



“Print these Pages and use this Notes Sheet to make it easier for you to follow along during the teleseminar!”



~ Michael Senoff Interviewed by Host, Ben Settle

How To Make More Money With Audio Interviews

Important “Ask Michael Senoff” Details

Date: Thursday, February 12, 2009

Live Time: 3pm (Pacific) / 5pm (Central) / 6pm (Eastern)

Dial In: 1-218-339-2500

Passcode: 836995#

Duration: Approximately 180 minutes

Call Early: We’ll start promptly according to www.Time.gov

Attendees: For an additional BONUS GIFT visit this website now:
www.hardtfindseminars.com/Secret_Weapon.htm

SPECIAL NOTE: This teleseminar will start promptly according to www.Time.gov so please dial in five minutes early so you don’t miss any content. Your courtesy is appreciated ☺



Michael Senoff is the CEO and publisher of <http://www.hardtfindseminars.com> the world's leading free digital audio business library that uses the power of personal interviews and storytelling to capture and relay the advice of world-class business experts.

On his site, you get instant and totally free access to over 117 hours of downloadable audio interviews with sales, marketing and business success experts.

He is the author of the book: "Audio Marketing Secrets." How to add value to your information product.

And the soon to be released sequel: "Talk Yourself Rich". How to make money with audio interviews.

Michael's site has been listed in the top 1% of the most visited websites in the world for the past five years without ever dropping below the top 1% mark.

<http://www.hardtfindseminars.com> is billed as the world's best free marketing resource on the internet.

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How Do I Get Started?

- 1) What is the best way to get started with the audio interviews?
- 2) How much would one need financially to invest, as a newbie, to be able to get a positive cash flow?

Notes:

Interview Topics

- 3) What is the fastest way to determine whether a particular topic has enough interest that it would qualify for a profitable information product?
- 4) What are the most lucrative audio interview markets, both presenting and listening?
- 5) How can I determine if my expertise is marketable before I spend a gazillion dollars attempting to do so?
- 6) What is the best way to make money on the internet if a person is not a computer expert or an expert in any field at all and has no hobbies that they are involved in.
- 7) What kind of market research do you do before you create an audio product? Do you have any criteria that must be met before you decide a product is worth creating?
- 8) Michael, You have interviews from lots of different business areas: consulting, copywriting, business buying, mobile home investments, etc. What are the three areas of audios that get the most listens? If I remember right, at one point in time you said your most listened to audio was on how to be a better learner (learning styles).

9) Michael, I interview musicians and photograph concerts as a hobby, how can I make money doing what I love?

10) Are issues pertaining to parenting and health concerns of infants and children be a good subject for audio interviews?

11) How can I offer value to local dog groomers, so they will give me interviews and tips for starting a grooming business? I don't want to compete with them locally, but use info for a website.

12) Is it advisable to market myself as an expert in a single subject area or can I put myself out there for more than a single area of expertise? I'm not thinking of doing this at the same time, or even suggesting my expertise in another area during an interview on the other subject. I'm simply wondering how to establish myself in two separate areas of expertise.
Thanks, Michael Al Heisley Las Vegas

13) Hi Michael, I am a musician and have been a music tutor for 25 years. There seem to be a few 'How to play..' sites on the web, do you think it is worth setting up a 'How to teach..' site?

14) Hi Michael, I run a small telemarketing company and always wanted to know a way to make money whilst am sleeping. The only way I thought was to have an e-commerce site selling a product or service. I don't have any products to sell, just my telemarketing skills as am good on the phone. How could you help me as I need to make some additional income as am finding it hard to pay my mortgage?

Notes:

Equipment, Software and Website Stuff

- 15) What equipment and software do you use to record your audio interviews?
- 16) What hardware and software is best for making your audio interview into a high quality finished product?
- 17) Which vendors do you use to record your audio interviews?
- 18) Exactly what computer program do you use to put the interviews onto your website after you've gotten the interview on an mp3 player?
- 19) Which company or companies would you recommend to add audio to your website?
- 20) How do you get your audio interviews transcribed?
- 21) What kind of audio player are you using on your website for an automatic play. Refer to instantaudio.com set up link.
- 22) What are you using for people to listen to or download the free audios?
- 23) Where do you house your audio files that play on your website...a secondary site, or are they on your server?
- 24) What is the best protocol to record in - telephone quality, mono, stereo, etc.
- 25) I have text speaking software, would I be able to use this program in the audio teleseminars?
- 26) Would it be best to have the audio in parts?
- 27) What is the best company to use for doing phone seminars?
- 28) Michael, what are the best methods when doing a live teleseminar series with multiple experts to get a high audio quality to repackage for sale later? And what are the most important additions to make the package more valuable and attractive?

Notes:

Big Dogs and Big Fish -- Finding Experts To Interview

29) Where do you find the resources to gain access to the individuals you would like to interview?

30) What are the exact detailed steps to go through to get a "big name" to do an interview with me, someone who is just starting in the industry and has no credibility or influence whatsoever?

31) What are some scripts for "attracting" superstar interviews to agree to an interview... e.g. = What's in it for THEM to want to play...

32) What is the best inducement to have someone agree to give an interview? Free Advertising

33) Michael, I've started a membership site in which I offer video and audio interviews from successful professionals in the niche field I work in ...how do I get the "Big Dogs" to participate without having to pay them...my field is Chiropractic and there are some people I would like to interview like Dr. John Demartini...but his fee per hour is more than I want to pay.

34) Michael, I've started doing interviews in my own niche for my website MedicineCoach.com and want to know some methods for getting "bigger fish?" In other words, how can I get access to famous people in my industry?

35) Michael, I've created some free marketing tips audios for a lead generation site. I've not interviewed for a recording before and now I would like to know, from your experience - is it important to interview someone well known, or who has extensive experience or reputation - to make prospects want to listen to the audios? Or, have you had success when the interviewee has been a relative unknown?

36) How do I get time-challenged interviewees to give me an hour of their time for an interview without having to surrender the publication rights?

37) When you interview experts, do you need a contract? If so, where can I get an example? Do you pay them in any way?

38) Is it necessary to get a release signed by each interviewee?

39) What is the wording you use in the contract/letter of agreement with the interviewed person that allows you to edit the interview?

Notes:

Joint Ventures

40) What are the best Joint Venture ideas you have used in the past and currently use now with audio interviews?

41) How do get the rights to other peoples interviews?

Notes:

List Building

- 42) How do you develop a list of prospects to market your audio interviews to?
- 43) What is the best way to market an audio interview if you don't have a list?
- 44) How do you get your info out to the public or to a mass of people without much cost?
- 45) What would be your top ten ways of using audio interviews for lead generation?
- 46) Once you get your niche site up how do you get 10,000 visitors the first month?
- 47) Does announcing before the sign up page that you are offering a downloadable transcript of the audio recording to subscribers after the interview increase your opt in rates?

Notes:

Preparing For And Conducting The Interview

- 48) How do you typically prepare for each interview?
- 49) Are there specific questions (regardless of industry) that will have the maximum impact in an audio interview?
- 50) What's the best way to come up with a list of questions for the interview?
- 51) When you interview people it's almost as though you know them on a personal basis. How important is it to know the people you are interviewing before hand?
- 52) Are there some questions you always without fail ask? If so what are these questions and why do you ask them?
- 53) Should I send the questions I plan to ask to my interviewee before the actual conversation?
- 54) How long should an audio interview be?
- 55) If an interview is running overtime, how do you go about asking for another interview to cover the things you have missed?
- 56) When giving an audio interview, how much is scripted?
- 57) What makes a good interviewer?
- 58) What is the most important part of your personality and thinking process which enabled you to make this system a success?
- 59) What is a good interview format?
- 60) How do you get your experts to open up and divulge information normally sold in e-books or delivered at conferences for money?
- 61) Is it hard to sound sincere when recording an audio interview?
- 62) What if I do not sound too good on voice recordings?
- 63) I find that professional voice over artists charge by the minute. Where can I hire people who charge nominal rates to interview on my behalf?
- 64) How is the best way to make the interview not sound like a sales pitch but still get the audience to want to buy your product?

65) If I want to pitch anything by the end of interview, should I rehearse the transition to the pitch beforehand? Or try to make it naturally?

66) A popular format in magazines is to ask the same maybe 20 questions of each celebrity or expert. This format appears popular and well received - so do you think it is a good format for creating an 'expert audio interviews' info product?

67) Which format should an audio interview be in for radio stations to be able to air the audio on their radio stations?

Notes:

Marketing and Making Money With Audio Interviews

68) How can you justify the statement that audio interviews are a big money-maker and give us some real specific details of the HOW this is accomplished?

69) How many total audio interviews would you need for value?

70) On your website, all the interviews are free. So... where does the money making come in?

71) What is the best way to make a "pitch" at the end of the interview?

72) How to get the largest number of attendees to your interview and convert them especially for higher priced offers?

73) What is the best way to market that will attract more people to your site?

74) My question is with regard to distribution, once you do the recording how and where do you effectively market?

75) How do you create a continuity program using audio interviews that does not facilitate someone coming in and sucking up your content in month 1 and leaving at the end of that month?

76) How do you break down an audio interview into segments that you can use as a teaser? How long? Music/no music?

77) Is it possible to make money using videos to sell your own product or to hire sales people to sell it for you?

78) If I have recorded interview on CD, how I can be sure people will hear it (and drop it to garbage)?

Notes:

General Questions

- 79) How do you become a great interviewer?
- 80) How much more effective are audio interviews versus plain text messages?
- 81) How do you get prospects to listen to your interviews and not toss the cd on a shelf to gather dust like it happens most of the time?
- 82) How to get others to honor intellectual property rights and copyright?
- 83) How can I tie this in with blogging?
- 84) What is the easiest site to post podcast audio?
- 85) Will my gender or my accent affect the amount of money I make with audio interviews?
- 86) What is the best way to "host" these teleseminars on an "on demand" replay?

Notes:

The 10 Top Secrets For Getting New Clients And Customers For Your Business....



This FREE Report Will Show You How To Sell More Using Audio Interviews

From the desk of Michael Senoff

- the world's leading free resource of marketing audio interviews and information for growing your business without advertising.

With a combination of online marketing techniques I've sold products ranging from a

FREE BONUS GIFT Go to www.hardtfindseminars.com/Secret_Weapon.htm

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