as possible and put together a deal I can take to him for consideration by his investors. I'm already looking around, based on what I learned from the free material. I see opportunities virtually everywhere, so I know I'll be able to pick out a good one.

Don't think for a minute I'm going to jump on the first deal that comes along... it'll be a very good one... but I have absolutely no intention of letting this information lie in a closet and collect dust. I've spent the better part of my life laboring to enrich business owners who are arguably less intelligent than I am. If they can own a profitable business, so can I!

Thank you for making this information available and thanks to Mr. Hamel for making it available to you.

***Sincerely,  
Paul Ellis***



I am writing to let you know how thoroughly satisfied I am that I purchased the HMA program. You might recall that during our first conversation, I told you that I am a marketing consultant and that I was looking for an “out of the box” marketing seminar. I went on to tell you that I was looking for a resource to provide me with a marketing system.

I researched your product and several others. I spoke to a marketing consulting franchise system. I dug and I dug and I dug. I literally spent 60 hours on the internet researching. I called you so many times and asked you so many questions – I really tortured you because I was skeptical. Sorry about that, but I wanted to be sure I purchased the right product.

After comparing all the options, I decided to invest in your product.

Here are my reasons:

The HMA product is a winner. I was able to plug some of the principles into my current marketing consulting practice immediately and my clients realized results. The principles make total sense and are pretty easy to implement.

I realized I got more than what I was initially looking for: I had you. You are a tremendous resource. I could not fathom the amount of time it took to compile all of the information you collected let alone the amount of money and time it took to bring together. The free reports, the interviews, hardtofindads.com - all of that stuff is worth the price (investment) I paid.

Sincerely,  
***Avery Manko***

I have the “your secret wealth” by Jay Abraham and it seems to me that you are on the same page. I love it. I have made you a part of my Mastermind Group. You are truly a gift from Heaven and I am willing to buy your products and help you because you are sure helping me on mine.

***Vaughn***

Thanks Michael, I’m excited to get started. As I told you on the phone, I’ve been visiting your site for over a year now and have listened to a few of your audio clips many times, one being the Barter Secrets clips. I’ve always known that there was a better way to live life. I was always too afraid to step out of my comfort zone.

Thanks,  
***Bryon Worthen***

I am amazed at the quality of information you provide on your site.

But I simply cannot believe you offer all of this for free.

Cannot believe it.

You should be charging thousands of dollars for all of this course-level material you give away in your audio interviews with top - level individuals about marketing, copywriting, and information products.

And on top of that you provide the PDF transcripts...

I don't even have to take notes! Some might call you a fool to give this stuff away, but I call you a master marketer, and that is who I want to learn from.

I have learned more from your free offerings, than with most of the b.s. that other "gurus" are selling to me for hundreds of dollars, period.

You have helped me add a new dimension to my business, and for that Michael...I thank you.

I can't wait to invest in your HMA Consultant Program to finish what I have now started thanks to your stuff.

***Joseph Ratliff***  
**Professional Marketing Consultant**  
**Copywriter**  
**And Author of The Profitable Business Edge**

The Clyde Badell advertising course is incredible. I feel like I am getting a Masters in Advertising. The principles, the checklists and the systematization of the ad writing process have really done wonders for my approach to copy and ads. I thought I was on top of things before but this really is the icing on the cake!

***Paul Flood***

Here is my review of the CD you sent me. The short answer is "I am sold on the HMA system." I find the idea of helping small business' grow incredibly exciting. How much fun it must be to see a business grow in ways the owner may have only dreamed of.

If I have to go out and get a second job in order to afford the HMA system, that is exactly what I will do. The HMA system is one of the few business opportunities that rings true. And the only one that has gotten me so excited.

I hope that the next time you hear from me, it will be a request to buy the HMA system.

Thank You!!

I've listened to your Barter Secrets recording about five times now. It simply blows my mind!

I really don't know what to say. No one has ever done anything close to this in my entire life. Never. Ever, ever. I was just hoping to get a couple of assuring words of advice because I know you're this superstar consultant. And for you to provide me a gift, an expensive gift at that, is uncommonly gracious and honorable.

Mr Senoff, I do have an ethic about taking gifts, especially when I haven't earned it. I have to earn it. You have my solemn word that you will be paid as soon as I start making this work. I'm going to get started right now. You won't regret it.

I can't thank you enough for taking a chance on me. It's kind of new being on the receiving end of support.

I will definitely keep you up to date on everything.

Take care, Mr. Senoff and thank you again.

***Ron***

First off thank you so much for allowing me access to your site. The information that you provide is AMAZING!!! I truly thank you for the education that you are providing me. You have opened my eyes to the opportunities that are in front of me every day and have given me a new perspective on business and life in general. After studying the content FREELY available on your website's I seem to be forever coming up with new and exciting ideas about marketing. I cannot wait until I have the resources to finally become a HMA marketing consultant.

Keep up the fantastic work and I look forward to more exciting content.

***Scott Stanley***

I dipped into your HMA page, expecting to learn a little about what my online business needs to muscle it up.

After several hours of listening - and still got hours to go - I've been amazed at the volume and quality of the information in your interviews.

Thanks a million. Now I'm seeing my own small, fledgling business in a whole new way.

***Cheers from sunny Japan,  
Charles Burke***

This is just a note to tell you that I have just finished reading every page, watching every DVD and listening to all of the audios in the HMA Course. I am now beginning to listen to all of the audios on the web and the other links you furnished with the HMA University Course.

I want to thank you. This is a wonderful course. I believe this will be of great use to me. There is more than enough information to make anyone interested in this field a wonderful living. As always, you delivered more than I expected!

I do have a great interest in doing the seminars. I think this is where I can make more money to begin with and the fastest.

I am looking forward to talking with you and Richard on Monday!

Thanks,  
***Gary Carter***

Thanks again Michael, you're the best. I am promoting you everywhere I go telling everyone to log on to your site and buy the stuff you have. I'm really excited about this. I think I found a good way to get some clients too. I'm emailing all the marketing consultants around Detroit and mailing them with a proposal to joint venture with them. Most of them are into only advertising or direct mail or writing copy. I'm going to show them how letting me work with their clients will give the clients the money to hire their services. If they refuse I'm going to ask for the list of clients they don't sell and see if I can get leads that way and come in the back door.

***Peter Perreca***

I've been listening with interest to your seminars from your website. First, let me express my appreciation not only for the great content but also for the ability to download the files, upload them to my mp3 player and take the files with me to learn when as time permits.

I've already ordered and looking forward to receiving the package on creating an information product.

***Storm Midnight***

I just wanted to say thank you. Your website came up in a Google search for "Jay Abraham mp3".

This is the most important information that I've found since eleven years ago a small catalog was mailed to me from Jay Abraham. I am just starting my business as a marketing consultant and have very

limited capital and no help. I've had this desire in me for a decade and didn't know how to do it. Your site is such a breath of fresh air that I've half ignored my wife for the last six hours (not such a good thing).

The great thing is that it is a holiday weekend with much free time.

Thank you so very much!!!!!!

***Bob McDaniel***  
**Seed Planters Marketing**

P.S. I will be using your services, products and consulting.

P.S.S. I suppose this is what is called "Pile On Benefits" with all the information you have given me.

I came to your website by chance through searching for Jay Abraham's Material on E-bay, and since then I used to spend not less than four hours a day getting educated through your website. I came to a point where information started to be overwhelming so I decided to slow down a little bit, and started to schedule two to three hours a week.

Results: **Amazing**

Purchasing valuable books recommended by your experts such as Bill Bodri : 'Jump Start Your Business Brain"

Getting more focused approach in searching the web for more valuable marketing material, because the web is such a deep pool in which you cannot swim alone

Planned to start my own practice as a marketing consultant in a one year period, through listening to the hundreds of hours of recorded interviews with people like : Jay Livingston, Bill Bori, Gary Hilbert, Dan Kennedy

Subscribed to many newsletters by the interviewed experts such as Bill Bodri and many others which had the greatest impact on my business so far

Listening to Richard's interviews gave me the confidence and the depth to jump start my consulting business

I am planning to purchase your "Marketing Consultant Kit" in the near future because I feel it has a great value for money.

Finally thanks very much and I hope that we will find such people like you in the future.

**Yours,**  
***Ayman Al Sayed***  
**Dubai**  
**United Arab Emirates**

PHENOMENAL WEBSITE - the very best source of consulting information I've seen yet.

Quick Question: Can I really start and run a consulting business strictly by phone/online?

My engineering day job makes it very hard to meet with prospective clients during the day and I'd love to learn more about the Internet/phone-based method of conducting this business.

**Thanks for your help!**  
***Mark Henderson***

Many thanks for the download link. I gotta say, when you do something you really do it up. That's a whale of a bonus just for posting your link on my website. So I went back and put in another link - this time on my links page. Just my way of saying thanks for that humongous bonus.

I'm more than happy to tell my people about your recordings. Your audios are a resource that, realistically, would be out of the reach of most of them if they had to pay for it all.

Great stuff, and thanks again.

**Cheers from sunny Japan,**  
***Charles Burke***

You are one of the very few internet GURUS I've come across with a very big heart. The whole net is filled with the praise singing of your selfless give-aways. I think you have all I need to make it online.

Thanks a lot for all the materials on your site for people like me and for your genuine interest in helping me.

I have been selling used books imported from the USA. God has been good to me I must confess.

The only problem or setback I think I have is lack of formal education.

Though I am not deterred by that and that is why I am dying to have a good internet knowledge, a product of my own and a professional website.

Please if there is any product you do not need and think would benefit me, kindly let me have it as I would always refer to you as my mentor and always promote your site by any means possible.

I am sorry for bothering you with this lengthy email but I think I need help since there are many things against us here in Nigeria, ranging from bad national image, online restrictions, epileptic power supply, lack of funds and many more.

Despite all these, I am still not giving up on my struggle towards financial FREEDOM which I am looking up to you for assistance.

Pardon me for bothering you with all this unsolicited information, just to let you know how bad things are here.

**All the best,**  
***Fabian Chima***

Once again, Michael, I just simply have to thank you. You've actually got me thinking like a business man now & not like just another corporate drone....

The joint venture guide started the cogs turning again I'm really looking forward to listening on how to advertise MY OWN audio guide once its finished...

It's truly like being born again with the determination to succeed...

**Thank You,**  
***Mark***

Hi Michael— just wanted to give you an update. So far, the plan with using the HMA concepts to encourage tenants to sign up for a lease has worked well. We have secured 3 new office tenants and two more on line to go.

I had to discount the rent about 25% but know I will more than make up for it with HMA — getting them in quickly will help big time with the cash flow of the properties. These three leases are valued at close to \$1M. I'm looking forward to unleashing it on the business center we just started construction on. It will be a very powerful USP — to not only provide top notch office space with the latest amenities, but the ability to tap into a billion dollar deal maker for some initial consults on building their business.

Once we get the buildings' vacancy issues solved, I am going to have a lot of fun with the HMA consultancy

**Regards,**  
***Robert Haver***  
robhaver@embarqmail.com

I am traveling with my family on vacation to Park City, Utah. We are driving through Elko, Nevada right now. I just announced that this is where the HMA system really began when Richard helped a western gear company dramatically grow its business during a very rough economy.

Who would have imagined that such a successful marketing system would begin in such a humble little town as Elko, Nevada? Now dozens of consultants are helping hundreds of companies all around the world to grow and prosper using these same proven marketing techniques.

I am working on my website at this very moment which will feature our great USP on every page. (Don't worry my wife is driving!)

Please pass on my hearty thanks to Richard And thanks to you and hardtofindseminars.com for getting my attention with all your free interviews and then convincing me to invest in the HMA marketing system.

**All my best,**  
***Richard Emmons***  
**Marketing Consultant**

Michael, this is one of the most awesome collection of information that I've seen in a long time – and I study online marketers closely.

I pay intense attention to all your audios, and I can see that I'm going to need a few weeks to get through all this. Man, it's well worth far more than you've charged!

Because of the information you shared on interviewing in one of your other interviews, my radio/podcast interviews of inspiring people are much more interesting and exciting. I'm so grateful!

Perhaps you'd consider being interviewed?

***Aloha,***  
**Angela Treat**

I received the Art Hamel Business buying system. I have already listened to a few hours of the program and I must say that I am very impressed. It has already answered many of my questions and I find it very insightful. It would have taken me years to learn some of this on my own.

I am very grateful

**Thank you again, Michael**  
***Cody Koch***

My name is Tony Scott from Brisbane Australia.

I first found your site 6-8 months ago (I think time flies!). I must say your site has proved to be of the most value!

I think I've listened to about 75% of your content (and soaking it up like a sponge). It really has opened up my thinking. I download it, burn it to CD and listen to it when I'm traveling in the car.

I'm 35 and have been managing the family forklift hire business for about 16 years (I was born so my dad could go fishing - and he does!).

After listening to your interview with the guy who sells leads for the mortgage industry, I decided I could do the same with our business. I've got one company on board I'm sending them qualified leads for a percentage of the sale and it's working. For years we just referred people with no compensation! All it took was the guts to ask!

I'll be setting up another deal next week - it's really exciting!

I've just listened to the Dr Demartini interview and again my thinking has expanded - I'd never heard about "The World" it really gets me thinking of possibilities I never knew existed.

Previous to this I've soaked up Art Hamel's business buying series and I've printed out the big manual on pricing a business and I'll work through making our business stronger.



Previous to this was the HMA system. I know this is something I could do and do well. I see so many businesses that don't have their offices organised let alone any type of marketing program!

Michael, at the moment I'm throwing myself into making every part of my business smooth and systematised and this is my focus at the moment.

Once I've achieved my vision for this business I will then have extra time to consider being a marketing consultant.

My dilemma is deciding if it is right for me - I think it could be.

Forklifts was never my thing, trouble is I haven't found my thing so I've learnt to love aspects of the business because so far it's given me everything I've got and it is largely responsible for who I am and what I've become.

Michael, your interviews really are gold, I really like what you are doing, I respect the time that you've put in and I quietly listen to your experience and confidence grow. It really must be mind-blowing when you're doing an interview and hear this stuff live from the actual person and thank you so much for sharing it with the world.

So, what's the offer?

**I'm nearly ready...**

***Tony Scott***

**Brisbane Forklift Hire**

I'm implementing the HMA system to my startup consulting practice and I must say one word:

**Wow.**

I have only spoken to 4 of the 24 accountants I mailed last week and already have:

1 meeting set up to discuss the JV and

1 meeting set up to discuss the JV and perform an opportunity analysis on the accountant

Both of these guys said, unprompted, they love the aggressiveness of my plan and my passion for what I'm doing. Finally, I've found a line of work that I LOVE.

Also, upon Paul Flood's example, I looked into my past and contacted 2 businesses I used to work for. Of those, I have one opportunity analysis scheduled for next week with a submersible pump company. I think it will go very well, even though I'm looking at it as practice.

Just wanted to say thanks for getting this system in front of me and let you know a little about what's going on with my practice.

**Have a great week,**

***Matt Hegedus***

Glad to hear you will be recording the call [with the HMA consultants and Richard]. I can't think of any questions for Richard right off hand; you have done a more than excellent job in answering any and all questions I have had; and I can't thank you enough for your knowledge, expertise and willingness to share both. I hope to be able to continue to count on you as a very valuable resource as I move forward with developing my consulting practice. I truly appreciate all that you do.

**Again, thank you for everything.**  
***Patrick***

Hey Mike, I did \$40,364.47 in business over the past 8 business days by leveraging marketing assets and thanks to the HMA system.

***Avery Manko***  
**The Manko Company**  
[www.mankocompany.com](http://www.mankocompany.com)

I am truly grateful for what you have done in order to invest in the dreams of others by putting together and sharing the most extraordinary opportunity in marketing consultant training since my introduction of Jay Abraham through his 1990 ad in Entrepreneur magazine.

I have become so excited and alive with hope, I began to ask myself just how I could describe the Hard to Find Seminars website and the HMA Consulting opportunity to someone if they were looking to make a change in their lives. Today, I was struck by a lightning bolt of clarity, and this is what I "saw" with the vision of my mind:

Do you remember the Nicolas Cage movie, National Treasure ? A family of three generations of men were searching for a treasure that was described as a treasure that was so vast and priceless, that no one man could imagine it or possess it. After two generations failed, Ben Gates (Nicolas Cage) continues his family legacy in pursuit of the holy grail of all treasures. In the end, he discovers a room with an incredible amount of treasure.

This I am calling the "J. Abraham Room." After combing the room and realizing that this room could not possibly define the amount of treasure that his grandfather and father had spent all of their lives searching for, he realizes he must go deeper into the knowledge and resources he has accumulated in his learning. It is at that moment, he pushes beyond the obvious, and into a deeper vision of wealth. Behind the hidden door #2 he discovers the life long journey's end result.

It is with this search in mind that I can say from 1990 to the present, many of us who have found you Michael, have found a national treasure that will enrich the lives of those who pursue it with excellence.

Thank You Sir.

**Thank Richard for us also.**  
***Keith Showell***

Just wanted to let you know about the progress this side.

When all hope was lost there was light! Got my first client and got another two to see and I am 100% that i will get both of those clients.

I figured out a telephone script that closes 90% of people and takes less than 2 minutes on the phone, if you get to speak to the owner. my direct mail efforts have pulled in this owner spent \$800 on direct mail and will get \$16,000 return, that i will have to see within the next two days.

My first client is making his own newspaper, and I will be doing all his direct response advertising as well for all the other business owners who will be advertising with this newspaper.

I also added a few bits to each of the HMA system from quantum/Jay's stuff and all the other material that was on the hard drive, therefore making it even more fool-proof.

Thanks for the help and all the chatting

**Kind Regards**

***D. Abrahamse***

**Man you are a lifesaver! Literally!**

As a "setter" for a sales company (Mentoring of America selling John Beck coaching) I was depressed and angry because my sales have been all over the map. I have set goals. Used their scripts and did everything just as instructed but never understood why I was not making more money.

That link you sent today, Eric Lofholm, made me understand that the problem was not me. I was thinking that I was a loser, a failure, and not worth dirt as a salesman. Even though I have been modestly successful before I beat myself up pretty badly over this one.

While I was listening to the MP3 I was reading along with the recording. Man, what a change when I realized that all I needed was a decent script and some real training.

The first thing I do when I get your mail is to listen to the recordings skipping through all of the rest of the e-mails. I get something from every one of them.

**Thanks again,**

***Stephen Street***

I found you doing a search for Jim camp on Youtube.com. I checked out your site and I was overwhelmed with all the value you provide!

**Future promoter for your site,**

***Hector***

I just want to say how much I appreciate what you are doing with your business, the audio downloads and inspiring articles, hints and tips from the experts. I've downloaded many interviews and listen to them at every opportunity.

I've finally listened to my soul and I'm about to combine my years of internet and programming skills with my latent copywriting and suppressed creative juices. I think we all lose some part of us that is the TRUE essence of who we are – and thanks to your work it has been the catalyst to me breaking the 'rut' so to speak. I see opportunity all around, poor ads, bad copy, hideous retail signage, appalling TV ads – now it is my turn to step up to the mark and make a difference.

We do not have this type of thing in Australia.

**Keep the emails coming!**

***John Miles***

**IT Consultant**

Without your help I would still be banging my head against the bars of my hamper wheel so saying thank you really is just a token of my gratitude, for once I'm going somewhere where I WANT to be and not just running the rat race everyday for the rest of my life....

Can't wait to listen to the downloads you've given my on my drive to the "hole".

I think Glenn Turner is a great philosopher of human basics, he blasts through what has been programmed/Brainwashed into you and gets you pressing your own reset switch with how to think "What do I want to make out life to make my life better" not what I do to make my greedy bosses lives better.

My dad always told my that there's nothing more precious a person can have than information to help yourself and help others given the chance.

I truly have to say, Michael, I that your a complete master of your art and a complete credit to your business.

I have to ask you a question though "Where do you get all your great ideas from for business?"

**Best Regards**

***Mark***

I have studied all the HMA material you sent me, it is all awesome, I'm now very confident that I have all I need to go into a business and help them grow dramatically. Anything missing I'll pick up with experience. The university is great too.

I'm now starting the process of getting out there to find clients. I don't really have any joint venture partners that I can think of. But my local business advisory group have agreed to give out my card to their businesses that they think could benefit from my services (I put my USP on the back of my cards).

I'm also going to hardcore it and start doing some telemarketing calls, I figure that will help me at least

to be able to clearly articulate my USP quickly and surely, so when it comes to networking events they will be a doddle in comparison! I have booked myself on about five or six networking events coming up over the next couple of months.

I've just realized how useful the online presentation with Richard interviewing you could be.

**Thanks and regards!**  
***Marek Sanders***

Since I found your website two weeks ago I've been voraciously listening to your recordings. I am writing a book telling my story of "how I went from living in an two bedroom apartment with 6 guys to a \$20 Million Mega Mansion with 6 bedrooms in less than a year" (...I'm still in my apartment, by the way).

I intend to interview 75 to 100 Billionaires, Top realtors, Owners of Skyscrapers, Mega-yachts, Private Islands and maybe a Sheik or a Sultan! My question to you is how to actually book the interview. How do you find them? And once you find them how do you pitch them to talk to you? And do you have a standard set of questions to use.

I've listened to enough of your recording to know that I should record them.

***Bryan Howard***

I can't begin to tell you how excited I am about your "SpeedUpMyMP3" software. I've been creating and listening to speeded up audios for years using Adobe's digital audio program, Audition. Audition is a good program, but its interface utilizes a pretty time-consuming process to first initialize an audio file to the desired speed through trial and error, wait for it to render, and then finally save it. Yet having the opportunity to listen to audios in half the time is worth its weight in gold, and I've been recommending Audition to my students for years. But at a price tag of \$349.00 (Audition 3), it's a hefty investment for some people. Then there's also the pretty steep learning curve. Audition has many extra perks, but practically all are unnecessary if you simply want an audio file to play much faster.

Well, with "SpeedUpMyMP3", there's virtually no learning curve and a person can begin using it instantly. As you adjust the speed, you hear changes immediately, which is a great asset. The rendering is lightning fast, and it costs a tiny fraction of the price of Audition CS3. I conduct seminars and workshops internationally, and stress to my students that accelerated listening equals accelerated learning and comprehension, which are invaluable in any line of work, and life in general. "SpeedUpMyMP3" rocks! It's fast, easy to use, and offers anyone the opportunity to listen to interviews, seminars, workshops, books on tape, etc. in half the time or less. But even more importantly, it enables a person to train his/her mind to work at hyper-velocity and fully comprehend phrases, then sentences and finally complete concepts at breathtaking speeds, which is priceless! This is true accelerated learning! Bravo Michael, "SpeedUpMyMP3" is worth ten times the price!

***Dr. George Bien***  
**America's Mind Coach**

My name is Robert Rivard I have been listening to your audios over the last 6-7 months, and must say that you have many substantial recordings here. My attention has been caught recently by the one with Howard, about widow cleaning. I think this is pretty amazing. I also would like to know more about your own pin biz with camera shops. Well, in the short term, I was wondering if you had an offer I could read/info product about it or something? Send me a link or let me know.

**Thanks,  
Robert Rivard**

Hello. First let me say that I love your website. Your recordings are fantastic and I have learned so much from them. I wondered if I might hire you for a short consultation and advice. I have a market research/telemarketing company and want to start something different to supplement my earnings with no more employees. I already have 30 employees, and office and all of that stuff. We service several niche markets. You have inspired me and I wondered about the value of creating a paid membership site that would provide audio interviews (like you are doing) with industry experts answering questions, talking about their success, etc... I think I could charge \$29.95 a month for 4 interviews a month with experts. The site would be marketed to businesses in that industry only. We would talk about a different topic or topics each week. I would send members an email with a link to the page with the mp3 recording each week. Interview would be transcribed and the PDF would be available on the same page. I would also tie this into a forum and hold every other week mastermind calls where members could join in and share ideas about the topics that were covered in the previous two weeks. All would be recorded for those that cannot attend. Is there viability to this concept—honestly. I know that a lot of people offer recordings for free-but this would be niched and focused on topics that would help all subscribed to know what others in their industry are doing. I am happy to pay for your advice.

**Tanya Curry**

I am very interested in getting the full package. I have studied the HMA DVDs and saturated myself with your website. Love the updated version, by the way! After speaking with you by phone in November I followed your direction and listened to all the recordings on the HMA program. I then prepared my own marketing materials and reached out to networking groups and a local chamber of commerce.

One week ago today I got my first client!

Sincerely,

**W. James Dutton**

This looks excellent, I'm going to use the funds generated from this endeavor to purchase your HMA course.

If you can think of any other ways of making quick money, please don't hesitate to forward it to me.

I can't stop listening to the great content on your site from the 16 year old kid in new York to David Flannery It's absolutely outstanding.

Where were you when I closed my Computer store in '94 (the worst marketing ever) open a computer store in a mall and expect people to flood in, when they didn't come I threw Flyers at the problem. Until it dried up. Now I can see how I can rescue the Sheldon's of 1994. My failed store "PC service Bureau" is the motivation to help others.

**Thank you,  
*Sheldon Pottinger***

You sold me the Hamel System a few years ago. It has proved to be a great education – on many levels. Thank you for rediscovering it and making it available to people like me.

There is part of the system that was not made available at the time I bought it – the 25 point checklist for getting investor finance. I noticed it is now available (as a bonus?) to those buying the system today and wondered if you would be so kind as to make it available to me?

**Regards,  
*Scott Henderson***

Michael, you can't even imagine how finding you on Google that day and purchasing that book has changed my life.

I have found a true friend with Cherie Calbom and many others whom I have contacted during my search for people to interview. And Cherie has agreed to another interview next month when her second book is released.

Quite frankly, Michael I have found many like minded people and it is joy to be at this place.

I continued to work with the two local grocery stores and the health food store. I took my vision I started with, clean and healthy products, fresh organic produce, and blended in the HMA consultant information. That was sent out yesterday.

I am riding on Cherie's reputation in all of the stores and she is more than glad to have the publicity.

As my desire for having a healthy fast food and/or restaurant started stirring in me more, I started meeting the right people. I now have added a raw food chef to my ever growing list of contacts and I have someone who quit her job at the hospital and would love to prepare food in a restaurant. This project is only working in the background.

Please let me know what you think.

**Blessings and Hugs,  
*Vivian Baxter***

I just wanted to thank you for all the amazing information. I'm a life coach in the UK and have several small business owners as clients.

I'm educating myself with all your information and now have the confidence and tools to approach bigger businesses. As soon as I get the money, I will be investing in your HMA system.

I've just set up a barter deal with my local printer. I'm doing module 3 with him in exchange for £1500 printing credits. In 22 years he's never used his database.

Thanks once again for all your help!

**Cheers,**  
***George Watts***

Thanks so much for doing what you do.

I have recently been thinking I need to upgrade my copy writing on my websites.

Your resource has blown me away. I am just starting to listen to the dozens of audios you have.

I will also need to listen to more from your library of [hardtofindseminars.com](http://hardtofindseminars.com)

I too, have also started producing podcasts on a few of my sites and distribute them to my list, at no cost.

Keep up the good work. You're my kind of guy.

***Richard Lepinsky***  
**Insurance & Investment - Advisor & Broker**

First, I wanted to say thanks for all your great content. I've listened to your voice for probably 30+ hours now.

I bought your audio content generation course and it helped me create two really good products based almost solely on audio interviews. (As a matter of fact I did 8 audio interviews and then had some transcribe them and then create the entire book out of the transcripts - FAST product creation).

Second, I've been listening to your stuff and Ben Settle and learning a lot about copywriting, reading everything I can get my hands on and I thought your email was really good. It's a great story, a great "reason why" and a damn good offer.

It reminds of the way Ben writes (small sentences with lots of spaces).

Keep up the good work and thanks again for all your work you've put out there - there are a lot of us out there you never hear from who you've helped greatly.

**Best,**  
***Chris***



Thank you, thank you, thank you!

This Art Hamel CD/e-book is really great! I keep hearing him say that there is a template letter that you send to prospects but I can't find it anywhere in here. Please let me know where it might be located because I've found my businesses that I want to target-now I have to send the letters. Thanks again for all your help!

**Kindest Regards,  
*Adam Warner***

First of all ... thank you for all the valuable information you provide. You've made my iPod my most valuable marketing tool.

I recently purchased your Audio Marketing Secrets program and would like to schedule my consultation with you. As a copywriter, I've been conducting and recording (using my trusty Radio Shack CTR-94 Portable Cassette Recorder) phone interviews for various projects for the last 10 years or so. Previously, my only reason for recording interviews was to make it easier to write quotes and double-check facts, especially when working on articles.

When I first listened to the interview you did with Ben Settle, the light bulb went off. Why wasn't I saving my interviews or compiling them for an information product? I've missed out on a huge opportunity, and I don't want to let it pass me by any longer.

**Thanks!  
*Tom Trush*  
Content Specialist  
Write Way Solutions**

Michael, Ben Settle and I were talking and I mentioned your audio product you created was by far one of the best products I have ever purchased.

***Dave Dutton***

Dear Michael, Please cancel the auto-billing in my name (name on my Amex credit card is Marie T. Taylor) to be triggered on Oct 3.

I am glad to have found your site and find the information valuable, but will have to put financial resources elsewhere at this time. I just wanted to drop you a courtesy note and thank you for the effort you've

put into this and let you know that this cancellation has nothing to do with the quality of your products, which I find to be much higher than average.

I have book-marked your site already and referred several people to it, I also intend to purchase products in future.

**Cheers,  
Tess Taylor**

Michael, you are the MAN! Thanks so much for the free gift.

I have done 6 interviews with preachers and church consultants from across the United States. The topic is church growth.

The product is called "The Ultimate Church Growth Audio Interview Series." It's over 300 minutes of interviews with well respected preachers about church growth and how to obtain it. The download will include the MP3 of each interview and the transcripts (over 72+ pages).

The product sells for \$97.00. The back end is a coaching/consulting inner circle for preachers and elders where they will get an interview/CD a month, a newsletter, a teleconference calls and personal coaching by me about church growth.

I'll continue doing interviews to add to the collection for the next product.

**Thank you, Michael. Really, Thanks  
Shane Boyd**

Michael, I signed up my first client last week a company called Papercut a graphic and web Design company. We are looking at doing a joint venture agreement after I review up her marketing and sales system. She has about 100 past clients 50 present and 150 prospective clients. I have charged her \$4000 for the first 4 modules.

The other client is on holidays and I will see him next week and start.

I am charging him only \$500 per module plus \$350 for copywriting as he is a loyal Coffeenews client.

I would like to know though as I am looking at renting a business list what industry types seem to be the best to target for HMA and should I mail first then phone that what I usually do

**Kind Regards  
Enquiries**

It was a pleasure talking with you yesterday, and also, thank you for sharing some personal info about your boy's experience with the swallowing, feeding tube, etc.

I have fired off an email to a feeding authority in New Zealand yesterday, and plan to interview this weekend.

Thanks, again for taking the time to speak to me.

Regards,  
***Kyle Meades***  
Tucson, AZ

Michael, I have just completed project 2 with a firm of accountants, they won four new clients worth \$28,000 in fees from approaching one of their clients, implementing a referral scheme I created for them.

I'm looking at moving away from the fee only model, to fee plus commission mainly because the value I'm creating for the client isn't commensurate with the fee per module approach. I'll keep you posted on that.

Here's one for the recession... Never mind the business outlook, be on the outlook for business.

Regards  
***Mark Wheatley***

First off, I would just like to start off by saying thank you so much for everything that you have taught me, if it wasn't for you I wouldn't be where I am today!

I thought that I would let you know that I just started up my new website [silverfoxservingyou.com](http://silverfoxservingyou.com) which gives away over \$400 worth of information product for free and sells resell rights on information products.

I was wondering if there was any way that I could possibly partner up with you to do some e-mail marketing of my own. I would be willing to give you 50% of my profits to be added to be able to advertise to your list, if this does not suit you then I would be willing to negotiate. Of course I would be willing to write all the e-mails myself. Just being able to advertise to your list would be of great help to me! I was also wondering if you may even be interested in having me interviewed so I can tell people exactly how I started my own online business with under \$100. Please let me know if this is at all possible for you as it would be an honor to be hosted on your website or to be able to work with you.

Thank You,  
***Shawn Farrow***  
Chief Executive Officer  
Silver Fox Services, LLC  
[www.silverfoxservingyou.com](http://www.silverfoxservingyou.com)

Michael, thanks for continuing to send out such great content and support information. I've been having success in a couple of areas. I've positioned myself as an expert in the independent insurance agency market. I have a JV partner who is an insurance IT expert and he continues to feed me leads.

I also created a referral system I am having good luck selling. I'm starting to use it as a both a door-opener and a back-end product. I've sold a couple of systems to prospects who couldn't afford me for the HMA system.

Hope things are great for you Michael.

***Paul Flood***  
**Paul Flood Marketing**

Awesome, Awesome stuff! I am absolutely blown away at the simplicity and step by step methodology of the system. In this economy there are so many businesses that need this type of information offering.

I am writing you however to let you know that while I am extremely interested it is currently beyond my budget. I just wanted you to know that it will take me a little while to gather up enough money to participate in the program.

I could afford a monthly payment but not quite that steep. If you have something closer to \$100 or so it would help. (Not asking for charity - you made your own way from nothing I can too)

I am fully convinced that the program is completely worth the value I just can't quite swing the payments you have quite yet. If you don't have any other payment plans I will just save it up and get it when I can.

Please do not write me off yet. **I LOVE IT** and can't wait to get involved and I fully intend to get the program once I get the funding.

I appreciate your help and hope to get back with you soon.

Thank you Sir!

**Sincerely,**  
***Rod Blakney***

Dear Michael, Thank you, thank you, and thank you! I am riding on the wave of success. I'm sure to seasoned vets this is nothing but making this leap has taken a tremendous effort on the part of my psyche and I just couldn't be happier and the lion's share of the credit goes to you.

Here's the story. I have a couple of long time friends who have had an eBay store for the last six months. Brigitte has been doing all of the work (taking pictures, finding product putting everything up and raising 3 kids with one on the way) while Matt has maintained a day job working as a computer service tech. Recently Matt left the job to go to work with Brigitte full time because they were making more on eBay than

Matt made at work. I had approached Brigitte with the idea that I give her some consultation in exchange for letting me record it and use it as a promotional tool. Well as soon as Matt quit his job and started working with Brigitte the bottom fell out and the auction fell through. This through Matt for a loop and he posted his discontent on Facebook. I simply said, "Let's talk."

A couple of days later I had them on a conference call and I was trying the Opportunity Analysis live for the first time. I lost track of the thing and quickly appreciated the value of a few practice runs. We were on the phone for three hours. And I wrote them a headline and two short paragraphs of copy.

And they were getting access to the marketing information that I have been learning for the last 15 years. I never once considered being a consultant until I stumbled upon Hard To Find, three years ago.

Anyway, I just got confirmation of record smashing results! Biggest bids they've had and fastest "buy it now" sale. The auction was up for almost three days with 16 to go! My strategy was to start a bidding war with copy that promised faster results and free shipping to the person who hit the buy it now button. BAM! It worked it worked it worked! I couldn't be happier...I was scared that I screwed up. These are my friends and whammo!

Damn Michael it was awesome. We've set up another call for Thursday evening if Brigitte doesn't go into labor. We're going to make it a testimonial/consult.

I just realized that you might not remember me. I'm the guy who wrote you at the beginning of the year about the HMA program. I work for my Uncle -in-Law who does business like a bulldozer with a flamethrower in the back! I don't know if you remember me, but you are the first person I wanted to tell...other than my wife.

Thank you so much for Hard To Find!

**Gnite!**  
***Elliot Gorton***

Dear Michael: Just reading your JV magic system and wanted to say thank you for this great work!!  
This is a very useful and encouraging piece of writing!

**Cordially!**  
***Zlatan Piric***

Hey Michael, I don't know how to put into words the level of appreciation that I feel towards you for the the awesome resource that you have created. The entire HMA series of recordings are jam packed with "Wow" moments. I just wanted to say Thanks, and would like to request information on your financing option.

***Scott Hewitt***

Firstly thanks for a magnificent resource. I'm still rubbing my eyes to make sure I'm not dreaming. I'd like to start interviewing some experts and was wondering what's the easiest way to get hold of these people? Also, what's the best way to approach them? Many Thanks

**Chris Gray**  
chrisgrayuk@aol.com

**Hi Michael,**

I am new to your site and without a doubt best resource I have come across (and its free!). You probably get asked this all the time but I really want to start my own direct response marketing business and would really appreciate any training/course recommendations to get me started as there is a flood of them out there. For some reason I have been interested in the old school stuff like Joe Karbo, Melvin Powers etc.. Do you think that the combination of offline/online marketing would work in todays market place? I would really appreciate any direction you can send towards and recommend. Thanks in advance..

**Shane Sekuloski**

**Good Morning Michael,**

First let me take a moment to thank you for the nice conversation we had on the telephone Monday afternoon. I really enjoyed speaking with you. I am excited about the opportunities that the HMA and other aspects of your opportunities provide. I am really intrigued with the way you have taken a concept and a passion and coupled them together to build a lucrative business that seems to have no ceiling. This thing can expand to areas that only the imagination limits.

I look forward to hearing from you and once I review the materials I will be desiring to work closely with you through emails as to not 'hound' you too much so that I may understand how I can 'supercharge' this opportunity in an explosive way. I like a steady rain but a good storm in the beginning will grab your attention so if advertising or increased activity or any other method seems to work best please let me know and I will follow the plan.

Thank you Michael and I anticipate your reply.

**Expecting the very best of success for you!,  
Rod Blakney**

**Michael,**

I've just ordered my 3rd product from you (Audio Marketing, Hamel & HIMA)...and I want to send you MORE MONEY SOON! (In fact I've referred several people to your site and I hope they're enjoying many of your free interviews as much as I do and becoming clients!) At some point, I'll be a candidate for the full HMA system.

As a business owner and one who researches and reads heavily, I look for credible resources that are worth listening to and studying. I'm grateful that I found Michael Senoff's site ([www.HardToFindSeminars.com](http://www.HardToFindSeminars.com)). It's a veritable stockpile and cache of some of the most effective business, marketing and personal development 'intel' available anywhere. What's totally amazing is the breadth and depth of what is covered. What's even more amazing is how much is totally free. If you're not availing yourself to both the tons of free resources Michael has along with his other top notch offerings, you're literally walking past a goldmine.

***Eric Johnson***

**Expanse Financial, Inc. - Mortgage Financing  
The Financial Independence Project - [www.FIPNow.com](http://www.FIPNow.com)  
Bradenton, FL**

**Hi Michael,**

Thank you very much for the HMA program.

I'm working through defining and integrating a USP with a client (friend), who I was assisting prior to getting involved with HMA.

The HMA material has brought a whole new clarity and structure to my marketing approach.

**Sincerely,  
*David Keenan***

**G'day Mike,**

Hope all is well with you and your family!

A couple of things I wanted to say..

Love your Art Hamel interview series and getting lots out of it. Def worth every cent. Been listening over and over, taking lots of notes.

You're providing a brilliant service – very impressed, thank you. Also noticed you had questions from others in Perth, western Australia – and I thought we had such a small sleepy town!!

Also wondering, do you know if Art Hamel is still willing to help students buy a manufacturing business (provided they pay for flights etc and his fee which goes without saying)?

Thanks again

**Cheers  
*Dom Lake***

**Dear Michael,**

When I first learned of internet marketing, over a year and a half ago, I found you through the interviews with Gary Halbert.

I spent the next year plus chasing the usual "guru" advice, with the usual results. I'm making reasonably good money and supporting my family, so that has inhibited me from really diving in. When somebody talks about having \$1000 days, or making \$4000 in 5 days, I balk.

When they talk about making 6-figures a year I balk. In the former, I don't care how much someone makes in one day - I know gamblers who sometimes make \$1000s in a day, and they're always broke. So far as the 6-figure target...what is that? \$100,000 or \$500,000? Even at \$100,000, I might be interested if they detailed how much of their lives are put into it.

18 hours/day staring at a computer while the kids forget my name is not worth \$100K. And this is assuming I believe any of it enough to act.

So, I continue making money with clients here in Japan, but I am at the mercy of the economy and other factors beyond my control. It could dry up tomorrow....which is one reason I'm looking at alternatives.

So, in the noise you got lost...

I have listened to some of your Walmart guide. It's a fantastic deal. I wish I had it when I was exporting in China.

And within a week, I have picked up your barter product. I am interested in barter, if for nothing else than a way to save money. The hype you refer to is ridiculously priced, but at least it made me aware of something I'd never heard of before. I'm looking forward to listening to you MP3s.

Which brings me to another reason I like your stuff. It's audio. The videos that so many people love to make are useless to me. I can't watch videos while I drive, and most of the time, 99% of the content is all in the audio portion.

A lot of rambling, sorry. But I feel like a guy who realized the girl he dumped for a Vegas dancer was the right one after all. Luckily, you're still available:)

So, in short, thanks. To our success.

***Bill Fish***

**Hey Michael,**

It's Carlo Selorio here from Sydney, Australia.

I just wanted to tell you after being a HMA Client for 2 weeks now and I just closed my first HMA Consulting Client.

Just to give you a bit of background about myself. I've been doing Internet Marketing consulting for about a year with small businesses consulting for some friends.



After going through MyFirstHMAClient.com and listened to most of the audio interviews, I knew straight away that this is the thing I need for my own consulting business.

I haven't watched the video sand training but I've been listening to your HMA University.

I closed my first HMA client combining my SEO Consulting services and HMA Opportunity Analysis to finally close a client that previously came to me for SEO help but didn't have money to do so first.

Thank you for your help and information that you and Richard provided.

**Regards,**  
***Carlo Selorio***

**Michael,**

I got my first HMA client using all your free audio and information. The client is a retirement community, and the director was having a tough time filling her independent living cottages. I sold her on the USP project for \$1500. I used the Opportunity Analysis to show her the importance of the USP and implementing it into all facets of marketing. I have a feeling once the USP is done, I'll get hired for step 2.

I want to use the payment plan option (\$99/month), and would like to order the system as soon as possible.

**Thank you,**  
***Brandon DeShaw***

**Hello Michael,**

I hope you're doing well. I told you I looked forward to the day of writing to inform you about having gotten our first HMA system contract. Well, I praise Jesus that today is that day! My business partner just called a little while ago tonight and informed me he is in possession of our first signed contract for the first step of the system. Our client knows we are just starting out and doesn't care because he is tired of paying about 20,000 a year for marketing services, which includes Web services, that is he unable to accurately measure results for. He agreed to the USP step for \$1750. We're also in negotiation for carrying out a postcard mailing for a second client. Thank you for playing a part in getting us to this point. We invite you to rejoice with us! Now it's on to making it happen for the client.....

**Sincerely,**  
***Stan Stauffer***

Michael, I have just sent you cash via Paypal. Let me know you got it. Am looking forward to more of Art Hamell!

Art's information on the recordings was practical and no nonsense, reflecting his years of hands on experience. His "out of the box" thinking on how to handle a seller's higher than desired price by building in a shared profit stream into the future is brilliant! It allows a seller to accept a lower price with the promise of more gain later if the business prospers as predicted by the seller.

I appreciate your seminars, Michael! Keep it up!

***Chad Masland***

I can't speak highly enough about the HMA Consulting System. The system provides for all of the infrastructure and bones for your consulting business while still giving you the freedom to run your business as you see fit.

I have found Michael's ongoing support to be invaluable.

**Best Regards to both,  
*Russ Reynolds*  
Russ Reynolds Consulting  
russ@russreynoldsconsulting.com**

**Michael,**

I finished my first Opportunity Analysis about an hour ago. The gentleman is a software developer and has created several unique and useful programs for back up and version syncing. Very neat stuff. He has few current customers but has a database of about 14,000 people that have downloaded the software. He currently offers it as freeware with the option to pay for the use. He has converted about 1,500 people to actual paying customers since 2002 when the first version came out. The others are just using it for free without paying.

I know this may not be the best first client but I am going to go with it because he is a unique character and he has that large database. He has agreed to pay a small fee for the first two projects with a percentage above that. It won't be enough to purchase the HMA system but I hope to soon! I guess my question would be can I buy the system in pieces? Let me know.

Again, thanks so much for all your work! I am going to be doing another Opportunity Analysis the middle of next week. You always say to just go out there and do it... you are right!

**Take Care,  
*John Maxwell***

I agree Joint Venture Magic is a great product. I purchased it from Michael a few years back and use it in several marketing applications..more than is written in the book. Using this material provides additional creativity to take place to even make more money myself and my client.

***Michael Kern***

**Michael,**

I am very interested in getting the full package. I have studied the DVDs and saturated myself with your website. Love the updated version, by the way! After speaking with you by phone in November I followed your direction and listened to all the recordings on the HMA program. I then prepared my own marketing materials and reached out to networking groups and a local chamber of commerce.

One week ago today I got my first client!

**Sincerely,  
*W. James Dutton***

**Hi Michael**

I promised to update you. A little late because I have just had to swap computer hard disks. Not pretty.

Anyway I started by sending out the template letter last week to business owners of the right size. Not much response to report on that tack yet.

So this week I've been calling using various scripts.

So far two appointments booked and two more for a few weeks time.

Time spent 4.5 hours.

43 no's.

2 booked 2 to call to book for.

12 maybe's who want emails sent first.

A bit rusty but finally have bitten the bullet so am aiming for daily two hour calling sessions which should build up a pipeline.

I am just about to make use of the presentation site. I have run the links and all seems well set to drive the traffic through my site.

Thanks of all your help.

***Christopher***

## How Can Michael Senoff Be So Mean?

Michael “interviewed” me and found out what I do for a living. He was very easy to talk to – non-threatening. Within a minute he referred me to a free interview that he had on his website. The interview was with someone who used to do what I do now. I told him thanks and wrote down the web address. Then we began discussing Jay Abraham’s materials.

I wanted to buy a ‘big box’ of his stuff and we outlined it. Michael advised me on which items would be better for my business and what I wanted to learn. He helped me decide what to buy based not on what he wanted, but on what I wanted. He turned me on to some other non-Jay products that he knew I would be interested in. When he told me the price, my jaw dropped. For a second I thought he was kidding.

He was giving me at least \$1,500 worth of materials for \$600.00. He gave me clear instructions on how to pay, but I defiantly felt he trusted me. It made the whole transaction easier. He told me my “big box” would arrive the following day.

Even before what I bought had arrived, the \$600 I spent made itself back.

I told you about the free interview he had given me with the person who did what I do. After listening to it, I felt my \$600 had been well spent for the interview inspired me to create many new lines for my business. I almost forgot about all Jay’s materials I had just bought I was so excited.

The Great Big Box arrived the next day like Michael had promised. Inside were all of Jay Abraham’s items I had purchased from Michael – and then some! He had included several more bonuses. He gave me a call and we talked again. He gave me some free advice about my business and told me to check my email.

Inside my email was a link to a special website of his. I clicked the link and saw 6 bonus items Michael said I could have.

These bonuses have no monetary value to me. I couldn’t tell you exactly how much each piece is worth if I wanted to, but I am guessing the high end marketing consultants of America would give an arm and leg to get the items Michael gave me as free bonuses. Letters, ads, joint venture how-to’s, radio ads and much more.

No where else have I ever had a buying experience this outstanding.

When you deal with Michael Senoff, here’s what you’re going to get.

Exactly what you want, not what he wants to sell you and

At least three times what you pay for. You’ll be able to buy everything you want and still have money left over to pay the dinner bill.

I could go on and on about the great buying experience I had with Michael Senoff, but that would take all day.

Let me alone say this.

**He will give everything he’s got to help you.**

***Kyle Tiernan***

Regarding Michael, I am speechless! He is whoppingly magnanimous. I have never ever seen a person like him to me he is like a marketing prodigy and I really respect him from the bottom of my heart.

Anything for you, Michael.

If you don't believe in what I say then order his CD which he will send it to you u free of cost and then order the full set which comes with a money back guarantee. See for yourself!

I am totally convinced that his materials are the best in the entire market. Nobody can come even close to him. If you really want to learn marketing skills which you won't even be taught in a B-school then order Michael's material because it is the best and a person should always go for the best in his life

***Ed Green***

How often have you wanted to do something so much, only to let it slip through your fingers? Maybe due to the high cost, the time and the commitment required?

My journey has involved the desire for learning, the desire for success and growth.

I attempted to define success, thinking that if I understood what it was it would be a lot easier for me to find it. I did all sort of researches, but still no answers. The more I asked and looked, the more confused I became. Some people were able to give me an explanation but nothing was really realistic and applicable in the everyday experience. It all sounded very risky to me...

The most profound answer I received was in a "Tony Robbins and Jay Abraham power talk tape" that I found in next door old book store. I came across the phrase "non risky" business improvement. It got me thinking but less about success then about the answers I've been always looking for on how I can improve our already existing accountancy practice.

I came to an understanding that Jay Abraham has all the practical answers I was looking for so long. At a very significant time of my life, I came across his work and wanted so much to access it.

So I began my research for Jay Abraham materials and seminars to discover that they cost a fortune but was sure I can find them somewhere. I asked all my friends but no one seems no know, so I went to eBay. And there I had all thee items that I couldn't choose from till my eyes went to this "BIG AUCTION BOX" all packed with Jay Abraham materials. It was such a great idea for me to able to access this type of information sitting in my own house caring for my little daughter and at the same being able to have ideas to achieve my goals.

It was my first time on eBay, my head was full of this belief of the unsafe internet transactions, the fraud occurred, the undelivered goods and all sort of warnings from all my friends.... But I wanted these goods no matter what and I'm sure these affordable educational materials will be my money making beginning and I'm sure the money I'll be spending on will be returned to me multiplied.

I begin bidding on this item and then I went to check the feedback of the seller to discover Michael Senoff, a seller dealing with eBay members since 99 and with rarely any negative feed back and more reading his personal page where he shared some of his amazing beliefs of learning, marketing, advertising and all sort of things.

Honesty seemed one Michael's main characteristic, but still I was constantly worried that I would be disappointed by this internet service. I bid on the item but lost. Luckily for me the reserve hadn't been met so I contacted Michael trying to make a deal with him so to buy the item.

I was very suspicious to begin with and so was he, but the more I got to know him through my questions the more satisfied I was. I was receiving prompt answers, very detailed with a very high sense of professionalism. I was very satisfied with the quality of information, the dedication to the customer and the honesty. So I decided with confidence to buy the item and as soon as I proceeded. I was rewarded by two very practical digital files packed with all source of letters and contracts, any professional will need.

We agreed on a set shipping fee and some how he underestimated the shipping cost. I discovered on the next day that I wasn't charged for this extra shipping cost.

Michael kept his words even at his own cost. That was to show the decency he prides himself for and to confirm this long list of praise he received from all his clients.

More he was able to provide me with a brand new Mr. X book on the spot and emailed a confirmation note showing that the item has been sent in order to take away all my worries.

He dedicated himself to helping me, the stranger from the other side of the globe with any enquiries I might have. After all this effort, help, and support I couldn't help but confide to this one of a kind man of my another attempt of mine of buying a rare Abraham seminar set listed on eBay and the trial of another eBay member to sell me a copy at a cheaper price.

And there he saved from wasted my money on fraudulent items with no copyrights and probably in unworkable conditions. Not only that he provided me this "rare" item at not only a good price compared to what it usually sells for but at much lower price to what it was sold on eBay itself.

Plus he offered me a free 45 minute phone consultation to help me understand the direct mail issue I was questioning him about.

I received my shipping in no time in perfect condition, just ready for me to begin my journey in achievements.

I cannot describe the experience I had with Michael to have been anything less than extraordinary. And that experience is only based on a week on knowledge. That might seem unbelievable but that is the pure truth, it might be even unrealistic to hear such a story on the internet.

My friends think I'm lucky and that I discovered the "internet angel." I discovered the "internet angel" and I recommend him to everyone.

***Marcha***

...What you have helped me with, Michael, is this realization. If it was not for you, I would be still struggling tremendously. I am not finished yet, and the results are not there yet, but I can see, that I am on my way.

But what impressed me most is your unselfishness and your willingness to send me the material and your help in getting me on the right track.

I am very grateful and than you for that.

***Kelly Anches***

Thank you, Michael, for your kind consideration up to this point. I salute you for the greatness you have shown me. I will never hesitate to deal with you again and I will recommend you to all my friends.

I believe one of the many reasons you have been very successful as a businessman is that you really, really care for your customers, like you did to me. MUCHO GRACIAS!!

**Your customer for life,  
*Leo***

I've never met you...but I have to say that I believe you have become one of my heroes.

You have gone far past the extra mile for me, so if you ever need me for anything, just ask.

***Kyle***

### **Michael goes the extra mile!**

I called asking about a Jay Abraham program, and the first thing Michael asked about was...me. He asked about me and my business. Not about the sale. He was totally focused on me, my interests, and what I did.

Michael could have had a sales rep take and place my order. Instead he took time out of his busy day to talk with and get to know me.

I knew that I was talking to a human being who cared, not some order taker who could care less about what I thought. This was one human being marketing to another human being. That's what marketing is about. Only later did he talk about the sale.

I looked at Michael's site and it provides a great service. It contains a wealth of information for anyone in business, sales, entrepreneurship, marketing, advertising, etc. It is like one vast mastermind collection of ideas that anyone is sure to find value in, at least 10 times over.

And most of the materials are complimentary. How many people do you know that are willing to do that? Is that not going the extra mile for the customer?

**Thanks again Michael,  
*John Paul***

Let me be frank! I think current world need people like Michael Senoff, yes as I said, we all need people like Michael Senoff. I have never met him but what I can conclude is that he dedicated the rest of his life for helping others.

You are probably asking now what is the proof for that? Well just go to his web site [www.hardtofindseminars.com](http://www.hardtofindseminars.com) and you will get lucid proof. His web site is a marketing school online and he has prepared all that material and lecturing for anyone who wants to learn, and he gives all that knowledge for free. What a precious gift to all!

I think there is no web site on the net that can be compared with Michael's, it is like a shining star in a dark galaxy.

Michael all I can say to you is that you are a wonderful human being. I think your web site [www.hardtofindseminars.com](http://www.hardtofindseminars.com) is a reflection of your inner spirit, and it is obvious that you are man who is willing to help anyone at any time.

I admire you Michael for everything what you have done on your site to help ordinary people who just started to learn marketing. I am one of them and I want to learn and study and I will.

**All the best,  
*Jan Farkas***

I checked out Michael's website <http://www.hardtofindseminars.com> and filled out the short application for the free 117 hours of downloadable marketing interviews with some of the most respected world class marketers. I also began listening to and reading the many other free audios and downloads offered on his site. When I checked out his bio I made the decision to write and ask for his advice. He seemed like an upfront, honest man who sincerely cared about others so I took a chance and wrote him an email laying out the scenario of my past failures and requesting any advice he might offer.

That same evening Michael wrote me back and the following morning he called me. He gave me his honest opinion on my site....telling me the bottom line was I would probably never make any money trying to sell the commodity products that I was offering. I think I knew this deep down but I actually felt relieved to hear it from an expert. Michael continued on to give me some sound advice on how I could make money, which type of market to look at, how to go about researching the markets I am interested in. Through a series of questions and answers he came up with some great ideas for me and using his expertise he opened a window in my mind....showing me how I can sell my own expertise in areas that I have interests in and a passion about. He provided insight into incredible tools that are simple and available for free...I would never have thought of them myself ....and they are readily accessible. Michael gave me all the information to develop a product and ideas on how to sell it.

I was quite amazed when Michael first called me at home, one of the great internet gurus calling me was unbelievable....but I was even more astounded when he provided all of the above at no charge. And I would feel comfortable asking his advice in the future....he really is an upfront and honest man.

I have already begun my research and am excited about the prospect of being successful. Michael made no bones about the hard work it takes to research the multitude of information sources out there but I



feel confident for the first time in months that I can succeed. I was down trodden and feeling sadly inadequate due to my lack of sales but after speaking to Michael my spirits are high and it feels great. THANK YOU MICHAEL!!

**With Gratitude,  
Sherda Allard**

Before you buy courses at top dollar, this is the guy you have to turn to. Not only will he find what you want for pennies on the dollar, and not only will everything arrive in good condition and exactly as promised, but he'll load you with lots of other extra goodies you couldn't even conceive of because of his knowledge of the field. And if you don't like anything, you can send it back.

How can you beat that? You get the same courses that others are paying top dollars for (foolish them), and you get the same guarantee. Not only that, but you get an advisor who can tell you what to avoid or what to go for, even if he doesn't have it.

This is what business is all about—somebody else fulfilling your needs, and Michael makes a special effort trying to find out what you really need and sending you in that direction. I don't care if you look elsewhere, but if you don't at least look here, then you're crazy.

**Bill B.**

Michael, I've known of you for about 6 months at this point. I came across one of your auctions and clicked through to your website. I have since purchased 3 items from you and all have been exactly as described, shipped exactly when and as I expected, and priced very fairly.

The couple of times I have needed support after the sale you were right there for me. This makes me feel much safer transacting with you rather than going through the auctions and their so-called protection policies riddled with "legalese" and loop-holes.

And the help you recently rendered me with the USP for our website and business is most welcome and appreciated. What a great reciprocal to a continued business relationship. I look forward to receiving my latest order, an Abraham contract guide, from you and anticipate the same fantastic overall service and value.

**Thanks Michael,  
John Hicks  
SignTruck Advertising**

I felt Michael is taking a real niche market, and proceeding to lay bare some of the mystique and secrets, if you will, about one of the most talked about, and least understood phenomenon of the internet, the "gurus". A so called so named handful of very bright and insightful men and women, who have blazed their trails across networks skies to wealth beyond most other facsimiles of the term gurus.

If you're like me, sometimes when you read, or hear of the incredible prices they get for these seminars, you've got to throw your head back and say, "Wow! What the heck do they know that we don't?"

That is precisely what makes Michael Senoff audios & website so valuable! It is what sets him apart from all others. The realization that we cannot only purchase these very informative, and in many cases rare pieces of knowledge for a fraction of the cost but far more important, we can talk to a Genuine Expert, who is not above taking his time to reach out to assist anyone.

You can search high and low before you will find anyone who even sells these types of material. But to find someone ready to answer your questions – that is certainly in a class by itself.

Having a strong marketing background myself, I not only learned from listening, I was impressed and kept focused on the beginning, of how Michael went about locating these tapes to telling little gems for improving a barbers business to helping a former banker. His demeanor dealing with people definitely comes across, and so does his sincerity.

Perhaps, the most important part of Michael's message was, whatever you choose to do, be happy with what ever it is, for that is worth more than anything, and that way you have already succeeded, the money will follow. Michael is truly a Class Act!

Dave Mark - [www.credit-cards-online.com](http://www.credit-cards-online.com)

Michael continues to prove that he is committed to serving his customers. His focus on providing the most recent and valuable programs to his customers is evidenced by his responsiveness and willingness to serve. It is truly a pleasure to be working with an organization that values and understands the needs of the customer.

Keep it up Mike!!! Your service is appreciated.

**Kind Regards,**  
***Bob Stumper***

Michael, you are a Prince among men. Thank you, Thank you, Thank you!

**God Bless,**  
***John***

I was SUPER IMPRESSED with your generosity and trust and could not believe you actually sent such valuable information to me FOR FREE!

Your audio CD that you sent me was SHOCKING! I could not believe the insane amount of valuable information contained on it. You are certainly number one on my list for buying hard to find training materials.

I LOVE sending you my money because I know I CAN TRUST YOU and know you have the very BEST MATERIAL at the LOWEST PRICES available.

Hope this doesn't sound too "hypey". I don't know you personally. It is simply the way I feel. You are doing an EXCELLENT job!

**Thanks again and sincerely,  
*Richard Conaway***

A good advertisement can be the foundation for a multi billion dollar enterprise and old ads have made fortunes. Some of these good ads have been forgotten.

I gave you the job to find one of these. A piece of copy that made \$500,000,000 in sales and pfffft! disappeared. I looked for it for 3 years without success everywhere.

You made it! Frankly, I was skeptical at first, but you made it in less than a month, and you have my eternal gratitude for that.

You are unique and persistent. It is a privilege to know you.

**Thank you again,  
*Christian H. Godefroy***

You have all the makings of what I like to call "A Good Heart". Thank you. I am impressed with what you have done. I also am impressed with the answering service in your employ. It gives all the appearance of a highly successful and large company. You go Mike! Perhaps when I grow up in this marketing arena I can be like Mike.

As I was writing the last paragraph I received a phone call from you. The part where I said that you have a "Good Heart" above definitely is reassured in my book. Thank you, Mr. Senoff, for everything and I hope to hear from you again.

**God Bless (I mean it),  
*Hodges***

Michael gave me a free and very helpful consultation. He didn't overload me with unnecessary information but impressed me with his insight, acuity and generosity.

In our conversation he demonstrated that rarest of qualities, the willingness to listen that marks a great communicator. I'll be implementing his advice over the next few months and estimate it will increase my gross by about 25% with no extra work once it's in place.

Perhaps more important I already took his advice and my wife is a lot happier! And he has an amazing amount of free material on his websites! Don't miss them or him.

***Mark Mordin***

Burton here, just wanting to say, I know that before receiving anything ... your kindness and willingness to assist me in bettering my career ... the immense knowledge and wisdom you'll be sharing with me, that will drive me and my passion to actually do it ... to work for myself, spend quality time with my family and friends, and be content ... knowing that I'm not only doing a good deed, but making a living from it!

Michael, this is seriously going to change my life ... forever!

I can't thank you enough.

**Forever Appreciative,  
*Burton M Clement***

PS. I owe you one! ;-)

This is awesome. I received your CD-ROM some weeks ago. It is a resource to be treasured, for which I thank you. How you do it, I don't know but I am willing to learn from you.

All the additional materials you have given me access to on your website point to a simple fact, ...you are without doubt, the most reliable source of inspiration for achievement I have come across and believe me - I have been searching for years.

***David Joseph***

I just received your request concerning how I felt about your website offerings and your complimentary "61 Hours" CD that I personally consider a treasure trove of marketing genius and inspiration.

I've referred many colleagues as well as clients to your site. My advice to each one of them is that they receive it and enjoy it in the spirit it was given. Your generosity is almost beyond belief.

I have one client who recently asked me if SHE could interview you for television program she is in the process of creating (Susie Mathews ... [www.winning-directions.com](http://www.winning-directions.com)).

It has in fact inspired me to be even more generous to friends and prospective clients. The upside of this of course, is enhanced credibility, trust and appreciation.

I really like your interview style, it's engaging, disarming and is what I believe makes your interviewees shine.

As one marketing consultant to another, I consider your style, grace and generosity both rare as well as authentic. Listening to the likes of Art Hamel, Eugene Schwartz, Joe Vitale, and Gary Halbert can do nothing but draw out the genius in me.

The technology you've incorporated in creating your CD is kick-butt from a user's point of view... easy, impactful as well inspiring.

For anyone out there, that hasn't jumped upon the Mike Senoff bandwagon, I would say this... what the heck are you waiting for?

Warmly,  
***Geary Morales***  
Innovative Success Solutions

I have been a student of marketing for many years, starting with an accidental stumble on some early Jay Abraham materials back in the late 80's or early 90's.

There really are a lot of great materials out there, but your site has got to be the best value found anywhere – so much information from all realms of business. Such great stuff is hard to find to begin with, but when it is FREE, what can I say. You are extremely generous, and a person would have to be a damn fool not to devour all the information on your sites.

Thanks for all you do, I have come up with a ton of great ideas, both directly, as well as building upon some basic principals given on your site. I am definitely a better marketer because of you. Thanks so much.

***Doug Parsell***

I received the CD 61 Hours of Best Audio Interviews. I cannot get my head around the fact you are allowing your information to be used for FREE. The true mark of a teacher is one who gives selflessly and without condition.

You Mike are a true teacher, unlike the so called "gurus" who rehash a load of garbage which degenerates further through time. I wish to thank you for being one of the Good Guys.

Your information is beyond measure, and the service you give is exceptional. I am glad to know you

Thanks,

God Bless  
***Keith Pinto***

I know you are a very busy person but I wanted to take just a few moments and tell you how much I have enjoyed your site today. I didn't work at my regular job today and have been working on internet trying to educate myself more on marketing.

First I want to thank you for all the information you have and to tell you I appreciate the fact that I can get info and not be bombarded with other offers promoting your business like all the other sites I have been dealing with. It just seems like all they are interested in is getting more money from me.

I have been struggling with an online business for probably more than a year trying different things and really not knowing what I was doing, information seems to be what people want and I have been trying to learn how to give it to them. I know you don't have time to listen to me go on about my problems but here is a short background on myself.

I worked in the clothing industry for 20 years in every aspect from sweeping the floor, to Quality Control, to plant manager. The company was sold and I found myself out of a job. I started my on business as a roofing contractor and was doing a good business really growing. With about 9 years invested in this I fell from a roof and broke my neck was out of work about 1 1/2 years.

I can get about now but still have some disabilities. I have tried to start roofing again but I have found you can't get much done if you can't do it yourself and rely on someone else to do most of the work. I do draw some disability but now it seems they think I am able to work again and are planning to stop paying me. So I have been trying to build a business on line to replace my income.

Well enough on that subject. Let me again thank you for your site. On one form I filled out at your site it asked what I thought would improve your site and at that time I had not looked much but after spending several hours on it today I would say the only thing you could do to improve your site would be to keep up the excellent work.

***Wesley Beck***

Michael, I have been listening to your audio interviews and reading transcripts in your website for the past 5 months.

Two weeks ago, I was at home comfortably listening to an audio clip that I downloaded called "How To Put Together Your Own Free Web Site And Save A Fortune Interview With Luis Arauz" It is simply incredible – fantastic. Your hardtofindseminars.com site is the greatest marketing website that I've ever seen.

Two hours later, I started listening to the "How to Create Million Dollar USPs For Your Business In 57 Minutes or Less" with Mr. Bill Bodri. It was so fabulous that I saved the transcript on my hard drive so that I can read every word every time I need it. A great impressive interview!

Michael Senoff, you are not only an idol to me but a great marketer, the most wonderful that I ever have, but you have such a sharing great heartfelt man that share the valuable information, audio clip whatever that you can give out to me.

Even I told my friends about it and they didn't believe that [www.hardtofindseminars.com](http://www.hardtofindseminars.com) can help them so much until they tried it. The result is it solved their problems just listening two audio clips.

Michael, I wanted to let you know that I had been to so many type of marketing seminars for the past 2 years and this one is one of the best online – [www.hardtofindseminars.com](http://www.hardtofindseminars.com). I have been learning some of the techniques and am prepared to go out soon... Michael, Striving To Succeed, Never Said Fail

***SJ Lim***

Thank you for your generous offer to use HardToFindSeminars.com as one of the bonuses for my DoWhatYouLove Membership Package which I launched early this year. Without any exaggeration, yours is the biggest collection of online seminar material on the Internet. And for giving free access to my DWYL members, you've practically increased the perceived value of my private site 72 times the \$97.00 membership fee.

I should know, because I am a seminar junkie. I have a collection of

seminar materials (DVDs, videos, audio tapes, CDs, reports, disks, courses, manual. etc.) that would last me for two lifetimes. So far I haven't taken the time to read, watch or listen to most of this material. Some is still in the original box or package – unopened and gathering dust on my shelf.

So, it's a dilemma of how can I use my collection as a giveaway bonus for my DWYL package without incurring any additional cost in shipping and handling.

Michael, your seminar website didn't just augment the value of my offer, it also generated a lot of goodwill among my members. Since your seminars are in digital form, I get to listen or watch them myself, more conveniently than the original form I mentioned above. You not only increased my pocket, you also increased my mind.

Finally, I just want to paste here the "teaser ad" that I wrote about you when I launched my DoWhatYouLove Membership Package:

"Who else wants FREE access to Michael Senoffs \$6997 vault of audio

interviews, downloadable mp3 recordings and transcripts? That's right, with absolutely no obligation you get FREE access to 117 HOURS of downloadable audio interviews, marketing lessons, and the transcripts. You won't pay a dime. This rare collection of recordings is just too awesome to list here. You will receive full FREE access when you join DWYL: <http://dowhatyoulove.net>."

Thanks a million again Michael, and more power to you.

**God bless,  
*Felix***

Are you fascinated by people who started from nothing and made it BIG in just a few years or months?  
I'm really glad you are

because...

I also LOVE to read about hugely successful people and how they made it!

That's how I came across a man from San Diego named "Michael Senoff." He has made it his life mission to interview as many hugely successful businesspeople as he can possibly find.

He then kindly shares those interviews with us "mere mortals" to give us an idea of the kind of things we need to be doing if we want to be massively successful in our own lives...

Here's What This Is All About:

Whilst surfing the web I noticed he didn't have any interviews with property people on his website so I dropped him an email to ask if he could recommend any other interviews for me to listen to and to congratulate him for his great audio interviews.

Instead of offering me one of his interviews to listen to and while he had me on the phone anyway" (as he later put it) he offered to interview me instead!

He later told me he'd already come across me whilst doing his due diligence on international real estate investors.

He really liked my 'rags to riches' story and thought it would be a good idea if he shared it with the world. To be honest, I felt very flattered, honoured but a little embarrassed too!

I mean...Who Cares About My Story??

Nonetheless he insisted I let him publish it on his website. So I agreed on the condition that I can give it away for free to my friends and mini course readers before general release. He reluctantly agreed after thinking it over for a few days (to my relief!) as he did say to me he was thinking about charging £50 or more for it.

In this rare audio interview with Michael Senoff I reveal:

- How I went from working £5 an hour moving crisps around a warehouse at night to a financially independent property investor in just 3 years.
- To make sure you learn from my silly mistakes to save you time, energy and most importantly money.
- How you can use the Internet to find desperate sellers of bargain properties based on my proven, time tested system for finding deals using the Internet.
- How I raised 100% financing for almost all of my property deals and how you can too.
- Watch out for my jealously guarded tips and tricks.
- How to advertise for desperate sellers of bargain properties so they come to you first before approaching estate agents or auctions.
- The questions to ask desperate sellers to figure out whether you should spend more time on the deal or move onto the next one. This is important if you do not want to waste your valuable time!
- and much, much more.

What you're about to hear is 1 hour, 7 minutes and 56 seconds of no B.S. property investment wisdom shared between Michael Senoff and myself. This recording is not available anywhere else, apart from Michael's website.

I have made it available to you as a gift for being a valued friend and because I know you will benefit immensely from hearing about my struggle to start a successful passive income generating business and how you too can also reach all your goals in super quick time.

And the best thing is that it doesn't cost you a bean to listen to it!

**Kind regards,**

***Deep***

**Managing Director, Vadesha Properties Ltd**

**[www.property-course.com](http://www.property-course.com)**

P.S. Here's where you need to go right now to listen to me share my most potent success strategies with Michael Senoff, the world renowned 'griller' of successful business people worldwide: <http://www.property-system.com/senoff.htm>.



Hardtofindseminars.com has to be the biggest, juiciest, most exciting collection of marketing gold dust I've ever come across in one place, period.

I thought you were bonkers to give away that much stuff for a puny email address, you could easily charge at least XX.00\$ a month or more just to let folks listen to this material, it's that good.

In fact the only other resource online I can think of that come close to the sheer volume of marketing wisdom is Gary Halberts' newsletter archives, who's also interviewed on your site!

Listen folks - whether you ever buy a damn thing off this guy, I dare you to browse through this archive for 5m without finding some ingenious insight that'll stick a whole load more cash in your pocket... in fact that's what I'm doing right now!

Both Michael's generosity and huge in-depth knowledge are an exemplar to marketers everywhere - check this stuff out, it really is amazing - detailed, ingenious, practical and fascinating marketing goodies you can stick to work right away!

Awesome job Michael!

**All the best,**  
***Michael Campbell***  
[www.thetruthaboutmanifesting.com](http://www.thetruthaboutmanifesting.com)

I know these are probably auto-generated emails but I have a question for you. How do you make money? Are you a marketing consultant or do you have a product for sale on your sites that I can't find? I've seen your Jay Abraham original stuff on Ebay, but that can't be making you that much.

I really appreciate all that you have given me. I feel like I owe you something in return. I have hours and hours of your interviews on my iTunes along with my other "paid for" audio. I put them on my ipod and they are glued to my ears. I literally wake up and with some interview playing stuck in one of my ears. My wife thinks I'm crazy, I hope that this effort will pay off in the long run. I'm an independent sales rep for a local PEO-Payroll Service in Phoenix, (still looking for my "perfect business" to start, any ideas would help.

I guess I'm just letting you know that I get a lot out of you sites and recordings.

Take care, keep up the work.

***Dason Allen***

Michael, you're a rare individual and businessman. You're the best example I've seen in a long time and an inspiration to me. Your right from the heart attitude and personal investment in your clients is amazing...I can't help but keep coming back to you! Your time and attention is greatly valued and never taken for granted. I love that you help others help themselves and I can't wait for an opportunity in my life to let you know just how much that means to me (in deed, not just words).

Enjoy your weekend, again, I'll leave you a message or an email of how it went, which I suspect will be followed by a rather quick and anxious cash transaction.

***Roger***

Your CD finally reached me here in Sydney, two weeks ago. You know what: you are talking to me everyday right into my ears on my way to work and back to home. Instead of listening to useless junk in my MP3 player, I am listening to your files all of the time and guess what?

Yes, I am enjoying it. I'm writing this not just because you may wish to put this on your site as a testimonial (which I really do not mind if you will do), I am writing you this because what you are doing is true delivery of useful information.

OK, I understand that you are as well promoting your own products and other people's too, but you are not abusing my ears and brains, you are delivering true stuff and free of charge by put the massive amount of audio files on your site for download and sending the CD as complimentary too. Definitely, you will be paid back by Karma or by people.

**Thank you, and my best wishes.**  
***Aiden***

I want to thank you Mike for your generous contribution to my consulting practice.

For nearly 2 years now I have been eavesdropping on your website from time to time. There's so much information on your website that I feel I am spying on you or something...I feel like I have found the back door to a secret room where only the initiated should have access...I really feel fortunate to have found your website.

I have used you, your business and website in more than one occasion. But let me give you a few examples of how you were able to help me:

1. In the process of marketing my consulting practice I was wondering what I could give to my prospective clients to entice them to meet with me. So, I decided to put together a package of information that I give for FREE (I probably got the idea from your website). When I saw your offer for your FREE CD I had an idea; "Why not include Mike's CD to the package?" I got in touch with you and you really made it easy for me. Within a few days I had 50 of your CD's that you had sold to me at your cost! Wow, thanks!

2. Another time, I wanted to record a telephone audio presentation that I was going to make for my clients. I was wondering how to record it and put it on a CD. I didn't have the software to do that and I really didn't know how to record from a phone. However, by looking on your website I found an interview you had done with a professional recorder...and I found all the answers I was looking for right in the interview. Great!

Now, in all seriousness, I could go on and on. I have learned so much from you it's unbelievable. I don't think that I could do what I do today if I hadn't found your website...not kidding! My clients think that I am a pretty smart cookie; a lot of it is because of you.

You see, originally I thought that with my expert knowledge and long experience I could easily start a consulting practice in Hotels and Restaurants. Oh, boy was I wrong!

Consulting involves a lot more than transferring one's knowledge to the client. You need to know how to sell, how write, how to structure your knowledge, how to deliver this knowledge, how to market your business, how to run your own business, how to manage your back office....and so much more! All of this and much more is on your website...for FREE!

I don't know how to tell you how grateful I am for all that you share with me....Or am I really stealing this stuff from you? It is still unconceivable that you would share so much for FREE. In Spanish I would say "MUCHISSIMAS GRACIAS!" or a Big-Big-Big Thank you!

On a final note: There's a lot of information out there for the taking, but none is as practical as yours! Your information comes from the trenches, not from the books!

A warm thank you and I wish you and your family a very happy holiday season,

***Marco J. Robert MBA, CPC***  
**Business Development Strategist for the Restaurant and Hospitality industry.**

Man, you are one of those rare breeds  
that sell with integrity and generosity!!!

I have been sending your page to my friends!

***Colin Fu***

I had first stumbled upon your website on my search for marketing materials. Needless to say, I was overwhelmed by your generosity and simply could not believe the quantity and quality of it. I admit that I simply didn't get the point at first and thought that you are too generous with these things. Now, after listening to many hours of insightful interviews, reading pages of fabulous materials you have on your site, and watching some of the best presentations I had ever seen, I finally get it. Michael, in the world of constant 'something for something' you stand out pretty tall. Your generosity is just good.

But let's talk about the materials themselves. Michael, I am an audio maniac and listen to every seminar, tape, course I can get my hands on. I think the supremacy of your materials comes out of two things – first it is the format: interviews. This is a much different approach than somebody in an endless monologue – as most audio materials on sale do. Second, I think is your own knowledge of the materials themselves. Michael, I personally find you a pro on the subject of marketing. Your presentations are the essence of essence of the most modern, proven, fault-proof marketing strategies and tactics.

After working for a couple of years in the marketing department of a major financial firm, I can say that this was the most boring, lifeless and least-creative environment for marketing activities. In short, the whole marketing of this institution was done by producing a brochure or putting an ad in the paper. To do anything else you would need an approval of three directors. You get the point. At that time I was fresh from the Biz School and with books of Kotler as the basis on my thinking.... Product.. Price... Promotion... etc... etc... This has worked well to justify our existence as the department but frankly, I had never felt the business or real money behind it.

I am now working for a small business in Tokyo, Japan. I am assisting and working very closely with my boss who is very open to things that make sense. If I would approach him one day and say something like the

four Ps he would look at me in complete loss. I think all this Kotler stuff is makes good basis for wondering about what the hell are those guys in marketing doing. But let's get back to the story... Michael, I had listened to the many clips in which you had advised people that are either running small businesses or are self-employed. I remember once you advised a truck-mover that run the business with two other people. Frankly, I never heard such great marketing tips. The interesting thing was that you run deep into the details of the whole thing. Guys like Jay Abraham are indeed great but they do not teach you the fine details of implementation. This is one area where you are really much more practical than more talk on the theory.

Michael, I am in the middle of implementing some of your ideas. We are in the process of polishing up our USP and making some beneficial relations with businesses outside of our regular clients. These things are still very fresh but there are already major improvements. When I entered the company it was on the verge of bankruptcy with its owner (a very gentle Japanese man) running around with eyes half-shut from the lack of sleep. Now things are slowly levelling out, mostly thanks to some basic management, and the ideas from your website. I will keep you posted on our future progress.

Michael, thank you, thank you, thank you. You had educated me and made the company work at profitable again. I wish all the people know of you as soon as possible. Let me know if there is something I can help you with.

Regards,  
***Oscar Milewski***

Finding someone who is prepared to share the knowledge is difficult. Michael has the knowledge and he shares it through the invaluable audio sessions available through his website. In my opinion it's the most interesting site I have seen in my career. I am enjoying his audio interviews immensely and feel indebted to Michael for his enlightenment and valuable lessons.

With his concern on wanting to deliver correct product, rather than maximize sales, is very touching. Michael is the type of person that I would feel very relaxed to do the business, knowing full well that I will get good value for the money.

Best Regards,  
***Steven***

I wanted to thank you for your kindness and commitment to helping people. Since I started listening to the tapes, I am beginning to find my self, it's more than going to University. My biggest problem is achieving lift off. I am always thinking and sometimes about great ideas. Then without follow up, I switch to another.

Is there any help for me? I enjoy solving problems for people and marketing seems to be in my blood.

Once again Michael, thank you very much.

***Sam Simuzoshya***

When I first found Hard to Find Seminars on the Internet it was not by directly surfing into the Hard to Find Seminars site but rather I found out about Michael's site while visiting someone else's personal site, and I have since long forgot who, and they were extolling the virtues of this person by the name of Michael Senoff. They were telling how un-believable this person was by literally giving away for free sales and marketing principles worth thousands of dollars. I initially thought "Yeah right!" Free like in "I'm giving away these secrets that I have made a fortune with for only half price and to take advantage of this..... you must respond by, etc,...etc,...etc." Or "Free for a limited time only just \$9.95 and \$45.95 shipping and handling and so on and on and on etc,...."

Now I know these offers can be effective as marketing techniques and have made billions, I'm sure, for those who use them. Yes, in certain situations they may be proper but I find more times than not, these little "secrets" are being abused by boiler room marketers of which I have no desire to be part of. I didn't need this kind of marketing help and I wouldn't want to be a part of it. I assumed this is what I would find. Assumption however is a stumbling block we should all be cautiously aware of because it may lead us to the depths of destruction or the heights of success.

When I first looked at Michael's Hard to Find Seminars site and his offering I quickly sensed that, what I may have assumed and was prepared to "read and hear", was not what I was seeing or expecting. Yes Michael uses many proven principles and techniques in his copy and it is indeed very exciting. I only wish I could write copy as well, but there was something more he was saying that was present and underlying in his writing. What I read was "very powerful" and I knew that perhaps I found a new generation marketer that was truly reflecting the greats of the past. This man was saying, "I have character and if you don't believe it prove me wrong". Folks that is explosively powerful and I knew that Michael had my attention.

So at his underlying and direct challenge, I replied to see if he possessed the character he implied. He said he would call me and give me a few pointers that would help my business at no charge. Now I know from experience that consulting fees can be quite high and I had already determined that Michael no doubt was a busy man just from his industrious website and collecting interviews, etc. What I found out was that he "really was" interested in contacting me. I also have a busy and full schedule at times and was not an easy person to catch up with. It took more than several personal e-mails, phone tag situations and several weeks for us to get together on the phone. When we did finally get together I expected a sales pitch of some sort, I hate the word "pitch", an intense sales "presentation" at the bare minimum, telling me how great of a guy he was and I must buy what ever from him now etc. and so on. That was my preconceived skepticism at work. I have been burned a few times as we all have been. Even by "self help" gurus.

We seekers of truth and knowledge have all felt the insult and some times even the pain of deception. Let me tell you what I found out however. Michael did not attempt to sell me one thing. He asked questions and listened to my responses. He told me, and I already knew this, that my business situation was not at the place yet where I would necessarily need or could justify the expense of his personal services directly. However Michael said he would help me get to that point if I would let him. He did evaluate my business, took the time to make some good changes to my web site.... ( Let me stop here and say this. For those of you who have and maintain a web site personally, you know that making changes to anything on a web page can take some time. Michael not only has the skill to determine what a good site should look like and contain but in my case he made and suggested changes to my site and sent them to me. This takes a little time and effort and he was willing to spend (invest) this time in me. Once again folks this is some extremely powerful stuff, and speaks well of Michael's character. He understands and operates on a level that can lead one to true greatness and I appreciate that.)

I have not had direct contact with Michael since that time nor will I until I reach a point where his "advanced" services will be sought after and relevant for my growing business. That time is close at hand I'm glad to say, with a lot of help coming from what I have picked up listening to the materials Michael has provided. (IT WORKS!) After listening to many interviews about the HMA system I found myself talking to my barber who was extremely interested in some of the ideas I presented to him because he has plans to open a chain of shops and a barber college. He was really impressed and wants me to help him in setting up a marketing plan. Guess where the system I used to help him focus his marketing goals and how to come from? You guessed it! From listening and taking notes from Michael's interviews. I was not originally looking to become a consultant but was looking how to market my own business but I have more than several people now wanting me to work with them. So at this time I can't believe the windows of opportunity that have opened and I haven't even tried to find these opportunities. The market place is really hungry for help which is something I never would have expected before now. I can see now that consulting may indeed be part of my current marketing business. I'm not saying Michael has nothing to offer now, because he is offering and providing me the services I need at this stage of my business already, for free! Michael has made it very easy for me to get the information and tools I need to help my business grow. It should not be hard to guess where I will be going to get the advanced support I will be needing soon.

Yes it is mostly all free. Before you would ever get to some of his "for sale" items and services you can digest hundreds of hours of the greatest "for free" (normally not free from other sources) information I have ever found. I am a subscriber to his e-mails and take him up on his offers and wonder if I will ever get to the place where I would need to purchase his services. Rest assured Michael you will have a chance to profit from your service to me and my business and it will be well earned and appreciated.

( Do you understand this? Michael is investing in me, not me in him to this point. I have literally hundreds of hours of candid interviews with the greatest known present day marketers available to me. If I had to find these people on my own to talk to, ask them point blank "how to" questions, it would be almost impossible to get the time with them and would at least take an enormous amount of my time. Michael is providing one of the best examples of networking I can think of. He does all the work and lets thousands of us around the world plug into him. Are you getting it yet? Michael and his company has to be one of the most unique sources for business knowledge available today. As I write this I still find it amazing. Michael's business may be "Hard to Find Seminars" but It would be even "Harder" to find someone out there who would do what he is willing to do for you.)

Michael and his company are working for me and he has yet to charge me even one penny! This is absolutely unbelievable! Would you give all this information away for free? I honestly don't know that I would, if it were my business. I 'd like think so but "wow", when I think of all the work and time (years) to put this information together would I really give it away? He has yet to charge me the postage for the information that I have requested, notice "I" requested, not sent to me un-solicited. Do you understand what I'm saying?... It is absolutely un-believable! You are probably saying what's the catch? There has to be one some where! Would you believe that, yes I think there is a catch!

The catch is not for us but for Michael! He is putting all his proprietary possessions and himself up front. He is investing, as I said earlier, in you and me. If anyone can lose anything it is the mountains of work he has done to this point. He's already given it away and still giving more. Go to [www.hardtofindseminars.com](http://www.hardtofindseminars.com) and download to your hearts content information that if you went to other sources would cost you thousands of dollars. Reply to his emails and he will possibly call you personally, he will send you cd's at his cost, he will not

harass or insult your intelligence in any way. So who's running the risk of loss here people? There is a goose laying golden eggs of sorts folks so lets don't eat the goose. Opportunity is presenting itself, what are you going to do with it? Michael you will surely become hugely successful because you truly understand the principle of investing in others first to ultimately reach your success and that success will be magnified many times over. Folks is this the kind of person you would want to have involved in your business with you? I surely hope so. I know I do! This guy is plugged in!

If Michael should choose to use my testimonial or parts of it, which he has my total permission to do so, I hope he would include the following:

"To each of you who are looking for help at any level in your business or maybe even in your personal lives, I would encourage you to look closely at all the numerous offerings you may find, especially on the web. Many sites will look alike. Many may look similar to Michael's site, don't be surprised because good proven copy techniques sell and Michael applies them all and that is great! However I encourage you to step back a second from the copy and try to discern what is under that copy. If you take the time to do that, I believe you will see that without personally knowing Michael you will see the character of a man and company that it would be good to do business with. Thank you Michael for letting that character show even if it may not have been planned on your part. Greatness just shines and it will draw many to its light."

Those of you who may read this and even if it does not get past your eyes Michael I respect what you do and the sincere effort you put into being of service to your clients which I number myself as one.

One last thing, I don't know if Michael's program will be the cup of tea you are looking for, or if the shoe will fit. However I see nothing in what Hard to Find Seminars in general or Michael in particular could ever do to cause you disappointment or failure. There is no smoke in mirrors here, no one will force themselves on you and you can not be taken to the cleaners if it all is free. You only spend when "you" feel it's time. By that time, I'm sure Michael will have earned your confidence and respect as he has mine. You will not only feel safe in doing business with Michael and his company but you will also want to.

**Sincerely,  
Paul Baer**

I just wanted to let you know how much I appreciate the wonderful service you provide. About three years ago, I talked to you on the phone. I told you that I was legally blind and that I was looking for information on marketing and other information relating to home based business.

You told me how I could access the audio clips on your web site and that it wouldn't cost me anything.

The value of the information that I received from your web site is priceless. You offer all of this valuable information free to any one who cares to take advantage of it.

I recommend your web site to all of my customers because I know that they will appreciate it just as I do. In my opinion you are truly a master of marketing.

**Respectfully,  
Gregory H Bey**

I don't know what to say, except that you are one of the most loving, forgiving persons I've met. I have not satisfied the debt to you, but yet you keep me in the loop. You continue to share your knowledge and freebies with me. I appreciate all you're doing, and I will pay you. I am studying your materials; actually using them with potential clients.

It's been a process - getting my coaching/consulting practice going. But I'm seeing progress. I appreciate you.

**Thank you,  
Clara Davis**

Thank you so much for your reply. It is indeed a pleasure in offering up such words to you and the impact that you are making. I can only assume that I speak for many people who, like me, see the body of your great work as exceptional.

You have definitely raised the bar without question. It is beyond incredible in your giving away in over delivering on such highly valuable content. I just can't say enough, with the level of service that you are providing, not to mention the level of time, effort and patients it must take you in offering all of this for free. You most definitely need to be highly commended. Just thought you should know you are appreciated.

**Best Regards,  
Lester Pierre**

Thank you so much for all the information you so willingly share. I appreciate your generosity very much.

I heard you say recently (in one of your audios) that you have 'found your niche' (interviewing people). You're right!! You have a gift at 'drawing people out' and then summarizing what they have said (into powerful sound bites').

I often feel that you add more valuable information to your interviews than your featured guests!

Just wanted to say thanks again.

I've had the benefit of your generosity time and again. And I know (just looked at your Alexa rating!) that you treat everyone similarly. (And darn it - I thought I was someone special.) ;)

You're willingness to turn me on to information (for free) that is unique and so obviously goes far beyond the junk that is so often delivered as so-called "content" by others speaks volumes about who you really are and what you deliver. You make it look so easy, though I know it's not.

That's the mark of a real pro in my mind.

**Giving you 5 stars... :)**

\*\*\*\*\*

**Kind Regards,  
Bal Simon**  
<http://www.wealthcountry.com>



Thank you so much. Your email really encourages me.

I know that if I really put some effort into it then I can at least make some extra money online.

I don't have to hit it big like Dan Kennedy or Corey Rudl. I'd just like to be able to pay the bills and have a little left over to take my wife out to dinner :-). And maybe a few toys for the kids.

My wife honestly cried last night when she went to bed after reading your email. She said "Listen to that guy, he seems genuine".

So thank you again, and my wife also says thanks. I do promise you that I will buy some products from you in July when my checks start. I'll study all the audios for now. I will later be able to study the other items you have.

Again, if you EVER need anything please don't hesitate even for a second. Just call or email me and I'll do everything I can to help you.

**Take care and best wishes,  
Daniel Wolfenbarger**

What do a person say when someone give you such a big chance in life after you already have learned a lot free. Yesterday while I was listening to your audios I said to my wife that there are still people around that you can trust and believe in because that is what your recordings and your voice tells me and now that person give me a chance to study something that will change my life.

Thank you for this Michael. I do appreciate it and I will surely promote you and your business. I will send you info on how and where I will do this promotion.

**Thanks again  
Ignatius Kemp**

I don't know if you remember me or not, but last summer you helped me with ideas for marketing an electricity rate auditing service. We did an interview, and you put it on your site.

Well, I floundered for months with putting together some way of automatically generating leads without pounding the pavement.

After much reading and learning from great marketers like you, I've got an 11-step B2B direct mail campaign, a classified print ad in a statewide business periodical, and a website!

I don't pound the pavement ANYMORE! Instead of only being able to write business in SE Virginia, I'm now writing business all over Virginia and North Carolina!

The direct mail works far better than the internet, simply because people only search for problems they KNOW they have. Businesses don't know they have the problem I'm solving, so...the Google Adwords campaign was major flop.

Anyway, here's the site ([www.BestElectricityRate.com](http://www.BestElectricityRate.com)) \*\*Turn up your speakers!

I just wanted to let you know that your advice has made a difference in my life.

**Tony M.**

I still remember the day Feb 12 this year when I was browsing and got to your website, within 5 min I was already talking to you on the phone.

The first thing I said is I can't believe this is happening today and you saying "When the student is ready the teacher will appear." Well Mike you have been a great Teacher and I'm looking forward to 2007 to be very successful year.

***George Bonev***

Man, that was the **MOST AWESOME** information I think I have ever been given! Our 15 minutes stretched into an hour, and you gave me the best ideas I've heard in a long, long time.

You laid out exactly what I need to do, fleshing out ideas that I'd kinda already had, but I hadn't been sure where to take them. They weren't clear in my mind – until you talked to me, and helped me clarify and focus on what I need to do, and where to take this business.

I fully expect that I will come back to you for further consulting, and I'll definitely refer others to you as well...

**Dude, you are a life saver!**

**Happy Trails!**

***Patricia Reszetylo***

<http://www.EquineTeleseminar.net>

I would just like to join the throng of people who write and say how much they love your site.

You truly are inspirational. I would very much love to complete several of the courses you have on offer and I am sure I will as I am able. In the meantime though I will continue to learn from the absolute plethora of information you have so freely given.

**Regards**

***Jeff Nicholson***

You are so great. Thanks for the cool audio response; answered all my questions. I AM NOT very computer savvy, so I will be back to you on the whole power point, which is so incredible. You are a genius. Thanks for everything.

***Patrick***

Fantastic intro to your interviews. When did you start using that one?

Sounds like a Core Story, ala Chet Holmes' Empire Research Group.

Have they helped you with your interview intro about starting in your 2-car garage and your son being sick at a young age?

You sound VERY dynamic and powerful. Something has definitely changed in your life to empower you and give you more confidence.

**Again, that intro is SUPER!** So, share your secret with me. :-)

***Michael Morales***

**Thank you very much,**

I'm a chef by trade working 7 days per week 12 or more hours per day. I got two lovely young children, and my partner that I love. I'm trying to grow a networking business to offer my family a better life and be able to spend some time with them. I spend after work one to two hours to educate my self on marketing. I really wish i had more time but how we say back home "c'est la vie". Your website is magic and as i said to my wife you are Merlin.

I let you know how I go.

***Merci***

Sammy Amri

You know, there is an immutable law of sowing and reaping. You are a wise man to provide all of this information in such a generous way. I am sure it continues to come back to you in multiple ways!

**Thanks again.**

***Bruce***

Thanks for the well wishes. I wish you and yours a very safe and wonderful new year. And just to clarify, I'm very thankful for having found your website and to have learned from the audio's and transcripts which you provide free of charge. You have no idea how this valuable information has changed my life. Thank you so much.

**Happy New Years!**

**Very Truly Yours,  
*Charles N. Muamba***

Thank you very much for spending time for my request about a contract. I've already called you and left you a message in regard to this matter, but just wanted to double check that you've received my personal and appropriate THANK YOU!!!

God Bless You!!!

Sincerely,  
***Russ Buzhikov***  
Consultant

I am interested, but I have so very many "free bonuses" already that I don't have time to look at.

Are the bonuses really that spectacular? Is the book worth having?

I've seen this approach to product sales before so that in itself isn't new to me. I can be bribed. Besides that, I owe you big time for providing me with a copy of "Dare To Be Great." That program is life changing.

Cheers,  
***Evan Walters***

I must first start out with an apology...I'm sorry for not getting to you earlier, as you have done so much for me and my ever-changing mindset as to what's ACTUALLY available!

I once heard this quote: "People buy what they want and beg for what they need". It is soooooo true. Here I am a blessed but virtually unknown motivational speaker presented with the opportunity to converse with you from time to time and I allow fear (of not sounding smart enough...etc) to get in the way.

It is this very mindset that I address i address in my book "How to Find Success by Losing Your Mind" (not so shameless plug).

You have laid at my fingertips hundreds of thousands, if not millions of dollars of useful information and resources that others would NOT share without first putting down a hefty fee. Yet, Somehow we can't see the forest for the trees. I thank you for the power of equality and quality you have and continually make available to all of us.

Through hardtofindseminars.com, I am being affected, renewed and changed.

Thank you.  
***Marvin Crazy Crawford***

P.S. I am sorry for including this without asking but, ONLY if YOU object, one of the definitions of crazy is to be distracted with enthusiasm or excitement. It is because of this beginning of mine that I can gravitate to the genius and possibilities that YOU bring to the universe.

I have just started listening to your online seminars and they give me some hope. What happened is that I just got diagnosed with cancer (relatively early, thank goodness).

I have a few months of just laying on my back and feeling pretty bad ahead of me. I will be listening to as many of your seminars as I can whenever I am conscious enough to listen as a way to help me be brave thru the experience.

The reason doing that would give me hope is if I DO come thru the experience alive, learning this marketing seminar stuff may just result in a brighter future than before than I was diagnosed, and I can and will hang on to that thought through the coming months. And that's alright.

**Thanks, Michael.**  
***Elana***

I really enjoyed our talk we had this morning. You and your audios have opened my eyes to so many ideas on joint ventures, HMA consulting, to Yellow Page lead generation and so much more.

I am so glad that i stumbled on to your site it has giving me the tools that i need to go out and start my on small business. thank you from the bottom of my heart. Keep up the good work!

**Sincerely,**  
***Pat Delaney***

Thanks for all the hard work and all the free stuff you have on your site. You have helped me through so many tough decisions in my business by the audio stuff you sent me to listen to.

I don't know if you remember me, but a week or so ago I e-mailed you about my gym in Northport, AL (close to the bama campus) and asked about getting my memberships up and you took the time to find some interviews for me and also told me about some products that you had when I got ready to purchase. I am going to get those as soon as i get the cash.

I just wanted to say thanks for having such a great site & interacting with your consumers and soon to be consumers the way you do. I can tell that you really do care for the people you help.

**Roll Tide!!!**  
***Shannon Cook***

I have listened to probably 60 of your interviews. The quality of the information is terrific. And you would be surprised by the number of times I have recommended hardtofindseminars.com to a friend and have them come back to me and say, "Oh yeah, I listen to Michael Senoff all the time."

Now, Michael, I'm not going to say this happens monthly. But it really caught me off guard the first time it happened ... then there was a second ... then a third. I thought to myself you have really pulled off

something in the marketing world that industry leaders have not been able to do. And I think your approach convinced me that education-based marketing was/is the best way to sell.

And, although you don't need my testimonial, and I don't expect to see it, you have my permission to use the previous comment as an unsolicited testimonial in whatever way you see fit. And you have my permission to reword my paragraph in whatever way. I say that because you have earned my trust. And again, thank you very much for your offer to provide both.

**Regards,**  
***Paul Stack***

You are the MOST INCREDIBLE AND GENEROUS PERSON that I know of! Honestly! Really, you are!

As a matter of fact, I can't even keep up with all the information/links that you have provided me with.

All I can say is that I will listen to EVERYTHING that you have given to me and with it being a blessing in disguise, as I know that it is! I now know that I can make it because of you!

The other thing I can say is I know that you wouldn't do this for most folks. Knowing that, I truly feel blessed!

All I can say is that I am working on some other projects and can PROMISE you that I will do everything in my power to promote YOUR products AND services. Michael, you have given me so much on your dime, and I really appreciate that. So, knowing that NO, I will not ask for any compensation. This will be my gift to you! You truly are The Real McCoy!

**God Bless and Merry Christmas!**  
***Jean-Marie***

I've been listening a lot to the recordings on your site lately, particularly the HMA calls.

I wish I had learned about you and HMA before I had bought all these other courses.

I've been to the seminars the meets and on and on, and unfortunately for me what I came away with is that all the millions these guys make comes from flapping there lips.

In front of a bunch of desperate, wide eyed, hungry for change men and women who are looking for ways to escape there slave jobs, improve there quality of life, be able to spend some quality time with there families etc.

It took me a long time Michael to realize there just pedaling product with little if any concern for these poor hard working men and women.

One of the many things that impress me so much about you and your site , which by the way is genius is your sincere interest in other peoples success, not just there monies of course I understand it's a business and your in it to provide for your family.

But it's a business with Heart and that is so rare nowadays, you are a one of a kind

Michael, thank you for being the people's crusader, I used to be impressed with some of these guys but now you've got them beat hands down!

**God Bless,  
Nelson DeLaRosa**

Michael, I have been following you for some time now and am deeply impressed by your story. I have listened to dozens of your interviews and am trying to pattern my life and business in a way that will allow me to have more freedom to be able to spend time with my family. I have actually spoken with you briefly on the phone a couple years ago and have changed my life and business (in a good way) largely based on our very short conversation. Every day as I get up and go to work, I am driven to be successful on my own so I can have the security of knowing that my success is up to me and that I am working to make myself wealthy, not my boss. Anyways I just wanted to say thanks for the inspiration to keep pushing forward, no matter how hard it seems on some days.

**Respectfully,  
Brandon Hansen**

First, let me say thanks for putting together such a great website! I have listened to many of the audio interviews on your site and have used the information to help me better market my business - which I run in Japan! In your blurbs on all your recordings, you mention that your mission is to give people a free resource to help them work better, be healthier, get more out of their lives, etc. I have looked at most of your site, and while I have seen dozens and dozens of interviews on practically every aspect of marketing, I haven't seen one that tells you how to go about being healthier. (If there is such an interview, and I've just missed it, my apologies.) To me, being healthy is the first thing people need to address to get started on living their dreams. It's tough enough to succeed in business without being sick or having some preventable medical condition to deal with on top of it. I have had a lot of experience working with clients to get them healthier and in better shape, and I would be willing to do an audio interview with you on that topic if you wish. Although I live in Japan, I am currently in the States (and will be until the end of August), which might make it a little easier to set up a time. If you are interested, please send me an email and we can discuss specifics. Thanks, and once again, great job on the site!

**Sincerely,  
Chris Chardon**

First of all I must thank you for such a great website. I mean you will never know how much the stuff you put up (free of charge) means to me and my awareness.

I am nineteen years of age and a student in Bristol university United Kingdom. I am originally from

Nigeria west Africa. My father was a refugee at the age of 6 but he has been able to get me to this point of unexhaustable opportunities. Ever since I had a mature mind I felt like there was a time bomb in me getting ready to explode, and every day I feel closer to it with every new knowledge I acquire and I feel stronger. I really believe I am going to be a great man. I can feel it in breath. I have determination and I know I will have to work very hard for the success that awaits. I just want to thank you for the effort you put for people like me. I appreciate it a lot.

Any way the second reason I am sending this is to inquire about the Art Hamel system. I would love to speak to you But I understand you're very busy and your time is probably worth hundreds of pounds an hour so I'm not going to waste your time.

I'll call again later in the day and if i can't get you then I'll mail my inquiries. I have already started saving up to get that course and **I WILL PUT IT TO GOOD USE. THANKS A LOT!**

***Christopher Iheobi***

When my Graphic and Web design business failed I had to beg just to get my rent paid and only avoided the food-bank out of pride... Your recordings have helped me get through the last year of working minimum wage in the fast-food industry, because I know that I will eventually reach my goal of becoming a world-class copywriter. You're really changing the world Michael by making this goldmine of information available for free. To success and never ever giving up!

***Courtney Houde***  
**North Bay, Ontario, Canada**

I truly enjoyed speaking with you this morning. You are a wealth of information and a true pleasure to speak with. It is funny... the path we take in life, where it takes us and all the lives we intersect with during our journey. I am amazed as I look back through my life — starting my first business at 10, working in the Military Intelligence community (NSA), public speaking, working with Fortune 100 companies as a software developer, becoming a Master Hypnotist and now my mastery of marketing.

During the journey the right person, right information or right resources always seem to be there when we need them. And these are the events and encounters that shape us in taking the next step - where ever that may lead... today I spoke with you. Again, Michael, thank you.

***Sincerely,***  
***Douglas Potts***

P.S. You have helped me more that you can fathom. Now, with your motivational boost I see new opportunities. For example, I have 250+ success oriented domains registered that have new development potential that I did not see before... exciting!



Michael Senoff is a valued asset to this profession, his community, and our continent. After all when we see the fruits of our labor sold at home and around the world through the advertised word it makes us a stronger people. Michael has become the heart and soul of our finished product. He knows his business inside out. My great uncle was the legendary John E. Kennedy, and in his hay day was the highest paid script writer in the world. I gave Michael the mammoth task of locating a hundred year old manuscript. It was in my email within two hours.

**Thank you Michael,  
*Francis J. Kennedy***

Hello Michael, I am Clyde Badell's grandson. It's great to see your very informative page on him! One note though, the URL <http://www.hardtfindseminars.com/OldMastersClydeBadell.htm> contains a typo: Badell is misspelled. If you change the URL you will lose your good ranking in Google (your page came up as the first unsponsored link. Nice job!). At the same time, it should be fixed and then resubmitted to the search engines. Maybe they make concessions for instances such as this? Please let me know what you think.

**Thanks,  
*Gary Badell***

Keep up the good work, I listen to everything you send and print almost half of it. I'm really learning a lot and gaining new business because of you.

**Regards,  
*Ken Elliott*  
HomeWorks Inspections, LLC**

I can't seem to say enough about finding your site. It was absolutely perfect for all of my ideas.

There has been a lot of positive movement in my life. I have made the final step of eliminating toxic negative groups in my life.

Yep! I turned in my resignation to EMC effective September 5th.

The consequence of this choice brings total happiness. haha That is a reality check.

Now I am ready for the HMA system to empower all of my marketing efforts. I am thinking mid September.

I have an appointment with a colleague the second week of September.

I know where he is at so the Opportunity Analysis will work perfect. I will do fine with him.

Just a little FYI. I always thought money was the reason I couldn't step out of that box and just do it.

Just turn in my resignation so I can free up my time and do what I want. (I have enough for 3 months or more.)

Michael. this was the most profound discovery within myself. I have always been different than most people in all areas of my life. The least thing I worry about is the opinions of others. Or at least I practice that and do a very good job most of the time. Sometimes people hit me with unexpected negative responses however I know how to come back and let go.

What was buried deep inside of my subconscious was having to answer to others "what and how I was going to do it".

You see, I know I can work the HMA consultant system. That is the knowing!

The fear wasn't money Michael. The fear was having to answer to others on how I was going to do this. Because most people want to see something physical.

Crazy huh?

Who would have ever thought! Having a fear of what other might say!

For years I have given away marketing techniques to many including all of the members of my EMC group. So when I turned in my resignation with my marketing and health business story this is how I attracted my first customer.

**So YES, this is a GRAND experience for me.**

I am working now on a quick action plan on what is the best way to attract people who want to grow their business.

I have listened to many audios many times. I have thousands of ideas.

What I want is to pick the best plan that will work for me.

**Blessings to you and your family.**

***Vivian Baxter***

Michael, As you know my goal was to leave my corporate job and I did September 5, 2008.

In 2007 I became a student of Robert Allen's Enlightened Wealth Institute and took all of the real estate investing classes.

So when I left my job last year in September I immediately hired a mentor to move me forward very quickly with my investing.

Once that 3 months was over I still kept coming across vacant properties on the market for a very long time and over financed.

Seemingly what seemed like a "no deal here" I turned into opportunity.

I now run and collect buyer names.

I bring the sellers of those vacant pet alligators together with people who are looking to purchase their home with a lease with option.

I found cash for short sales with Jeff Kaller and I am now a partner and also rehabs with Mike Collins.

Yes, I am now working on the business and in the business. haha it is time to hire help!

However the real story for you is another activity in my life.

That one little audio interview I had with Cherie Calbom author of Juicing for Health and many more books, had become a valuable relationship.

I now am in the process of starting Juice Bars in Northern KY and Cincinnati and expanding to Lexington, Louisville, Indianapolis, and Columbus. Following each of those with raw food or at least organic restaurants.

Cherie is on board and we are using many of her juice recipes, soups, and entrees from her books.

Michael, can you even imagine purchasing that one little audio interview book could produce anything so magnificent?

My life and my lifestyle is exactly the way I imagined it. Doing things I love to do and doing what I love.

And it was a weird feeling when I thought about contacting people I did not know for an interview but you said do it so I did.

And I can still see the words "I believe in you" to this very day.

Well Michael, I really had no clue how this was all going to turn out however I knew I could count on myself.

I will tell you the most important decision I made was eliminating all non empowering relationships. This left an uncluttered mind and one with a vision and clarity.

This brings me to my HMA marketing system. I don't see anytime in the future starting this business.

Every time I walk past it I know there is someone who would really be enthusiastic and qualified for this remarkable system and I know I should let it go to that individual. I also know if I decide at a later date to start this that it will also be available so in turn I am not losing anything.

So I am coming to you first. Do you know someone who could benefit from this however they don't have all of the resources available.

Someone who if they had a discount would be able to jump on board with their dream? Perhaps an individual you would like to see on board?

I have found an amazing lifestyle. Thanks so much for everything!

Oh yeah, thanks to Glenn Turner also. The "Take Back Your Mind" was the final audio I listened to that produced my resignation!

Hallelujah!!!

**Blessings to you and your family,**  
***Vivian Baxter***  
**Golden Gate Funding L.L.C Partner**  
**Cincinnati Real Estate Buying & Investing**  
**Enlightened Wealth Institute**

Hey Mike, I also resisted a Blackberry until about 60 days ago. I love this thing! I can't wait to hear this interview on my job tonight.

I want to thank you again for your mission in life to provide such great information and value to your fans. You are one of the people who has kept my hope and focus alive in reaching my goals and dreams. In fact my wife and I are starting a site called [www.abettersalesjob.com](http://www.abettersalesjob.com), which will include interviews from experts on how to get a better sales job, and how to make one's current sales job more successful.

My wife, Anne, is an interview coach, resume writer and author (118 Great Answers to Tough pharmaceutical sales interview questions). check it out at Barnes and Noble. Just out in January.

You have truly been a coach, mentor and inspiration to us to create this site. We love sales, and my wife is an absolute expert in positioning people in the best possible light to win the job. She would actually be a great interview for your site. She has the ultimate interview closing strategy that works in any job.

Sorry Mike, you bring out the wordiness in me. I am your biggest fan, and will continue to promote your site to anyone who will listen. Some day I plan to be your biggest customer as a way of paying you back for all you have done for us.

**Have a great weekend Michael**  
***Bret Posegate***

I HAVE to meet you in person someday Michael...to shake your hand and say Thank you! I would even give you a man/hug if you are a hugger :)

**Your biggest FAN in HUSKER LAND,**  
***Bob McCoy***

P.S. I really enjoyed your story about your neighbor getting robbed...meaning the message behind it...you are a STAY at HOME income earner enjoying your kids and the life you have created for yourself and family. I salute you!

P.S.P.S. I also luv it when you ask, "What can I do for YOU?" You are at the TOP Michael...I don't know anyone else on the internet that gives the VALUE and the PERSONAL touch like you do Michael...Jeeez you even answer your own phone. Keep up the GREAT work Michael.

***Bob McCoy***

I have been engrossed and totally into the joint venture I have listened to it three times so far while producing products for a vegan show this weekend.

Did you receive your goodie boxes? Remember lots of water. Michael. I am hooked and would like advice on how to best market what I do. In the seventies I used to sell beauty recipes and my tongue scraper ,mail order with classified ads in the National Enquirer, Globe, and did amazing selling paper through the mail.

I like the idea of joint venturing. Tomorrow I am seeing a huge health food store who called about the tea, salad dressing because people went asking for it.

So please let me know how the products are doing I will be sending off another goodie box of fresh batches on Monday after this show.

Michael I want to thank you for all the help you are giving to people like me with such amazing sincerity. The story with the lady who maxed her cards trying to do business on the net. I too have done the same. Before I found you so I bless you and your family for the work you are doing.

Thanks Michael and can't wait to start doing business with you.

**Love and blessing,  
*Yolanda Lucas***

Michael, thanks for writing. Actually things have gotten a "little" better. The main thing I have realized is that I just really had a fear of selling, and it was provoked for not believing in my product. Now that I realize that, I have started making improvements and have started to put systems together with checklist to make sure that the product we produce at my shop is consistently meeting my quality standards. I have also realized that I spent way too much time thinking and thinking about trying to do something. I finally just started doing it.

The more I get out there and introduce myself the more people and potential customers I am meeting. I am realizing that people just didn't know that I exist. I also shopped my competition and found that he is higher than me. So currently we are running a promotion entitled "back to the good old days" ...it shows the price of gas, and other things in the 70's and then has prices of shirts and stuff in the 70's and it says you can get these prices through the 17th of October.

I totally underestimated my work and my value. It wasn't until I realized that everyone charges something different for the most part. I am in a crazy industry I guess. Anyways, to sum it up, you helped me get focused on the things I already knew. I didn't need any more coaches to fly out, or any more business seminars to go to (for now) ...I just needed to use the tools that I had.

In short...My biggest obstacle was my thinking, my stinkin' thinkin'.

**Thanks Michael-  
*Kyle Sexton***

You are fantastic. I'd have to put you up there with Jay Abraham and Dan Kennedy.

Your audios are great, and I really enjoy listening to them.

I've bought a bunch from you over the past few years, and will continue as I can afford it. Yes, I will have to save for quite a while to get your HMA program.

As for your offer to do anything for me...

***Be my Mentor?***

**Michael**

Thanks so much for giving so much.  
You make the world a better place.

***Shimon Illuz***  
**N.J.**

**Great Michael,**

I promise to include your name in the copywriting chapter. I promise..  
I am so grateful to the links you gave me..

By the way, I would exhort you to consider giving public speaking courses. Your voice is very powerful, extremely powerful. You talk from the heart to the heart. Your voice power and pitch bullet like in their effectiveness.

I will go through the links you kindly sent me, devour them, digest them..  
I am here as a friend. If I can of any help, it is an honor to help..

**Thanks..Blessings..**  
***Ehab Sherif***

I don't know if you remember me. My name is Mark Underdahl, and the last time I spoke to you I had just given up on copywriting. We did a couple interviews while we lived in Illinois, and I think we spoke a couple times after we moved to Minnesota.

Our economic situation dictated that I had to go to work full time, and it took just over a year for things to get back to a manageable state. Looking back, I came to realize that I went about copywriting all wrong, and it cost us dearly. I was trying to imitate things I heard and read, and I was able to get a client once in a blue moon, but it came to me that if I cannot market my own business to the point that people are calling me often, how can I help others market theirs. I realized that I had to at least for a while step back, take care of my family responsibilities and reevaluate what I would do in the future if we ever have the chance to be in business for ourselves again, what would we do?

I am still working full time, and I take pride in my work as a Receiving Clerk, and I have taken the pressure off of my wife to find work, being that we live with minimal bills, and do not overextend ourselves. I've been holding the fort down and I don't mind it.

However, lately, we have been talking a bit about making things and selling them so we can make more money in less time, and have more time to enjoy and do volunteer work. Just recently I bought an mp3

player to listen to at work. I didn't have a sound card on my computer, but I was able to download files on my breaks. One day I checked this email, which I don't do often since I quit copywriting, and came across one of your emails. I went to your site to look for some files that I could put on my player.

I was already thinking about coming up with a subject that I can write about and put into an ebook to publish and make money. I came across the Eat Your Face interview with Mike Samonek, and I was inspired again to really consider something like he was doing. What a great interview, and a smart dude! I have already listened to it twice. I also heard the one you did with Sherda, the nice lady who was scammed by the Auctions For Income people, and that was equally as informative.

The prospect of self publishing is an exciting one. My wife and I both have creative faculties that we would love to use more, and we could be in complete control of everything. In hindsight, whatever we do, we must make certain that we learn how to market effectively. Our only problem is, where do we start? I was particularly interested in what was said about the Baby Boomers market. I would love to come up with a product, ebook, service that these folks will buy, but I am currently coming up blank.

I am writing you because I remember how encouraging and helpful you were. I decided if I ever got the idea to go in business for myself again, you would be one of the first people I talk to about it. The problem is, you are a very busy guy. However, whatever help you can offer would be appreciated tremendously. I will try to come up with some ideas to share with you at another time.

Otherwise, it's great to see your site growing and going strong. I will return to being a frequent visitor, and I'm looking forward to making a success of my future venture, being that I've failed on so many other occasions.

Please take care, and I hope to talk to you soon.

Sincerely,  
***Mark Underdahl***

(Note: Below is subsequent email from Mark)

Wow!! That was fast!

This is what I'm talking about...your sense of service to people. Awesome!

I'll download that teleseminar before I leave work.

Thanks a bunch, Michael!

Take care.  
***Mark Underdahl***

From: Michael Senoff <michael@michaelsenoff.com>

Subject: An Open Apology To Erin Daniels

To: "Jason" <mosleynews@yahoo.com>

Date: Sunday, April 19, 2009, 2:29 PM

Jason

I swore I was not going forgive Erin Daniels for what he did but I have changed my mind.

On Sunday April 12th Erin Daniels became one of my customers.

He ordered a copywriting course I offer called the Eugene Schwartz

Master Pack.

Here was his first e-mail to me.

---

From: Erin Daniels

Sent: Sunday, April 12, 2009 5:24 PM

To: Michael Senoff

Subject: Eugene Schwartz Master Pack

Hi Michael,

Hope you are well! About an hour ago I ordered the Eugene Schwartz

Master Pack and have been waiting on an email with the links to

download everything. Any ideas when it will be coming as I am

excited to listen and download!

You have a wonderful site and I am learning a lot.

Thank you!

Erin Daniels

---

I then send Erin the link to the course.

On Friday April 17th I get this e-mail from Erin

From: Erin Daniels



Sent: Friday, April 17, 2009 6:42 AM

To: Michael Senoff

Subject: Re: Eugene Schwartz Master Pack

Hi Michael,

I downloaded what I could as there were some broken links.

I know I have 30 days to review before paying the \$97.00.

I just wanted to make sure that none of this is available elsewhere before I pay for it as I've been shelling out quite a bit lately and in the process of being laid off from job (which is why I'm looking at your site as I learn copywriting).

Or do you suggest anything else I should be looking at on your site for about \$100.00.

Thank you.

Erin Daniels

---

I became angry after reading this e-mail from Erin.

I thought that Erin was preparing me for the news that he was not going to pay for the Schwartz Master Pack.

I felt like he was telling me this product was not any good.

And I know in my heart that he was wrong.

I was mad and I sent Erin this e-mail ...

---

From: Michael Senoff

Sent: Friday, April 17, 2009 6:49 AM

To: Michael Senoff

Subject: Re: Eugene Schwartz Master Pack

Erin,

Stop whining.

If you want to go try and find it for free have at it.

If you want to learn copywriting get to work.

The reason you got this is because you are out of work.

Don't steal this product from me.

---

In my rage I actually told Erin to not steal my product.

Erin sent me two additional e-mails following that I could not even bring my self to open.

I was too ashamed at what I sent to Erin. I did not want to hear the truth of what I had done.

I was wrong to have sent Erin that e-mail and I knew it.

I was angry about something totally unrelated to Erin on Friday and I took it out on Erin.

I tried to forget about Erin. I unsubscribed him from all my mailing list thinking that would heal what I had done.

And hopefully this public apology can help me win Erin's confidence back.

Words are powerful. Words can shatter dreams.

And at the same time words can move mountains.

Words can make you Rich.

Eugene Schwartz understood the power of words.

He used words to sell millions and millions of dollars worth of products.

Eugene Schwartz was without question one of the greatest direct mail copywriters who ever lived.

This 90-minute speech Erin ordered changed everything about marketing for me. It totally transformed my thinking.

This speech in my opinion is one of the greatest lectures ever given on the subject of marketing and copywriting.

You can listen to it over and over and over and still pull ideas from it that will transform your life.

And you can listen to a sample of it now by going to this link below.

[http://www.hardtfindseminars.com/Eugene\\_Schwartz\\_Speech.htm](http://www.hardtfindseminars.com/Eugene_Schwartz_Speech.htm)

Erin, I hope you will accept my apology.

I hope you did not remove the links to the product from your computer.

I hope you'll listen to Eugene's speech one more time.

I hope you'll stick to it and never give up.

I hope my letter will get you back on track.

I am sorry.

Sincerely,

Michael Senoff.

PS. It was not Erin I needed to forgive in all of this, it was me.

And I would be lying if I told you that this letter was all for Erin. It was as much for me too.

Self forgiveness is a pretty cool thing.

You should try it some time.

Michael Senoff

Founder and Executive Editor

[www.hardtfindseminars.com](http://www.hardtfindseminars.com)

Michael,

It was very brave of you to share this apology.

It's rare for a marketer (or anyone for that matter) to share their personal mistakes like that.

Misdirected Anger - We've all done it so don't beat yourself up too much. Your work and the thousands of dollars worth of world-class material you literally give away more than show people like me how sincerely you wish to help others. Thanks for all that you do.

Cheers,  
*Jason Mosley*

**Hey Michael,**

Just a short note off gratitude, I am very appreciative of all that you do and the information you provide, it really is MIND BLOWING stuff.

There are all sorts of people in our worldwide society and unfortunately it looks like you have landed yourself with one of the group I would refer to as " MUGS ". He CLEARLY doesn't appreciate the quality of the information that you provide let alone understand, to what sort of website he has subscribed to i.e. Marketing, the clues in your business name, again, he's probably never reached the bottom of one of your pages to have noted this!!

Shame on him!

Anyway Michael, once again, Thank You for ALL that you do and provide and until I believe I have found the ONE thing that suits me best you may continue to " BOMBARD " :- ) me with as many emails a day that you so wish, for I KNOW, every time you send me one I will ALWAYS be that one step closer to my DREAMS.

God Bless Michael and I hope you and your family are full of health and happiness.

***Paul Davey***  
**Scarborough, North Yorkshire**  
**ENGLAND**  
**YO12 7PT**

Need your help and guidance Michael. I am currently a Web Master, online video producer, video editor and graphic designer for the Press Enterprise here in Riverside California. My wife is a liver transplant survivor and to make a long story short, I need to be able to spend more time with her and our two boys.

I am asking for your guidance and suggestions on how I can use my skills and be able to leave my 12+ hour a day job and spend more time with my family. I feel that even making \$10,000 a month from home would allow me to take her on trips and provide a better lifestyle that she deserves. I have read the 4 hour work week (I forget the guy's name) and I have to tell you that a life style like that is something to really strive for wow! I have heard of you for over five years and have visited and listened to many of your audio interviews and they are simply refreshing and addictive. Any guidance would be greatly appreciated Michael. Thanks.

***Angel Ortiz***  
**ajotech@yahoo.com**

I rather enjoyed our talk yesterday about copywriting Michael. I stumbled upon your website by accident while I was surfing youtube one day six months ago. I could not believe someone would give away all of this free content. Your site is equal to going Harvard to me but for learning to become successful at business. Hard to Find Seminars has become my guilty pleasure and secret against my competition.

***Stevie***

**Hi Michael:**

I don't know if you reply to your emails....

But I must tell you that your subject line is one of THE best that I've seen in my inbox.

Got me to open it up ready to tell you off - instead, was forced to read the email.

Smart! :)

**Cheerios,  
*Jane Boss***

**Hello Michael,**

This is Drew saying hello and sending you this e-mail. I hope and pray that you and your family are doing "EXCELLENT" as we all near the beautiful holiday season. Wow, thank you so much for all your awesome e-mails. You are the best. Man Michael I can say with all my heart that you are the best in my eyes at what you do in your world. Michael this is so amazing because I never saw myself doing audio 'even though recording was on my backburner as a high interest'!!!! Can I please share this with you?

I laugh at myself sometimes when I read some of your e-mails because everything I always wanted to accomplish in life can be done because of hardtofindseminars.com. Never in my life did I ever dream of doing interviews and controlling my rewards like a light switch as you mentioned in a awesome interview I listened to last night. Micheal everything you do through hardtofindseminars.com, I want to do as well.

Here is another interesting topic I want to learn about instantly. It is a course I heard you mention regarding, "How to buy private loans for pennies on the dollar." forgive me if I misquoted the title. If you know what I'm talking about can you please give me your honest opinon on that topic. For example, not good, waste of time, etc. If you have anymore copies of a rundown of what that offers I would appreciate it. Thanks again Michael for taking your precious time and swinging through to read this e-mail. God bless!!!

***Drew Scott***

**Hi Michael,**

Things are slow here, thinking and planning with a view to the future.

Keep up your great work. You're a real encouragement.

***Colin Nesbitt***

**Michael,**

I got my first HMA client using all your free audio and information.

The client is a retirement community, and the director was having a tough time filling her independent living cottages. I sold her on the USP project for \$1500. I used the Opportunity Analysis to show her the importance of the USP and implementing it into all facets of marketing. I have a feeling once the USP is done, I'll get hired for step 2.

I want to use the payment plan option (\$99/month), and would like to order the system as soon as possible.

**Thank you,  
Brandon DeShaw**

Michael, I want to thank you for the Art Hamel Course. This is not the first time your generosity has helped me. About three or four years ago we were e-mailing back and forth. For some reason, most likely out of anger and frustration I shared with you my trouble with the IRS. Out of the blue came your very short but generous e-mail and download of the Art Hamel Course. I couldn't believe it!!! I immediately downloaded and copied the transcripts but did not download the audio or workbook to my computer. Whenever I could, I would read the transcripts over and over in my spare time but finding parts of what Art was saying difficult to follow (sometime Art can be a hard read) When I went back to the AVH site to retrieve the audio and workbook; I was unable to access. You probably removed access because you had given me enough time to copy it all to my computer. But I had not done so.

I have purchased every one of your twenty dollar offers for two reasons. First, the value of your information is very high. I love hearing and learning how you and others have forged, grinded and pushed and experimented toward financial goals. Second, I felt that I wanted to support your efforts toward success. I don't have six thousand for HMA, but I do have twenty dollar bills. I want to tell you how thrilled and thankful I am for your second letter in my ( postal ) mail box. One of the free gifts was the Art Hamel Course. I once again have the complete course, with, I think, additional downloads. THANK YOU!

**Michael Rosbrough**

**Hey Michael,**

I just wanted so say thanks, and remind you how much I appreciate what you do for dreamers like me. You give us hope and encouragement that we can't get anywhere else. Keep up the great work, and have a great day!

**Bret Posegate  
Grimes, IA**

**Hey Michael,**

I hope you get to read this somehow. I am interested in the audio infomercial for my business.

I am 25 years old. I just graduated as a communications degree so I can speak well. I have worked at corporate gyms for over 4 years. I have experience in sales. I have studied Kinesiology for a few years and have lived the fitness lifestyle for over 10 years!

I am struggling with my business where I am trying to start an online business at [www.workout4results.com](http://www.workout4results.com). I have no money right now and it would change my life completely if someone could help me with my idea which I know will work. However, I am not "attached" to my idea but I think it is attached to me.

Basically, the 4 in workout4results is for four things. They are cardiovascular, resistance, nutrition, and commitment. I believe by promoting this idea and selling my program which I am working on as an information product, that people will utilize these 4 concepts and become healthy and happy. I would love to get the chance to hear back from you. I have all ready learned so much from you. In the future, I want to market to the baby boomers with supplements and online products and services. Thanks,

***David Muntz***

**Hi Michael,**

I have purchased many of your packages and love what you are doing.

I have always looked for a mentor and you are one of 2 in my life. Thank you for following your passion and bringing information I would have otherwise never found out about.

***With much appreciation,  
Stuart Cline***

**Hello Michael...**

Thanks for the good advice. I want you to know that I am subscribed to A LOT of e-mail lists, because over the years I have gotten this or that "ethical bribe" and I am still subscribed to most of them... but I get SO MANY that I can't open them all, so I have to erase MOST of them... but there are a few that I always open, or at least, I don't erase them so that I might open them later... and YOURs is one that I never erase, because I really do like to listen to your interviews...

the free ones, and also the paid ones... in fact, NOBODY gives as much value as you do. And I was happy when you said "Happy Hannukah" the other day, so Happy Hanukah to you too...

and "Shanah Tovah 2010" too...

So... now is the time to say THANK YOU for all your great interviews and the amazingly good information on your website. I have told my sons that there is much more than an entire college education in there.

I bought a great great great program, and once I know how to use it very well, I will be able to make great improvements to my website... I will tell you more about it after I have done it.

***Ellis Toussier***

As you know, I am a Mum, not a Mom!!

When my kids were little, I used to have something called Happy Medicine. I had an empty glass coffee jar, and whenever one of the kids was grumpy or in a bad mood I used to make a big show of going to the Happy Medicine jar, and taking off the lid with a big flourish. Then my hand would go in (all done with a deadpan expression on my face), and as my hand would come out it would be wriggling like I had caught a fish.

Then what was in my hand?? A tickle! As my hand was slowly opened, my face would gradually light up with a big grin, and then the hand would shoot towards the child and they would get tickled until they were laughing really hard.

It worked every time. No more grumpiness.

One day, my three year old even came to me all glum and said, "Mum, I need Happy Medicine". She got it!!

***Christine***  
**Mum in Australia**

**Greetings and Aloha Michael,**

I listened to the interview with Wally, I also listened to the interview with Ted Nicholas as well. I made the call. We spoke for 2 hours.

You Michael are a genius when it comes to giving us the tools and the chutzpah to break barriers and do what has to be done.

As you can see I have an appointment up close and personal with the man.

Mahalo and blessings to you and your family for the good work you do. Wish me Luck and a Prayer.

**Me ke aloha pumehana**  
***Emilie "Mikki" Uyehara***



Read On To Claim \$700 Worth Of World Class Pre Owned Marketing Books, CDs, Tapes Or Videos  
Absolutely FREE...

**“Would You Like  
To Find  
A 100% Guaranteed  
\$7,000 Profit Windfall  
In Your Business?”**

If you're searching for powerful new marketing strategies custom designed to solve your unique business problems AND you'd like to find a **100% guaranteed profit windfall of \$7,000, \$20,000, \$100,000 OR MORE** in your business then this is the most important letter you'll ever read. Here's why...

Hi, I'm **Michael Senoff**, leading marketing consultant and CEO of [hardtofindseminars.com](http://hardtofindseminars.com) – the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I'm genuinely excited about a fantastic offer I've created for you to help you claim a **guaranteed minimum of least \$7,700 value** for your business at a bargain price.

And if you read this entire letter I'm going to offer you another \$175 gift 100% free of charge and obligation but only if you act now...

**Let Me Tell You A Little About Why I'm  
Uniquely Qualified To Help You  
Find Enormous Profits In Your Business  
In The Shortest Time Possible  
And At Minimum Risk...**

I've invested nearly a decade studying marketing books, tapes, CDs, videos, transcripts and exclusive courses from the world's leading marketing and business experts...

Experts like Jay Abraham – the world's leading marketing consultant who charges \$5,000 an hour to consult by phone and has helped business clients just like you produce a combined total of well over \$7 BILLION dollars in increased revenue...

I've immersed myself in the greatest information from the greatest business minds on earth and I've personally interviewed many of these marketing, copywriting and business masters including...

**Jay Conrad Levinson, Carl Galletti,  
Joe Vitale, Brian Keith Voiles, Herschell Gordon Lewis  
And More...**

You can listen to all these cutting edge interviews completely free at [hardtofindseminars.com](http://hardtofindseminars.com).

I've run and still run several successful business ventures myself – I've made real profits in the real, hard business world.

As a leading marketing and business consultant I've helped literally hundreds of businesses just like yours find the marketing and management keys they needed to open up a whole world of hidden profits...

And in this letter I'm going to make you an exceptional, unequaled offer to help you personally, one on one, to...

**Find A 100% Guaranteed Profit Windfall  
Of \$7,000 Or More In Your Business -  
In Just 60 Minutes Or Less!**

And as a special gift I'm going to give you \$700 worth of the best, most specific pre-owned marketing books, tapes, CDs, or DVDs to transform your unique business, help solve your unique business challenges and power your business profits.

But before I do that let me tell you a very old story...

In ancient Persia there lived an old modestly wealthy farmer named Ali Hafed.

His stream-fed farm near the River Indus was rich with orchards, grain fields and gardens.

Now Ali Hafed had no great desires in the world but after a visit from a traveling farmer he became obsessed with the idea of finding a rich vein of diamonds...

**He Wanted His Own Diamond Mine  
To Propel Him  
From Modest Wealth To The Wealth Of Kings!**

And so Ali Hafed began his long search for precious diamonds.

He was told if you find a river that runs through white sands between high mountains - that river will be full of diamonds.

So Ali Hafed sold his farm, left his family behind and set off on his quest for diamonds.

His search began at the Mountains of the Moon, then after many fruitless years into Palestine and then Europe.

Step after lonely step – desperately seeking those diamonds...

### **Always Searching For The River With White Sands Between High Mountains**

He became more broke and more despondent with every aching year till eventually he gave up his despair and his life forever by throwing himself into a great tidal wave in the bay of Barcelona.

Now the astonishing lesson comes in the second half of this tragic story.

One day the man who bought Ali Hafed's farm led his camel to the garden to drink.

This man noticed a flash of light in the water.

He bent down and pulled out – a perfect diamond!

And right there in the white sands of that stream between two high mountains on Ali Hafed's old farm was a wealth of diamonds never seen before or since.

### **This Became The Legendary Diamond Mine Of Golconda - Arguably The Richest Diamond Mine In History!**

Ali Hafed had searched the world for his diamond mine when all he needed to do was look right beneath his feet on his own farm.

He overlooked acres of diamonds within easy grasp and died alone - a dejected, miserable wretched man.

Now here's the question I want to put to you?

## **Are You Overlooking The Acres Of Diamonds In Your Business?**

Is there a wealth of hidden assets and opportunities you're overlooking that we might find in less than 60 minutes?

A wealth that could help transform your business profits so you could live the life you dreamed of when you first got into business...

## Would You Like To Find Your Acres Of Diamonds - Your \$7,000 Plus Profit Windfall 100% Guaranteed!

Here is the exceptional offer I'm going to make you...

I'll invest an hour of my time and expertise with you brainstorming cutting edge, profit multiplying marketing ideas and advice.

In this idea packed 60 minutes I'll help you...

- **Discover a wealth of overlooked**, highly valuable hidden assets in your business – your acres of diamonds.
- **Reveal your businesses superior unique approach** to market and service your clients and customers and create a powerful, unbeatable advantage over your competitors in the market-place...
- **Employ a simple, low cost method** to create substantial new sales without finding a single new customer or client.
- **Explore the endless possibilities** of bartering to bring in a whole range of products and services for you and your business without outlaying any cash...
- **Discover the biggest secret** to compel new customers and clients to buy from you without hesitation – it's so simple yet so many businesses never learn to seize the incredible power of this secret.
- **Create one simple line that'll help you increase your sales and profits by 10% to 30% or more...**

How much can this information help you and your business?

Read what one of my clients **Mark Hendricks**, a prominent internet marketing expert from Trilby, Florida has to say about my service...

*"Thanks very much for responding quickly to my emails and phone call, answering my specific questions about the package, and getting it shipped to me so quickly.*

*"It's refreshing to find someone who still cares about delivering excellent service to their customers.*

## **"By The Way, The Information Has Already Been Worth 100 Times The Money I Paid For It!"**

And the benefits you'll get in your one hour consultation go on...

I'll help you uncover the overwhelming power of joint ventures in your business to...

- **Create** a flood of new customers and clients
- **Penetrate** new markets easily and rapidly
- **Slash or even eliminate** your advertising costs
- **Find and acquire new distribution outlets** – often completely free of charge...
- **Reduce your costs** and overheads
- **Allow for rapid business expansion** – without your own capital or staff...

And because I honestly, genuinely care about your business success I'll do everything I can to help you completely transform your business marketing efforts...

You can read just a few of my many hundreds of testimonials from happy clients I've helped here ([LINK TO TESTIMONIALS](#)).

Like **Russ Sherry** from Sherry Training Consultants...

*"Michael: It truly is a pleasure to interact with you. Your timely and informative responses have helped me greatly."*

*"In fact, I was amazed recently that you not only consulted professionally but also counseled me not to make an additional purchase I was set to make. You showed me that my recent purchase on its way to me covered the same material."*

*"It saved me money. Talk about a truly honest and helpful consultant! Michael I would, without reservation suggest that anyone who's contemplating a business venture or needs marketing materials talk to you."*

I could go on for over fifty pages and I'd still only give you a tiny snapshot of the benefits I've been blessed to give to clients like you.

**But let's get into the special deal I have for you if you act today...**

Keep reading because I'm about to make you the most exceptional, unheard of, risk free offer in the marketing world today. And then I'll go one step further and make this offer even better...

**First I'll Give You  
A One Hour Personal Profit Blasting  
Mind Blowing Marketing Brainstorming Session  
For Your Business For Just \$700...**

And when we're finished identifying key areas and strategies for powering your profits I'll ask you a simple question:

"What has this session been worth to you?"

If you can't tell me my advice and suggestions have helped you identify potential profits of at least 10 times the \$700 consulting fee I insist that you don't pay.

Let me make this clear...

**I'll Help You Discover  
Over \$7,000 Value In Your One Hour Marketing Consultation  
Or You Won't Pay One Red Cent!**

That's how confident I am you'll be thrilled at the end of your one hour marketing consultation and eager to pay the very modest, bargain \$700 fee.

But this exceptional deal doesn't end with your guaranteed \$7,000 value...

When you pay \$700 for your one hour marketing consultation I'll give you a gift of...

**\$700 Worth  
Of Pre-Owned Business And Marketing  
Tapes, Books, CDs Or Videos  
Absolutely FREE!**

So when you pay for a one hour consultation with me you'll also receive \$700 worth of the highest quality books, tapes, CDs and videos from leading marketing and business leaders like Jay Abraham, Gary Halbert, Bill Myers and more.

Your pre-owned marketing and business materials will be hand picked from my extensive stock especially to help you deal with your unique business challenges – to help you power your business profits in the fastest possible time.

**Better Still  
These Pre-Owned Marketing Materials  
Are Priced At  
Just Cents On The Dollar...**

You'll have genuine, pre-owned, high value tapes, books, videos or CDs you can resell in the future at an exceptional price – usually for more than the full \$700 price you paid for my consultation!

And to make your one hour consultation completely risk free read my unequaled...

**Two Year  
100% Money Back Guarantee!**

I really care about helping you succeed and achieve what you truly want and deserve in business.

To demonstrate that I'm genuinely sincere about getting you real results...

If you apply the advice I give you and the information in your books, tapes, videos or CDs and you don't make ***AT LEAST TWICE WHAT YOU PAID I absolutely insist on refunding 100% of your money.***

Just let me know how you've tried it and that it hasn't worked for you and send me back the marketing materials.

I'll even pay for your return postage!

But there's even more.

***Not only do you get my unequaled, unheard of \$7,000 value guarantee AND your two year results guarantee I have one more special gift for you – completely obligation and cost free...***

This is a gift you can claim even if you're not ready to book a \$700 consultation...

I figure if you've read this far then you're serious about powering your business results and you'll appreciate my valuable time...

**So If You Call Me Or  
Email Me Now I'll Give You  
A Completely Obligation Free, Cost Free  
15 Minute Marketing Consultation  
Worth \$175-00**

How can I afford to give you 15 minutes of my valuable time completely free without obligation?

It's quite simple.

I know after 15 minutes speaking to me about your unique business problems and opportunities you'll be blown away with the high value ideas, information and resources I can supply you...

***You'll be so excited you'll immediately book your full one hour \$700 consultation complete with your \$7,000 Guarantee, your Two Year Results Guarantee and \$700 worth of pre-owned marketing books, tapes and more from the world's leading marketing masters.***



In the unlikely event you're not thrilled and you can't see thousands or even tens of thousands of dollars value for your business in this short 15 minute consultation you'll be free to end the call – no charge, no obligation, no strings attached.

**But If You Want To Claim  
Your \$150 Gift Telephone Consultation  
You Must Act Now!**

My time is limited and I can only offer you your profit revealing, 15 minute, no obligation gift marketing consultation until my calendar is full.

I'd hate for you to miss out so phone me now - **Michael Senoff** on **858-274-7851** or email me at **michael@michaelsenoff.com**

Your sincerely,

*Michael Senoff*

Michael Senoff – [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

P.S. I'm the only marketing consultant in the world confident enough to guarantee you \$7,000 value for a \$700 telephone consultation, give you a two year results based 100% guarantee...AND give you \$700 worth of the finest pre-owned marketing books, CDs and tapes you'll buy anywhere.

**But for a limited time you don't even have to commit to paying  
one red cent!**

**Remember If You Call Me Or Email Me Now  
You Can Claim Your \$175 Fifteen Minute Gift Consultation  
With No Obligation And No Cost...**

But this offer can only last while I still have the time available to do these consultations so act now.

Call me on **858-274-7851** or email **michael@michaelsenoff.com**

## A LISTING OF MY OTHER WEB SITE AND RESOURCES

**Who Is Michael Senoff?** Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: "**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques.** He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called [www.ExecutiveAudioInstitute.com](http://www.ExecutiveAudioInstitute.com). Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at [Michael@hardtofindseminars.com](mailto:Michael@hardtofindseminars.com) or at **(858) 274-7851** For Michael's full biography and story go here

Site: <http://www.hardtofindseminars.com>

**Title:**           **How to buy pre-owned Jay Abraham & Gary Halbert marketing books, seminars, audio tapes, videos for pennies on the dollar?**

**Description:** If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, 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. This content is from some of the greatest marketing experts in the world.

Site: <http://www.ExecutiveAudioInstitute.com>

**Title:** <http://www.ExecutiveAudioInstitute.com> offers you free rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, 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.

**Description:** Street-smart marketing advice from marketing pros and business people who clawed their way to the top. Warning, not for the wishy-washy person who is looking for ways to make a few hundred dollars extra a week. This is an institute of learning and a shrine for serious marketing and business students only to learn how to dominate their marketplace using direct marketing and result getting advertising. It's a site accessible to any business who wants to train their salesmen, wife, employees or customers how to get more from their business. Web and marketing rights to this huge collection (117 hours of audio content, mp3 downloads, and transcripts) is available for the asking. This includes the rights to give away for free over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, 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. This content is from some of the greatest marketing advice in the world. Details go to <http://www.hardtofindseminars.com/AudioclipRights.htm>

Site: <http://www.hardtofindads.com>

**Title:** **Hard to Find Ads**

**Description:** <http://www.hardtofindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world's largest editorial style advertising swipe file. This is NOT a course on copywriting... It's not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What's here are the ACTUAL ADS from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtofindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and '60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-style ad can out pull an image-type ad 5-1, just because it's editorial People are used to reading editorial content like a newspaper article or a magazines story. So, I've deemed it editorial-type advertising because it's so powerful. It's an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great open-

ings for your first paragraph of your letters and great example to use for your advertising. It's the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It's another great free resource from Michael Senoff.

Site: <http://www.ClaudeHopkinsAdvertising.com>

**Title:** **Claude Hopkins Rare Ad Collection** See & study 57 actual print ads

**Description:** Claude Hopkins Rare Ad Collection See & study 57 actual print ads. Claude Hopkins is known as the greatest copywriter of all times. He had a career back from the early 1900s all the way to the 1950s. There are several books out on the market by Hopkins. One is called "My Life in Advertising" and the other is called "Scientific Advertising." These are two of the greatest books on the subject of advertising and marketing ever written. I would recommend them to anyone who wants to get a great fundamental education on marketing and copywriting. Claude Hopkin's books talk about all his life experiences that he went through and his most successful advertising campaigns. Up until now his ads have never been found. I went out and researched with the help of a research historian and located 60 of his lost original print ads from the early 1900s. These are the same ads he talks about in his two books. These ads were extremely hard to find. It's the world's largest collection of Claude Hopkins' print actual ads. I decided to share this collection with the world, so we built an entire course around this rare Claude Hopkins Ad collection. These ads are for serious copywriting students only. <http://www.ClaudeHopkinsAdvertising.com>

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