

# Audio MARKETING SECRETS



How I Make My Living Off A  
Voice Recorder From Radio Shack

Michael Senoff Interviewed by  
Audio Marketing Secrets Student

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 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](http://www.hardtfindseminars.com)

## Copyright Notices

Copyright © MMVII - © MMVIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-234-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

# How I Make My Living Off A Voice Recorder From Radio Shack

I have created over 200 information products over the past few years including one that sells for \$5,970. And I did it without being an expert on the subject or spending a lot of time and resources. Do you want to know how I make a full time living year after year? Well, here's your chance to find out for free.

Britney, one of my audio marketing system students, has no capital, the seeds of an info product, and loads of questions for me. In the course of our interview, I explain to her how to turn info concepts into valuable, high priced audio information products she can be selling in just weeks - even days! I ask her the key questions she **MUST** answer to be sure her information product will make money for her **AND** be high value to her clients.

Listen as I help Britney turn her idea for a humdrum cookbook into the ultimate recipe to develop cash!

I reveal how to:

- Categorize options, gauge the hunger of the market, and search for the right passion and niche
- Leverage time using Joint Ventures and easily boost any business without adding advertising expenses
- Get digital rights and turn your book or eBook into an audio product
- Set up a web site for limited outlay, even if you have almost *no* technical ability
- Easily interview experts in your niche – how to find them, contact them, and convince them to agree to the interview
- Record and sell your information product quickly and simply
- And much, much more!

Just follow the secrets I give you in this interview and you can have a product in just a few days, maybe even in just a few hours that you can start selling. Enjoy!

*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 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 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 I needed a [inaudible] strategy, solution 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.*

*Doing the recordings and the audio and the transcripts is a lot easier than writing a book. So I'd say that if that's what's making you write the book, just go to audio because the transcripts of all your interviews together is your book and you can sell the audio recordings for ten times what you can for the book.*

*Hi, it's Michael Senoff with Michael Senoff's [HardToFindSeminars.com](http://www.hardtofindseminars.com). The title of this interview is called *How to Make Your Audio Interviews Timeless, without spending A Lot of Time on Them*. Nowadays, it seems like everybody is concerned with time, that's why I call it life's biggest currency. And that's also why I like working with audio. Audio interviews allow people to maximize their time because you can listen to them anywhere; outside, in the car, in the gym, anywhere. But making audio has also allowed me to free up my time as well.*

*So in this interview, you'll hear audio marketing secret student, Dixie, grill me on the ins and outs of audio interviews. She asked me very specific questions to get me to reveal step-by-step, detailed answers and I end up explaining the whole process of how to make audio recordings all the way from conducting the research to the amount of mega hertz you will want to save your audio file under. But you're dreaming if you think you could be able to do everything yourself.*

*It's time consuming enough to research and conduct interviews. You're not going to want to edit, transcribe and write descriptions as well. That's why you'll probably want to assemble a team to help you with all of that. But if you don't know where to look for good help, cheap help, you might end up paying more than you need to. So in this interview you'll also hear how to compile the best team for your best price. You'll also learn the techniques I use to make my interviews timeless. You'll learn all the tools for interviewing that you'll need. What kind of phone to use; how to capture the audio; what kind of editing software is best and cheapest; how to get fancy music for free, and much, much more.*

*You'll learn how to recognize the difference types of interviews you'll be conducting and how you can easily use each one to your advantage. You'll learn idea generators for every kind of interview. You'll learn the number one most important thing to remember when conducting interviews. You'll learn how to use audio as marketing tools. People are always looking for more, especially more value for their money. That's why the*

*more audio interviews you conduct, the more value you'll be adding to your products, and the more you can charge for them. You can literally talk yourself rich, but the trick is to keep your business as streamline and time efficient as you can.*

*In this interview, it gives you all the ideas and techniques you need for doing just that. I hope you enjoy. Here's a thirty minute consult with one of my audio marketing secret students, her name is Britney. And boy, Britney had a lot of questions. She writes an e-mail to me requesting a consultation. She says, "I have no money to get started, plus absolutely no experience with creating and selling an info product. So my plan is to start selling a receipt e-book on Ebay." She asked me about this idea and you'll hear my answers. She also wants to know how she should approach someone for joint venture marketing. She has questions about whether an oral agreement or a written contract is enough in setting up deals. She has a vast number of business opportunities in front of her and one of the hardest things she's trying to figure out is which one to approach.*

*In this interview you're going to hear me dissect her ideas. You're going to hear me categorize them and tell her which ones I think are the best. You're going to hear me tell her how she can manage her time the most using joint ventures. And you're going to hear some other secrets that I've never explained in my audio marketing secrets consults. Now let's get going and I hope you enjoy.*

Michael: So what are you doing now work-wise and stuff?

Britney: Really, I'm not doing anything. I'm 23. I've been out of school for about a year and I really just wanted to get something going. I took this time off to find out if there was anything else out there other than just going to school and getting a regular job.

Michael: What did you major in?

Britney: I double majored in political science and journalism.

Michael: I see. So you're a good writer?

Britney: I think I'm pretty good.

Michael: With journalism, [inaudible] newspaper writing and all that?

Britney: It was very useful for what I intended to do now.

Michael: That's a very valuable skill, being able to write, absolutely; and especially with copywriting. Hopefully, I can give you my advice on what I would do. It's not always the right way, but I'll give you my best advice on what I've been doing and I'll just tell you how it is from my point of view and you can do what you want with it.

Britney: The first question I really had was, right now I don't have a whole lot of money to invest so I'm really, virtually, starting with nothing and really my question was, because I've never been really involved in the info process before—I mean, I've gotten courses but I've actually never really pursued it—Is it pretty much okay to start with an e-book to maybe generate some revenue to put back into the business? And the one e-book I did want to get started with was maybe a recipe book, because it seems to be the easiest thing to get started with and it seems like something that, if marketed well, could actually sell well.

Michael: I think so. There's nothing wrong with starting an e-book. It's a great way to start. With what I teach with audio marketing secrets, if you start with that e-book and then you add audio to it and build it out from there, that's totally doable, especially with a recipe book. There's a great interview on my site that I can send you to with a gentleman named Mike Semonic [ph] and he sold 500,000 copies of his recipe book, which was a special effects cookbook and he was self published, he made over a million dollars with it. And if you could hear his whole story I'll bet that would be pretty inspiring to you because he had a crazy idea, he loves science fiction and he loves cooking, and he had this crazy idea in his head to come up and combine special effects and cooking and he went home and he created his special effects cookbook.

Since then, it has sold over 500,000 of them, made over a million dollars from it, and he's been all over TV, every major newspaper in the world has run a story on him. He said, and I just re-listened to this interview, recipe books always sell and they do. If you look at the top ten bestsellers over the years, cookbooks always sell; they always sell. So what I would tell you is, with a recipe book don't be some boring old, normal, average recipe book. Do something really special, something different. Look at what he had. He had a special effects cookbook; cakes that breathe, cakes that smoke, cakes that had a beating heart, things like that. That's what it is, "wow." And that's what you want. You want a "wow" cookbook. Don't do anything ordinary or boring; you've got to have someone say "wow." You get that "wow" and you can be the next million dollar self publisher with your cookbook, absolutely.

Britney: Really what the question that I actually gave you, now I feel a little bit silly because actually I was going to do one of those really boring; everybody's probably done it-type cookbooks. The idea that I had was do recipes of all the popular restaurants that are out there now. The only thing about that is I've done a little bit of research and there are three or four cookbooks out there that are e-books actually that are doing about the same thing. The only thing that I was going to do that was possibly different was maybe put more recipes in because I noticed that a lot of the e-books, they had maybe four or

five hundred recipes and I was actually to compile maybe about fifteen hundred.

Michael: That's overkill. You don't need fifteen hundred recipes. Just look for that "wow" factor. Do some research. Research cookbooks online and look at hundreds and hundreds of pages of cookbooks and look for something really unique. You might find a cookbook already out there that has that "wow" factor, but maybe it's in a printed form and maybe the person has no idea how to use the internet and you can approach them in trying to acquire digital rights to it and have that converted into an e-book. You may find some "wow" cookbooks in public domain that you can get the rights to. You may find the product already out there and negotiate digital rights to it and you can have exclusive internet rights to the book. If it's out of print, you can contact the publisher. There's a great new interview on my sight with Melvin Powers. He sold millions and millions of books and he talks about how inquire the rights. He is a self publisher and also went through traditional publishing and you're going to learn how to do that.

Britney: Actually, that was one of my questions. How do you go through the process of actually getting rights to market a product [inaudible]?

Michael: You basically ask for it. Like I've said, if you found a great book that had that "wow" factor, let's say you found it on Amazon—the title—and you contacted the publisher and they're no selling it anymore. You can contact the publisher and you can say, "Hey, I'm interested in your book." I'm going to send you two resources that will give you a more detailed education. In the Melvin Powers interview, you'll have word for word of what you say when you contact that publisher and you can just model that. And then there's a simple contract and the Melvin Powers interview tells you where you can find the contracts for free. And it's just a mystery because you've never done it, but it's done all the time and yes, you can acquire rights to a book from a publisher. The publisher's not doing anything with it, the publisher will get a royalty, you'll learn about that in the Melvin Powers interview and that is doable. And then you don't have to create your product. How's that for easy?

Britney: It sounds great. Really what I was going to do was try to make this a really easy process. It's not complicated, but with the e-book really what I want to do with that is just make a few quick bucks to actually get into something that I'm a lot more interested in. I'm really not into the recipe book, but I know it sells and that's why what I wanted to do is just keep it an e-book. I never really thought about doing that project with audio because I figured how could you do a recipe e-book with audio. Does it market the book better or could you actually create a lot of the [inaudible]?



Michael: Yes, you can create a whole audio product around the recipe. Let me ask you this. You're not really interested in the cooking, what are you really interested in?

Britney: That's a touch question because I'm interested in a little bit of everything. Really the thing I'm obsessed with right now is, for some reason, I've picked up playing poker and I'm just obsessed with the game right now, but I don't know how I could turn any poker product or anything into something that's actually viable as a product.

Michael: Poker, that's a huge, hungry market. It's a great market to go into. There are all kinds of people who are developing interest in poker and blackjack, and you can sell information and products on that. What if you interviewed the world's top ten poker players and interviewed them on how to identify tells and you kept it just *Tells Tell All – Secrets from the Ten Top World's Best Poker Players* and you kept it real specific. All you did is interview them on how they're able to tell tells. You know what a tell is, right?

Britney: Oh, yes.

Michael: And you keep it real specific. There are millions of poker players who would love to hear the advice from other experts. You don't have to be the expert. All you have to be is the person interviewing that expert. Have you listened to a lot of the recordings and the audio marketing secrets, some of the consults that I've done with others.

Britney: Yes. A little bit of—I'm maybe making it a little more complicated than what it is. Right now I'm really scared to do anything as far as audio because to me, like I said, I know how to write and the first inclination I had was just to write an e-book to start with and then maybe go from e-book to maybe audio.

Michael: Get over the fear, because there's nothing to be scared of. You typed out all of your questions in front of me. Let's say that those were your questions and you were going to interview me, really which is kind of what it is; you're interviewing me with questions. It's no different. How hard is this? You're at home, right?

Britney: Right.

Michael: You're on your phone. Let's say you had all your questions in order and you were going in order; big deal, you're doing it right now. All you've got to do is have your digital recorder turned on and you know how to write, you can come up with the questions. So you have all your questions in front of you and you're just doing the same interview over and over again with different experts. The only thing you're going to have to do is write an invitation to the expert to see if they would be willing to be interviewed for your new book. If fear is what's making you do the book before the audio,

I'd get over that because you're interviewing me right now and the listeners would want to hear this.

If I was an expert in poker and I was telling you my strategies on telling tells, people will pay for that and it's a lot easier to sit there on the phone and ask questions than it is to write a book; that takes time, effort. All you're doing is you're reading your questions, you're asking me questions, you're capturing every word on a digital recorder and then you pay someone to transcribe it into a word for word document. Boom, you're done. Doing the recordings and the audio and the transcripts is a lot easier than writing a book. So I'd say if that's what's making you write the book, forget the book, just go to audio because the transcripts of all your interviews together is your book and you can sell the audio recordings for ten times you can the book.

Britney: I definitely agree with you. It's really a combination of the two, the fear and the fact that I'm really starting with absolutely no money.

Michael: Great. You've got no money, but do you have "no" no money or you've got a couple hundred bucks?

Britney: I really have "no" no money.

Michael: But you've got a phone, right?

Britney: Yes, I do have a phone.

Michael: Can you scrape together a hundred bucks to start your business?

Britney: That's very doable.

Michael: You can go on eBay—you need a digital recorder.

Britney: Oh, I am aware of that. I did check it out on eBay.

Michael: You can pick those things up for probably \$20, a used one. You have online access, right?

Britney: Yes.

Michael: You can get freewares of the editing software. You've got my audio marketing secrets product, which is going to teach you what to do. You can send e-mail; you know how to write a letter or an invitation, you've got that. You've got a phone line. You're in business. You've got to put the product together first, that's going to be the hardest part.

Britney: I'm thinking a mile a minute here and obviously, the digital equipment, like you said, isn't that big of a deal. I do have internet access. I do have a

phone. But I'm thinking the thing that I'm also concerned about is how expensive creating a website would be, web hosting.

Michael: You can get a URL for \$7. You can post your website for under \$10 a month.

Britney: The other thing I would be concerned about is the whole HTML thing.

Michael: If you don't know how to do it, that is a big learning curve. Go on Craig's List and put an ad. Find some high school kid who's willing to help you out for \$8 an hour; have him come over and set your website up. You have it all written out in Microsoft Word and say, "Here's what I have. Here's what I want my website to look like. You organize it in Word." So you have a home page, a sales letter page, whatever; get it all typed out in Word, which you can do, and you get someone to help you put that up onto a website and to create a nice little design. You can get a kid to do that for you who really knows what they're doing for \$5-6-7-8 bucks an hour.

Britney: Whenever I think of having someone do the web design and things of that nature, I'm always hearing these huge, astronomical—

Michael: There are so many people who know how to put up websites that you can hire. You can hire off of [Elance.com](http://Elance.com). Craig's List, you post an ad, it's a gig. Say, "Hey, I need help getting a website posted. Give me a call. Willing to pay \$8 an hour." You'll have e-mails with resumes coming to you off the hook. Just tap into someone else's brain. Anything you can't do, there's someone who will do it.

Britney: I'm always thinking of this as a traditional business and don't want to run into costs and run out of money in the middle of—

Michael: Well, it's not cost, it's an investment. Because you get this thing done, you invest your time and get a good product, get some good interviews. It's an investment that will pay you over and over and over again. It's just an investment, it's not cost.

Britney: I guess I've got to change my mindset.

Michael: That's right. It's a little money machine. Once you get it going and get it set up and you've put it in, it's up online and you've got something valuable; it's a little money machine that will pay you over and over again; you only do the work one time, all right?

Britney: All right. The one big thing that I really liked about your site that pretty much I had always instinctively known but I just didn't know there was a word for it, and I wasn't thinking about it in the correct way, was the joint ventures. I really have a lot of questions about that, but I'm actually going

to keep it short and I was just wondering what are the standard criteria you look for actually in a good JV? Not something that's going to make you a little bit of money, but something that will actually make you good money. Is it the product itself, the margin?

Michael: It's all of the above. Lets say, for instance, you did the work and you had your tell of tells interview series from masters of poker, and lets say it was five audio interviews from world class experts who reveal all their secrets for telling tells. You've got a product, right, but you've got no list because you're broke and you just started out. But you do own something valuable, you own a product that's very valuable and very well put together and that's why you need to do it right from the beginning. Work hard to get a very good quality product.

Look, that one special effects cookbook, he sold over 500,000 of them; he's made over a million dollars with it, but he had to do a lot of hard work at first and that's a quality book with a lot of value, but he's able to sell it over and over again. So you do the same thing when you create your product. Then, what you need are names. You need someone with a list. So you would approach say someone who markets products for poker players. Lets say for instance, and I know specifically for eBay, there are eBay power sellers who have feedbacks in the six, seven, eight thousand and they sell those inexpensive poker chips. You can bet that someone who buys a set of poker chips may be interested in poker, would you agree?

Britney: Yes.

Michael: What if you approached them, and most businesses are doing very little up-selling or cross-selling, they never get in touch with their customers, but one thing with eBay, for example, when someone buys a set of poker chips off eBay, that vendor who sells the chips has their e-mail address, their name, their mailing address, etc., all in a database on PayPal. You know what PayPal is, right?

Britney: Yes.

Michael: They may not even know it, but they can go into their PayPal account and let's say they established and have been selling on eBay for five years, they'll have a database that they can download as an Excel file or CSD file of every single name, e-mail, mailing address. They'll have contact information for everyone's who's ordered a set of poker chips. You can approach them, introduce yourself, say, "I've just published a book with a series of audio interviews called *The Tell of Tells*, which is interviews with this guy, this guy, this guy and this guy, revealing all their most secret ways for telling tells and how would you like to do a deal? You've got a list of customers that you've sold poker chips to. I've got this product and I

think they would love it, and all you have to do is send out an e-mail, which I will write, to your list introducing my product and sending them to my website. Let them listen to the first ten minutes of each one of the interviews. We sell the product for \$97, you get to keep half and I get to keep half.”

You can do it as a digital product. Let’s say he has 6-7-8,000 people on his list and he sends it out and you get 100-200 orders, and you each make \$50 a pop. So you have the product of value, he had the list. He probably never followed up with anything else, all he was doing was selling clay poker chips, and the you’ve got a win/win deal. What’s it to him? All he’s got to do is send out an e-mail; win/win. Joint venture, you’ve combined resources; a good product and you used his list. And guess what’s going to happen?

Let’s say you sell 50 or 100 of them that first time, he can hit his list again in a week and probably get the same amount of sales and then he can hit his list in another two or three months. If you make money for him, he’ll continually do joint ventures with you. Let’s say it goes real good and you do another five interviews; then you can come back to him. So if you make him money, he’ll say, “Hey, come up with another product for my list.” You never know what’s going to happen. So that’s my short joint venture course.

Britney: I did actually order the course and the other big thing that I had was actually the mechanics of how paying people works, because right now I’m kind of doing something—it’s like an affiliate, it’s more of a joint venture because you actually do split the profits with the person that created the product; I didn’t create it, but the person I’m dealing with created it. The only problem I’m having is, well, first of all, getting it in front of my core audience, which is accountant, but I don’t know how to do it online.

Michael: So the mechanics of splitting the money?

Britney: The situation I’m kind of in right now is I’m doing a joint venture with a person who’s created a way to increase referrals for accountants. But the problem I’m having first of all is trying to find out where accountants hang out online and then once I go from there, trying to hook up with people who maybe have a newsletter, for example, that does kind of cater to accountants; how to get it in front of those accountants. And then once I do get it in front of them, how do I pay the person who created the product, how does the person who has the list get paid and then how do I get paid?

- Michael: So you found someone who already has a system that they're marketing to accountants and you struck up a deal with them and they said, "Hey, you can sell my system and for every one you sell you'll make," what?
- Britney: It's a \$150 a month and I get \$45 a month.
- Michael: Basically, you've got yourself a little sales job?
- Britney: Yes.
- Michael: So you're cold call prospecting? You have no prospects to offer that product to?
- Britney: Right. But I was finding that the cold calls, I don't like it. I would get as far as maybe getting the person's e-mail and sending them out the information and I wouldn't hear anything back.
- Michael: Here's the thing. If you were the owner of the product and you controlled it, then that's fine because then, let's say that was your product and you had CDs, a book and a system on how to do that, then you can approach the joint venture partners, like the example on eBay. So let's just say you found a newsletter that went out to over 100,000 accountants and you could contact the publisher of the newsletter and approach them and explain that, "I have this product on how accountants can generate a flood of leads." And you can negotiate a deal with a newsletter publisher; if they promote it, you'll split it 50/50.
- Well, there's enough money to do that because you control the product. But since this guy controls the product, you're the middle man; you're only making \$45, then you end up being like a joint venture broker and hoping for maybe 10% of the deal. It's just too messy. That's why it's real important to own and control your own product. And you can develop your own product as long as you can write your questions down, pick up the phone, and get someone to say, "Yes, I'd be willing to be interviewed on any type of subject." You've got to keep control over your product. Don't be a middle man. First of all, there are not enough margins in it. You need to make money, right?
- Britney: Right.
- Michael: So invest the time and come up with your own product, one that you can control. You could go out there and work for this guy and get all kinds of deals set up that he could go around you. He may not pay you. Let's say you set up and worked hard to get a good joint venture deal with a newsletter publisher, and the publisher may just bypass you and go directly to him.

- Britney: That's true, because it's not necessarily him I don't trust, because I do trust the person who created the product. It's just the other person I have to deal with that—
- Michael: Believe me, it happens all the time. These joint ventures can go bad. But if you control your product you're have more control over the outcome.
- Britney: The reason I got excited about that is the fact that I didn't have to go to the trouble of creating my own product and I was also listening to an example of something that you actually did—
- Michael: I know. I do talk about if you just absolutely don't have a product, you can do that. There's nothing wrong with that, but I would stress that the ideal way is to get the control over your own product, because it's so easy to do; you can do it. It will be so much better if you do that.
- Britney: I do like the idea of actually being a lot more in control because, as you said, as a third party or the middle means you really don't have a lot of control.
- Michael: There have been a lot of joint ventures where I've been screwed. It's just human nature; it's just going to happen and it's going to happen to you too.
- Britney: I see what you mean. It does make a lot more sense to have control over your own product. It could still happen, but it's less likely that it would happen.
- Michael: That's true.
- Britney: There's one other question that I do have. Whenever you're actually trying to get into a market that you don't really know a whole lot about, you're fairly certain it's a hungry market but I know you stress interviewing the experts; how do you actually test the market to see if it's as hungry a market as you think because you think that it's a market that people would be willing to maybe invest into but maybe it turns out that it's not? Because I do have a few ideas—
- Michael: Give me a specific.
- Britney: One I was thinking about, because it seems kind of like an adventurous thing, because whenever I was growing up I was really into a lot of different things and as a journalist you kind of get into the whole aspect of interviewing all sorts of people who do all sorts of interesting things. One example I wanted to try was maybe doing something that I would call "job shadowing" where I *do* the audio product of maybe some experts in certain interesting careers and maybe try to package it towards high school and college students, to kind of do like a "job shadowing" thing,

what they did when they were in high school and college to get to the career they're in now and what they do in their career. I don't even know if there's a market for it. I don't even know how to test something like that.

Michael: And would they pay for something like that? That's the thing. You're going to have to research. You're going to have to see, are there other products that are similar to that. Are there books on the subject? How are the books selling? You could call and talk to the publishers of those books. Depending on what it is, every type of industry has an association, whether it's accounting or speakers or advertising professionals.

Every one of them have a national association and what you can do is you can go to those national association websites and they put on seminars and they bring in speakers from all over the place to speak at these seminars and you can look at the topics of what the speakers are coming in and speaking on and you can get a pretty good idea of what that market is hungry for. But you can also find experts within any industry through these associations; they're a great resource.

You can talk to people who are in the type of business that you're trying and considering going after and do your research. So it's all about research and digging; don't guess.

Britney: I really don't want to guess or create a product—because I do like the idea of finding the hungry market first and then creating the product that solves the problem. I don't want to go through the trouble of creating a product that nobody's going to want.

Michael: That's exactly right. Be a student of markets, that's right.

Britney: And the other product I was thinking about, and I'm not real certain because it was something I was interested in a long time ago, but it really just was a lot more work than I thought it was, but I thought it was really interesting but it just wasn't for me. It was kind of like a home study course that got you into a business called "judgment recovery." I've seen maybe two or three products that are similar to the one I have, but there's really not many out there. And actually, I wanted to approach this woman who I guess is kind of the originator of the business idea, but what the business is, is actually trying to go after judgments for people who don't know the process. Like if you went into small claims court, there's nothing that forces that person to pay what's owed.

Michael: I know what you're talking about.

Britney: She has a little course that's really just a manual and I was thinking of maybe approaching her and getting something going as far as an audio.



Michael: I think that's a great idea, because now you're offering a business opportunity and there's a lot of potential money in that. You can always sell a business opportunity for a lot more money than you can just a regular product. How much is she selling her little book for?

Britney: I think she's selling it for \$100. It's a really big manual because I've already purchased it and I think there's a disc that has the forms on there that you use, but outside of that it's really just a disc with the forms and a manual. I think she gives you help on her website or something. The website, it's like a membership site, but I really didn't like the membership site and I didn't find it helpful at all.

Michael: Is the book pretty thorough?

Britney: Yes, it is. It's pretty thorough, but I think it could be a lot more thorough because whenever I was doing it, it still left a lot of unanswered questions and as far as the membership site goes, trying to get your questions answered, it wasn't really helpful.

Michael: So she's got a book and when you listen to the Melvin Powers interview you can look at it this way, you can say you're a publisher, an internet publisher, and does she sell the book as a digital product?

Britney: No.

Michael: Why don't you see if you can get the digital rights and you can pay her a royalty on sales? So you approach her, you say you're an internet publisher, you're looking at her judgment recovery course, you're looking at a couple of different ones and you'd be interested in possibly acquiring the digital rights of that book and marketing it online and you'd be willing to pay royalty on sales.

You may be able to pick up the internet rights for nothing and then you just take her book, have it turned into a PDF document; you can negotiate that you have all the rights to use her marketing and promotional material. Because understand, she's making on the books, but I'm sure she's making money on other stuff. She may have clients who call her and hire her to do the judgment recovery, where she makes more money than she does just on the course. There's more money in it for her and you're promoting her. You're doing the marketing but it's her name on the book and so that's free publicity for her and she'd be dumb to say no, especially if she doesn't understand how to market online or isn't internet savvy.

Great idea; I like it. I think there's money in it and I think even doing it as a business opportunity could be exciting if you've got the wherewithal and to stick to it. Are you getting all excited and ideas are popping in your head, like Orville Redenbacher popcorn!?

- Britney: I'm trying to actually stick with one thing at a time because, like I said, I know with most people who are experienced in this they could probably run with two or three different ideas at once and make it all work. Maybe the best thing for me to do is pursue one idea at a time.
- Michael: If you can negotiate the rights for her course, the digital rights to it, or find five or six things and maybe you'll get one person to say yes out of six, it's no skin off her back to say yes because she's probably not doing anything with it online anyway or maybe she is. But that doesn't take much effort or time for you to do that. If you can get the exclusive digital rights to market her course on the internet, that's a big win for you. Then you've already got a great product, plus you've positioned her as the expert and it's not you saying "look how great I am." There's a lot of value in you promoting an expert.
- But because you have the rights to it digitally, that's a tool; that's valuable to you right there. And since she's already done it, she's probably got a sales letter and she's got marketing material and promotion, and you negotiate that you have the rights to use that in your online promotions. That really saves you a lot of time and since you're only paying her a standard royalty—you'll learn more about that in the Powers interview—it's not that much; 10% royalties. So if you sell her product as a digital product for \$100, you may have to pay her \$10, but its money she would have never had before. It's not like you're paying her 50% on a joint venture deal.
- Britney: Now that you asked me the question, I'm actually thinking it might have actually been more and I just picked it up from someone else who had it before.
- Michael: You shouldn't pay anymore than maybe 12-13% royalty. She may say yes, you have to feel her out. You may offer her 5% royalty.
- Britney: I know she has a website. I don't like the website, not from the perspective it doesn't look good, it's a long page and it's just a real dry sales copy. I know that I've been to the site and that was a lot to read. It wasn't even really sales copy; it was a little bit of background about the industry, just boring.
- Michael: She's boring, but you're a skilled writer. You're a journalist. You can make that better. You can take and do your own website and market it as a digital product and have a lot better marketing.
- Britney: It's been quite some time because this was maybe a year or year and a half ago, and I haven't been to the site recently. So I'm hoping, like you said, someone else didn't pick up the idea.

Michael: There's millions of products out there that you can go after and getting digital rights is, I think, a real good way to go because it's great to sell a product where you don't have to ship anything, it's really nice.

Britney: And that's what really turned me on to this business, because before I wanted to get into eBay but I looked at all the hours that you have to put in—

Michael: Very time consuming.

Britney: I thought this was really just another job. The whole point of me taking a year off and maybe try to get involved in a business was to be in a business, not be self employed.

Michael: I agree. Can you think of any other stuff?

Britney: I really think you answered a lot of the hard hitting questions that I had. I think everything else just boils down to mechanics and I can obviously ask you that through e-mail.

Michael: We want to make it easy; easy as pie. The easiest thing as pie is I'm sitting here, I'm creating an information product with you, this recording I'll edit and it won't take much editing and I'll put an introduction on it and I'll put an ending on it, and I'll turn it into a digital file and I'll have it as an additional consultation that just adds value to the other consultations I've done for my audio marketing secrets, or I can use it as a promotional audio to promote my audio marketing secrets, or I could use this interview and compile it with six or seven other and have it in a book form; so now I've got a book of consultations on how to take a \$28 book and turn it into a \$3,900 information product.

I could title the book something different. It's valuable, and my little digital recorder is doing all the work; it's capturing every word of our natural conversation—you asking me questions, me answering them; me talking; me teaching. There's a lot of value to other people who are 23 and are thinking what they are going to do with their life. They want to be in a business. And you'll have to pay someone to get it transcribed into word for word format, or you could do it yourself. It's either time or money. But this is easy. I'm sitting in my chair. My shoes and socks are off. I'm in my home; I'm comfortable; no one's bothering me. How hard is that? I'm talking on the phone. It doesn't get any easier than that.

It will take effort to get through the fear of doing it the first time, but once you overcome the fear—but the thing is, you've done it. This is your first interview; you've interviewed me. You're a journalist; you have all your questions in front of you. I'll give you a quick story. My next interview is with a guy named John Barnes, that's in about fifteen minutes, and let me tell you about this guy. He was a musician and he was looking to make

some extra money, and I don't know all the details because I have an interview, but just based on my research and he has a website called [theultimatetaxi.com](http://theultimatetaxi.com). There's millions of yellow taxi cabs all over the world, or green ones in Mexico—whatever—, but there millions of taxis all over the world. Have you ever been in a taxi?

Britney: Quite a few times.

Michael: They all basically look the same?

Britney: The ones I've seen.

Michael: This guy's got the ultimate taxi. This guy has his taxi decked out with strobe lights, an electronic keyboard with a drum set with black lights, with neon dance slides. It is a moving disco. He's got a laptop computer, he'll come in there, he'll take a picture of you, you put these 3D glasses on, he'll take you for a ride around Aspen—he's out of Aspen, Colorado. He'll take you on a thirty minute ride. He's got a saxophone, he's a musician. He'll entertain you. He'll do some magic tricks for you. This guy, he wanted to create the most incredible transportation experience ever and on a good month he can make \$12,000 a month, he said in an article, I don't know how old that article was. He's been featured all over TV, on Rachel Ray Cooking; Newsweek did a story on him.

Britney: And you've got an interview with this guy?

Michael: Yes, I'm going to be interviewing him fifteen minutes. I've prepared for my interview; I have all my questions laid out. I don't even have to think. I just read my questions and then shut up and let him answer them.

Britney: I wish I had done the same thing with the questions I had.

Michael: I'm assuming it's going to be a great interview. I'm going to talk about how he got the idea. I'm going to ask what the craziest ride is, he said Ringo Starr in his car; he said Michael Douglas, he said all these famous people. He took one idea and just did something just a little bit different.

Britney: Is it just for the exposure or is he trying to maybe create something where other taxi cab drivers—

Michael: I'm going to find out his whole story, so that's what I'm going to find out in the interview.

Britney: I'm getting ahead of myself, because it sounds like I'm really into the whole getting into people's heads and stuff like that; that sounds awesome.

Michael: I had my assistant set it up, I didn't even have to approach him. That's another idea, you can get an assistant to claim that they're your assistant and you'd request an interview with them. It's good positioning too. So I've never even talked to him; I'll talk to him for the first time here.

But the idea is, he did something that millions of other taxi drivers could have done, he just wanted to do something different and he had the guts and he just did it. A lot of media, I'm certain he has a lot of fun with it. He loves technology. He's turned something that's a pretty mundane job into something extraordinary. Check out his website, [ultimatetaxi.com](http://www.ultimatetaxi.com). His name is John Barnes.

That is the end of my interview with Britney. I hope this has been helpful. Please make sure you listen to my other consults with my other audio marketing secret students. If you're interested in my audio marketing secrets course, you can go to <http://www.HardToFindSeminars.com/AMS.htm>. Thanks for listening.