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HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Get Paid For All Your
Marketing Efforts...
And Other Important Lessons
I've Learned The Hard Way**

Dear Student,

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

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Get Paid For All Your Marketing Efforts...And Other Important Lessons I've Learned The Hard Way

When I first started hardtofindseminars.com, I didn't have a moneymaking model. In fact, I made a lot of mistakes. I didn't establish myself as an expert right away. I didn't take control of the flow of my leads in my joint venture deals, and I didn't really have any products. If I had to do it all over again, I'd do things a lot differently. And in this interview, you'll hear all about the right way.

One of the biggest lessons I've learned along the way is the power of marketing. Products are a dime a dozen, and you'll be able to find ones to negotiate the rights and royalties for, no problem.

But you need to make sure you're getting paid for all of your marketing efforts. If people bypass your affiliate links, then you've done all the work for nothing. And in this audio, you'll hear how to put a few easy safeguards into place to make sure that doesn't happen to you.

You'll Also Hear...

- What to look for in products to sell and how to negotiate the rights for them
- Why it's important to establish credibility right off the bat – and a simple way to do that
- 3 ways to control the flow of leads in your joint venture deals – and make sure you're getting paid for all your affiliate work
- Ezine articles – Are they really worth the effort? And if so, how to make the most of them
- How to make timeless interviews without spending a lot of money

You can't take the time and effort to make audios and then just give them away for free. You want to make money, so you need to make sure you're getting paid for all of your marketing. Like I said before, I didn't have a moneymaking model when I started out, but I sure have one now. And in this interview, you'll hear all about it.

Michael: You're in the driver's seat you can do that because it's the guy who does the marketing and who controls the sales process the interview who controls everything and if you control the flow of the lead you can turn it off just like you can turn a light switch off because you're in control.

Arthur: Good evening everyone this is Arthur Robinson, Jr. Tonight I have another special treat just for you. In this exclusive powerful interview I'm going to interview a great friend of mine. His name is Michael Senoff and Michael Senoff is the creator of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). And Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has toured 100% online around the country and around the world to move more than 50,000 students. His Web site [HardToFindSeminars.com](http://www.HardToFindSeminars.com) started in 1992 buying and selling pre-owned Jay Abraham Seminars, Gary Halbert Seminars and Dan Kennedy Seminars books and tapes for *Pennies on the Dollar*. Now his over-the-top online audio interview Web sites is listed as the Top 1% of most visited Web sites in the world. Michael has also worked as a coach and adviser to other famous marketing consultants and that is an awesome resume and I'd like to welcome Michael Senoff to the call.

Michael: Thank you Arthur, I appreciate the wonderful introduction, I really do. Thank you and I'm glad to be here. Hopefully I can share some good ideas with you and your listeners.

Arthur: Well thank you Michael. I'd like to thank you once again for taking time out of your busy schedule to educate the listeners about the power of audio interviews. I gladly appreciate it.

Michael: Oh you're welcome. Well first what did I tell you when you first called me? And I hear this all the time "I know how busy you must be." I mean Arthur if I told you how many times I've heard this from people who called and I got like a \$1 dollar for each time they said it I'd be really, really wealthy. But the fact is I'm really not that busy and the reason is because I've got all these automated audio interviews talking for me while I could be doing the stuff that I want to do. And so what you look at when you see all of those people I've interviewed up on my Web site Hard To Find Seminars and when your listeners go there they're going to see all these interviews and all of these famous people that I've interviewed you got to keep this in mind this is marketing magic. This is what I'm trying to do to create magic in the mind of my visitors and it's going to leave you with a favorable impression of me. But the real secret

here with all these audio interviews is it does the work for you. It takes you out of the picture. Now it does take work to do it at first, Arthur, and I'm sure you know that right.

Arthur: That's right.

Michael: But once that little interview is done and it's up online and it can be delivered to anyone in the world, and especially if it's selling something whether it's selling something for money or selling you on your credibility or endorsing another expert who has a product to sell that you may be a part of making some money with, it's a little money making machine. And hopefully I'm going to be able to convey that to your listeners the best way I know how and the most succinct way I know how and as simply as I know.

Arthur: Well when I come across your Web site on the internet I was very impressed by the content. That's really like an audio library.

Michael: When you saw it what was it that impressed you the content? What gave you those big impressions? Just tell me your thought process.

Arthur: Well when I came across the interviews, you got a lot of content on your Web site, but I went to the interview that you did with Bill Bartmann.

Michael: And have you heard of Bill Bartmann?

Arthur: I have heard of Bill Bartmann.

Michael: Now what's the thing everyone who's heard of him knows he's the guy who's a what?

Arthur: Actually Bill Bartmann he actually teaches people how to make money by buying non-performing loans with *Pennies on the Dollar* when I actually listened to the powerful interview that you did when he was actually talking about his rags to riches story in the beginning stages.

Michael: Yeah. Now the reason I wanted to interview that guy is was a billionaire. He may not be a billionaire now but he was a billionaire, right.

Arthur: That's right.

Michael: So I can say I've interviewed a billionaire, how about that?

Arthur: That is absolutely powerful.

Michael: Okay so what's powerful be me choosing the right interview interviewing a billionaire and having that up on my site, so Michael Senoff has interviewed a billionaire, does that help my credibility? Does that help in your mind establish me as like somebody because I was associated by doing an interview with a billionaire? Do you see how that increased my perceived expertise?

Arthur: Yes that's Markey Value.

Michael: That's Markey value, so you've been listening to interviews. So that's a great shortcut way of establishing credibility even though you're just a little guy – and I'm not saying you I'm saying anyone – I'm the guy in my two car garage or my little small office doing the interviews from a telephone or whether you're interviewing from your kitchen table or whether you're interviewing on your cell phone from your bathroom. Now if you or if I find an expert who really was a big shot or has a big name out there that's a real shortcut for your listeners to instantly raise their credibility just by association; it's almost like magic. But let me ask you, you said you were real impressed with Eric Lofholm and Joe Vitale and Bill Bartmann. Now you being kind of in this niche and this is kind of your thing, have you heard of those other experts as well?

Arthur: Well actually before I came across your powerful site I have a PR lady that I interview, her name is Pam Lantos, and she was actually giving me people to interview and also DC Cordova that I interviewed, and she told me about Eric Lofholm, and I did an interview with him.

Michael: Okay so you did interview Eric. Okay, great.

Arthur: And I interviewed Bill Bartmann but there was his partner Jeff and he was talking on behalf of Bill Bartmann about *Pennies on a Dollar*.

Michael: About his bank deal.

Arthur: Yes.

Michael: Okay, very good. Yeah that's great you got an interview with him, you know, I tried to get an interview with him promoting his program and I wasn't successful so it just shows you anyone can get an

interview you just got to be persistent. How persistent were you with that Jeff guy, I'm curious?

Arthur: I emailed him and we kept going back and forth and then he said that Mr. Bill Bartmann wasn't doing teleseminars but he could speak on behalf of him with his workshop that was coming up with *Buying Non-Performing Loans for Pennies on a Dollar*.

Michael: Okay. Now I know Arthur you're persistence because you consistently called me, you emailed me, you are a persistent guy and that persistence has paid off. And were you persistent with him as well, did it take a few emails and phone calls?

Arthur: It took a few emails and it took a few phone calls and I listened to a powerful interview that you were actually conducting and you told people to never give up and if you asked 10 people and one said yes then you just focus on the yes's and not the no's.

Michael: That's right. And also that follow-up can be very helpful because you have followed-up with me over the last I think six or seven months and you have called me and I haven't picked up on everyone but, you know, sometimes it just timing. Okay. So your listeners should know that your persistence is paid off and that should be a lesson to all your students because being persistent and going after, especially the big name interviews we already talked about what a big name interview can do for you, it can easily and simply increase your credibility and your expertise, you know, your perceived expertise in the marketplace. So it's always a good idea to be really persistent for the big guys and if you stay with it you won't get all of them but you will get some that you never expected that you'll get and you only want to focus on the foxes and don't worry about all the dogs who don't return your call.

Arthur: Did you have a mentor to help you build business or did you pursue your dream all by yourself?

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

Michael: Well no I didn't do it all by myself, you know, I was always into the personal development stuff like Tony Robbins and Jay Abraham that's how I got into the whole business. My Web Site HardToFindSeminars.com was the selling hard to find seminars and the way I got into it as a marketing student wanted to learn as much as I could about marketing I had a little pen manufacturing business when I was living down at the beach in San Diego in a

one bedroom apartment and I wanted to learn how to sell more pens and I searched out, probably like you did, for experts in marketing and I came across Jay Abraham and I ordered a set of videos I think for about \$275 called *Optimization*. You know it was Jay Abraham giving his condensed version of his marketing philosophy to a group of Tony Robbins students at a Tony Robbins Mastery Seminar that I think they paid \$5000 or \$10,000 grand to go to. And so when I saw that I go “Eureka that is the stuff I want to learn the marketing.”

I had already been studying Brian Tracey and Zig Ziglar and how to close the selling, the selling part of business, but I needed something that could help me leverage my time instead of selling one-on-one I needed marketing to show me how to increase my reach and to sell instead of one-on-one to sell to one-on-many. And so I started out as a student and I ended up finding a set of Jay Abraham tapes which when he put on seminars were very extensive his seminars were \$20,000 and \$15,000 and I didn't have that kind of money to go to a seminar and I wasn't going to pay that kind of money at that time, and I ended up finding a used set of the tapes, because when people pay the \$15,000 or \$20,000 dollars they come home with all the cassette tapes and they get the books and the manuals and they get them on CD and a lot of people don't do anything with them.

So I found a guy who had a list of all the people who went to the \$15,000 dollar *Protégé Training Seminar* and he faxed over a list of all the people in California and I got on the phone and I would just call them up and say “Hey I'm looking for a set of those little tapes from the Jay Abraham seminar that you went to five or seven years ago, would you by any chance have a set?” And I'd call the San Diego people first since I was in San Diego and I found a lady who had a set and she sold me everything for \$50 dollars and that's how I got a hold of my first big marketing training it was a pre-owned set of \$15,000 dollar seminar that I picked up for \$50 dollars. And so I got that to study it and to learn what I could about marketing. And then Hard To Find Seminars came because I studied that and I had found others as well and eBay was coming into play and I wanted to buy this big blue barbecue grill and my fiancé at the time didn't want me to spend the money, it was \$1700 dollars. It was a fancy smoker grill, beautiful blue tile called a Kamado, if anyone goes online to Kamado.com these things are beautiful and if you love to barbecue or smoke chicken or ribs and stuff this thing's gorgeous. It's a grill that you can hookup a propane tank to and/or a smoker and I wanted this thing. And the way I got the money for it was I sold that set of Jay Abraham tapes the one I bought for \$50 dollars

I broke it apart. And my first sell on eBay was to a guy named Terro in Australia and in paid \$1700 for that. And then I took another section of that seminar and sold it up on Amazon.com for \$900 dollars. And that is how I started buying and selling hard to find seminar material, mainly Jay Abraham stuff, because I eventually got the list of all 900 people who went to training and I just started calling all of those people buying and selling as much stuff as I could get a hold of up on eBay and up on my Web site.

Arthur: That is powerful.

Michael: It all started as the desire to learn marketing, didn't have the money, had to think outside of the box, used the hidden marketing asset, meaning found something that one person's trash was my treasure, and then knew that there was always these other people who want the same thing and use eBay as a platform to find other people interested in this material and was able to turn it into a business. And then slowly I started getting into the audio interviews only after awhile of studying the marketing stuff. And the interviews the main reason I got involved with that was because I wanted a reason for people to come back to my Web site to buy the Jay Abraham stuff. And I had to keep providing good content and interviews was my bait to get good value a good interview that they can download and listen to or read the transcripts that was my bait to get them back to the site and hopefully they were going to stumble across my product page of all the Jay Abraham stuff that I had. And then I just kept doing more and more and more and more and more.

Now since then I don't buy and sell Jay Abraham stuff anymore I kind of sold that business off and there's another guy who handles all that and I'm just concentrating on my own products and my own interviews.

Arthur: Now you say you provided good content in your interviews I know content is key. Do you think that you were put on this planet to teach people about audio interviews?

Michael: I really don't know if I was put on this planet to teach people about audio interviews, probably not. You know there's probably a whole lot of things I could be doing it just so happened that this is what I've been doing for the last five or six years. And then content really isn't key, content is good and content can be very powerful, but as time goes by, you know, there are a lot of content out there. You know good quality valuable content is good quality valuable content but what you do with that content it could be either king, it

could be your queen, it could be your jack or it could be your two, you know, it depends on what you do. What's the strategy behind your content that you're developing? And we talked about one at the beginning which was to build that instant credibility by association, like the interview that I did with Bill Bartmann that instantly probably, you know, if that was the first one you saw on my site and maybe you saw a couple of others, that instantly because you saw Michael Senoff interview these guys he must be an expert.

Arthur: That's absolutely correct.

Michael: So instantly I was elevated to these experts expert status by association because I interviewed them. You don't know what my association was and you don't know if I was best friends with them or if I see them on a regular basis or anything. So you weren't sure about that but you knew I was associated because I had evidence of me interviewing them, my voice asking them questions so that was all the proof you needed right.

Arthur: That's absolutely correct.

Michael: Okay. So I'm not buddies with Bill Bartmann or Tom Hopkins or any of these guys I just did an interview with them one time but do you see the magic it creates?

Arthur: It creates a lot of magic. I came across your Web site at 1:00 in the morning then I went to Google and you have like lots and lots of content with powerful interviews that you conducted over the years. Now I know that you say that you like to provide free value with the interviews that you do. Where does the actual money come into play by conducting powerful audio interviews?

Michael: Now there's a lot of different things and it's still a learning process I don't know everything. You know when I first started doing the interviews the first and second year I just was thinking "Okay, do the interview if you build it they will come, if you build it they will come. Do an interview and they will come even though it was good." And that's currently true, you know, but not entirely true. And I didn't really have a money making model when I first started with the interviews but as time was going along I figured out a few ways to how to make money with audio interviews and there's a few of them. You know some of your interviews like what we talked about with the Bill Bartmann, you know first of all you're not going to ever sell anything unless you establish yourself as an expert and have some incredibility. So those big names or the interviews -

when someone sees that Bill Bartmann interview and that instantly establishes me as an expert in credibility just by association that's real important because if I didn't have that no one's going to really pay attention or trust or maybe even buy anything. So you really need those and I think that'll be a great strategy for any students of yours listening.

I was really kind of afraid to go after the bigger names and that's why a lot of my interviews are with well people like me who are in the trenches who are just trying to figure all this stuff out. And that was good stuff too because people like hearing from people like them people in the trenches. I've had a lot of feedback where those are very valuable plus you can go listen to interviews with Bill Bartmann all over the place. So some of those in the trenches people gave my interviews kind of a raw in the trenches feeling I had a lot of people who liked that. When I was first starting out it was all new to me and that's why I was just starting out with a lot of people who weren't big names. I did get a couple of big names but you can go after a number of people but before I got really serious about it I went after some bigger names.

So I think that was a mistake on my part. I think if I had to do it all over again then I would tell you and tell your listeners go after the big dogs first because you can. Because, you know, what if I got an interview with Obama I mean that's about as big as you can get, that's real powerful people would like to hear from that because he's the President of the United States. So I tell your listeners go after the big dogs first get a couple of big names to establish you the instant credibility by association whether than wait like I did. Big dogs in your field, you know, whatever niche you're going in or whatever your thing is.

Arthur: That's real powerful that you mentioned that I actually heard that in one of your powerful interviews that you conducted and basically that's what I started doing. I started interviewing real estate agents and real estate brokers and then I just started interviewing people with their own businesses and then it just went from there to creating that domino affect with Laticia Wright and DC Cordova. And actually they're waiting on an interview right now with Michael Maloney and I conducted two interviews with David Morgan, you ever heard of him?

Michael: I haven't who's he?

Arthur: Well David Morgan he specializes in the gold and silver market, he's a precious metal expert and he actually mentored Michael

Maloney. Now Michael Maloney is Robert Tiasocki's advisor about gold and silver. So I did an interview with him and I asked for a referral he called Michael Maloney on my behalf. Now he and Robert Tiasocki is on tour right now, but once he comes back I'm going to be conducting an interview with him.

Michael: Okay that's wonderful.

Arthur: At the beginning I was nervous but now I've built the confidence I don't feel nervous at all. So I feel comfortable talking to a billionaire or a millionaire.

Michael: Yeah that's good, you know, you get a couple under your belt and it's not a problem that fear goes away. So we were talking about so how do we make money with this stuff and what are some of the purposes of the interviews. And like I said Number 1 is you need some big dog interviews for that credibility. And then I'll give you a couple of uses of what I do if my interviews. And first of all we do want to make an income, you know, because operating and doing interviews and running a Web site like I have cost money. Okay. You got to generate some income to finance your operation. And interviews take time there's editing involved. I have a writer who writes the description for them, I have an audio editor who does the editing for him. You know before I did all this stuff myself but if you're doing them at the level and you're doing quite a bit of them you're going to need to build a team so that's secondary. You really need to build yourself a good team to help you do all this stuff so you can focus on what you're really good at and that's maybe doing the interview.

So we need to make money from our interview somehow we can't just give them away for free with no plan on generating an income. And one thing that I do is I'll do interviews with experts who already have products that they're selling and so I'll interview them almost like an infomercial and the interview will give a lot of great confidence. It's almost like talking a sales letter. I'll interview them and create an audio sales letter that will generate an interest and a desire to learn more information about my expert product. So for instance my interview with Bill Bartmann was all about his history and everything and I signed up as an affiliate with him and if you listen to my interview it gives a Web site where you can get more information on Bill Bartmann's products and services and if you go to his Web site you will be tracked through my affiliate link. And if you buy into his seminar I will generate a commission and generate a \$400 commission from one of his seminars that someone had

listened to the interview and went over to the site and bought it and it was just as simple as that.

So doing an interview with an expert and signing up as an affiliate with that expert's products and services you want to make sure they have an affiliate program which is legitimate and that it can be tracked and then generating a commission on any sales that results from your marketing efforts. Your marketing efforts are producing, developing, editing your interview and posting it and marketing it and getting it in front of people and you're rewarded on that but you only do the work on time. And then once it's up on your site we can pay you over and over and over again. And I have at least 15 interviews, maybe 20 interviews that do that with other people's products that I'm an affiliate of. Does that make sense?

Arthur: That makes a lot of sense.

Michael: Okay then there's your own product which is even better. It takes more work. The real attractive thing about signing up with an affiliate in interviewing an expert is that they've created the sales letter, they've created the product, they have the backend sells system, they have the follow-up, they have the email, they have all of that and all you do is the interview and endorse them over. That's a huge time saving so you don't have to create and manage and run your own product but you're only getting a certain percentage, they're keeping most of it, but if you want total control over your own business you want to create your own product. Now remember I was telling you I was selling on all those Jay Abraham tapes, well I only had 900 people to call on and I certainly couldn't get in touch with all of them and I knew the writing was on the way I was going to be out of business if I didn't come up with my own product because I couldn't run copies of Jay Abraham's stuff all I couldn't counterfeit them and I didn't do any of that. I sold original material that I bought pre-owned off of people who actually went to his training.

So the writing was on the wall. I knew I needed to get a hold and develop my own products that I had control over. And one of the nice things about that is you keep all the money you've got all the responsibility in developing the product and creating the sales letter and handling the sales and charging the credit card and doing all that but you're rewarded with 100% of the margins and so that's another way. And then I probably have 10 or 11, 12 different products that I have a 100% control over. So that's another way you make money from your audio interviews. Those are two ways, there's others, but those are two very powerful ways, become an

affiliate for other products and create and develop your own product. And then we talked about the ever important interviews to establish your credibility and an expert by interviewing some big dogs in your niche or field.

Arthur: That actually makes a lot of sense. Now I know you mentioned developing a team and now I actually did that and actually we are partners now, he's actually my audio editor now and he does my video production work now. He actually does the commercials for Channel 3 News. You know I've developed a team and it's just me and him and about two virtual assistants that are actually going to be doing my email and marketing and I basically just did what you said to do and when you basically found a mentor, whatever a mentor tells you what to do you do it. The only way you're going to see results is if you do it rather, it's good results or bad results but failure is only a step away from success. Now what I would like to know and can you education the listeners about how can the listeners conduct audio interviews timeless without spending a lot of capital?

Michael: Okay, without spending a lot of capital and timeless meaning interviews that will last a long time.

Arthur: That's correct.

Michael: Obviously use the example of my niche, sales and marketing and advertising these are timeless, because we're dealing with human beings and human's emotions and reasons why people buy and how to make money. I mean money doesn't grow on trees where does it come from? It comes from people and people give up their money and open up their wallets and charge their credit cards based on human emotions. Humans have been the same for millions of years so it's always going to be the same. So it never changes so there's always people that need to earn money and make money and the way you do that is always the same and it always comes from the human being in one way or another. So that niche of mine that market that I've been focusing on for all these years I have never have to relearn. Imagine if you were interviewing experts on how to write Cobalt back in the '80s Cobalt which is a computer language and now that stuff, you know, you got to relearn it every six months. All that work and effort you put in interviewing experts on how to write a computer language that is obsolete six months you'd be wasting your time you'd have to keep recreating your interviews. Even though it sold maybe the best sold maybe the best selling Cobalt writing book there was or a course or a seminar it'll be obsolete in six months.

So when you think about a product or a market you want to think about a product that can be sold for many years down the road that will not expire or become obsolete due to technology or for some other reason. Now there may be some stuff, you know, internet marketing, you know, a lot of that has to be updated and changed because that's always changing and changing very quickly. So you have to be careful if you're going to think about doing a product like that if it's going to be technical and you're dealing with software. And just think about facebook and MySpace and all these other social media sites you didn't hear about this stuff three or four years ago it was non-existent but then there's opportunities with these things that come up and change. So you have to ask yourself, how long is this thing going to be around? How long is it going to take me to create interviews, and is it a good decision? You got to weigh that for yourself but it's definitely something to think about.

Arthur: Well I know that you were to actually communicate to me about JV deals. How can someone not get burned when they conduct an agreement with doing a JV deal?

Michael: Well that's a great question and that's a big concern. And I've been burned in the past big time by doing JV deals and what you need to do, and this is the trick that I've done, let's say you're promoting someone else's product – first of all, there's always going to be some level of trust. Okay, if they have an affiliate program and they're using some good quality affiliate software you can feel pretty confident that you're not going to get burned. So there's one thing you can do. Like let's say you interviewed me, okay, and I have my Audio Marketing Secrets that you can get signed up with Click Bank and you can become a reseller, right. So you're doing this interview with me and you want to promote my Audio Marketing Secrets product which reveals all the secrets of how I make money with audio interviews, the same one you bought. So you can ask yourself "Well how can I promote Michael's Audio Marketing Secrets and not get screwed? How do I know I'm going to get take?" Well with this you may sign up with Click Bank but if you sign up with Click Bank, Click Bank is a place for any of our listeners who are looking for products to sell there's going to be over 10,000 products that you can choose in market. They've already written the sales letters, they've handled the delivery of the product they handle customer service so all you got to do is find that product.

Now I would contact that expert who developed the product interview him, but you don't even have to do that they have sales

letters and Web sites already setup. But when you setup a deal with Click Bank, and Arthur let's say you signed up with Click Bank because you want to market my Audio Marketing Secrets product to your listeners, what you're going to get it's called a Hop Link. So let's say at the end of your description on your web page or where you show this interview for people to download it may say "Hey for more information on Mike's Audio Marketing Secrets go to" and you're going to see, it may say HardToFindSeminars.com and it may have your affiliate code number in there so you can see that, you know, it's obvious to someone that you're an affiliate and since someone knows my Web site is HardToFindSeminars.com they can bypass your code and they may go to HardToFindSeminars.com and search for my Audio Marketing Secrets and they would bypass you and buy directly from me even though it was your marketing effort, your time your energy, you setting up the interview, you doing the editing, you writing the description, you emailing your list, you getting them to click and listen to our interview and then you're going to get screwed because they're going to go around you, you're not going to make a dime and I'm going to make all the money right.

Arthur: That's correct.

Michael: So how do you protect yourself from that?

Arthur: Well a couple of different techniques and I've learned this the hard way. Okay. One is I used a service called DomainsInSeconds.com and I think they're a reseller for GoDaddy. So it's where you can go buy yourself a domain name for \$7.95 or \$8 bucks. So you log in there, and let's say you want to find a domain that's available and you may type in Michael Senoff AudioMagic.com, and so you buy that domain name and you control it. And so when you get that affiliate hop link, right, that funny one that everyone would know that you're a reseller what you do is you go into your Domains in Seconds account and in your description on your Web site you say "For more information on Michael's product go to Michael Senoff AudioMagic.com." Now you control that domain name that's yours, right, but you set it up in a way when someone clicks on it it's going to redirect directly to my sales page, okay, and once it redirects to the sales page Click Bank has captured the ID or the computer who is visited that page. So even if they didn't order now and they came back later you're going to get paid for that. You've got to control the flow of your leads. You've got to control the flow of your leads.

Now let me give you two other ways that I control the flow of my leads, and when I'm talking about leads when I'm referring to a

product I'm going to generate an income from where there is a affiliate program that they have set up or whether we have an oral agreement or we've negotiated a deal, if I send someone over even if it's by phone and I refer them I get paid on that. Another method I do that is one particular product that I have on my site does not give a Web site. It has a phone number only. So it says "For more information on this call 1-800-blah, blah, blah, blah, blah, blah." The phone number that I setup with the service called Kall8.com, K-A-L-L-8.com and there's other services like this you can go log in and you can go buy yourself an 800 number or a regular number. It doesn't have to be an 800 number, for about \$2 a month it's almost nothing. And what you do is at the end of your description of your audio recording, even in audio it says "Thank you for listening for this interview. For more information you can contact Arthur Robinson, Jr. at 1-800-982-6487." I own that number it's my number, so what happens is when the people call 1-800-982-6487 because they want more information from Arthur Robinson, Jr. that number, which I control at Kall8.com I can put the number that I wanted to forward to.

So I'll put your phone number, Arthur, the number that I would need to call you. Your number will go in there even though they call my 800 number which I control it will forward to your number and then I, since I own the 800 number will have captured the call that came in I'll have the name of the caller, I'll have what time it came in, I have evidence, I have prove that I generated that lead because no one else owns that number. So a month from now I can go in and I can say "Hey Arthur remember that guy Johnny Barack who called you, well that was my lead" and you're like "Well I didn't know that he just called." Well, I've got prove that I generated the lead and I can show it to you. And you can even go so far as to record the conversation between Johnny who called you and you and you can have evidence that was your lead. So you have to control the flow of that lead and be able to prove that that was your lead you generated.

Now when your joint venture partner knows that you're doing this you have to explain this to them in some cases, he's going to be honest with you because the many he screws you or doesn't pay you on something you just stop the flow of the lead and then you can go turn it over to someone else. You've already got the audio that's producing interest in a desired subject. Even if you're the expert I interviewed and it's on audio interviews and if I wasn't getting paid I could still use that interview to generate some interest and have that lead go to another expert because I'm the interviewer I may say well "You know that Arthur Robinson, Jr. yeah he's good

and everything but I've got someone even better, I'd rather refer you to this guy." Do you see what I'm saying?

For more exclusive interviews on business, marketing, advertising and copywriting go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Arthur: Ah, okay.

Michael: You're in the driver seat you can do that because it's the guy who does the marketing and who controls the sells process the interview, who controls everything and if you control the flow of the lead you can turn it off just like you can turn a light switch off because you're in control.

Arthur: Would that be very effective if you're doing like a presentation?

Michael: Absolutely. Look you know how much work it is Arthur, right.

Arthur: That's right.

Michael: You're up at probably 12:00 or 1:00 at night baby sleeping your wife sleeping, you're pounding away editing, you know, there's a lot to be done, right.

Arthur: Yes it is it's a lot of work.

Michael: So you want to be paid for your work you don't want to be bypassed you want to be paid for your marketing efforts don't you?

Arthur: That's correct.

Michael: So another method you can do, you can interview an expert and you can totally leave out his name, first name and any kind of information that would give someone their ability to go and search it on Google and find him. So all you have is the great content you have a great interview on a subject that educates someone about something and generates desire and interest, but there's no way for them to go around you because you have left out the name or you can leave out the last name.

Now I've been doing this for four years with my HMA Marketing Consulting system it's a \$6000 dollar program that I've been selling since the end of 2004. And I learned this the hard way when I was doing a joint venture with a previous guy I left his name in there and then that's how I figured out I wasn't getting paid on my efforts. So people were going around me and buying direct from him and I

wasn't getting my commission so I didn't think that was fair. And I like to be paid on the works that I do and on my marketing efforts that I put in. So this time when I interviewed my expert a gentleman named Richard I left his name out. I probably have 15 hours of interviews with him the promotional interviews and you cannot figure out who the hell this guy is. It's Richard but you go search Richard on the internet you're going to spend a long time trying to figure out who he is. So I control the flow of that lead so when someone wants more information on Richard they're going to contact me first and that's how I control the flow of the lead or they're going to sign-up on my Aweber account. So I don't give away all this information that can take them somewhere else.

Now I know we can't do this on all our interviews. We could actually but you may feel like well not putting their first name that may take away their credibility. But actually in a lot of cases it may not take away the credibility as much as you think because people are trying to learn something from that expert and the first and last name unless they know of the person already then that's helped build that credibility is what they talked about in the interview and the value provided in the interview. Does that make sense?

Arthur: That makes a lot of sense.

Michael: Alright so you got to control your flow of lead because you want to be paid on your effort. Don't let anyone take anything from you that doesn't belong to them, you know, with the internet it's very easy to do so you got to protect yourself put some safeguards in there that make sure that happens. There'll be a few that'll slip by but you'll cut it down big time if you do it like this.

Arthur: What about video format? Now I've did some interviews where, you know, when you put them on YouTube it's only a 10 minute window, but I did some interviews with experts and I put their full name in there, would that business model that you just mentioned to me would that work with video?

Michael: Well with your experts, you know, DC Cordova do you got a joint venture deal going on with her?

Arthur: Actually I do with her Money and You programs.

Michael: So I listen to it. So are you on the trust method if someone calls her you got to trust her to say "Well how did you hear about it" and you got to trust that I'm going to remember about it from you and that's the only way you may get paid.

Arthur: That's correct.

Michael: That's got to change. Okay. That's great and I'm sure she's trustworthy and I'm sure it's great but people are only human, you know, I may be the guy who forgets where I heard it from, she may forget to ask me how I heard about it, her secretary or her assistant maybe just working \$10 an hour and may not even know to ask, they're going to slip by. Okay. You've done this interview, you're getting it out to your list and you're man I haven't gotten any sales from her but there may be a reason why. You have no evidence, no prove that you've generated any leads except based on her word, so you've got no control. So from all your interviews that you established joint venture relationships or you become affiliates you've got to put those safety measures in where you got to control the flow of the leap.

Now your question about your videos, you know videos can be very powerful, if you get two people and you put one in front of a video and one in front of an audio you know video when you're engaging the eyes and the ears at the same time it's more powerful emotionally in many cases then just the ears alone. But I guarantee you if you and I did a test and you sent out an email to a list of 1000 people and said I've got a video here with Michael Senoff and you can go view it right now at YouTube. Its 60 minutes long you're going to have to watch the whole thing. You can't download it so you're going to be stuck in front of your computer and you got to press the play button and you got to watch the whole thing you can put it on pause if you get distracted. Or I've got an MP3 audio that you can either play online and listen to all the way through or you can download it as an MP3 put it on your iPod, put it on your pants clip or your iPod shuffle, take it when you're exercising, stick your shuffle on your ears maybe go for a walk, go for a hike, burn a CD with it put it in my car. Or hey I can read the transcripts I got the word-for-word transcript I'm a reader, you know, a lot of people read faster than they listen so I can just print these PDFs of the transcript and just take them with me, staple them, put them in a 3-ring binder.

So if we measured who's going to get their message in the head of our prospect easier and more effective and in greater numbers, you or you just have a video choice or me where I have a play audio, download MP3, download transcripts and you're given me the ability of taking it on the road and plus I have it where people in the US can play my audios on their cell phone without downloading for free. Who's going to win that game?

Arthur: You are.

Michael: And why?

Arthur: Because basically you're giving the customers more ways to absorb the content.

Michael: Am I doing them a favor?

Arthur: You're doing them absolutely a great favor.

Michael: Okay and what is our job when we have a selling message? Do we want to have the best chance of getting our sells message in the head of our consumer or do we want to create anything that's going to inhibit or frustrate or block that ability?

Arthur: We want to have no interruptions that are blocking that ability.

Michael: So video has a lot of hype and video is extremely powerful we're all used to watching TV and stuff but we're also consumers of choice and with cell phones we are mobile now than any time. People resent being stuck to the computer, they resent it, and when you're stuck in front of a computer and you're in your office and that's the only way you can hear this audio message it's frustrating you're not doing them the favor with the technology, the ability to do that is there. Your listeners may become resentful and they think "Damn why can't Arthur just put an MP3 link and download this thing and I go take it with me when I go running tomorrow? What the hell? He's making me sit here in front of this stupid computer, I've been sitting in front of this computer all day, I work in front of this computer I want to get the hell away from my computer and be able to listen to his stuff while I go exercise, clean the house, do some yard work or something. Give me a break." I think that's what a lot of people were saying.

Arthur: Well that could be true but when I actually, you know, upload the videos with the experts and, you know, I get some incredible feedback in terms of text messages that they save, you know, this is a great video and powerful information and keep it coming when you're building your credibility online would that be good to take away from that or can you just do both with audio and...?

Michael: No I'm not staying get rid of it...

Arthur: Okay.

- Michael: ...I'm saying add more choices; give your consumer more options. Keep the video but maybe on your tag line say "For the MP3 download of this video go here." Do you give your listeners the ability to download the video?
- Arthur: Well actually my audio editor, I have over 25 interviews, but my audio editor - I'm actually focused on 10 at the moment - he just did two. I heard you mention to one of your clients when you said with a one hour interview it might take four hours to edit. Now he takes the contents in the studio and he just did two with mine and he said with a one hour interview it takes him four hours to take the ums and the hisses and the...
- Michael: Yeah that's right.
- Arthur: ...things you don't want in there because you want people to hear the meat and potatoes in the interview. And he just did the second and he has eight more to go.
- Michael: It sounds excellent but these audios are like little selling machines so invest the time and do it right the first time and that's okay you only pay for the investment once. If you're selling something and you're controlling the flow lead you'll get paid back on it don't worry.
- Arthur: What is your opinion about physical products versus digital products?
- Michael: You know physical products are great. I did a lot of physical products in the past, I still do one physical product as my high end marketing consulting it's actually a combination of physical and digital, but all my other products are digital. The physical products, you know, some people like getting a physical product. I did it at first because I wanted to see if I could reduce the returns when you compare it to a digital but I would go digital hands down. People are going to return your product if it's not up to their expectations whether it's physical or digital. I like digital because I don't have to inventory anything, I don't have to print out I don't have to burn CDs. The digital product is all deliverable online MP3 players are widely available. And there are a lot of people who prefer digital products even more than physical nowadays. So I like digital. Someone orders, I send them a link, I'm done unless there's some consulting services after that. It makes my life easier no inventory you can deliver from wherever you are anywhere in the world.

Arthur: No I came across one of your powerful videos on YouTube and you basically was talking about, or should I say the headline was about how you generated a \$100,000 dollars in sells in one year, how can I take advantage of getting that niche making a \$100,000 grand or more or does it takes a lot of work to make a \$100,000 grand in a year?

Michael: Well it may take a lot of work in the beginning. It's a certain set of interviews it's the one for my marketing consulting, the interviews have been done for a long time I still add them but those interviews are able to consistently generate that kind of sells for marketing consultant system, and that's just one product of mine. Yeah I worked hard developing the interviews getting everything setup but it's now set it and forget it that selling system is all in place. I don't really have to do anything more to that and I can just market to those series of interviews which are designed to sell in market and educate and give good value and build, you know, loyalty and position me as an expert or my consulting expert Richard is an expert, and then people come out as buyers on the other end. Yes you can do it but you need something to sell, you need a product, I would recommend a product of your own.

And you don't have to be the expert, I suggest you find an expert that may not be interview savvy but may have had some success offline and see if you can license his intellectual property and gain control over it just as if you were a publisher to pay someone for book rights for their story and you can pay them a small royalty anywhere from 7% to 15% of the gross sales. You can negotiate anything. So you need a product that you control and I would also recommend getting a product with some good margins and finding a product in a good hot market and then you can start interviewing experts around that field to generate interest and build royalty among your listeners and, yeah, you can do it absolutely.

Arthur: Now I was listening on your incredible Web site and you were actually talking about the power of Ezine Articles. And you mentioned that Ezine Articles gets about six million visitors per day.

Michael: My articles don't get six million visitors a day.

Arthur: Oh I'm talking about people that just come into the site.

Michael: Yeah. Arthur, you know, the articles are good and I'm sure I've generated sells from the articles but after looking at it a number of years I don't think they're as great as everyone says actually. I have articles up since I've ever had them up I've maybe had about

60,000 click throughs. I'm sure I've generated some sells it still a good way to go because Ezine Articles does get a lot of traffic. You know good marketing is about doing a lot of marketing methods and having some good success in each one of them. So, you know, there can be just one marketing method that's going to get you an onslaught of sales and customers like joint ventures and stuff but your other marketing efforts, you know, even if they do okay if you have enough of them it all counts, you know what I'm saying?

Arthur: Yes.

Michael: So Ezine Articles can take time you got to either pay someone to write them or you're going to write them yourself. I think though if I had the choice of focusing on just doing the audio interviews and making those available online. I would rather spend my time and effort there I think they'll pay you more than doing the articles. That's my opinion.

Arthur: With you doing audio interviews I don't really see you doing video in terms of you actually, you know, talking in the video. Do you like to be incognito or do you just like the way things are going with your business?

Michael: I like to be incognito and the video, you know, I don't have the equipment, I don't know how to do it, I just don't believe it's just so much powerful. I mean, okay, let's say I had a video camera on my face, first of all my interviews are by phone so I don't do monologue interviews when I'm just talking into a phone. I have an interview between two people just like you and I are doing it so a video camera isn't going to solve my interview problem unless I'm interviewing people live and there's no way I'm going to do that. Why would I have to go out on location, go meet someone, get all this recording equipment, lighting equipment, video camera, to interview someone face-to-face, travel time away from my family when I can pick up the phone and just do it cheaper and easier and faster? It's just not, in my opinion, a good use of resources. I know maybe some videos interviews maybe it'll generate a little more sells because they're more powerful but I believe in my method in making my audio interview available as a download transcript, play online and giving those choices I'm going to get my message in the head of a lot more people who only offer video. Now if there's someone who has a video and offers all those other ways they may beat me but I don't have the headache and have to worry about the expense and the travel and the hassle of doing it. That's why I don't do it.

- Arthur: Oh well basically I was actually getting to you using the power of video to promote yourself with you actually being in the video.
- Michael: Yeah I'm just not into it. I've got a hundred and something hours of promoting myself, you know, have you ever seen a radio guy who sounds great on radio and you have this image of what he looks like and what he's like in your own mind?
- Arthur: Yes.
- Michael: Okay and then you see him and it's not at all what you thought. It kind of destroys your fantasy.
- Arthur: Yes.
- Michael: People who haven't seen what I look like and they just hear my voice they have their own picture of what I'm like in their own mind. Why would I want to destroy what that's like? You know what's the purpose what good is that going to do? They're judging me on my voice my content on how I sound there's no reason for them to see me in a video.
- Arthur: Now I know one of your interviews well actually, you know, I have a book about *Talking Yourself Rich*, with *Talking Yourself Rich* what do you mean by that and can you just give my listeners a little more about that?
- Michael: Well *Talking Yourself Rich* is just sitting on the phone doing interviews and talking that's what I'm talking about. It's the method of doing an audio interview and using some of the methods that I've been talking about, taking that interview, establishing joint venture relationships with people who own and control different products or getting products of your own that don't have audio interviews and doing interviews to increase and enhance the value of the product so you can sell it for more money. It all starts with talking on the phone and that's what I mean by talking yourself rich. You can literally talk yourself rich, you can talk on the phone and talk to another person and do some of the systems and the techniques that I've talked about. And of course you can become rich you can be the richest father in your family, you can be home more than all the other dads, you can generate an income from home without working all the time there's all kinds of wonderful benefits that an audio interview combined with the distribution of online and the internet and downloads that can pay you in more ways than one.

Arthur: Now you talked about taking an interview and converting it into an audio and you said you can raise the value of your audio with doing audio transcription. I'm about to get into that with taking my interviews and turning them into transcription. For the average interview to me to farm it out with paying for transcription, how much would I be actually looking at? I actually talked to a woman and I talked to her briefly and she's supposed to get back to me, but she said she can charge me \$50 per interview being transcribed. Is that correct in price or...

Michael: How long is the interview?

Arthur: Well most of my interviews are like an hour.

Michael: Yeah if you give her an hour audio interview...

Arthur: Yes.

Michael: ...she transcribes it \$50 is reasonable, yes. I wouldn't pay anymore than that though.

Arthur: I went to your Web site and I was very impressed by what you have on your Web site and I see that you put a history of your grandfather and your great grandfather. Did you have a good relationship with them?

Michael: No I didn't know my grandfather or my great grandfather it was just my dad told me about them and I had like an uncle who sent me in pictures of them and I just thought I'd put it up there. You know just in a little history they were pretty sharp guys but I did not meet them personally.

Arthur: What legacy do you want to leave your students by doing audio interviews?

Michael: That people will visit my site, you know, I just wanted to be able to change lives, you know, I want them to be thinking outside the box. I want to give anyone who have the desire for a better life and learn marketing and advertising to have an opportunity to learn it without cost and have an opportunity to learn it from wherever they live as long as they have online access or a digital recorder or a CD player where they don't have to spend a \$100,000 dollar going to college. They can get all the tools I believe they need to generate an income, to take care of themselves and their family from the ideas and the experts and the interviews on my Web site all for free. You know if some of them want to buy some more products for me

down the road at the time then that's fine, if they don't I'm still happy that I've been able to, you know, affect their lives in some way.

Arthur: Do you have any pearls of wisdom for the listeners?

Michael: Yeah is this stuff of interest to you my pearls of wisdom would be get over to [HardToFindSeminars.com](http://www.HardToFindSeminars.com) and get busy. You know get yourself an MP3 player and learn how to download an audio file. I have a free report that shows you how to download audio and put it on an MP3 player and an iPod, I'm sure a lot of your listeners are learning how to do this already, take this stuff on the road. There's so many hours during the day that you're just wasting, turn the TV off for an hour a night. You know when you're staying in line instead of just chatting on the phone listen to an audio interview, when you're in the car listening to the radio turn the radio off and listen to some audio content that's going to educate you. Get a university education in your car to and from work or even while you're working or while you're exercising there's many, many hours in a day, there's no excuse for anyone listening if they don't have time to listen to this stuff. More importantly you got to ask them why do I want to listen to this stuff, do I want a better life? Do I want a better relationship? Do I want to make money? Do I want to spend more time with my kids? Do I want to go on vacations? Do I want to get away from this boss I can't stand? You know everyone's got their reasons why and I believe that my audio interviews on my site; there's got to be something that's going to peak your interest. I'm going to show you some ways to shortcut your path to getting what you want. It will take work and it's going to take effort and there's no free ride but I definitely have content that's going to open up your mind and show you a few more possibilities, stuff that you've never considered before, and I don't hold anything back.

Arthur: How important is copywriting for your Web site?

Michael: I think it's very important but if you can't copy write don't worry about it. If you can talk into a phone and have a normal conversation, you and I have been talking for about 55 minutes, well we also have written probably about 60 pages of typed transcripts and once we clean it up and edit it we could take the transcripts of this and put this on a web page and this could be our sales letter. This conversation that we've had are words on a web page or printed out on a piece of paper that you can send that says "Free Report on How to Make More Money with Audio Interviews" or "How Michael Senoff Turns a \$28 Book into a \$3900 Information

Product” and someone can just read the word-for-word transcripts of our conversation; that is copy. And we’ve been saying some pretty powerful stuff and I’ve been trying to get some good value and hopefully I’ve peaked some interest in some of the listeners and that in itself is a written form for those people who like to read and maybe don’t know how to download an MP3 file give me a chance and give you a chance to have your listener or your viewer get the information in their mind.

So your audio interview does it all at once it creates an audio interview and it creates copy for your web page or for a letter that you can send, you just have to put headline on it and at the end you want to put a call to action. So after they listen to it you want it to say, you know, go over to HardToFindSeminars.com/audio_interview_secrets.htm and there’s more details on my offer on how I turn a \$28 book into a \$3900 information product where I deliver everything I know about how I make money with audio interviews. We’ve been talking for about an hour but in this course you can get over 25 hours of an audio content and one-on-one consultations from my students who have ordered the course, each one with different ideas from how to make money playing player to selling saddles in horse salt and students in the internal cleansing business, just all kinds of students who’ve come to me and we discuss techniques on how they can turn their ideas into an information product that they can sell and that’s what that audio marketing secrets product.

So I would tell people you’re going to need a call to action at the end of your transcripts and direct people, tell them what you want to do and tell them what they can expect. Once they go to the page they can read more about it then there’s a click here for more information or a click here to order, they’ll be taken to an order form. At the order form they’ll enter their name, their city, state and address, their zip code, their credit card, their expiration date, their three digit code. Then they’re going to click on buy now and then an email is going to come to them in about 60 seconds later and it’s going to have a link that’s going to take them to all the downloads and it’s 100% digital product so there’s nothing to ship they’ll have the product instantly. The product will have a 60-day money back guarantee for any reason if they’re unhappy with it no matter what they can get a full refund just by emailing back or picking up the phone and calling. And they’re going to have one of the most powerful products on how to make money with audio interviews that they’ve ever had and if they don’t believe it and I haven’t delivered they get their money back. So you need to tell them what they’re going to do and what’s going to happen when they do it.

So you can do that with any one of your transcripts. Okay. Once you get the transcripts written you can go back to the people you've interviewed, Arthur, and if you don't have deals negotiated with them you can get their safeguards in place control the flow of lead and then you can even negotiate better deals with them. And negotiate for what you want, you know, if it's an intellectual property of someone you can ask for 70%, 80%, 90% because the marketing is everything. Don't ever undervalue the effort you put into developing the audio interview, that audio interview is a marketing part of that product or service. Think about the book publishing industry. When a publisher approaches someone with a book, books are a dime a dozen, okay, the publisher is only going to pay that author a very small royalty. Like I said 7% to maybe 10% or 15% at the most, the average is probably around 7%. So for every \$20 book the guy who wrote it spent his whole life as an expert who wrote and put that book together is only going to make about \$1.50 for each book a book that sells for maybe \$20 books, \$25 dollars. The retailer will keep a big share of that but the publisher keeps the lion's share of the market because he's the guy marketing it.

It's the guy who's selling it who's generating the desire and the interest in the product that's who should be paid the most which is you. The guy who develops the product or service who doesn't know how to market it all he's got is a product or service. Understanding the marketing is everything when you can market everything products are a dime a dozen. You're in the driver's seat you can choose which expert's product you want to license and so when you're negotiating with them for a royalty or for a percentage understand that you have the upper hand. You're the guy who knows how to sell it so don't be ashamed to ask for 70% or 80% or 90% of the margins. Don't be afraid to ask for total control over the product or the rights to market it online only. Let's say he's just marketing for direct mail well you can say "Well you can have direct mail but you don't know anything about the internet, how about if you just give me the internet rights and I'll pay you 10% on whatever I sell." How about the rights to sell to Canada? Or how about the Australian rights or the United Kingdom rights they all speak English over there right?

Arthur: That's correct.

Michael: So there's so much product out there that you can sell. You got to decide who you want to go after and you've got plenty of people to choose from and I would say don't be the expert find an expert in their field, acquire the licensing rights, control the flow of leads, get

total control of the product if you can, and then you got yourself a product and you're ready to go. Start creating some interviews that generate interest, the interviews create your copy and it all works out nicely. You'll learn as you go along.

Arthur: So diversion is important to a business owner conducting audio interviews.

Michael: How do you mean?

Arthur: Well I mean like basically we are internet marketers and we are in the information marketing industry and our identities is conversions in terms of you create a product and eventually you want to have customers that'll send you a product and once you build the list you add value to that list and eventually you can sell to that list.

Michael: Yeah I mean look sells is the only thing that counts. We got to sell something we got to have something of value to sell first. Once you have something you got to create the marketing. The way I'm teaching it, the way I've done it and the way I know how to do it, you know, the best that I know how and the easiest and fastest way by doing audio interviews there are other ways to sell it. I particularly like audio interviews and that's what I'm positioned as an expert of doing. You got to get a product and you got to get control of the product and you got to create your audio interviews, which is the engine that sells your product. Instead of one-on-one, instead of you selling it you can go buy the rights to the product and have no audio but its Arthur who's got to sell it one-on-one on the phone or door-to-door. Without the audio you're done because you can only work so many hours a day with a recording of Arthur Robinson giving his best tips on that product that he just acquired the rights to and it's up on the internet then you can have 1000 Arthur Robinson's selling the same product while you're sleeping. That's the difference when you have the audios Arthur Robinson will be able to sell one to many, without the audios or any method of selling that's not duplicatable is one-on-one, door-to-door.

Arthur: Do you have a marketing team?

Michael: No I don't, I'm the marketing team and my hundred and something audios are my marketing team. You know those are the deliverers of my message those audio interviews all on online that I do the marketing to promote those interviews.

Arthur: I hear a lot of interviews that's out there but your content is absolutely mesmerizing and you're my mentor and I look up to you

and I'm interviewing a lot of powerful people as well, but I know it's going to take some time for me to build my dream. Well you're way ahead of me you've got five years of interviews.

Michael: You'll do it man, don't let up, don't worry about it. Just keep doing it and make sure you listen to all the consultations and the audio marketing secrets there's a lot of good advice. You got to get control over the flow of the leads and make sure you're getting paid and you got to get control over a couple of products, how to find a couple of good experts that you can license their intellectual property because it's a lot easy to just promote someone else when you're not the expert. Don't try and be the expert in anything. My product I'm not the expert Richard is the marketing expert Art Hamel is the business buying expert Eugene Fort is the copywriting expert I'm just the guy doing the interviews. And it's going to be easier to sell someone when you're not saying "Hey look how great I am. I'm the expert you should buy from me" or would you rather say "I don't know anything but this guy he is awesome", it's easier that way.

Arthur: I'd like to thank you Michael once again for sharing this incredible powerful information.

Michael: Thank you very much.

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