

# HMA

**HIDDEN MARKETING ASSETS**

# *University*

**INTERVIEW SERIES**

**How To Make A  
Information Product to Sell From  
The Hobby You Love Most . . . Even If  
You Don't Know Where To Start**

**Interview with Steven Bird, the 13 year old Bird Watcher**

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://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](http://www.hardtfindseminars.com)

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## **How To Make A Information Product to Sell From The Hobby You Love Most . . . Even If You Don't Know Where To Start**

### ***Interview with Steven Bird, the 13 year old Bird Watcher***

Stevie may only be 13, but he's pretty far ahead of the curve. He loves bird watching and has already decided he wants to create audio informational products on the subject. In fact, he's already gotten off the couch, conducted his first interview and has secured a URL for his AMS work. But he isn't sure where to take it all from there.

So in this audio, you'll hear me guide him and his mom through the entire process, from URL-blank-page to successful AMS web presence – including tips on the kinds of experts Stevie should try to interview, what he can say to easily land them, and how he can package his audios once he's done. You'll also hear me give him advice on how to form the kind of joint venture deals that will instantly take his business to the next level.

#### **You'll Also Hear...**

- The vital importance of the free-interview giveaway, and how to use it to build credibility (...and a quick email list)
- A simple "laundry-list" of ideas for joint ventures, including the best ways to approach someone with an offer they probably won't be able to refuse
- How to get experts to reveal their best secrets in a "10-minute" interview
- 3 ways to use audios as automatic "traffic directors" to your website – while you sit back and let them do much of the work for you
- The most important thing you have to do with your website in order to be successful
- The top 2 reasons experts will want to do an interview with you – and how to use that to your get interviews simply.
- A surprising solution for creating sales letters for only a few bucks and did I say it's easy!

The best part about audio interviews is that once you start doing more and more of them, you'll start making friends with your experts and

they'll want to help you – and probably even work out a deal with you to offer your products to their huge list! And in this audio, you'll hear a plan for success that will help you jump-start your AMS business – no matter where you currently are in the process.

Hi, I'm Michael Senoff, Founder and CEO of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years I've interviewed the world's best business and marketing minds. Along the way I've created a successful publishing business, all from home from my two car garage.

When my first child was born he was very sick. 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 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.

Laura: Stevie did his first interview on Friday.

Michael: That's great news, Stevie. Congratulations.

Laura: Thank you. We got an email from his partner this morning and she said the editor of Birds Australia recently asked if I knew any young bird watchers since he's keen to promote bird watching to the younger generation. I hope you don't mind, but I've prepared a little brief on Steven. He's quite a character himself.

Michael: That is excellent.

Laura: To help Stevie, too, by providing an interview on his big tweet. So that's really exciting. Stevie's already got his first referral, hasn't he?

Michael: Yes, he has. Are they going to publish the transcripts of the interview? What are they going to do with it, the magazine?

Laura: We don't know. This lady is the partner of the man that Stevie interviewed, who is the one that's the sound recordist in Australia for

doing lots and lots of CDs and things of bird calls. Stevie is a member of Birds Australia, that's the editor who did an interview with Stevie.

We're open to ideas. We have no idea where this can go but we'd love to just see a broader picture than the little, narrow one we see at the moment.

Michael: Sure. Well, what you need is let's say for example that the magazine wants to publish Stevie's first interview in the magazine or they want to do a story about Stevie's interest in bird watching and do a short article about how Stevie interviewed this bird expert.

And then at the end of the article, or maybe even the magazine would be willing to feature the interview in transcript form or direct the readers of the magazine to Stevie's website where they can access a free download of the interview, maybe of the interview transcripts or of the interview itself as an mp3 recording.

So let's say that occurred, for example, and you had a lot of interested bird enthusiasts interested in Stevie's interview, and people who wanted to hear it. Then they would go to Stevie's website. Your number one job at that website is to capture the name and the email address, or at least the email address of that person interested in listening to Stevie's interview, so you now have a chance to keep in contact with them about maybe future interviews that Stevie does with other bird enthusiasts. And then the whole idea is you can sell them something eventually.

Laura: He might be able to do them as a CD, hard copy series, what do you call them?

Michael: A physical CD recording?

Laura: Yes, that's right.

Michael: Sure, you could do that. I did look at the website of Stevie playing the cello, was it?

Laura: Yes.

Michael: That was excellent. It was very well produced. The video was excellent and both of you did a wonderful job.

Laura: Funny, he'll be 13 tomorrow now.

Michael: Oh, happy birthday. Good job. How many minutes or hours do you practice the cello everyday or every week?

Laura: It depends. Usually about an hour or more. He's playing at the University of Adelaide next week for several days for a particular conference that's being held there. So at the moment we're doing a lot more practice than that.

Michael: I see. That's excellent. You must be proud. You did a great job. Did you sell about \$1,000 worth of the CDs or \$2,000 worth of the CDs?

Laura: The first year we sold about four and a half thousand, but it cost us three thousand to produce.

Michael: Did it cost that much to produce?

Laura: There was a lot of expense. That's why this last year we realized that it could provide residual income for that particular project of CDs. Even though he's getting older, those DVDs will always be there, done when he was ten.

Michael: That's exactly right. You've had some hard costs in producing that. Why was it so expensive to produce that one DVD?

Laura: I don't know. Our son-in-law is director of photography, one of the last little videos. He does video production that advertises all sorts of things.

Michael: Yeah, the video was very nice. That was exceptional. I could see that costing a lot.

Laura: Of course a sound recordist to add the little bits of other instruments to it. So his figure was very high.

Michael: I see, I see. Okay, that makes sense. Well, you know, selling DVDs is a wonderful business. You're selling entertainment, you're selling information. That's kind of what I do. I sell information. Almost all of my stuff that I sell is digital, meaning I don't even have to put it on a CD. There's absolutely no hard costs except for the production.

As you know, doing an interview you just talk to the person on the phone and you record it. You don't even have to edit it. I like to edit mine and clean it up a little bit. That's something you don't even have

to put on a CD or DVD. You can just upload it to your website kind of like I do. When someone wants it you just send them the address of where it is so they can download it.

Laura: The reason I was thinking of having it on CDs as well as on the website was then people when I go out with a group I have something there to sell them.

Michael: That's very smart. You can do that. Really it doesn't cost that much to put it on a CD. You can make a CD for about \$1.50, even with the cover, if you shop around. You don't have to put it in a fancy cover, either. You can just put it in a paper sleeve. You can burn the CDs yourself if you want. So that is true.

If you're going to an event it is nice to have something to sell. Maybe if you're going to an event I guess the packaging would be pretty important. But that makes sense. That's good reasoning for sure. So you could do that.

Laura: My question is about the website. He's got the name now, [BirdAU.com](http://BirdAU.com). We've bought the domain but haven't got anything up at all. It's a bit embarrassing at this point. We need to get going. Whatever we do is going to be very short sided and we'll wish later on, "If only we'd done this and that," and it will be too late to change.

Michael: You're afraid it's not going to look good? What are you afraid of?

Laura: Well, we've been - it's all those free WordPress things that you can use. We don't get somebody else to do it.

Michael: Well, if I were you, you know what Craig's List is? Do you offer piano lessons or anything? Do you teach piano?

Laura: Unfortunately not these days. I've had some major health challenges this year. I'm supposed to be teaching at the local primary school but until I have surgery again next month and recover, I won't be. So it won't be until next year.

Michael: Okay. Well, what you can do. Craig's List, have you heard of Craig's List?

Laura: Yes, I've used it.



Michael: Okay. Craig's List has a section called, "Gigs." Gigs is people looking for gigs, people looking for jobs. Whenever I need something and it's local, I've used it when I've brought in web help and internet experts for my business. I just put a free ad up on Gigs and I just say, "I'm really bad at the internet. I've got this domain." Tell them what it's called and say, "I really need someone for about \$8 an hour who I can meet with who can help me get a website up and published." You just tell them exactly what you want them to do. You do not have to pay a lot of money for this. You can state that you're willing to pay \$8 an hour, you'd like them to come sit by my side or, "If you live near me maybe you can just do it from your house. If you're interested please email me back and tell me something about yourself so I know you know what you're doing."

Within ten minutes you will have people emailing you saying, "I saw your Craig's List ad. I can do this." There'll be people ready to get started today. It's a matter of either you pay a little to get it done and you don't have to worry about all the technology or you can mess with WordPress and learn how to get that all loaded up on the site, which I don't even know how to do. I would pay someone to do that. Or you can pay somebody.

Laura: I just always take the hard route, thinking, "Surely we've got the brains. We should be able to figure this out."

Michael: Well, it's either time or money. For the web stuff I would just get someone to help you. If they know how to do it, they can do it so fast and it really shouldn't cost you a lot of money. You don't want to be taken advantage of, certainly. But pay by the hour and a good web guy who needs some extra money would love to come over and help you.

There's teenagers who know how to do this stuff like the back of their hand.

Laura: Craig's List. I'll take your idea. I think Craig's List is only for America, isn't it?

Michael: No. It's all over the world. I bet you have it in Sydney. I can look and see. Let's see. Hold on, let me double check. Yeah, Craig's List, Sydney, Australia.

Laura: Oh, okie dokie. It's been a few years since I've used it so I will look at that.

Michael: You'll go down to the bottom right of this screen once you're there. It's called Gigs and there's one called computer. That's where you would post your ad on. I'll send you the link if you are looking for gigs.

If not Craig's List, call your local computer store and ask, "Do you know someone who's really reasonable who knows their way around the internet?"

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Laura: Good. Okay, that's a good idea.

Michael: Maybe even someone at your church who's really good at computers. But you can find the help to get that website published. That shouldn't be too hard.

Laura: Okay. So then once we've got it published and we put an opt-in button, at the moment there's only one interview done. If he can quickly get another, say, half a dozen done, when do we hit the Publish button?

Michael: Yeah, I would concentrate on getting as many as you can done. When I do my interviews mine are really long. I'll sometimes do them for a whole hour, or an hour and a half or two hours. That can really slow you down because it's a lot of editing and it takes a lot of time. To do the transcripts can be expensive.

But, Stevie, what you can do is and what's real important about these interviews is getting the top people in the niche of birds. So you've got to find the superstars. You being young, I can see a lot of people saying yes to your interview requests. The biggest names in bird watching, whoever they are. I don't know who they are but I'm sure there's superstars of bird watching in this niche. You need to contact them and say that you're turning 13 or you're 13 and you love bird watching and your goal is to build a resource for young bird watching enthusiasts and you just want to share it with the world and, "Would you do the honor of letting me do an interview with you so we could share your expertise with all my future young bird watching fans?"

You could contact them either by phone or by email or by a letter. Sometimes the superstars you may have to send an email and then follow up with a simple letter. You can type it out so you don't have to write it out by hand every time. Then you'll get a lot of these guys to say yes.

What you should do is maybe only do a ten minute interview. It doesn't have to be an hour long. So if you do a ten minute interview or a 15 minute interview, just kind of ask them the stuff you're interested in and that you think other bird watching enthusiasts would be interested in.

What's important about getting these superstars is that you're going to be able to use their names on your website. Give me a name of one of the superstars of bird watching.

Stevie: Mark Carter.

Michael: Mark Carter, okay. So if you say, "This is Steve Aveling Rowe interviewing Mr. Carter," you're going to be able to put on your website that you have an interview with Mr. Carter. Now, all the people who are interested in bird watching who are maybe going onto the internet searching for Mr. Carter's books and his CDs and his cassettes or whatever he sells, there's a good chance of these enthusiasts finding your interview with Mr. Carter.

Stevie: Quite a few of them they don't actually have websites. Because of the numbers they've seen some of them have no internet.

Michael: Do they have books?

Stevie: No. Some of them do but you need to go to some of the ones that have no books.

Michael: What makes that guy so famous?

Stevie: He's seen the most birds in Australia. He's seen 818 I think it is.

Michael: Does he share it with other bird enthusiasts? Do a lot of people know about him?

Stevie: Oh, a lot of people know about him.

Michael: Does he have any products or any information?

Stevie: No, nothing. He's quite an aged man now, but he doesn't like the internet.

Laura: I think Michael's trying to say that you need to find people who are well known.

Michael: You can still interview him. Look, if you can get him to say yes, it's no big deal to get a ten minute interview with him. If he says yes, take the opportunity to do it. Because still that's going to be valuable. If he's the guy who's seen more birds than anyone else then that's great to have. You're the kid who's got the interview with the guy who's seen the most birds and you can brag about that.

So as you collect all these interviews and you're interviewing really great people, smart people within the bird watching community, you're going to be able to brag that these are the reasons why you want to come to my website.

Maybe if you get ten of these interviews there's different ways you could make money with it. You could give one interview away for free and you can say, "If you like this interview I've got nine other interviews with these other experts." Then you have a description of what each interview's about. You have a headline and you have a description. You show them what they're going to get for \$20 or \$30, whatever you want to sell it for.

The important thing is you need your own content. Once you start doing these interviews and you start collecting them, just like your DVD with the cello, it's done. You never have to redo it. There's always going to be people new to bird watching and they're going to love it and they're going to want to learn as much as they can. Your interviews will help them do that.

You've got to start building up these interviews to develop some product. When I first started my business I just gave them away for free. As I got more and more I started packaging them into different products.

So you maybe get ten. You can give away five and sell five if you want. Or you can give away three and sell seven. You've got to give some stuff away for free to prove that these interviews are really cool, that the people who listen to them and who are interested in them are really going to like them. There's a good chance if they like the ones that they got for free they'd be willing to pay \$20 to get the other seven or five that you have for sale.

Laura: This email that I got today from the lady connected with the fellow he's interviewed, that is recommending Stevie to the editor of the Birds Australia magazine. Stevie gets emails everyday from Birds Australia. People read these things all over the place who are into birds.

Michael: Do you know how big of a subscription Birds Australia is?

Stevie: For a student it's \$25. There's at least 10,000 members in Australia with Birds Australia.

Michael: Okay. Here's the importance of getting your website up and getting some interviews done. That is when an opportunity comes like this... Now explain to me the email that came today. What did it basically say?

Laura: She says, "I'm Shaina, David's partner. He is so delighted to have spoken with Stevie. He feels now..." blah, blah, blah. She says, "If he blah'd on too much we can always have another attempt. Are you members of Birds Australia? The editor, Thayne Dooley, recently asked if we knew any young bird watchers since he is keen to promote bird watching to the younger generations. I hope you do not mind that I have referred a little brief on Steven to Thayne. He, himself, is quite a character and I suggested he should help Steven, too, by providing an interview on his big twitch. Thayne took off, running around Australia taking as many birds as he could, using up his inheritance. It makes for an amusing read."

Michael: You should contact that editor, especially since he's been emailed about you. And you should interview him. He's most likely a huge bird enthusiast and you should interview him about his magazine. As you build your website and you have interviews, he's going to want your site visitors and your fans to know about his magazine. So you're going to be doing him the favor, giving him nice free publicity, free advertising about his magazine.

So he hopes to sell more magazines. Then he's going to owe you something. What's going to happen is you give first. At the end of the interview or you can contact him a little bit later, let's say you've developed 10-12 interviews and he has a mailing list of all his subscribers. You can approach him and say, "I've packaged all my best bird watching interviews into a website or into a set of CDs. I'm selling it for X amount of dollars. Would you like to do a deal with me? Would you like to promote or let the subscribers know about my interviews and we can do a 50/50 split on it?"

So you can do a joint venture with him and if you sell any of them you could split it with him. So you've produced the product and he has all the names of the people. So the most important thing is to have a way to contact the people who are interested in bird watching. If he's a magazine and he's selling his magazine already he's got the names. So it's a partnership. He's got the names, you're a young kid interested, who would be interesting to his readers. You put this great CD or this collection of interviews. You've gone out and interviewed the best bird watching enthusiasts. He would probably do that with you.

Then your mom said you need to find the superstars of bird watching. You need to find the ones who have websites and who have books and who have products and stuff. When you ask them to be interviewed, a big reason they're going to say yes other than you're 13 and you're a cute kid and they'd love to help someone out young, is they know that during that interview you're certainly going to ask them about, "What is it you offer?"

When someone does an interview it's usually they want to promote some of their own stuff. That's okay. So you let them talk about their website and their products and stuff. But then it gives you an opportunity, once you're done with your collection of bird watching interviews, to go back to that person that you interviewed and to see if they would offer their CD in addition to their products up on their website.

So the interview is kind of like a way to get to meet somebody. By the time you interview them they're kind of like your friend in a way. Do you see? So if you find all the experts, and you don't only have to do people who have websites, but remember the most important thing is you're going to need email addresses or names of bird enthusiasts. If you're interviewing people who already have those names, who have buyers of bird enthusiast type products, you want to go to them and let them sell your collection of interviews for you.

Or maybe they'll interview your list to share your free interviews, the ones that you offer for free up on your site. Then the people who come to your site and they listen and they download your stuff, then they may want to buy the ones you're selling later on.

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Laura: That's good. I've spent a bit of time on Amazon looking at bird watchers. I've seen a list of names that I think would be good for Stevie to contact there because they're switched on people and they're well known.

Michael: Yeah. You can go worldwide. You don't have to just do Australia.

Laura: That's right. On his introduction to his interviews, which I emailed you, he said that he wants to educate other young people about birds all over the planet, not just Australia.

Michael: Well, you'll be doing that by interviewing the world's best people. That's what I do. I mean, I'm not that smart of a person but I'm interviewing the smartest people in the world on business and marketing. So I'm the guy who's got the interviews to educate everyone.

You don't have to be the smartest guy. You just want to find the smartest people and interview them. Because you're the guy who interviewed them, you're kind of tied in with them, you see?

Laura: That's wonderful. I'm hoping that the Audio Project is working properly. I've been taking notes like mad because I have to remember so much.

Michael: Yeah. I'm recording on this end. It is pretty crackly but you'll be able to hear it.

Laura: Wonderful. Thank you very much. You have such a courteous, lovely approach that I don't want to miss some of the sentences and the wording and the way you put them.

Michael: Yes. No problem. It is recording and then when we're done I will save the audio recording and I will send it to you so you can relisten to it over and over again.

Laura: Much appreciated. Thank you. That'll be a help. There's lots of ideas.

Michael: There are. There are so many ideas. But the main thing, this is the hard part, doing these interviews. If you keep them short it won't be that hard for you. If you keep them ten minutes. Remember that the most important thing is. Stevie's got the interview with this guy or this lady or this guy. Even if it's ten minutes. If it was an hour or if it was two hours or if it was ten minutes, you still got the interview with this

guy, right? It's that name and their expertise. You get to brag about them.

It's just like; do you know who Oprah Winfrey is in the United States?

Stevie: I have no idea.

Michael: You don't? Who's a famous interview person there in Australia? Do you know who Larry King is?

Stevie: I've heard the name. I have no idea what he does, though.

Michael: Are there any interview TV shows there that everyone knows?

Laura: There must be, but we don't watch TV.

Michael: Okay, okay. In the United States there's a show called Oprah Winfrey. You must have heard of her. She's a dark skinned woman and she had an interview show for probably thirty years. She's worth billions. She started her own network.

But it all started out with all she did was interview people. Some of the most famous people are people who just interviewed people. They were ordinary people but they got great interviews.

Imagine, Stevie, if you got an interview with Barack Obama, you know, the President of the United States. Or the President of your country. Having that big interview is what's really important. It doesn't matter if it's two hours or ten minutes. So I would recommend doing shorter interviews because it's going to cost you less money and less time in getting them all prepared.

Laura: The other thing the last one is editing interviews.

Michael: Well, you know, if you're prepared you don't have to do much editing. If you get your best questions all written out and they're all in front of you, you can use those same questions on all the interviews. If you just start with question number one and just ask them question number one and let him answer it, and then go to question two, that's the easy way to do it.

If you just don't talk during the interview and if they're an expert they're probably a pretty good talker. There won't be much to edit. You might just have to edit the first part and then the last part. So if you're careful



when you do your interviews, as you get more comfortable you'll find that the better you get the less editing there will be.

Laura: I didn't sit in there. I wanted Stevie to have freedom to just be himself and do it his way. He went into his bedroom and sat himself up and shut the door and did it. But the little bit that I've had time to listen to since, a lot of these people just love to talk and they get a little bit sidetracked and off on a tangent and it goes too long.

Michael: That's going to happen. This is their passion. They could talk about it for hours and hours. Your job, Stevie, as a good interviewer, is to keep them on track. Remember, you have a job to do. You can explain to them, if you choose to only do ten minute interviews, say, "Mr. Bird Expert, I know birds are your passion and I know you can talk about it for ten years, but we only have ten minutes and I have my questions in front of me. My job is to get these and my job is also to keep you on track."

That is your job as a good interviewer, to try and not let them go off track. It's kind of like a fine line. You have to kind of gauge it. Sometimes you can get your best information and if you're not in a rush and this guy's really famous, maybe you don't want to limit it to ten minutes. A super famous guy who has a lifetime of experience, a guy like that you may want to go an hour. It may be worth it. When they go off track then they start giving you all the good stuff. If you just be quiet.

Laura: That's true. I haven't heard the whole thing yet from the other day but I know there's stuff in there that absolutely fascinated me and I'm not a bird person. As he got going and went off track I'd think, "Mercy me, that's amazing."

Michael: That's true. So maybe the advice, look, ten minutes. I mean, I've never really done ten minutes. We've been on the phone already for almost 40 minutes. It's not like you're going to get a lot of information in ten minutes. So maybe go the hour. Let them get off track and just be quiet. Don't talk. Let them just keep going and going. You're going to find if you're just willing to listen they will tell you some of the coolest stuff. But if you find out they're talking about something totally not relevant, you want to bring them back on track and maybe get them back onto your next question.

Ten interviews at an hour a piece, that's okay. You don't even have to edit them if you don't want to. Let's say you wanted ten interviews in

the next 30 days. You could get that all done in a month if you just stay consistent. I must have three hundred and something interviews on my website now. I haven't even been doing interviews lately. They really start adding up. You own them. You can always sell them. You can package them and you can sell them. It's a great thing to sell.

I don't know much about bird enthusiasts. Isn't it the number one activity in the world or number one leisure activity, bird watching? Something like that.

Laura: Is it really? I don't know.

Michael: I think it is. It's very popular worldwide.

Laura: Wow, I didn't realize that.

Michael: Yeah.

Laura: I thought this kid was cuckoo.

Michael: Oh, no, bird watching. Google it, just bird watching statistics.

Laura: I will.

Michael: You'll find there's all kinds of very interesting stuff. Another very interesting niche market, which I've known some people in my industry sell information products, is on training your bird. Doing tricks. If you own a bird, like parrots.

As a great example if you go on YouTube and you type in parrot tricks or bird tricks and you find some of the videos up on YouTube, you'll find people who sell products on how to train your parrot and how to train your gray chi and how to train birds that people keep in their home.

You should study and find out what are courses and what are things that people are selling related to their birds. You'll find all kinds of interesting stuff. So you may want to do an interview with someone who trains birds. Maybe the reason is because they have a list of enthusiasts. You could do ten interviews with bird trainers, ten experts who know how to train your parrot. I don't know; there's all kinds of things you can do.

Stevie: Yeah, well I'm more interested in the side of things where you go out there with your binoculars.

Michael: Okay, then do that. Then that's what you do. If you're interested in that, stick to that. Because that makes it interesting for you. Even if you never did anything with the interviews, you're still learning from the best.

Stevie: That's the thing about it, because you make friends from the people.

Michael: That's right, you do. You'll make friends with them and they'll want to help you out. When you come to them and you say you're trying to earn some money for a new car in about three or four years, you say, "I've got this collection of interviews I've done in the last year. I've got 40 or 50 interviews with bird watching experts. I've got them all packaged up. Would you be willing to offer these to your subscribers or to your list?" You do a deal with them. It's a product that can be sold.

Stevie: Right. Good idea.

Michael: It beats a regular job where you only make \$6-7 an hour.

Stevie: And you get to learn a lot as well.

Michael: And you get to learn a lot as well. That's exactly right.

Laura: Well, it's the sort of avenue that we want to encourage him in, because we don't want him to be stuck and chained like we are.

Michael: I think it's great. There's a lot of money to be made and it's fun and you're doing something interesting. It'll be hard figuring out the marketing part. It'll take some time. But if you stick with it and don't quit, you will do it. I'm confident.

Laura: I've had so many ideas over the last few years and not one of them has gotten past the post because I just haven't focused on that one thing.

Michael: It's hard for me, too. I have so many things I can do and I get paralyzed as well. That's why I started it off that way. I can relate. But you just have to kind of choose and get one going.

Laura: Michael, we are grateful. We really are. I've written tons of notes but I'm going to be glad to listen to this and I'll just type it out as I listen.

Michael: I'll send it to you right when I hang up with you. I'll get it off the little recorder and I will send it to you. So look for that. It'll be an mp3 file and then you can relisten again and again. Just look at my website.

Go to my website. If you go to the Products section you'll see all the blue squares. If you click on each one you'll see my sales page. My sales page is pretty much the same for all of them. On each one of your interviews, Stevie or Marilyn, you'll want to write a description. I pay someone to write mine. I don't do them myself. After I do the interview I send it to my writer and she writes a headline for it and she writes a nice description of exactly what the interview's about.

And so on my product page when I'm selling it I say, "Here's what you're going to get. The first interview is titled this and here's what it's about." So your readers who are going to buy your product whether it's for \$10 or \$20, they know exactly what they're going to get.

Laura: What do you pay your editor to do that?

Michael: Mine has been doing mine for years. You want to find someone who's good, who's a good writer. I've used Craig's List. I'm looking for someone who's really good at writing.

"I interview bird enthusiasts. I have a 30 minute interview that you would download. You're going to write me a headline and a description of what the interview's about."

Then what you can do is you can send them to my website and say, "Here's an example of what I'm kind of looking for." Show them some of my interview descriptions.

*For more interviews like this, go to [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*