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INTERVIEW SERIES

**The Key To Creating Success:
What Every Successful Person I've Ever
Interviewed Has**

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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The Key To Creating Success: What Every Successful Person I've Ever Interviewed Has

It doesn't matter who I interview, whether it's a guru with a multimillion-dollar practice or the Average Joe in the trenches, there seems to be one simple reoccurring key to success. And in this audio, I discuss exactly what that is and the two main reasons why so many people have a hard time achieving it.

Success doesn't always come easy. You have to want it and fight for it, while also being prepared to fail and be laughed at. And in this quick interview I did with Wellness Talk Radio, we analyze exactly what sets the successful person apart from the rest.

You'll Also Hear...

- How I started using the signature line "Please let me know what I can do for you" in my emails, how that has affected my business, and whether I've ever gotten any crazy responses
- Some of the most interesting businesses I've ever come across in my many years of interviewing
- All about the importance of goal setting – and whether or not I actually do it
- How to use self-publishing to make money – even if you think you're not qualified to be a publisher
- Where I get 90% of all my customers, and how I make money on my products

Anyone can be successful and now is the perfect time. With cell phones, the Internet and digital products, there are plenty of opportunities out there. The hardest part is believing it's really possible for you.

Kris: We're really fortunate today to have business marketing expert Michael Senoff of [HardToFindSeminars.com](http://www.HardToFindSeminars.com) with us. For the past five years he's been interviewing the world's best business mind in marketing and business and offering these interviews on his site for free. And Michael Senoff has interviewed such greats as Jay Conrad Levinson from Guerilla Marketing, John Demartini, Art Hamel to name a few. And he's also interviewed the budding entrepreneur and focuses on topics about creating success in

business and in life. And Michael thanks so much for taking the time to be with us today on Wellness Talk Radio.

Michael: Kris, thank you very much. I really appreciate you having me.

Kris: So Michael you have spent hundreds of hours interviewing marketing genius' and Joe entrepreneurs on how to create success in life and in business. And one thing I'm really curious about is there a reoccurring theme in your interviews about what creates success?

Michael: Yes I think there is a reoccurring theme. I've interviewed all kinds of people from people in the trenches to support successful people and the one reoccurring theme, believe me I'm a guy who the main reason I'm interviewing these people is I want to know their secret, everyone wants to know the secret, the secret to making money, to being wealthy, to being healthy and wise. What's the secret? What's the shortcut that's going to get me out of my job where I'm tired and I'm working and I'm frustrated and I'm negative. And what is that shortcut that elutes the secret everyone's trying to learn what it is? And you probably heard this before there really is no secret but the one reoccurring theme I see over and over again is consistently taking action toward some kind of goal or something you want. And it doesn't have to be big action it can be small baby steps toward your goal. This is the one secret to getting there and it won't happen overnight but that consistency taking small steps toward the simple goal of whatever it is, whether it's being a millionaire or having a better relationship with your husband or your wife, that consistency I believe is the one reoccurring secret I see over and over again with all the people I interview.

Kris: So consistency and taking a step. So that's challenging for a lot of people and why do you think that that's so hard for so many people to do that?

Michael: It is hard for a lot of people to do that, you know, I think there's a couple of reasons. I think most don't have enough reasons why they should. If you're going to set a goal or you're going to set a challenge for yourself you got to have a reason big enough to get you off the couch, to get you to turn the TV off, to stop watching the news, to stop listening to your friends. What reason does your listener's have that's going to give them a reason to make that movement? So I think people don't have enough reasons why they should.

Number 2 is I think its fear. We're creatures of habit, we're comfortable with what we know, it's stressful sometimes trying something new and if you can just break through that fear and just say "Man, no matter what I'm just going to go for it. Even though I may fail I'm going to take a chance and I'm going to have some reasons why I should go for it but it's going to make it worth my while to make an effort" you will make consistent progress towards your goals or whatever it is that you want. So if you can tackle the fear stop listening to it and ignore it, and if you can get more reasons, whether it's more money, whether it's a new car, whether it's a better relationship, whether it's stop seeing your boss' ugly face every morning, you get enough reasons why and that will spur one to action.

Kris: It's kind of interesting Michael on a lot of your emails at the end of the email you say "If there's anything I can do for you" and you know I saw that I thought man I would love to see what people write back to him. Do you have stories where people just give you like a list or how does that work?

Michael: Well I copied that. I probably got an email from someone years ago that said "What can I do for you?" How many times do you ever have someone, maybe someone you don't know or someone you just met ask you that question, what is it I can do for you? What can I help you with? And I started putting that in the signature of my email and I do get people who respond and they say "You know you asked me is there anything I can do for you" and they will ask for advice on specific marketing topic, they may ask for different resources that they're trying to learn about. It just opens up the door and I'm trying to lower the barriers that maybe some of my readers who get my email, you know, I want them to ask me for help. So it's just open hand saying "Look, if you need some help let me see what I can help you with." So I think it's a powerful line in my email signature that probably generated new contact and new business relationships, new friends and new customers as well.

Kris: And have you seen lives changed from people kind of reaching out to get help from you and that kind of thing?

Michael: I probably get one form of successful testimonial or praise for the Web site HardToFindSeminars.com how it's changed their life or how they've been exposed to information that they were never exposed to even in four years of graduate school. And I save and collect all these testimonials. I have a folder on my computer called testimonials and when I get those I save them. And I just told my assistant the other day we're going to update the testimonial book.

I have a testimonial book. I have a testimonial book on my Web site at [HardToFindSeminars.com](http://www.HardToFindSeminars.com) where you could read over 250 stories from students of mine who have gained some benefit from all these free interviews up on my Web site.

Kris: And we're talking with Michael Senoff of [HardToFindSeminars.com](http://www.HardToFindSeminars.com) and if you want to find out what he can do for you, you can give him a call at 858-274-7851 or you can email him at Michael at MichaelSenoff.com. So Michael you also have a really interesting bio on your Web site about your early life. Your dad was a salesman.

Michael: Yeah my dad was in what they call the Schmatta business, it's the clothing business, and he was a sales rep for several different clothing lines and he had a big white Winnebago with a big orange stripe going down the side. It was kind of cool because myself and my brothers and my sisters we got to play in it all the time when it was at home. But he'd be away during the week and he'd travel all through Florida, Georgia, Alabama, all through the south and he would call on stores and boutiques and sell his clothing line and whatever he was selling. But he was gone for probably most of the week during the week and we were home with mom and it didn't look too fun to me. And he even tells me he goes "Mike some days I'd go out on the road and I would never want to come back." He always did come back for the weekends and he was there for us but I just knew there's got to be a better way to generate an income so I could stay around the house and be home and I was always looking for that. I'm always looking for a better way.

So another thing I would tell your listeners is be open don't be so closed minded. There are teenagers making millions of dollars a year on eBay selling all kinds of different products and it's not just eBay there's so much opportunity out there is not even funny. And I guess half the battle is getting people to believe that that's really possible even for them. And that's what I've done over these last five years I have hundreds of hours of absolute proof of Average Joes who have been able to find a better way to earn and generate a wonderful income and to be able to be home with their families and it's never been easier. With the internet today and the ability to distribute information online and the telephone and digital faxes you literally do not have to leave your home. If you wanted to set your business up like that you can work it right form home so easily because the technology and infrastructure is there. So there's never been a better time than right now to build a business from home where you can be home where it's most important being home with your family and the ones you love.

Kris: And so I imagine with that many hours of interviews that, you know, you have a very high traffic Web site and a lot of people come your way. What are some of the really interesting businesses that really even surprise you? Do any of those come to mind?

Michael: I get calls from all kinds of people and I had a call from a gentlemen just two weeks ago and he wanted to publish a book and he says he's a dumb Portuguese guy and his whole family was in the fruit business they were farmers. The last 30 years they'd been selling fruit on the side of the road and he claims he made over \$1 million dollars selling fruit on the side of the road and he wants to publish a book to show people how to make \$1 million dollars in 100 days selling fruit on the side of the road.

Kris: Wow, where did he do this?

Michael: He was in Central Valley California.

Kris: Oh man let me get my cart I'm going out.

Michael: And what attracted me to that story was selling fruit on the side of the road at a fruit stand was just a metaphor for any kind of business. Your fruit can be anything that you sell whether it's cinnamon toothpicks or high priced consulting or whether it's pool tables on eBay.

Kris: And so is this guy still selling fruit now or has he moved on he just wants to write a book?

Michael: Yeah, yeah he wants to publish and do seminars on it.

Kris: Well we've been talking with Michael Senoff of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). You're listening to Wellness Talk Radio I'm Kris Costello. I want to remind everybody on January 16 we're doing a live webcast with Dr. Shoshanna Bennett and she is an expert in postpartum depression, she's been seen on the popular TV show the Dr.'s and written many books on the subject; Google Dr. Shosh Live. And we're also going to be talking today with Dr. Scott Saunders. Dr. Saunders is an integrative medical physician in Santa Barbara and fantastic doctor. Find out how to get healthy and happy in the New Year with Dr. Saunders. He's going to be on after we talk a little more with Michael Senoff.

We're back with Michael Senoff on Wellness Talk Radio. I'm Kris Costello. So Michael do you have some more stories of interesting people, interested businesses that you heard about?

Michael: Yeah absolutely. What I could do why don't I give your listeners just a couple of samples of some of the people I've interviewed and really the one goal I would have, you know, we only have so much time here, but like I said there are hundreds of hours of audio interviews at HardToFindSeminars.com way too much to explain here. But some of the experts that I've interviewed there's a gentlemen named Paul McCord. Paul McCord is an expert in referral marketing and they say this is the decade of word of mouth marketing because we're all inundated with advertising and everyone listens to advice from their friend that maybe what the best restaurant is or the best movie and this is a whole interview on specific tactics and steps that anyone can take to use referral marketing to sell more, to get more customers, to get more clients, do whatever they're doing.

I've also got an interview with the previous Human Resource Director of Wal-Mart. This guy his name is Michael Bergdahl and he worked directly with Sam Walton and it's an interview about Wal-Mart's success and their whole philosophy and how they were able to grow. I have interviews with mail order millionaires, for instance one gentleman named Melvin Powers who have sold millions of books over his lifetime using direct mail and Space Ad. I've got interviews with publicity experts like Margie Zable Fisher, interviews with information product developer expert like Marcia Yudkin. Interviews with how to sell at higher prices with an expert on the subject with Larry Steinmetz. I have an interview with a gentleman name Kevin Hogan who is one of the foremost experts on body language and persuasion. He's even consulted with some Presidents and government of some countries.

I've got interviews on every imaginable business topic when it comes to making money or generating a sideline income from home, whether it's using Space Ad or direct mail or doing audio interviews and positioning yourself as an expert. It's all there and it's all waiting for anyone, whether they don't have two nickels to rub together, everyone has access to the internet through a public library. Most people have cell phones today and I make my interviews very accessible through the internet where you can listen online or you can you download the word-for-word transcript. If you're not a listener or you don't know how to download an MP3 you can read and printout the word-for-word transcript. I even have every single one of my interviews accessible through any telephone

where you dial a task code and punch in a three digit code. You could be listening to the entire audio interview right through your telephone. So there's no excuse for anyone that they don't have the technology or the ability to listen and it's all just waiting there for anyone who goes to HardToFindSeminars.com.

Kris: And the other thing that we really like to is besides the super gurus of the business and success world you also have just the average Joe guy and a guy that's struggling or gal that's struggling with their business and talking about you about what to do and how to solve the problems and that's a really nice thing to see on there.

Michael: Yeah they want to listen to people like them in the trenches and they want to hear what's working for them and that's why for years I interviewed the average guy. I mean I like talking to average people and finding out what's working for them. Every one of your listeners Kris has some kind of expertise that they know more about that others don't know about. If you're a good listener and you're willing to talk to people and be a good listener and listen they'll tell you everything that you want to know. And that's kind of been the whole premise of this entire site. I just wanted to learn from people and I'm a guy willing to listen and everyone knows it's very hard to get someone to listen to you about what you're really passionate about. If you're passionate about a specific subject there's probably very few people who are like in your circle of friends or your family who really will take the time to listen. And I've been the type of guy who said I'll listen to anyone because I know I can learn by listening from anyone. There's always something you can learn from somebody.

Kris: One thing we want to ask you about is the process of goal setting, you know, do you think that's a really important part of being successful in business or life?

Michael: I never set these big goals and written them down. Listening and interviewing all these people I've heard the pros and cons. I've heard that goal setting is proven to work and goal setting is proven not to work but consistent specific action towards the goal is really important. It's doing the daily stuff that will slowly get you there, you know, it can be as simple as grabbing a legal pad and writing down 10 things to do today that you've been putting off and just checking them off one at a time and doing that consistently and you'll be closer to what you want depending on what that is.

Kris: So action sounds like almost more important even than setting the big goal.

- Michael: Absolutely. You can set all the goals you want for your entire life but if you never get off the couch or get off your butt and do anything nothing's going to happen.
- Kris: Right.
- Michael: You have to take action and you have to let go of the fear and you have to be willing to sell, you have to be willing to be laughed at. Every fear you have you got to be willing to accept it all to get through there because there is not one successful person I've interviewed or one successful person anyone knows or has heard about that has not been through the challenges and the pain and the heartaches and the setback, but that persistent and that belief and that consistent action will prevail most of the time.
- Kris: And I can certainly testify to the action principle for my show. We'd been in radio for years and I said "You know I think I'd like to see if Suzanne Summers, at the time she was writing a lot of health books, you know if she'd like to host a show." So I emailed her didn't hear anything, didn't hear anything and then six months later I hear back. Well she doesn't have time to host but she'd like to interview and from then on it's just been one interview after the other.
- Michael: That's great you probably were fearful that she's going to reject you and you're going to be rejected by Suzanne Summers. Hey why does she want to interview little oh me right?
- Kris: Right. I thought it was very likely.
- Michael: But you see how many people are emailing Suzanne Summers for an interview that's right.
- Kris: Right.
- Michael: Absolutely. You got to let go of that fear and just go for it don't be afraid, you know, the most successful people are the nicest people out there that's how they got there too.
- Kris: We're talking with Michael Senoff of HardToFindSeminars. So Michael one of the things that we've noticed, we've looked at the biographies of a lot of the people that you've interviewed and, you know, a lot of them have some really challenging backgrounds. I know you've interviewed John Demartini and at the age of seven he was told that he would never read or write, that he had learning

disabilities, was homeless at I think around 14. Many, many people that go on to create just tremendous success in their lives start with some very difficult experiences growing up. How does that factor in to their later success?

Michael: I think maybe those negative experiences created a lot of pain for them. It gave them more reasons to go for the success to avoid that pain. People are always doing two things, the desire for gain, the desire for pleasure or avoidance for pain and science has proven it even in brain function imaging that people will react stronger to avoid pain than they will for desire or pleasure. So sometimes when you hear these tremendous stories of overcoming adversity I believe that one of the reasons why they were able to do that is because they had a very strong reason why they wanted to avoid any additional pain that they were experiencing.

Kris: And so you've done hundreds of hours of interviews and if there's anything that you really would like to share with our listeners that you think might help them create better success in their business or their life, you know, we'd love to hear what that is.

Michael: Sure. Well I've got interviews on all kinds of subjects. And you know what people need they need some kind of plan and they need an idea and they need to do something that they're interested in it's nice to do a business that's interesting to them, that's not boring, that is intellectually stimulating, and also that is highly profitable. And I've tried to focus my interview efforts on things that I'm interested in. I mean I am primarily in the publishing business. I publish and develop information product, and my information product are basically compilation of the interviews I do. Kris just like you, you've done hundreds of interviews and you can take those interviews and you can compile them and you can categorize them and you can package them into information products it can be a book. As a matter of fact, Suzanne Summers I think her last two books on bioidentical hormones were basically a book of compiled interviews that she's done with experts on the subject of bioidentical hormones.

Kris: Right and I did take that concept to a publisher and they immediately rejected it.

Michael: Well you got to forget the publishers because...

Kris: Yeah I knew you'd say that.

Michael: ...the publishers aren't going to pay you anything. You're going to make so little with a publisher. If a publisher is selling a book for \$20 dollars you may make a royalty of maybe 70 cents if you're lucky because a very small percentage of any books that a publisher takes is ever going to be successful. That's why you need to learn to be your own publisher and I have interviews with some of the most successful self-publishers in the world like Ted Nicholas and Melvin Powers who have combined sold millions of books and they get to keep all the profit they don't have to just take a little advance on a royalty. I just watched the movie with Meryl Streep Julia and Julia and it was about the story of Julia Childs.

Kris: That's a great movie.

Michael: It was a great movie and as I was watching it she had worked years and years to develop what's now her famous book on French cuisine and then she would approach publishers and they had problems with the publishers. I don't know how well she did financially but her goal was to get published. The advances that a couple of her publishers offered were a pittance. I mean she worked years and years to develop this book and they were going to give her \$250 advance and then a very small royalty on whatever sells they were, you know luckily she did get with a good publisher when she came back into the United States, but be your own publisher. I've got a great interview with a gentleman named Mike Stemonic who had this crazy idea to develop a book.

Kris: Science fiction cookbook I loved that.

Michael: Thank you. It was a science fiction cookbook.

Kris: That was so funny.

Michael: Recipes, you know cakes that beeped and volcano cakes and he just had this idea. He self-published it, he sells it himself, he's made \$1 million dollars he keeps all the money, all he's got is his advertising and marketing and printing cost. So instead of making 70 cents on a book he makes \$17 dollars on a book.

Kris: So you just print it up yourself basically.

Michael: You print it up yourself. Anyone of your listeners can right or compile or obtain the rights to something, print it out, claim it as their own, and they are a self-publisher it's as simple as that. They are no different than a big publisher in New York. These are just people who have compiled information, you put a headline on it and

there's more to it than that I'm giving it simplistic terms, basically what I'm saying is your listeners maybe thinking to themselves "Me a publisher I'm not qualified to be a publisher. How can I be a publisher?" Look you put together and compile some work, whether it's a collection of poems or interviews or short stories and publish them and print it and bind it at Kinko's and you are a publisher.

Kris: Now isn't the distribution part of that tricky though.

Michael: There's a lot to it. You know distribution part is tricky and that's the hard part. Marketing and selling is everything. Everything is an expense except for selling, you have to sell something, and you have to generate income to finance the long hours at night and the paper and the printing. But the internet and the ability to do digital publishing will eliminate a lot of those costs. Though I said primarily I'm a publisher I have about 15 different products that are 100% digital. Now I invested time and effort in creating these products but when I sell a product for \$20 dollars or \$97 dollars or \$497 or \$5970 and it's all digital the order comes in and I send an email to the link where they can go and download and list the product and I am done, I have no printing cost, I don't have to mail anything, it's all digital. And my profit margins on those product after I have done all the creation and the promotion is literally 100%.

Most companies a grocery or convenient store they're working to survive they have to work on 3% margin, but when you have a book, a digital product or an information product that you've created or you've got the right to sell you're making 100% you keep all the money. And that's what's so beautiful about information publishing, information marketing because you have no hard cost, other than your time to create and develop your own product.

Kris: Yeah and the store is open 24/7 even when you're out on the boat.

Michael: The store is open 24/7 my customers are all over the world, China, Australia, United Kingdom, US, Kuwait, Malaysia, all over the world my customers are English speaking customers, everything that I do is only in English. I mean imagine if I started publishing in different languages.

Kris: And so how long did you have to work before you started seeing profits from your products that you were creating?

Michael: When I first started doing interviews I had an eBay business. I was buying and reselling hard to find seminars on eBay. So I would find all the people who would pay \$10,000, \$15,000, \$20,000 dollars to get a seminar they would be all excited, they would come home and they would put the boxes of stuff they got in their garage or on top of the shelf and they would never take action, wouldn't do anything. Okay well what I use to do I'd call you up I'd say "Kris hey I know you went to that seminar not too long ago and, you know, I'm looking for a set of that material would you sell it to me?" And you'd say "Yeah it's just been sitting here collecting dust for the last 10 years I'll sell it to you." So I'd pick it up from you may be from \$50 bucks you may be paid \$10,000 then I would resell it on eBay. So I did for that years buying and selling Hard to Find Seminar material on eBay and then the market kind of got crowded and I just established a Web site HardToFindSeminars.com and started offering my used seminar material. But then something happened and I started doing interviews because I wanted to get people to come back to the site so I could sell all of my stuff. I have that whole story outlined in multiple interviews on my Web site. There's a section of interviews where I've been interviewed by people and I go over the whole story of how and why I did that if any of your listeners want to really get into that at HardToFindSeminars.com.

Kris: And do you have any tricks for how you drove traffic in the beginning to your Web site?

Michael: There are some tricks but really I wasn't a traffic guy. You know my main concept was if you build it they will come. I did interviews that really gave credible value and I would account for probably 90% of my business being word of mouth. People who were when they go to the site they can't believe the value that I'm giving away for free. They are forced to tell their friends and the people that they care about and they say "Hey you've got to go see this site." This guy's got hundreds of hours of interviews with these experts. This stuff will blow you away and it's that referral business. I'm in the Top 1% of most visited Web sites in the entire world and it's consistently stayed like that for at least the past five or six years. I've never dropped below 1% and this is mainly due to word of mouth marketing people sharing it with other people kind of like a viral thing. I do make efforts in generating traffic and search engine optimization but compared to what I'm getting from just having great content, easy to listen to that offers incredible value for almost nothing.

Kris: So your content is drawing people basically.

Michael: Content yep.

Kris: Well Michael we want to really thank you for spending the time with Wellness Talk Radio just a wealth of information. And I know people are just going to be running to your site to learn more.

Michael: Hey I hope so and anyone listening I will help you out the best way I can. If I can't answer your question I'm just going to refer you to an expert who can. And let me know what your problem is your challenge, what you want to learn and I will direct you to who I would go to if I wanted to learn that. And I really appreciate you giving me an opportunity to share my stuff with your listeners and I really thank you.

Kris: Well thank you and for our listeners out there let Michael Senoff know what he can do for you. Give him a call at 858-274-7851 or you can go to his Web site at [HardToFindSeminars.com](http://www.HardToFindSeminars.com).