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INTERVIEW SERIES

**The Easiest (And Cheapest) Ways
To Break Into Direct Marketing...
Without Losing Your Shirt**

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

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

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

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

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

Now, my challenge is to build the world's largest 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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Any perceived slights of specific people or organizations is unintentional.

The Easiest (And Cheapest) Ways To Break Into Direct Marketing... Without Losing Your Shirt

Shane currently works for the banking industry but would rather make his living doing direct marketing instead. He's researched hot trends and has dabbled a little with importing and exporting, but he's not really sure what his best bet is, so he's come to me for advice.

When you're first starting out, it can seem pretty overwhelming at first but there are some fundamental principles you can use to guide your way. And in this audio, you'll hear me walk Shane through those principles – from picking a hungry market to licensing someone else's stuff.

Most people think they need to be a huge corporation like Wal-Mart in order to acquire licensing rights to old products and give them life again – but the reality is, it might just be the easiest and most profitable way to jump into direct marketing, even for the smallest of businesses. Most the work (including most of your marketing collateral) is already done for you – all you basically have to do is rebrand the product and get it out there. And in this audio, you'll hear a step-by-step look on how to do that.

You'll Also Hear...

- Three lessons about physical products I learned the hard way with my tie dye business back in college
- The \$.25 little book Bill Meyers recommends for finding obscure content – if you're wondering where to find possible leads to old products you can license, start here
- How to create the kind of "toll booth position" that guarantees anyone who wants your product has to go through you to get it
- A solid "beginner technique" to use when you're buying a list for the first time that lets you test a market – without taking a beating on it
- How to obtain the rights to an old product... without any upfront costs
- All about the licensing deal that started the HMA system and how I turned it into a \$7,000 moneymaker for myself (and I make 100% of the profit now even though I didn't create the initial product)
- Exactly what I would do if I had no money and could only do one thing to make some

- Two things to look out for when it comes to importing and exporting in order to make sure you're not wasting your time marketing "just another commodity"
- Three examples of hot-and-heavy markets with lots of money to spend
- The one website to go to when you're thinking about licensing an old product – that will help you see most of the marketing collateral that exists before you jump in

No matter what you decide to do in direct marketing, it will almost always come down to exclusivity. The biggest problem with selling products from a large wholesale supplier like Alibaba is – if you're selling stuff from their catalog, so is someone else. Stop setting yourself up to compete on price. And in this audio, you'll hear a run-through of the best, and most practical, alternatives.

Hi I'm Michael Senoff, founder and CEO of HardToFindSeminars.com. For the last five years, I've interviewed the best business and marketing minds. Along the way, I've created a successful publishing all from home, from my two car garage. When my first child was born, he was very sick and it was then that I knew that I had to have a business that I could operate from home. Now my challenge is to build the world's largest free resource for online, downloadable mp3 audio business interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years and today I'm going to show you the skills you need to survive.

Michael: Let me ask you a couple questions, how did you come across my site? Have you been a subscriber for quite some time?

Shane: Ya, definitely. I get your daily emails. I'm not too sure when I subscribed, I guess its maybe going back a couple of years. I've listened to a lot of your audios, not all of them. Definitely a lot time to go through them. I'm pretty sure I purchased one or two of your products, actually. I guess I'm really interested, I visit your site a lot but mostly I just sit on the sideline, Michael. I've been self-studying stuff. I've been direct response marketing, internet marketing and other stuff, just sort of like a hobby of mine, but like I said, I'm just at that stage now where I just want to take some action and do something about it.

Michael: How old are you?

Shane: I'm 38.

- Michael: What do you do for your full time work?
- Shane: I work for JP Morgan Investment Bank. I work for myself, I'm an IT contractor. I'm originally from Sydney, Australia but I came over to London in 2004 and I've been living in London city ever since. I pretty much just work infrastructure, contracting for the banking industries.
- Michael: I see, are you married with children?
- Shane: No, not married. Single, living in London city so I think now is the perfect time to utilize my freedom, I guess.
- Michael: That's good. How are you liking London compared to Sydney?
- Shane: Well, big difference mate. I mean, in Sydney, I'd wake up before work and get to Bondi Beach for a run or a swim, whereas with London, it's just- I mean now, it's raining outside. Winter is coming up. I hate the weather but I just love it here, it's just so close to Europe and for my line of work, it's a bigger challenge working in London. So, I actually became a citizen- got my dual citizenship last year, so I'm quite happy about that.
- Michael: Alright, that is great. So with JP Morgan, you're working independently as computer? Intellectual technology? What is it that you're doing?
- Shane: Information technology. I'm a contractor, I'm self-employed but I contract. I usually do projects or infrastructure support, ya know- servers, systems administration, stuff like that.
- Michael: I see, were you working for them in Sydney and they transferred you out or was this a totally new?
- Shane: Not at all, mate. To be honest with you, I'm 38. I got into IT 11 years ago, I used to be- I've done very odd jobs. Anything from bartending, factory work, door to door salesman, before I got into IT I actually worked in construction for 5 or 6 years on construction sites. Then when I was at the age of 27, I just had enough and I just put my head down, self-studied, did the relevant courses and got my first contract and the rest is history, I guess. Ya, a bit of a career change for me.
- Michael: Alright, then. That's great. So is your goal to get something going related to Direct Marketing to replace what you're doing or kind of dabble in it as a sideline hobby and see how it goes?

Shane: Honestly, that's the end objective, mate. Definitely. Like anything, I'm going to approach it smartly. Whether its slow at a time, just depends how much effort I put into it. But I'd like to get to a stage where its part-time and then when part-time gets closer to my earnings to full time, then I'm definitely keen to make that transition but I'm not expecting miracles, but my end goal is to work for myself and to get to that field. And like I said, it's just been a hobby for me. All I do is just whatever I can find on the internet on the side and whatever I can find on YouTube on direct response marketing just because the space now is I can do something about it. So ya. I'm not very keen on the whole, this information overload on internet marketing; I really just like the old school, the whole psychology of direct response. I guess I like the whole offline, I don't want to be 100% online, I just want to mix them both up, so just build a solid foundation.

Michael: It does make sense. There's a lot of opportunity offline, online is a lot less expensive to test and there's a lot less headaches but we'll talk about that. You had mentioned you've been researching hot trends, you've gotten into importing a few products from manufacturers in China and you've been distributing them to some small retailers and also direct to consumers. What are you doing right now, what kind of products are you working with?

Shane: I've just dabbled in a couple, actually. The first one was just for fun. I went to AliBaba and also AliExpress, which is the smaller site where you can get smaller orders like, ya know, even a minimum of one unit. So I just dabbled a little, I'm just going to pick something. I'm not going to research it that much, I'm just going to pick something and go on instinct and just to see how it fares here in London City. So I sort of picked this adaptor, like the USB adaptor. Ya know if you've got an iPhone charger, you've got the old Nokia chargers, you've got HTC chargers and it's a separate adaptor for each. Well, I've found a manufacturer in China. He actually has a USB connector with about 10 or 12 different adaptors and it covers all phones from iPhone to the old HTC to the old Nokias to the old Motorolas and I thought it was a funny, unique concept. So I imported that, 200 of those units.

Michael: How much did you get them for?

Shane: I think it all up to 200 units, I got them for just over a pound and ten pence. And to the shops, it wasn't a set price, so from a pound and ten pence from the manufacturer, I was giving them to shops anywhere from 5 to 6 pounds, obviously, giving them the room for their markup. But also to consumers friends and just people

directly, anywhere from 10 to 15 pounds, which is quite a good return. Obviously, I wasn't going to get rich on it, but just to get some exposure.

Michael: No, that's a great little product. So you got that from the AliExpress or AliBaba?

Shane: I got it from the AliBaba, then I found out about AliExpress.

Michael: And what's the difference in that? Is that a subsidiary of AliBaba?

Shane: Yes, it is. If you get an account with AliBaba or vice versa with AliExpress, it's the same site. So if you sign into one, you're automatically signed into the other. And Ali Express is more for the smaller business people out there, whereas the manufacturers for AliBaba, a lot of them are quite hesitant to send you an order below 50 or have to be half a container, it depends on the product. Whereas AliExpress, 99% of the products, you can even purchase from them one unit and if it's a small product, you don't have to wait for a shipping freight, it's just air freight. So it's more for the smaller consumer. I mean what I've been reading up on the whole importing trend, a lot of people recommend find the trial product, order a small amount from AliExpress and if you get a good bite, don't buy a bigger supplier but order a bigger amount through AliBaba, the other site.

Michael: Ok, that's very interesting. I was unaware of AliExpress but I am aware of AliBaba. So you've ordered a couple hundred, you've gotten them into multiple retailers?

Shane: Ya, I have. I actually have got a couple of friends who have connections around London in electronic consumers and stores, gave them a few samples, they did all the leg room and went to shops, I mean. I came up with the concept of contacting a graphic designer friend of mine, who took a few pictures of it and now she provided the promotional material for them as well because a lot of them are asking, do you have any posters of it? So it's quite cheap, so I think that sort of tipped them to get rid of them as well. I gave them to a few friends who have younger siblings for college. I think I have 50 or 60 in Universities.

Michael: So this item you plug one end into your computer and then it has female adapters for multiple cell phones.

Shane: Yes, that's right, like iPhones, smart phones, HTC, Samsung, even the old Nokia.

Michael: Is that because people may have multiple phones?

Shane: It was just like a convenience, I guess. It even had a cigarette lighter adapter, so even if you're in your car. That was just a very much basic project. If I had to choose between direct response marketing, online marketing and the importing stuff, I'd probably say 70 or 80% of my interest is with the direct response, internet marketing and I think 20 or 30% towards the importing. Another thing I just imported because the new iPhone 5 came out last month here in the UK in September, so I've sampled leather covers for the iPhone 5, so that's the next thing I'm going to try. The importing thing is somewhat of a passion for physical products, something I can actually hold in my hand. So I've been dabbling on the importing side with that kind of stuff. So I guess my main interest is I just really want to start something with online or offline direct response marketing.

Michael: I understand. And what you really have to think about before you get all engrained into it and choose on something, you gotta choose the kind of product that you're gonna get. And what I would tell you from my experience and I do you see you hitting on the licensing aspect, is you really want to find something that's not a commodity. Those iPhone 5 cases, I know, I just got the iPhone 5 and I went onto Ebay and I bought one, but you're going to have hundreds of other case manufacturers, it's going to be a commodity.

Shane: Exactly, Michael. I've noticed that already, mate. You can't get people past the Power Sellers on Ebay and even with I was getting those adaptors for like 10 or 15 pounds, I've found similar ones on Ebay going for 3 pounds and I just went whoa, I must have got lucky there.

Michael: Ya, so you need to really think about if you can find a product and you can find a manufacturer that has very little distribution, maybe they're only selling in one country. Maybe China's not the best place to go because if it's on AliBaba, anyone can get it and there's a good chance that there's other people selling it to large distributors and then you just end up competing on price. But if you're attached to having a physical product that you can buy and sell through direct marketing, you gotta look for that exclusivity. If you find something internationally and you want to license exclusive rights for a territory, then you've got some real value whether it's just for the UK or UK and the United States, many companies are just selling within their own country. There's so many manufacturers here in the US that aren't even selling outside of the

country. That's one option. And then we come back to information products. Even though its intellectual property, now this is the kind of stuff you can get exclusivity on and we'll talk about some of the ideas but I really want to hit home, you want something that no one else has. That's one of the things I love about interviews. If you do an interview with an expert and you make it your own and its your voice and you're asking questions that every other interviewer has never asked, I mean, you've got an exclusive product that not one person can knock off. That exclusivity being the only guy who has it or maybe one or two or maybe only three other people but you just out market them. That is going to allow you to charge a lot more than being forced to bring your price down to match a commodity and this business, whether its direct marketing of physical products or selling intellectual property in the form of information products: CDs, DVDs, printed transcripts, books, it's all about margins. That's why this information business, the business I'm in, is such a beautiful business. The margins are just outrageous. You're listening to an exclusive interview found on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Shane: Well man, that's great, I do appreciate your honesty. I had a feeling you'd say that about the China importing stuff, so that's no, that's not going to be a problem. I mean I just want to come into this raw so I'm not going to be offended if you think my ideas are bad, basically I just value your honest opinions, ya know? No holds barred, I'd love something I can touch myself and fall in love with an idea.

Michael: Ya I understand. I think it is a great idea and I have kind of gotten into physical products where all through college, I was a manufacturer of tie-dye t-shirts, tie dye wearing apparel. The perfect example is a great business, I had a retail store that put me through college but it was a pain the ass because I needed inventory, I needed employees to manufacture the shirts. They were very labor intensive. I had almost a full time bookkeeper and after paying all the bills with all the product inventory and the labor and all that, that went around having a product and even getting a product into retail, I had them in some of the largest clothing retailers in the South for some time but you have to finance it, so you have to wait sometimes 60-90 days and that screws up your cash flow. Where with an information product, let's just say it's all digital, ok? You deliver it like I do through mp3 recordings and you can still have a physical product, whether it's a printed book or CDs because your manufacturing cost is so little. But with that, selling information, you just don't have any of the headaches and when I compare when I'm doing now compared to having the tie dye

manufacturing business, it's just night and day. It all comes back to your personal freedom and if you're tied up into physical product and assembling and having to store the stuff, let's say you become really successful and you're selling 100,000 units of these things. You have to have a place to store them, you're going to probably need money to finance it, there's just all kinds of nightmares to come along with a physical product but there's still opportunity with it if you can find something that's absolutely exclusive, there's ways if you can get a licensing deal on a very unique product that has very little distribution and you had the marketing rights for several countries, you could take those rights and you could relicense it to someone who is in the business and just ask for a royalty and turn it over to someone. There's all kinds of things you could do with licensing. Let me ask you a question, I know you've listened to many some of my recordings. Have you ever listened to any of the stuff by this guy Ran Brenner that I have on my site on licensing?

Shane: Ran Brenner- Ya know, the funny thing is, I do remember him. I remember a while back, correct me if I'm wrong, he had those \$20 offers and one of them came through my inbox and I don't know what stopped me but I did actually see that. I'll give you an idea of what I've learned. Most of the people that I've loved to listen to is Dan Kennedy, Ted Nicholas, Gary Halberts and Jay Abraham. Those sort of circles and then also a few internet marketing stuff – the John Reese stuff and the online stuff. So if I had to pick one, I really love the Dan Kennedy stuff and the Gary Halbert stuff.

Michael: Ok. Well those guys, the majority of their careers were pre-internet. Those are the guys that I was introduced to when I first got into all this, 10-15 years ago. So I'm with you. Gary Albert's an incredible copyrighter. He asked can I recommend any sources where I can look into finding such DVDs and manuals, so are you open to the idea of like what Dan Kennedy sells? I mean, I know he's in the seminar business but he's also a great information products marketer.

Shane: Let me ask you honestly, with what you see these days on the internet, every course that you see is always info marketing, info marketing. In your honest opinion, do you think that's saturated? All these new Kindles and cheap \$1 downloads, I guess that's different information?

Michael: Oh, for you to create a product on how to do information marketing as a product?

Shane: No, to actually find a niche and create an info product.

Michael: Oh, absolutely. Because there's just hundreds and thousands, there's millions of different markets and topics that you can acquire rights to something or you can develop a product that no one else is doing. I'll give you some examples, I did make some notes for you and I will send these to you, I have links for you as well. So when we finish our call, I'll email you these links. Have you heard of Nightingale Conan?

Shane: Yes I have, I bought some stuff on there.

Michael: So they're the largest tape and information product marketer in the world and they have Nightingale, Conan and the UK, I think someone owns the rights to the UK and then they market here in the States and they market internationally through their website. So I interviewed Vic Conan and I was looking for ideas of places that you can go for looking for different ideas of information products. Now Nightingale Conan, if you listen to the interview I did with Vic Conan, we did it to what are some of his most popular products and out of all his titles, you know what the number one selling title is?

Shane: No, what's that?

Michael: It's a product called "How To Get Out Of Debt". It's a debt relief program, a 6 DVD or 6 CD course on how to get out of debt by a guy named John Camutta. In the interview, I haven't listened to it in a while, but I'm going to send you the link to it, we discuss his top selling categories. I would definitely listen to that whole interview because they spend millions and millions on research and on markets because they're only going to be carrying and pushing the stuff that people want to buy. So Nightingale Conan is a great company to go look at their website, go look at their price points, even though I think their prices are a little bit low but you better believe they tested price, they are a big direct mail marketer, so they're doing what you want to do through direct mail because they're selling physical CDs and DVDs and information but they're also selling digital information as well and even though the interview's probably five years old, it'd be interesting to do an updated interview but I asked him- how the digital sales are going compared to the physical sales. That's all in the interview, but that would be a great place to look to get some ideas of where the market is.

Shane: Sounds like a great topic, I guess especially now with the current climate and economy, people are definitely going to be looking to that I guess.

Michael: Exactly. When I read your email, I have a shelf of a bunch of books here and there was one I have, I'm telling you I haven't broken this book out, probably in years but I pulled it out to let you know about it and to give you the idea of specialty information. I remember in my early Gary Halbert days, listening to or reading his newsletters. Bill Myers, do you remember the name Bill Myers?

Shane: Ya, I'm actually a member of his site. I used to be a member but then I stopped but I became a member again about a month ago because I remember he had DVDs which I remembered seeing on product development. He's actually got some very good information.

Michael: Ya, he's a smart guy and I remember in one of the newsletters, he talked about "go get yourself a copy of The Complete Guide to Special Interest Videos". Ya know, Bill Myers was a subscriber of Gary Halbert's and Bill Myers modeled his first print newsletter, this is way before the internet, on video marketing. And so he was marketing guerilla videos, which you probably already know. So I went onto Amazon and I typed in The Complete Guide to Special Interest Videos. I have a 1991 edition, but there's plenty of the used 1994 editions, more than 12,000 videos you've never seen before. So the directory of video titles, broken into categories, it's all indexed and you can pick yourself up a book for 25 cents plus whatever it costs to get it shipped to you and I'll send you a link to the Amazon. So just flipping through this book, looking at all the topics from Sports to Health, producing the content really isn't a problem. There's tons of content out there and what bogs people down is they never get around to either creating their own content or writing their own book because it's a pretty heavy task, to write your own book and get it all done but that's where I licensing comes in and that Ran Brenner stuff, I'll send you the link to a couple of the free interviews I did with him. The licensing is so powerful, you could find intellectual property- I'll give you an example. I'm looking at licensing and trying to get some kind of rights to a book on exercise and I'm not going to tell you the name of the book. The book is out of print and the developer of this program spent 30 years of his life creating this ultimate exercise, where you can lose fat and lose weight with a very simple system. It became a best seller in 1982 and it went on to be reprinted and the rights were bought by a big paperback rights distributor and he came out with his own version. He's dead now but the daughter is handling some of the marketing. The product died but anyway, I'm approaching the family to see if I can get some exclusivity on one of the titles that they produce. And back then, this is when exercise was just kind of ramping up. The aerobics revolution was just starting to

heat up. People were just walking at that time; they were barely even getting into the running and the jogging craze. But the guy was a genius, he spent 40 years of his life with all kinds of scientific papers and documentation, he lived this one type of exercise for 40 years and then you've got this book that's all been crudentialized, it was a best seller at one time, so you have all these proof elements. And you have a market: exercise and weight loss, I don't have to reiterate, you know how important that is and what Halbert would say about that. And no one's doing anything with it. He's dead. It's dead. So you have fantastic products out there, in the marketplace with the internet and with Amazon, you can find every single title of every book that was ever published and you will know that it's out of print and you can go snatch up and license someone's entire life's work and revitalize the marketing on a product like that. Compare that to me saying, ok I'm going to develop my own system of exercise, I've got no history in exercise, I'm just a start up and you compare that to a guy who spent 40 years of his life, he sold millions and millions of these books, it was a best seller. If you can license that, I borrow all that credibility. I borrow all those years of research. I borrow all the positive results of his research and benefits and that's huge- that's what is so powerful about licensing. And even if you pay a small royalty to the owner of the intellectual property, you can pay them anywhere from 5-7%, 12%, you can negotiate whatever you want. But you really shouldn't have to pay any more than that because no one is doing anything with it anyway. But it's just a matter of going after some of this intellectual property and it's very powerful. For more exclusive interviews on business, marketing, advertising and copyrighting, go to Michael Senoff's HardToFindSeminars.com.

Shane: Would you actually just recommend that for a licensing product exclusively, as opposed to the normal stuff that people do where they get resale rights to a product? There's thousands of people out there selling the same product.

Michael: No, you don't want that. Because then you're back to commodity, just like those phone ports. Exclusivity is everything. That's the toll booth position, have you ever heard Dan Kennedy talk about the toll booth position?

Shane: No, I haven't heard that, no.

Michael: The toll booth is if you own a toll road and every single person who drives in the road, they have to go through your booth and pay you money, if you have exclusivity on some intellectual property, whether it's a book or you have the rights to take the book and turn

it into video or turn it into CD, or turn them into transcripts, once you have the rights to some kind of intellectual property, you can turn it into multiple different products and grow a product line out of that one product. But as long as you are the exclusive one, you've got all the power because if you had the worldwide licensing rights to an intellectual property- a book, say for example, the guy who spent 40 years of his life proving that this was the ultimate exercise, and what I'm talking about still is valid today, I can take those worldwide rights and I can sell off rights to the UK, I can sell off rights to Japan. Once you have the rights, you can just sell the rights. And sell the opportunity.

Shane: I mean if someone's never actually done this, for a beginner or a novice, that is attainable. So it's not just something that the big guys do or the big companies do.

Michael: Oh it is attainable because I'd imagine in this specific example, the daughter has a website. Once you find the title of something that has a lot of proof element, a lot of success, even though it was in the past, that's all marketing assets so I have a lot of power in my marketing efforts. I can say, this used to be a best-seller in the 1980s. Millions of books were sold, I can come up with a great story. He spent 40 years of his life doing this exercise, and proving it over and over it again but the public wasn't ready for it and he's dead now and the daughter's been doing nothing with it because she doesn't have the passion like her father. So if I approach the daughter and said I'm interested in the rights to this intellectual property that your father did, I haven't talked to the daughter yet, just as an example, there's thousands of these people- daughters and sons whose parents are dead and who have the rights to all their father's life's work and they don't want anything to do with it or know what to do with it, they'll talk to you. Not everyone will. But they're people just like you and me. You just contact them. And with the internet, you can find and contact anyone. You get a phone number and you just work it out. You don't have to be a big, highfalutin company to make a licensing deal. You can do this all yourself. With licensing, you don't have to pay any upfront money on an intellectual property that's just sitting there and not doing anything. It's just like the big publishers do. They'll say, hey we'd like to publish your book, but the publisher isn't going to promise anything because they don't know if it's going to be a bestseller. Only one of a thousand books are bestsellers anyway. So the publisher will say, we'll do the best we can with it. We'll give you an advance against royalty, which sounds real fancy. So we'll give you \$500 against royalty. And say for a \$20 book, the author may make \$1.50 or \$2, depending on what they've negotiated. So the

publisher will give them \$500 or a \$1000 which is just an advance, in the event that they sell 500 or 1000 copies of the book.

Shane: Ok, do you ever see a scenario, lets that my digital resale rights. I guess one of my other interests with physical products is what I mentioned in the email is maybe finding a product like a DVD, getting the Master rights to it and leaving that with a fulfillment house, so its create on demand, so to speak.

Michael: Absolutely, you can do that. There's a lot of good fulfillment centers that do that , ya you can do that.

Shane: One approach was, I know we just spoke about licensing exclusively and I know I'm doing resale rights to achieve and some people know that, but what about a scenario, Bill Myers for example. He specializes a lot in photography product creation, now what if I know he's selling DVDs for resale rights. Now even though other people in the US and other countries can get their hands on them, obviously a lot of consumers don't know about it. So what if you find a niche, say photography for arguments sake, and you find a DVD, How to Make Money with Your Camera and Photography. If you purchase the resale rights and you bring it to the UK and you find niche photography magazines or niche websites and you advertise it exclusive in them, so at least that way people who are interested in photography will see your ad, even though you're not the only one selling it, but they don't know that obviously.

Michael: No, there's nothing wrong with that. That would be fine but if you have the resale rights to it, it depends on the publication. Let's say it's a DVD and on the DVD, let's say you're going to go sell it in the UK and you sell it. And let's say I buy that DVD and I put that DVD in and I'm directed right back to the company. If you're allowed to private label and have your name and your company name on the DVD, where they're not on the DVD, then that's right. You're talking about private label rights.

Shane: That sounds a little bit better, ya.

Michael: Ya, because this is a real problem with the internet. You don't want to spend one dime. If you bought rights to something, you want to have the rights to call it your product, so you may buy the resale rights to the intellectual property, but you want to say, I also want to make sure that I can brand it under my own brand. I want to private label it and call it something different from what you're calling it, so we're not competing against each other. I also want the rights to remove your company name and I want to put my name, so if

you're doing any marketing of this product, when you buy from AliBaba and you go to a Chinese manufacturer, you have the rights to private labeling. You could buy those parts and make your own brand in your own box, so it doesn't lead back to them. So that's the same thing we're doing with an information product and that's very important because you don't want to spend money, time and effort marketing a product, whether it's a physical product or an information product and having your marketing efforts go back to the original source of the product. You're listening to an interview on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Shane: Marketing-wise, obviously as a beginner, I guess direct mail is quite high up there so probably not recommended for most people and obviously it's going to be a very expensive choice to make when you're first starting out, so I guess that's probably not on my horizon at the moment to find at least, say 10,000 people and try to distribute it. What entries would you recommend?

Michael: You can test direct marketing. I wouldn't recommend you test 10,000. You may be able to get a decent test with 150 letters or 200, so the idea and the attractiveness of direct marketing is you can start small. It'd be dumb to go mail 10,000 letters on a test. But start with 100 and then if you get 1 or 2 sales and it pays out and you've made more than you spent on the fulfillment and the letter house or licking envelopes and the postage, then do 200. So you may or may not have heard when you're buying a direct mail list, and I'm hoping you've heard of the SRDS, Standard Rate and Data Service?

Shane: Yes, yes I have.

Michael: Ok. So when you buy a list from a list owner and you're dealing with the list manager, one technique is, say for example you're here in the United States and it's a national list just of the United States. You can ask for an Nth sample of the list. So you can ask for every other 5th name on the list, so you get a good variety of – let's say you wanted 200 names, or what you can do is say give me 200 names from one state, from California and you can test it that way.

Shane: Ok so direct mail is approachable, even from a beginner perspective.

Michael: Sure it is, ya- absolutely.

Shane: OK. If you were starting out like this, what road would you take? Would you take direct mail? Because the only thing I found hard

about the internet is that I'm not a really firm believer in all this SEO and trying to generate traffic to your site.

Michael: The bottom line is, we want to make money, so it's all about margins. If you have a commodity like your port item that you were getting from AliBaba and let's say its \$1.50 United States, you're limited on what you can sell it for because it is a commodity, because anyone can go to Radio Shack or go onto Ebay or go onto Amazon and they'll find the damn thing because the company from China is selling it to other people, so you're always going to be fighting against price. So you want something that you can get margins for. If you're the only guy in the world who has a particular product and its branded because it's your brand and I'm looking at an incredible resource that I got, this is just one of a 12 or 13 volume mail order series and it's called How to Build a Great Fortune in Mail Order: The Complete Course Covering All Phases of the Mail Order Business by Gerardo Joffi. This guy came before Dan Kennedy and he was one of the most successful direct mail guys, he's the guy who – have you ever heard of Sharper Image?

Shane: I think I have, actually.

Michael: Sharper Image is an online, direct, they sold all kinds of cool gadgets, I'm going to give you the source where you can pick up this series of books because it is a gold mine. It is packed with unique items and all the display ads and all the copy. There's about 10 or 12 different volumes. Anyway, so this guy who was a huge expert in mail order, has an intellectual property, the course on Mail Order that you can't get from anyone else. There's no competition because this guy did it. He built a huge direct mail empire. So what can he charge for this item, I mean he can charge \$1000 and its nothing but paper and ink.

Shane: Is that information still viable?

Michael: Oh ya, its still viable.

Shane: So it's still viable in 2004, onwards, I guess?

Michael: Absolutely. You can learn from his expertise, there's a lot of valuable information. This guy lived it, it's another example of someone who lived his industry and he's giving 50, 60, 70 years of all his case studies, of all his ads, of all his expertise. You can put any kind of price on that that you want and the margins, because it's just paper and ink, are incredible. And if this was digitized, if you were able to get the digital rights to this, and there's a possibility that you could because it's not being offered as a digital

product, its only being offered as a physical product, if you had the digital rights, you just have some upfront costs on the digitization of it and then every time you sell one, it's 100% margins. So I guess what I want you to get out of this call so far and we'll keep talking is exclusivity, #1. Exclusivity, #2. Exclusivity, #3. Licensing, licensing, licensing. Don't create your own product from scratch. It takes too long. This is what I've been doing, doing all these interviews and creating this collection of interviews. It's been a labor of love and I've enjoyed it but it's taken a tremendous amount of time, lots of effort, lots of expense and the editing and the transcripts and all that. If I were to do it all over today, and I've done a few of these recently, I would just license interviews. Good quality interviews from other experts. And you may have come across some of my recordings where you hear, "Hi this is Chris Costello interviewing for Michael Senoff's HardToFindSeminars.com." Have you ever heard an interview from my site, where it wasn't me doing the interview?

Shane: No, actually I haven't come across that, no.

Michael: Well there's about 30 or 40 of them. I've licensed these interviews so instead of me spending the time on the phone, scheduling the interview, doing the interview, paying for the editing, paying for the transcript, paying for the written description- I just bought them at probably half or even less than half of what it would cost for me to do myself and the way I made it my own, each person that I license it from, I said, in this deal- and I negotiated this, and you can negotiate anything you want too, is I said at the beginning of each recording, we're going to do a recording and you're going to say "Hi, my name is Chris Costello and I'm reporting for HardToFindSeminars.com". So even though he does the whole interview, it sounds as if he is a reporter for my organization, so it's implied that I own the interview and that it's my product. Does that make sense?

Shane: Yes, it does, yes.

Michael: So the licensing stuff is very powerful, if I wasn't so involved in everything I'm doing and I had to choose only one thing and if I had no money, I would look for great products that are in the graveyard and I would license worldwide rights to all the intellectual property and build a marketing campaign around that and bring it back to life.

Shane: And is there a preference whether its digital or physical because I always see physical stuff as a higher perceived value or would you experiment, would digital be an easier option?

Michael: Over the years, at first I was printing up and doing DVDs and CDs on not all of my products, most of my main products, I had physical versions of. So I would get them printed, I would get them bound, I would do DVD duplication but when you're getting into some big numbers, then again- you got to put out a lot of upfront money. You'll run 100 sets of a DVD, you've got the cases, you've got the assembly. I wasn't doing it myself but you have thousands and thousands of dollars tied up into inventory. Then I said screw this, I'm just going to do everything digital. I've never looked back.

Shane: Really?

Michael: Ya, 95% of my products are all digital. I have one product that is physical and its my HMA system and it's an expensive product, it's a \$7,000 product but its part digital and its part physical, so the way I do that is, I have everything digitized of that product and then I offer a 30 day trial, so someone can buy in to my HMA system, a \$7000 program and pay me only \$3.95 and they can have full access to it as an online digital product. However, the main modules of the program, it's read-only in PDF. They cannot print it and the version they're reading has water marks all over it that keeps them from going to a copy place and printing it but after their 30 day trial, if they like the system, then the physical system is mailed out. The printed version, the DVDs, rather than the online videos, the CDs, rather than the mp3 files because people do like getting a box of physical stuff and it is easier to put a DVD in your computer compared to watching it online if you don't have good internet access. The streaming may be a little bit of a problem, so you can mix it up. You can make your exclusive product part physical and part digital. You can give them a choice; you can have 3 options to order. You can have your lower priced one as a digital only, you can have a second price one: part physical, part digital and you can have the third one, where they get both, the complete physical product and the complete digital product for even more money, so you can price it and package it and let them tell you.

Shane: That sounds great. I guess the two main areas I'm going to focus on now is obviously licensing and private branding, which is the second of the options, but where would you start. It's just a matter of finding reputable place on the internet or can you point to some place, for example, are there places where I can find products that

are hot and happening in the US where I can get licenses and duplicate that blue print here in the UK?

Michael: Ya, you being in the UK, that might not be a bad idea. Finding out what's hot in the US.

Shane: Ya, Australia for example, is always six months behind the US. I've always noticed anytime there's something hot in the US, sure enough, six months later it'll hit Australia. I'm just sort of thinking if the same concept will apply in the UK.

Michael: You've got to start with what Halbert has probably drilled into your head. You've got to start with a hot and heavy and hungry market. Golf could be one of those markets. Diet and exercise. I wouldn't get involved in selling any kind of supplements or anything that people take, so I would stay away from that but it could be a weight loss system that's been very successful in the US and how can you find them- I mean, Amazon is an incredible way to find them. You're listening to an exclusive interview from Michael Senoff's HardToFindSeminars.com

Shane: I was just under the impression there must be sites out there where they just specialize in licensing products.

Michael: No, there aren't. The only kind of sites you're going to see for a licensing product are these patent attorneys in the United States who sell a dream of making your product famous and we'll patent your product and once they have patented their product, to enhance the value of their patent service, they will tell the patent owners that we will help you bring you product to market and they may list their products on their legal website to try and license it, so 99% of individuals who patent their product will try and license it. They're not going to do anything with it themselves. The goal is to get the patent in to license it to a large company. So you may come across a bunch of stupid products just because they've been patented. Just because they're patented doesn't mean it's a relevant or good idea. So your search for licensing of products, you'll come across that kind of stuff. Now in the Ran Brenner interviews, you'll hear of a lot of ideas of where you can find products like this but they're everywhere. I'll give you another wonderful resource and I'm going to send this to you in the email with all the links. It's called Newspaperarchive.com. So for example, this exercise book that I was telling you about. I found some stuff on the internet about it but I wanted to find more. So I have a subscription to Newspaperarchive.com and what this is, is a resource that has tens of thousands of old archived newspapers

and they've scanned them with OCR, optical character recognition. So did you ever, when you were in school, you'd have to go to the library and go look at the microfilm, the microfiche of old publications?

Shane: Yes, yes.

Michael: So this has made the microfiche obsolete. It's all been digitized and it's all online, so I typed in the name of this expert of this book and information I'm trying to license and then I find all the relevant articles on him about the 1980's. That's how I learned how many books he sold, how the New York Times did a piece on him, I've got the full articles. So I think for about \$6 a month, you can buy a three month subscription. If you find a product that looks good that's from the earlier years, you can do research on Newspaperarchive and find all the related newspaper articles that were being published when the product was hot and heavy. Then you have marketing collateral that's already been done 20, 30 years ago that you can repurpose and make relevant today because it's all been done. So in this example, this was a bestseller book. You could Google and look for bestselling books from the 1970s or the 1980s and even the 1990's. And bestsellers aren't bestsellers all the time. They'll stay on the bestselling charts for a certain number of time and to get to a bestseller, there's a lot of marketing and a lot of media that's been done to get them to that point and if it's a dead product, if you can secure the rights to that, you'll have the whole marketing campaign that made it a bestseller, so you really won't have to create anything. You may have to change some stuff around, but you'll have the formula for what made it a bestseller and then you can just do it a little bit different. You may want to niche it a little bit different based on maybe some new trends that are hot in the year 2012, so there's all kinds of stuff you can do. I know it seems like it's a big world out there and where could I start. That is the hard part. What market do you want to go into, and I would tell you, you want to go into a hungry market of people who have money. Even though Nightingale Conan, it's interesting, Getting Out of Debt was their #1 product, I think it was very modestly priced but you'd think logically, you don't want to sell to people that are out of debt because they don't have money. Do you know what I'm saying?

Shane: Ya. Exactly, ya.

Michael: So if you just keep listening to Gary Halbert, he'll remind you of some real fundamentals and sell to people who have money, sell to a ravenous, hungry market because if you have a market that's so

hungry and ravenous, your marketing doesn't even have to be that good. Did you ever hear anything or listen to anything by Eugene Schwarz? My Eugene Schwarz speech?

Shane: No, no I haven't. That's on my To Buy books, actually.

Michael: I'm going to buy you part of this consultation, my Eugene Schwarz Master Pack Product. You're welcome. Well he's dead now but I hired an actor to do a recreation of a speech that he did with two of the largest book publishers, Phillips Publishing and Agoura Books. He came in and talked to all their copywriters. And I hired the same actor multiple years apart to recreate these speeches and you want to listen to this thing over and over again. What he says is, we don't create demand. You cannot create a demand. Your job as a marketer and as a copywriter is to channel that demand. So if there is a demand out there for people who desperately want to lose weight, you didn't create it. It's already out there. You got to get your special whiz-bang information product in front of them and when you learn how to market, you learn how to do that. Whether it's through a YouTube video or SEO or whether it's a personal, handwritten direct mail letter from you, explaining who you are and what you have and how you can help them and reversing the risk and just telling them on a personal level what you have and making an offer and letting them buy your stuff. And if you're the only one that has it and they can't go on to the internet and type in the name of your product and find it anywhere else, you are the guy in the toll booth. They gotta go through you to get it. So you'll never lose that sale to someone else selling exactly the same thing. Hopefully you'll have something that isn't like anything else and that's where exclusivity comes.

Shane: That's great, so just to recoup, so you definitely even though it might cost you up front, licensing a product or private branding rights, as opposed to the time and energy of creating your own product, you would definitely choose the licensing and branding side before you would even consider starting from scratch?

Michael: Oh absolutely, I'll give you an example. With my best product, my main product is this \$7,000 HMA marketing consulting system. I didn't create this system. There was a gentleman named Richard Johnson. He was an old J. Abraham student; he went through J. Abraham's protégé training. Failed and developed his own system of marketing and he went out there and became successful, he put together a set of 10 VHS videos, so in 1994, I was marketing some marketing consulting system for someone else, we had a falling out and just by accident, I found this marketing consulting system

because I was looking for another marketing consulting system that I could market. I had people interested in marketing consulting. So I was going to go out and instead of create the product, I wasn't a professional marketing consultant. So I was going to find an expert who was and do a deal with them. And so I found this guy, I called him up, I told him I had customers interested in marketing consulting. He wasn't doing anything with this, he was still out there in the field, consulting. He's always been consulting with manufacturers. And he was very successful and he had put 100 people through how he does his marketing consulting. He put 100 people through already who paid \$10,000. But at that time I talked to him, it was a dead product so I made a licensing deal with him. I said let me license your product, I'll pay you 20% of whatever I sell, gross. So I would pay him 20% of my gross sales. I took his videos and then he also allowed me to enhance his product by letting me interview him to bring it up to date because this product was from 1990, so it was old. So some new interviews kind of made it new again. I added some other interviews related to the topic, which made it fresh and relevant and added more value. So even if you do license a product from an expert, you can do interviews or you can find other intellectual property and package it with this product that you've licensed and enhance it and make it more up to date and make it more relevant in the event it's an older product. So this one licensing deal for four or five years, I was paying him 20% of whatever I was making and we were selling over \$100,000 a year and then I made him an offer and I just bought out the rights. So I paid him X amount of money where I didn't have to pay him any commission, I owned the rights to my private label. In this case, I never asked for exclusivity on the product. I asked for marketing rights, non-exclusive, so he could still continue to market his system under his own brand, but I wanted the rights to private label it, so I called it the HMA system, I called it something totally different than his system so I had control over my marketing. Plus, when I interviewed him, I never included his last name, he was always Richard. So when I did an interview and you heard him talking about all of these case studies, it was always Richard. If I put Richard Johnson and you liked what he had to say, you're going to go to Google, you're going to type in "Richard Johnson marketing" and you're going to find his marketing system, right? So I would just send him business. I didn't want that to happen because I made that mistake before, so you need to control the flow of the lead. So if you're doing any marketing, you need to make sure its private labeled, if someone Googles it, that it comes back to a website that you control. You don't ever want to give out the name of the one who developed the product, unless you have an exclusive. But in this event, it was a non-exclusive. So I've

maintained control over a great product that I don't even have an exclusive rights to, but I benefit from all my marketing because I've maintained and controlled the flow of the leads and I've private labeled it, which was pretty smart to do.

Shane: Ya, definitely. That's great. Great advice.

Michael: Is there anything else sitting on your mind, you want to run by me?

Shane: You've pretty much answered all of my questions, to be honest with you. One thing I'm just curious, I know it's probably shooting too far ahead, it is quite feasible I guess to take this from a part time to a full time, given dedication and the right market.

Michael: Absolutely it is.

Shane: Some very good money is being made, I guess.

Michael: Oh ya, very good money. When you're selling intellectual property and especially if you're doing it all digital, or mostly digital, you've got no cost other than your marketing and your upfront costs in getting it ready. I mean, when I sell a product for \$100 online, I open up a file and I send an email. That's it. The hard work has already been done, it's all margins. It's all profit.

Shane: Are you still offline as well, Michael, are you mostly advertising online?

Michael: I sell one product offline still, for 20 years, I've been manufacturing specialty pens. I don't do a lot of it but I manufacture an invisible ink pen and a pen that detects counterfeit currency and I have accounts that I sell to and you may want to know about this, I'm not sure what they have in the UK, but in the US they have some wonderful partners for doing direct mail all online. So I'll give you an example. We sell a counterfeit money detector pen to a chain of stores and there's about 300 of them and so every two or three months, I have a Word document. It's a one page sales letter that is mailed through the US postal service. I designed the letter, its already designed, you upload it and then I upload my mailing list through Excel and then they take it from there. It goes into a double windowed envelope. It's mailed out through their fulfillment house, I don't lick a stamp. I pay for the postage there, I pay for the fulfillment, I pay for everything. Some of the tools that the US post office has, even though you're in the UK, you could be mailing millions of letters right from your apartment. Millions of letters. Once you have something that works, you will never have to hire a

mail house, you could be mailing worldwide right from the US post office if you go to USPS.com, it's called Click to Ship. It's incredible. And not only can you mail a single 8 ½ x11 page letter, folded into a double window envelope, you can mail up to a six page letter. You can mail a priority mail letter. There are so many options and the technology is just making it absolutely incredible and easy. If you can find a winner- if you can use this system. Now, it doesn't have that personal, personal look like Gary Halbert would say if there as a gun to your head and you wanted to mail a letter, that you're going to hand write the address on the envelope and use a live personal stamp. But it doesn't look too bad because every time I send it out, I get a sample and if you're mailing to the right person, I use a street address, city and state and zip- I won't use the name, and it looks pretty official when it comes to a double windowed envelope and it does get opened. So I am doing a little bit of direct mail, but the majority of my stuff is online.

Shane: That's great.

Michael: Well, has this been helpful?

Shane: It's been very helpful. Thank you very much and I'll definitely go for the material that you recommend, send it via email and my next step is to actually just physically make a move and do something and I can definitely see us talking again in sometime in the near future as well, hopefully I'll be at the stage where I'll actually have something up and running and you can provide some further advice, I'd appreciate it.

Michael: You're very welcome. I'll put together these resources and get them together shortly and I'll also send you a recording so you can re-listen to this over and over again. I've said a lot so you definitely want to re-listen through it.

Shane: Definitely. Thanks a lot, Michael.

Michael: Alright man, have a good night. Bye bye.

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