

# Audio MARKETING SECRETS



Unknown Secrets About Michael Senoff's  
[Hardtofindseminars.com](http://Hardtofindseminars.com)

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)

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## **Unknown Secrets About Michael Senoff's Hardtofindseminars.com**

Audio Marketing Secrets (AMS) student Charles wanted to use his consulting time to grill me on the lesser-known secrets of [hardtfindseminars.com](http://www.hardtfindseminars.com). And he's definitely done his research. He asks me questions I've never been asked before.

So in this interview, you'll hear me explain all about the backend deals I get on my audios and why I don't always reveal the last names of the people I interview. I also talk about how I've been burned on JV deals – and which ones. And Charles even asks me about the hours of Vincent James audio I'm sitting on (that I can't release because of a deal gone bad). So, I tell him exactly what happened.

We also talk about why I prefer to sell business opportunities instead of skills training – and why some of my systems aren't selling as well as others.

### **I Also Reveal...**

- What my website traffic looks like and what kinds of people buy my products – 90% of my sales come from four countries
- Exactly how I control my JV/commission deals so that I won't get burned again
- Why I don't market my information products to big corporations – even though they'd easily be able to afford my prices
- My lesser known "stick strategies" for reeling in customers and bumping up products
- Why I've never done any on-site consulting and how that has affected my business
- Why I've changed my views about physical products vs. digital ones – and ideas for marketing your digital products so that they have a higher "perceived value"
- And much more

Charles is an information-hound who likes to know every last detail. And since I'm not the kind of person who holds anything back, this interview turns out to be one of my most candid and revealing ones. 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 business 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 on-line, 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.*

Charles: A good interviewer pretty much just lets you go with it. The first question I had was you recorded the audios over time with different people and naturally your viewpoint has changed. I wasn't able to get a timeline perspective of when and what things were recorded about your viewpoint on digital products versus physical products. I know that ultimately in the end, the secret is to put out a quality product. If you don't put out a quality product, it's coming back. But putting that aside, given what is a given, what's your current viewpoint on digital versus physical and why?

Michael: My current viewpoint on is I love digital products because they are so simple to deliver. I mean, if someone sends me \$297 or \$597 or even \$1500, I've produce the product, it's on my site and all I need is a username and password. I just open up my browser and I have a document in Notepad that delivers a thank you letter, the link with the username and password, I send it and I am done.

Now compare that with the physical products which any digital product can be turned into. The reason I was doing this is I believed that by shipping a physical product that I could offer more value because it produces a tangible good. The main reason was that I can reduce any kind of returns or refunds. I have tested both over the years and the fact is, if someone wants to refund your product, whether it's physical or digital, they're going to do it.

Yeah, you may get a little bit less refunds with the physical factor. They may forget to get it to the post office, they have to pack it up, they have to find a box or it may get a little more difficult for them to ship it back, but it's probably pretty minute. I haven't tested it scientifically,

but overall my experience is if they're unhappy with it, they're going to refund it, whether it's physical or digital.

So I guess you start to realize when you're hassling (I don't know what this is), it's very expensive to inventory physical products. You've got to get them printed and you've got to get the three-ring binders. But when you're doing the CD set that has 40 different CDs, costs you \$1.50 a CD, you have DVDs involved, you have covers and you have the cases, you have to inventory it, pack it up and you have to ship it. That's it if you're doing it all yourself. It's a pain but it wasn't that hard. But if I'm comparing that to digital, there's maybe a few more returns with digital, but not have to mess with any inventory, any duplication, any printing, any fulfillment and any mailing, digital wins hands down.

So my view has changed. I was more into physical because I thought it would reduce my refund rates, but now I put more value on my time and making my life easier in going with the digital versions.

Charles: Do you have any issues with the perspective of value? I know that several people will sometimes put a higher perceived value on a physical product. Maybe they like to hold something or are afraid they're going to lose the password. Is that an issue? What you've described to me, I completely understand from your perspective but what about on the initial sales? Do you get more for physical products or is it what?

Michael: You know, I've sold physical products and I've sold digital products at the same amount. I think when it comes down to it, if a person really wants the product, I mean, are they really buying a physical product or are they buying CDs and tapes and paper? No, they're buying what the results of buying the product will do for them. That's really ultimately what they want.

Charles: I think that pretty much covers that one, Michael. Let's go on to number two because we've got quite a few.

Michael: Right. I don't want to just end. Let me finish my thought.

I think I was saying that I've sold digital products for the same price as the physical products. Okay, so the people are buying the result.

Charles: You were pushing they were buying the results.

Michael: Yeah, they're buying the results. But you may be right. I'm sure there are people who would appreciate a physical product because it makes their life a little easier. They don't have to burn CDs or they don't have to go to Kinkos and print it out. But you can make up for that. I'd rather reduce the price a little bit and I've used this as a rationale when selling a digital product. I could say, "I used to sell this product for \$1500 and as a physical product but I don't do that anymore. So I'd be willing to offer you the digital version at \$12.99 or \$11.99 or \$9.99." What you can do is use some of the savings. You can take the PDFs to Kinkos, print them out and have them put that in a three-ring binder for maybe \$50 to \$60 and then you'll have your physical product. I turned the lemon into lemonade and gave them incentive to get the digital product. Because it's so easy to deliver that product by sending an email, it's okay to take less money.

Charles: I understand.

Michael: You know what I'm saying?

Charles: Definitely, definitely.

Michael: So that's my take on that.

Charles: Number two, I'm based in Japan and have an interest in international marketing. I haven't really seen that many courses in the past that target international marketing and take it from an import-export angle, which is a strictly marketing. I haven't seen a lot of seminars on that. You being the HardToFindSeminar man and talking to a lot of people, are you familiar with any material? I know that you had a single audio with a man that put together a resource for international import that's very, very large. At that time, I remember going to it. But are you familiar with any products I that might target? I'm looking forward to your response.

Michael: Yeah, I'm really not up to date but I'm sure they're out there. Now that I think about it, have you heard of E. Joseph Cossman?

Charles: I found the mother load of E. Joseph Cossman material on eBay.

Michael: You did?

Charles: Recently. It was a ton of books, a ton of videos, probably 30 cassette tapes. I won the auction, but the guy backed out.

Michael: Oh, that's terrible. So you've never studied then, you've never heard him speak and talk on anything?

Charles: I have not. I would like to but I'm not familiar.

Michael: Well, go on eBay, look up Joseph Cossman and keep it as a search word. I'm sure it will come up again.

Charles: The only thing that pops up from time to time is somebody who has the book with a black cover. I believe it's ...

Michael: How I Made A Million ...

Charles: Yes.

Michael: Okay. There is a guy. I think he's with one of the direct marketing associates who has the rights to resell his old course. He's dead but the son's alive and the son is sitting on a warehouse full of his old seminars. They're out there if you really want to find them.

But he was just a master. I mean, he was a real seminar promoter and his course on mail order covers a lot of import/export stuff. I don't know how relevant a lot of that is today. Now, I do remember when I interviewed the guy with [FITA.org](http://FITA.org), that huge portal for import and export guys. That would be the source to go to but I am sure there's got to be many courses on import and export out there. Maybe you haven't found them but I'm sure there are courses covering this topic. I don't know of any specifically because I'm not into that but they're out there.

Charles: The individual from FITA, was that your contact for Wal-Mart, doing the 42-CD Wal-Mart or is that a different individual?

Michael: Yeah, that FITA interview was one of the free interviews to promote the Wal-Mart training.

Charles: Okay.

Michael: So that's on the Wal-Mart series. You could find it at [walmartgold.net](http://walmartgold.net) or there's a link from my audio clips that take you to the Wal-Mart recordings.



Charles: Okay, great. That's leads to number three, which I haven't really seen on your site. Your site is so deep in material. I might just have overlooked it and you've just given me the URL of [walmartgold.net](http://walmartgold.net) which I will check into.

The issue I have is this: you said that you both created a product together. He has the knowledge and you have the ability to make it happen. You each took a license and I believe the details you mentioned on the tape were that you were not allowed to sub-license to anybody else. So it's my assumption that the two licenses are the only available. You have one and he has the other. How do you handle the issue of pricing? How do you maintain the price?

Michael: Well, I'll tell you this story. That was kind of a unique negotiation. Basically, I traded my time and expertise in producing this course. He had the outline. He was the expert. We did it together. It must have been a 20-hour actual course. I had promotional interviews. We had a sales letter written and he did his own sales letter. And the truth is I haven't sold one of them. Now, it's mostly my fault because the only thing I've done is put those promotional interviews up and I had the sales letter for a number of months up there. And even with the promotional interviews, I wasn't getting any interest or any feedback. There maybe a market out there, but I don't think the market was within my website.

What we did we agreed to was to start at a price at 3900 bucks for the seminar. So months went by as he promoted his. I talked to him and he told me he sold about 10 of his. He really did some active promotion such as magazine advertising and some promotion to his list. I approached him and said, "I'm just really not getting much action." I never did a direct mail test or went through a targeted list. It's just, you know, I produced a product. There was a lot of effort put into that and I got little.

I did make a little bit of a mistake in misjudging what we agreed to in our contract. You see, with Richard (you know this on the HMA stuff, if there's any question I have from consultants) he was there by my side to help me talk to them. He was there for my HMA University. When I would do a teleconference, Richard would come in on any of the calls. Even though I was selling the product and I was making most of the money, he was there to support my students.

Now, in our contract on the Wal-Mart thing, he agreed to that but when someone's going to spend 3900 bucks on a Wal-Mart product, that

student is going to want to have access to the expert and that was him, not me. And it didn't work out that he was really willing to do that since his thinking is, "Well, why should I help sell Michael's guy when I've got my own version of the product?"

Do you know what I'm saying?

Charles: Exactly.

Michael: There was no incentive for him to help my people and I didn't realize that going in even though he had agreed. That kind of put a damper on it because I know with my HMA system, just about everyone who orders, they want to talk to me. They don't necessarily want to talk to Richard but they've heard Richard in hours and hours and hours of interviews. I do have about two hours of an interview with him on Wal-Mart and other experts. It was a combination of not generating interest, lack of support on his end. My student was going to put a damper combined with me really not putting effort into it.

Charles: Right.

Michael: But the product's done. The masters are done. It is a great product. It's ironic because I had a guy today, probably one of my most serious prospects, who emailed me today. It's really ironic we bring this up. I want to just see ... hang on a second here. Bear with me. It's Saturday. You don't have to go out teaching out, do you?

Charles: No, I don't.

Michael: Alright. Wait a minute here. Okay, this guy named Frank, he emails me today and goes, "Hi Michael. I am meeting with Wal-Mart buyers first part of next week and I'll get back with you then. I think you have a great program and I need your advice on how to grow our business with the big-box retailers. We may bring you on as a consultant or partner. What are your charges by the way?"

A guy named Frank had seen some of preliminary audios and I go, "Well, if you're going to meet with Wal-Mart, I can consult." I emailed him the Wal-Mart recordings and the information on the sales letter and I go, "I'd advise you, you should get this course before you go see those buyers because there's a lot of incredible advice on those courses on how to position yourself, understanding the buyer's psychology."

So there is a market for this product. I just haven't focused and put the time but the hard work is done. There is no other course on Wal-Mart like this. I think it's timeless and I think when the time's right, I'll do something with it. But everything's done. I just haven't pursued it.

Charles: What about the pricing issues, Michael? You were going to explain that further.

Michael: Yeah.

Charles: From his perspective, if you go out and dump it, it needs to be worth the price.

Michael: No, no, we agreed. In our agreement, I don't remember if the price was \$3900 or \$3500, but we agreed to start the price at that and we agreed we could not undersell each other price-wise. So then I approached him and I said, "Hey, can I test this Wal-Mart thing at a lower price at \$999?" He had no problem agreeing with that. I was going to do a special offer where I was going to offer the \$3900 Wal-Mart product at \$999 if you became one of my HMA consultants or if you do this. But I never got around to it. But I we had an agreement. We had to communicate with each other and we could not undercut each other.

Does that answer your question?

Charles: That answers it for me.

Michael: Yeah, we had that as an agreement, yes.

Charles: Okay. I know that you just said on another audio that you had a very, very long, at least nine-hour interview with Vincent James. You weren't able to actually come to an agreement to actually get that product marketed. Generally, do you go into these recordings knowing that you have a deal in place, especially something that long? Or did you just have enough of a personal desire as a student to ask questions of the individual? Why did that not happen?

Michael: Yeah, a combination of both. I definitely had a personal interest in learning everything I could. So I jumped at the opportunity. Our first agreement was that we were going to do an interview and I was going to endorse his 12 Month Millionaire product. But as I did the interview and I learned more about him, his legal situations, his legal challenges

and some of the stuff that he was and wasn't supposed to be doing, I was concerned about marketing his product. I didn't want to get into the situation legally where he wasn't supposed to be promoting his product in the manner that he was. I thought that it was a legal risk on my part.

So I made him an offer. I was going to promote his stuff and he wanted to drop ship the books. He wanted to handle the drop shipping. And I said that I wanted to handle everything all at once, but he wasn't willing to give up control of the drop shipping. If I marketed his product, I wanted to make sure it got delivered. I don't want to have any customer service problems or anything like that and I wanted to have control over the whole product. At that time wasn't willing to give up the control. I did agree with him that I wouldn't do anything with the recordings without his agreement. So I did all the interviews and we just weren't able to work it out.

I've emailed him over the years and have helped him market this product. I think he got bad feelings because I wouldn't release all the MP3s. I still have control over the masters of the MP3s which he didn't get. I never gave to him because I never gave him the rights to use them. So we couldn't work out our agreement.

It was a great experience and a good negotiating experience so maybe sometime we'll be able to reconcile. The product's done, it's a great product and I'd love to promote it because there are a lot of great lessons in there.

Charles: Fantastic.

Michael: But he went on. He went on to do the same thing. He did like a six-hour interview with ...

Charles: Richard – what's his name – Branson, I believe it is.

Michael: Yeah, Branson. He also did it with Dave, the other marketing guy – what the hell is his name? It'll come back to me. Another marketing guy. So he took my idea to do these intensive interviews then to sell that product and made a lot of money doing it. So he got his word out, but unfortunately my list was never able to benefit from it.

Charles: I understand. What if an international customer visits your site?  
Michael, I know that you have interviews with people like myself that

are based outside of Japan. Do you have a lot of people in terms of percentage numbers? I know there are marketers. I've got visitors from 75 countries. I've got one from each country which is real substantial. What do your user stats look like? Do you have a lot of international traffic?

Michael: I'm going to tell you I do and if you hold on, I'm going right into my AW stats program and they've got all the little flags that they tell me exactly how much traffic from everywhere. Let me just take a quick look. Okay, here.

So I'm looking here for the full year... Actually just for this part of June, okay. So the United States is number one and I'm looking at pages viewed, which is 57,617 from the United States. And then you compare that to second place, which is something called "unknown". Those could be search engines or robots or whatever. But then there's Australia which is only 2,117. So you compare US – 57,617 – Australia is only 2,117. Then you have Canada at 1,447, China – 1,405. If I go down the list, just about every country that is somewhat modernized goes to my site – from China, European countries, Great Britain, Netherlands, Vietnam, Germany, South Africa, Spain, Hong Kong – 158 visitors for the month of June so far.

Charles: That's your actual traffic, Michael. How about in terms of customer base?

Michael: Oh customer base.

Charles: Like myself ...

Michael: Okay, good question, good question. Mostly my best customers are from the US, number one, then the UK. US, UK, Australia, and Canada-those are my main countries. Japan, once in a while. France, almost never. Singapore, never. Switzerland, never. In the United Arab Emirates, I've had a couple of sales but they're few and far between. 90% of my sales come from the US, Australia, Canada and the UK.

Charles: I understand.

Michael: Yeah.

Charles: I know that you've used the Articulate Presenter for, I believe the presentation that I saw. This was maybe Richard's system that you're

marketing onsite. Personally, I use that with my students. I find it to be an effective tool. I'm using it in Japanese to Japanese students. So I can only judge from what I've seen. How about on your end? I know the tool and what it can do but what's the feedback you get from that end? Do you have any technical issues? Anything that you can give me in regards to you actually using that particular mechanism?

Michael: The people seem to like using it. I think it's a great little program. It has a lot of great features. You can attach files, you can email, you can click on it and send a portion of your presentation through email. Thing is, I don't actually put the presentations together. My assistant, my wonderful assistant Diane, she does it. I paid for the software or we may have even split it. She learned how to use it and she creates the presentation. So I just tell her what to do.

I do remember there was some technical stuff that was frustrating with it but nothing major and the feedback I get from the viewers is pretty good. I think there have been a couple of cases where people have said they couldn't get it to open. They may have been on a Firefox browser or something when they click on Launch Presentation and it wouldn't launch. But for the most part, I think it's done really well and it seems like a great tool to integrate audio and video.

I'm looking at your Wildform. So tell me about this one. I'm at the site right here. How does that compare? What do you think?

Charles: They're slightly different but they both export material in Flash. The Flash gives you the ability to show your content to the vast majority of people on the web. The Articulate Presenter, if you buy just the ...

Michael: Go ahead. So it allows you to do it in Flash. Go ahead.

Charles: So they both export the same type of material – Flash – so it's viewable by pretty much anybody. Articulate Presenter is just a presentation software that you're going to be dumping your PowerPoint into. That's all it does but for what it does, it does extremely well. The layout on that is extremely good and in terms of the interface, it's very, very easy to use. It's basically one click to get the presentation out.

Flair – it can do the same thing and has a lot more power. You don't have to have any programming background.

Let me put it this way. You can buy the actual Flash program from Adobe. You're going to have a lot of know-how. The learning curve is very deep. That's going to give you the largest amount of flexibility. You have Articulate Presenter at the far right, which is only going to do your PowerPoint presentations. They have other plug-ins now where you can do this. But for the most part, it does a lot of things and very well.

Wildform is in the middle, probably closer to Articulate Presenter. You don't have to have any access to the code but you have a lot more flexibility. You can have the ability to screen capture, just like Camtasia does. So that's a portion of it. If you want to show somebody, for example, I think you were doing demonstrations with GoldWave, you can actually capture your screen, the mouse movements to show people how to navigate every part of it. You have the ability to do exactly what Articulate Presenter does as well. You can dump your PowerPoints in there pretty easily. You can encode video, the best quality, in there. The same company, I believe it's called Wildform, they have the top video encoding. So if you want to put your videos in Flash, you can do that.

You have a lot more flexibility and one of the key issues there is price. It's extremely cheap.

Michael: \$299 – I'm looking at it right now.

Charles: This is Articulate Presenter. If you're actually interested, Michael, I have a link where you can get that, I believe, for like \$199.

Michael: Okay. Well, I'm downloading the trial now. I'll play around with it. I'll send this over to my assistant. I'm all about tools. There are just so many great ones out there that you just don't know about them. That's the thing.

Charles: Sure. This is a very good one. Like you said, there's a learning curve. It's very small, however, in terms of the actual power that you can get out of it.

Michael: Oh, I like that. I like it. Okay, well, thanks for that. Yeah, Articulate was pretty pricey and we just didn't see another option at that time.

Charles: There was not and for what it does, it does it very well. And if you're going to be paying to train somebody, this is a good way to go because the training is virtually nil. On Articulate Presenter, basically you hit a



button and it does it all. So if you figure in the value of training somebody, you figure the value of their time to actually put together the presentation. If you're outsourcing it, maybe that's a different edge to it because you're not directly paying for it. You are indirectly. But Articulate Presenter is expensive on the front end but very, very cheap in terms of the usage of it.

Michael: Right. Okay, very good.

Charles: Wildform, like I said, if you're interested, Michael ...

Michael: Send me the link because I just downloaded the free trial and it's asking me for a pass code.

Charles: Sure.

Michael: Yeah, send me the link. I'd love to look at it or at least be able to download and play around with it.

Charles: You do need a pass code and you can actually use the demo. They're very solid companies. Sign up. They're not going to spam. You might get quite a few mails that say, "Hey, you're about at the end. Would you like to buy? Yes or No."

Michael: Okay.

Charles: I'll let you on that offline as well.

Michael: Thank you.

Charles: How about interviews? Actually, I know that there are a lot of things technically that can go wrong. Is there any other reason other than technical that for some reason you haven't been able to use the interview? I know in the Vincent James situation, you didn't have a contract in place beforehand. But is there anything I can learn from you, things gone wrong?

Michael: Other than any technical issues in the Vincent James example, I can't think of any incidents that I haven't been forced to not use an interview. If I have their verbal agreement on the phone, I'm doing the recording. If the interview comes out well enough that I choose to use it, then it's going to be published unless I change my mind. But I'm just trying to think. There's been no legal thing except just our agreement. I agreed



not to do anything without his permission. So no, I can't think of anything other than that example.

Charles: Right, right.

Michael: Technical issues could be one thing that I would definitely stress. Make sure you're on a hardwire phone. Still, there are some cell phones that will come in loud and clear. And you want to be on a direct line in many cases. Like when I've done an interview and it was a great interview it was unfortunate that I called into the main line. When you call into an office, they'll transfer your call and sometimes because of the way it's transferred, when played it back, it sounds awful. So that is a technical issue. So you want to try and be direct line to direct line – not through a transfer, not through a phone card.

Charles: What about the idea, Michael, that some of your users on the interviews that you've done call into a teleconference line? In that case, you'll always have a back-up at least of the audio. But then again, you're giving up maybe in terms of quality from my understanding?

Michael: Well, you know, I've been surprised by some of the teleconferences that I've had for the HMA students. When I recorded digitally from my end, these services didn't have the option to record the teleconference call. There are services that do that and you do want to make sure and check the quality. You want to see what rate or what megahertz they're recording at. Do they provide an audio file or an MP3? So you want to know what the quality is going to be. But that's still great to have as a back-up if you're calling into a conference service that will record it and send you the recording. At the same time, if you're doing a recording at your location, you've got two recordings. Especially if it's a valuable interview, in case one messes up, you've got a back-up. That's always smart to do.

My little Sony recorder has been pretty reliable. There's been only one incident, which I had to use the back-up. I was doing a two-part with Carl Galleti and the very first part recorded but for some reason (that's never happened since then), we got about an hour's worth of recording. He was recording on his end too thankfully. But when I tried to dump it off of the Sony recorder, it went all the way at 99% and just stopped and got stuck. It wouldn't export out of the digital player onto my computer. I called him and he sent me his digital version. So we were okay.

Charles: I'll move on to number nine then, Michael.

Michael: Sure.

Charles: We just talked about putting together a system that you did for Wal-Mart. That's very much a system that teaches somebody to do something. There are some systems you put together which are more like your consulting package where it's actually a revenue generator for people and I would assume that those generate more revenues than other products. For example, I know you market some more general ones. I haven't purchased them, so I could be incorrect about products like Clyde Badell or Glenn Turner or the Contracts Book. Am I correct in my thinking that the selection of the topic is probably the big number one? Can you tell me, in terms of choosing the topic, is that system a really key variable?

Michael: Money making systems I believe you can sell more. I believe you can sell business opportunity type educational products where it teaches someone how to make money and a skill rather than just teaching the skill itself. I can sell these and I've done it before. There's a section of our HMA system, which is a group training, where Richard's taking a roomful of businesses through the HMA system on how they can use this information to grow their own business and they get a set of manuals. I could sell that set of manuals and the DVDs. I have in the past for \$1000. But I could sell a business opportunity on how to become a marketing consultant, how to go out and generate income year after year doing consulting and how to get clients for \$6000 or \$5970 a person.

What's that saying? "Teach a man to fish ..." – what is it? "Teach a man to fish for a day, feed him for a day." No. "Feed a man a fish, feed him for a day. Teach a man to fish, feed him for life." That's it. That's the difference and there's value in that. You teach someone a biz op that can show him how to make money for years on end. That's more valuable than just teaching him the skill.

Charles: Sure.

Michael: So that's been my experience. But you know what? You've got to look at how much effort. I mean, if I just focused on one product, the Clyde Badell product, (even though I don't control that product and I have to buy that product from Barry Badell and I don't make much on that) I'm kind of like the retail store who maybe doubles it in price. So that's not

going to be a good way for me to go, you know, for my time invested. So I'm investing my time in the thing that's going to have the best success, the stuff I'm more passionate about, the business opportunity and teaching someone how to be a marketing consultant. This is my main product on the site.

Charles: Great. Over time, Michael, you've definitely evolved and, up until now, the image I have, right or wrong, Michael, is that you target probably the average guy. I know from my experience in the past, oft times working with a company or corporation, they have the budget to pay for some of these larger packages. So for a company, to spend \$5900 on a system is nothing. It's often pocket change. So I understood where you started from and where you are and where you're evolving. If you were where you are now, the level of know-how and expertise, would you still target the same group of individuals or would you target a higher-end clientele or a corporate clientele? What would you do?

Michael: That's a good question. There are probably a lot of things I should be doing. I could take anything I'm selling and just direct the marketing and target to this type of people. I just have it. I have the website and I have traffic coming to the website. The traffic being generated is coming from all over the place. I have an idea, you know, a lot of my traffic are business owners. I've got a pretty good cross section from new marketing students to seasoned entrepreneurs and business owners. I probably haven't targeted the HMA stuff or really any of my products to these corporate type businesses. I probably think instinctually, you know, red tape, longer sales cycle, not dealing with decision-maker committees – that doesn't attract me.

Charles: It doesn't attract you. I can understand that.

Michael: That's probably the underlying reason.

Charles: You have a system in place. I'm sure it depends on what the purpose of your interview is. If you're just trying to get content out of people or you're trying to get a direct sale on the backend or what have you, sometimes you don't give the last name and you say, "Hey, we're going to talk to Bob today." There's really not even a lot of credibility built up as to what company or what Bob is about or where he's from. I would assume that probably you have some sort of backend deal with Bob and you're trying to control the lead flow.

Why don't we just split the question right there? Is that a true statement and if so, how does it actually work in reality? I know in one of the audios you said that you control a 1-800 number and that you're going to get a copy of the call that's going to go through it. I have two questions tied to that. (a) If just a customer called in to Bob trying to get some advice, I wouldn't want my call recorded. I would want to know why. (b) What happens if they start to do email negotiations and they have a direct call? If somebody's going to screw you, for lack of a better word, is it not going to happen one way or the other? So I guess there's the credibility issue of no last name and then in reality how well you can track it. That's the question.

Michael: Yeah. Well, you know you bring it up and I really never thought of it as an issue. Not having the last name reduces the credibility of the interview. I mean, I kind of always felt that the interview would stand on its own and the information provided is really what the listener wants. By having that last name, I just think why does someone need the last name? Knowing what the last name is, how does that give the interview even more credibility by just knowing the last name? The only thing not having the name does do is not allowing someone to go on to Google, type the last name and learn more about it.

Now what happened with a Man out of Arizona I was promoting consulting seminars for back in 1994? You know, I did all this work, hours and hours of marketing, promotion, endorsing this man's seminars to my list. But if I'm introducing this man's name and I had a relationship set up where we had a joint venture, it's got to be based on trust. Anyone I sent over to him, I was going to get paid for. But that didn't happen. The fact is, you just can't trust everybody you have a joint venture with and trust that they're going to pay you on what you agree.

So when I had a chance to redo it again with Richard, with the Internet, it proposed a new problem that we never really had before. I had to come up with an idea of a way to control the flow lead. If I'm going to invest thousands of dollars, time, production, post editing and creating the marketing for a person or for a system that I don't control, I want to make sure that I have a way of tracking it. So my idea was to leave the last name off in the interview process and erase any clues of where the person came from. So I had to be careful in the description. I could still provide wonderful content, which was the real reason a listener is listening. If you want to listen to questions and answers about how to be a successful marketing consultant, that's why you're

listening. Really, you could care less who the guy is. You want the information. The only reason you want to know who the guy is if he's got more information.

If I've taught someone, done my job right, and generated enough interest that they want more information, they're going to have to go through my little toll booth or my phone number to call. Or visit the web site that I control so I can track that initial lead. And when it comes back to getting paid, I'll give you a perfect example.

There's a joint venture I have with a guy who provides services for people who want to establish corporate credit. I've got a great Articulate Presentation with them. We don't reveal his last name but we go for a very compelling presentation on how to establish credit. In the last slide of the presentation, at the end of the transcripts and at the end of the recording, it has "For more information, call ..." and there's a phone number.

So all those calls are controlled through my phone number and the calls are recorded. Now, I don't think it's any big deal. Some people will hang up because it's a recorded call, but to someone really qualified and really interested, they call businesses all the time and they hear, "Your call may be monitored and recorded for quality assurance." They're used to that, so I don't think that's a big negative thing. But if it's a qualified person, he's listening to that presentation, he picks up the phone and calls. That's because of my marketing effort, time, money, resources in doing that and I have an agreement with him. I want to be paid on that lead if I have an agreement.

So I now have a way to go through and this is a true story. Once in a while, I'll go into my call log, which I use this [kall8.com](http://kall8.com). I'll pull the number up, I'll pull all the incoming calls from that presentation and I have my assistant call the people back. She just introduces herself and says, "Hey, this is Diane. I know you had called on March 1<sup>st</sup> about the corporate credits. I want to know how that's going."

I'm not kidding. I have found like four customers that I've referred over to these guys that I was never paid on.

Charles: I understand. That's the answer.

Michael: That's the answer.

Charles: You're making a follow up call, just "Hey, trying to take care of you. How are things going?"

Michael: Protecting my interests, my investment.

Charles: That's the piece that I didn't hear in the other interview. You can't track it to the very end. You're just pulling random numbers from time to time and asking those people directly.

Michael: That's right.

Charles: Got you.

Michael: Now, if you're doing a real small product, you're making 10 bucks a year, 15 bucks a year, that's fine. But if it's something like \$500, \$1000 on a referral, you don't ...

Charles: That's a big chunk of change.

Michael: You know, this man's seminars were worth a \$7,500 sales to me. You better believe you want to protect your interest.

So you give up that last name and you know, I get very few comments about it. Once in while you hear, "Hey, what's Richard's last name?" I'll say, "I don't give it out to you. Become an HMA consultant."

Charles: That's the only reason I asked, Michael, and to be honest, personally, the content is key. I can judge if it's good content or not. That's the issue. But subliminally, you have a testimonial, just like AK in New York.

Michael: You know, I see what you're saying. I agree. I do probably lose a little bit of credibility. Yeah, I probably do. It's a give and take. It's a balance.

Charles: And we have to remember – this kind of leads into my next question here – that these are not always just true interviews for the heart. We have to eat, we have to make money and what have you. So it's not Larry King. Nobody's going to go on Larry King with a black box around their head like we were talking to Bob tonight. But then again, if that is a strict interview and some of them are for raw content and some of them, of course, they're made as sales presentation. A lot of

good content but ultimately, we're giving a lot of time and know-how, so we have to eat as well.

Michael: But you got to go back to Larry King. Let me tell you. When Larry King has a guest on, you better believe there's something to sell. There's a reason people are on Larry King and there's a reason people are on Oprah and all these TV shows. They are either selling a movie, they're selling a book, a secret, or they're selling a foundation. There's always a backend reason why they're giving their time up for the interview.

Charles: Oh definitely, definitely. Something that I would maybe argue on that though Michael, is that the interviewee definitely has an agenda – a movie, a book, a seminar, what have you. But at least – I could be wrong here, Michael – the actual interviewer, Larry King, I trust that he doesn't have an agenda.

Michael: Yeah, yeah, yeah, that's true. That would be different. And yes, I do have interviews and am an affiliate for different products – not a lot of them but a handful of them. You know, I'll be honest. A lot of my interviews are designed to sell stuff.

Charles: There's nothing wrong with that.

Michael: Nothing wrong with that. There are some interviews that I promote other people and then there's no compensation on the other end. It's just because I want the value of a great interview.

Charles: Sure, and your interviews are fantastic, Michael.

Michael: Thank you.

Charles: They're always great content and whatever's on the backend, I've no interest in whatsoever. It's just a very good pure content call, a fantastic site.

Michael: Okay, thank you.

Charles: In terms of HMA, I have an HMA question here for you. In reality, when you go out there Michael, to be honest, I'm just doing consulting within the university environment. So I'm not going out and hustling to do business. You can see that I'm here in Japan but oftentimes the ideas that I bring that are Jay Abraham. Richard's type of ideas are often very difficult for people who haven't been schooled in that



particular type of thinking to understand on the surface. I have to really go back to the basics I guess. For example, if you and I were to do a deal, we both have a good fundamental understanding of some of the concepts. So things go pretty smoothly.

What do you find, Michael, when you go out there and actually give the advice? Are people generally pretty receptive to that type of thinking? Is there a challenge, even on the fundamental level, of getting that across?

Michael: There's always a challenge. You know, with the consulting, you really have to hit on the right person and it's got to be right time and he's got to be willing to do something about it. I think that the number one challenge is getting your message to a qualified prospect, someone who is open to receiving the message. I think if they're ready to grow their business, they're experiencing challenges and they're open-minded, I think you can explain that in a way that brings it down to their level. If they're not educated and they don't understand backend and joint venture and if you start talking those terms – backend, joint venture, cross selling – stuff like that, you're going to blow them away. You're going to be talking over their head. You've got to talk about in terms of more sales, less hours and then you show them how to do that.

Now I forgot the question.

Charles: For example, you gave the example earlier that when Richard took Jay Abraham's ideas out to the marketplace, the idea contingency just did not work. It's not for Richard, I guess. In general, are there concepts like it or is it tough actually to implement some of those things such as the main point and all of the fundamental consulting?

Michael: Yeah, it can certainly be a challenge. What Richard teaches by selling project work where you get paid up front, that makes things less challenging. What Richard was going out and doing when he was first trained by Jay (and you've heard it), he said, "If I can bring you an extra 25 cents or bring you an extra dollar in your business, would you be willing to pay 25 cents and you don't have to do anything?" That creates problems because he doesn't have to do anything. He's got no money and no skin in the game. So that's where your challenges start. He's not committed.



If you get someone who's committed, he's listened to your idea and he's given you \$1500 to develop a USP, you've got his attention and you know he's put his money where his mouth is. He's going to want value for that money and you're going to be able to work together to develop that USP.

I think that qualifying your prospect is really the key and they have got to put money down for your services; otherwise, you will have all kind of challenges.

Charles: Sure, sure.

Michael: Does that help answer it?

Charles: It does, it does. My question probably wasn't phrased real well but I know what you're trying to say there.

What about a follow up to that same question? I think in the past you did a cheese interview with a customer.

Michael: Yeah, the string cheese guy.

Charles: String cheese guy. You've been based in San Diego. I don't think they were in San Diego.

Michael: No, they were in Wisconsin, I believe.

Charles: I'm sure it's case by case so this probably isn't a real strong interview question, but are you able to do a lot of things over the phone, Michael? I know if you're doing Internet marketing, it's a non-issue but in terms of the general business, non-internet type of business, how much of it realistically can be done over the phone versus how much actually you need to be onsite from time to time?

Michael: Well, I've never done any onsite consulting. All my consulting is done on the phone. But it all comes down to the consultant's positioning. I'm the consultant and I'm going to set the criteria and I'm going to position myself. Here's what I offer, here's what you're going to get and here's how I operate. I'm the expert. So if I'm approaching a client, I tell them the criteria. Even Jay Abraham, you know, when he was doing consulting, he was real strict about—he didn't like flying or doing interviews face to face. He did a lot of phone work, all by phone. So a consultant or someone doing consulting, he can approach prospects but he needs to let his prospects know exactly how he

operates. If the prospect doesn't like the way he does it and the prospect wants that face to face, it's just not going to be a match.

But I believe there's so much business out there with the technology today. The phone, the fax, these presentations like Articulate, what we talked about and digital cameras, it can be done, absolutely. I'm confident it can be done halfway across the world, yes.

Charles: Great, great.

Michael: I was going to say I had a guy George, the tanning bed operator in Canada, who I never met. We did consulting for a number of months and I wanted to see what his place looked like. I had him take photographs to get an idea what it looked outside and what it looked like inside. I had him take photographs of his employees. Just so I could have a visual idea.

Charles: Sure, an idea.

Michael: You know, with photos and videos, there are some differences. You don't have face to face contact, but if that prospect is on the same page as you and he wants to make more money and he wants to save money, he'll appreciate the fact that you're saving him time. You don't have to bore him with all these meetings. He'll appreciate your efficiency by using the phone and tools that save him time. So it's all in positioning, I'll say that.

Charles: Sure. I think that's what it comes down to, the way you position yourself, the way that you set it up.

Going back to the tracking, I know that you have the system with the phone number, which I understand from start to finish. What about the idea I had? I've seen other marketers use it, definitely not an original idea by any means, Michael, but using an online equivalent of what you're doing. For example, my site is abcmarketing. You would set up a site and say, "Go to abcmarketing," or something – some derivative of my site or domain that you actually control, Michael.

Michael: Absolutely, I do. That's something I learned about not too long ago and it is a wonderful solution and a wonderful idea. You set up your own domain name.

I'll give you a perfect example. There's an interview I've got in a couple of places on my site on cold calling with a guy named Arrie. I did the interview and anyone interested was welcome to get a free report. I used to direct people directly to his site. I was having some problems with commissions and I changed it because wanted to get better control over it. I set up my own domain name called [PainFreeColdCalls.com](http://PainFreeColdCalls.com), which I own the domain name. So at the end of the interview, I would direct them to [PainFreeColdCalls.com](http://PainFreeColdCalls.com) and then I have the website domain [PainFreeColdCalls.com](http://PainFreeColdCalls.com) redirect with my affiliate link directly to his site so I can track it. I'm still getting the affiliate code in the redirect and I control the URL.

Charles: Does that have advantages or when would you use that versus using the telephone that you're referring to?

Michael: Let's see, why did I do that? The reason I did that was because in the audio interview, I don't think I had a phone number with him. What I did was I said, "For more information, call Michael Senoff." So I think before I had that, I didn't want to say, "Go to ..." and give his URL, right? Because I didn't want people to go to his URL. I wanted them to go through my affiliate link. So on my site, you had people who would maybe listen to the audio online and then read the description online. And then it would say, "For more information, go here."

But what most people do to my site, they come to my site and they download the stuff and they're just listening. They're not really reading. So they're listening to the audio, so I couldn't say at the end of the audio, "For more information, go to his site," because I wanted the referral, I wanted the affiliate commission. So I needed a site, something to give them to that would redirect to his site. So I would say, "For more information, go to [PainFreeColdCalls.com](http://PainFreeColdCalls.com)." Boom! It would redirect them to his site and then I'm good. This is better than saying, "Call this number ...", because I didn't have a number forwarding to him. He was in Australia. Even though he had a US number, I didn't set up a number with him.

You're just giving me an idea. For any product, any affiliate, any products that you're promoting, you should really have both (especially if you're doing an audio) and give your listener a choice. You can say, "For more information, call this number ...", which could a toll8 number you control, or "Go to www. ..." and you'd have the URL of the site that you control redirect to them.

Charles: Right. I've seen marketers in the past, Michael where they say, "Hey, for my listeners, I've put together a special value, a special discount or what have you. Please go to [abcmarketing.com](http://abcmarketing.com) or [PainFreeColdCalls.com](http://PainFreeColdCalls.com)", and maybe give them a special bonus call or what have you. But to me, until I learn this is exactly how the phone systems operate, that to me seems like a little smoother approach. But then again, it's just a theory. It's not something I've actually done. But it's a combination of both.

On the koll8, Michael, do you have a specific phone number for each and every product that you're selling or do you have one account?

Michael: You have one account and on your koll8 account, you can get numbers for two bucks a month. You'll want different numbers for each product that you're promoting. You'll want them separate.

Charles: In a particular call, Michael, what happens? Let's say ... I don't know, what's a good product that you offer?

Michael: Let's say the Corporate Credit.

Charles: Okay, so I'm going to call you, say call 1-800-555-9999. When I call in on that number, am I just directed automatically to the other person? They pick it up live?

Michael: Yeah, what I do is I ask the joint venture partner. I go, "What's the phone number that you have your prospects calling on?" So on koll8, I can have a call-forwarding feature. So let's say you're calling that 800 number that I control. I'll put a call forward number, so I'll have that call go directly to his corporate offices.

Charles: I understand. You see, the key there is not really the conversation per se. It's just that you have a record.

Michael: I have a caller ID of the record. Yeah.

Charles: You can make your follow-up call and just say, "Hey, we're just trying to provide some customer service. How did things work out? Can I help you in any way?" That's the key.

Michael: That's correct.

Charles: Got you. What about in terms of commissions? I've heard it said many times here, Michael, from you. Me being the academic, it's something I don't see as often but I keep hearing non-paid commission, non-paid commission and I know that you can't trust everybody. But is it a often a serious issue for your Michael?

Michael: Not getting paid?

Charles: Yes.

Michael: Yeah, it is. I have to tell you, Charles, it is, it is. You really have to approach it as a business and it's tough. There are a lot of people out there. They're disorganized or they don't honor their word. Overall, I've been real disappointed really over the years in different joint venture products where I expect to be paid based on my efforts. Not always, but in many cases, there are problems. Unless you have a way to control it and you're willing to exercise that control and make the call back and get after it, you're going to be owed some money. That's for sure.

Then it gets frustrating, you know, and then it goes back to screw this, I should just control my own product and not don't have to worry about it.

Charles: It goes back to the toll position.

Michael: That's right. It goes back to the toll position. That's exactly right.

Charles: In terms of keeping down refunds, Michael, I know that the number one answer is put out a good product.

Michael: Yeah.

Charles: Are there any other stick strategies you use that might be helpful to learn from to keep down those refunds?

Michael: Yeah, there's one I use with my Audio Marketing Secrets. I have a soft offer where currently it's at two payments at \$97. So you don't pay anything for the first 30 days and only if you're happy do you keep the product. So you have 30 days to review the product totally free. After 30 days, your first payment is due and you're committed to the second payment, or if it's three payments, you're committed to the second and third payments. So at that point, you've decided to buy the product for however many payments that you agreed to.

One strategy I use is I offer free consultation, like you're taking me up on right now. So for instance, I don't know if you saw this on the Audio Marketing Secrets, but there are bonuses that you get a 30-minute one-on-one consultation with me. You get email support and then I'll also review anything you're doing and a couple of things – I forgot what they are. I explained in that letter, if you choose to take me up on the consultation and you want to bypass your 30-day trial, email me and in the subject line of the email, write "Bypass" and that will give me authorization to charge your card immediately and then we can do the consultation. That works a lot of the time.

So you want to get them in and prove that you've provided value and if they want to talk to you, they're going to accept the agreement, let you charge their card and you're in. That's one nice technique.

But again, the number one thing is just over-deliver, over-deliver.

Charles: The product is very, very solid, Michael. Actually, they're very, very good.

How about the consultation, Michael? How many people actually take advantage of that? I have a friend that has a product he markets and he was telling me that the numbers of actual consulting usage are miniscule.

Michael: Yeah, they're probably 5% to 10%.

Charles: That surprises me. Maybe I'm just a questioner. Maybe I come from an academic background but I kind of know what the true value is, the one-on-one time that we have right now...

Michael: I welcome that because it allows me to build more content. I really like them. The 30-minute ones aren't so bad. Even though we're going over 30, you've got such good questions, it doesn't matter to me. I've just edited three additional consults because I just did a little promotion on the Audio Marketing Secrets. I'm just piling up these consults and each one has something different to offer.

Charles: You said that when you finish an audio, Michael, some of this audio is finished as well. I know the audio editing process that you go through, the transcript creation and what have you. You're going to put that up on a site somewhere for me, the interviewee. Do you give him the

option to edit things out, Michael? Like I think I heard you mention that in a couple of the audios. Do you tell them that if there are certain things that you don't like, let me know and I'll cut those out? If so, are there things that you had, things that people don't like and, if so, in can you edit them out?

Michael: Generally, there's never a problem. Generally, they probably don't even review it and they just say, "Yeah, that's fine." They don't even want to listen to themselves. And that's fine with me because I wanted the interview. But there have been cases. I've had someone review the interview and said, "Let's take this out, let's take that out," and I've done it. But it's few and far between.

Charles: Right, right.

Michael: Most of the time, you'll do the interview, you say, "Here it is. I just need your okay." And they say, "Go for it. It was fine." Because they know when they did the interview how it went.

Charles: Right. A couple of questions on things that you mentioned in passing, the people that you talk to, they were part of the bonus audios of the Audio Secrets course.

One, you were talking about Google Answers, which is a fantastic service that I use all the time. Were you able to find somebody to find where you can actually view Yellow Page ads from different cities, Michael? You said you had somebody getting close.

Michael: Wow that was a long time ago.

Charles: Because there are some things sometimes I have a need ...

Michael: I don't think anyone ever got back with me on that Google Answers. But you know what, I know that's out there. I'm positive. Those Yellow Pages, they're on the net now, but I don't think anyone from that Google Answers got back with me for a definitive answer. But I would say that they're out there.

Charles: I'm sure it is. I was just looking for the easy approach.

Michael: Yeah, I don't know of it. What was the question? I wanted a resource where I could research all of the Yellow Pages worldwide and look at their ads.



Charles: Not necessarily worldwide but at least for the individual city. So for example, somebody's a chiropractor and I would like to see how chiropractors market themselves.

Michael: You want to see their ads?

Charles: Versus chiropractors, how they market themselves in San Francisco. I want to see the actual scan of the ad.

Michael: Yeah, I don't know for sure. I'm going to guess it's there somewhere. I just don't know.

Charles: I'm guessing as well too. It's just a matter of finding out.

Michael: If you find it, let me know.

Charles: Will do, will do.

Michael: Alright.

Charles: What about in terms of the tremendous amount of material here – hard-to-find seminars – I'm sure you've seen pretty much everything there is to see, Michael. I know from my background there are certain products that I felt were very well put together, really made me a better marketer and have a better understanding of things. Of course, you pick up little nuggets from here and there. But are there some core courses, Michael, that you've experienced over time that really stand out? If so, what might those be?

Michael: Well, you might not be surprised to hear this. I really have a hard time going through these courses, at least the reading part. I am an audio guy. I'm an audio learner-I can devour audio at a high rate and that's the main way I like to learn. Rarely do I sit down and read through an entire course. I can't really give you any answers. I'll give you an idea.

I was part of a book promotion to help this guy's book get to number one and it was the first time I was one of the joint venture partners. I was one of the bonus gifts, you know. So I was giving away the "Know How And Where To Get 117 Hours of Audio Recordings" (which would be my site). It was great because the guy's book did get to number one. He had about 108 partners do it. It was a nice experience.



One of the bonuses for your \$10 book is to get 100 hours of downloadable audio and this is audio other than mine. So I went ahead and paid 10 bucks for the audio because I can go through a lot of audio content and I always like learning from all these other guys. I downloaded probably 30 or 40 hours of the audio with interviews with – what’s the guy’s name – Ken McArthur. He had a lot of older interviews – not too old but some interviews that I’ve never heard. I downloaded them on to my hard drive. There’s a new piece of software that I’m going to be getting involved with the creator – it’s called [FasterAudio.com](http://FasterAudio.com) and you may like this. I don’t know if you’re listening to audio at higher speeds. Have you ever listened ...

Charles: Actually, we talked about that. I’m the guy that sent you ...

Michael: Oh yeah, you sent me the audio player. Okay.

Charles: No, not the player. I showed you a way to do it in another way.

Michael: Oh, on Windows.

Charles: Yeah, Windows Media.

Michael: Okay, right, right.

Charles: The beauty of the faster audio is that you can actually dump it out to an MP3.

Michael: Yes, it’s great.

Charles: With Windows Media.

Michael: So you can convert it and take it with you. So you can load up faster audio with 10 audios. I loaded it up with 10 audios, converted them at 170% and went down to the bay. I did my hour run and I had about three or four of the interviews on there and I just blew through those things. That’s how I consume information – listening to audio on the road. If I’m exercising or I’m in the car, I’ll burn a CD. That’s when I’m studying. When I’m here working in the office, I’m not really studying. I’m operating my business, handling emails, doing stuff like that. But I love it all. Any listener, whatever you’re interested in, there’s information out there on it. However you like to digest that information – whether it’s reading, audio or video – just get it and digest it and study what you’re interested in. That’s what I would say.

Charles: I think that's pretty much it, Michael. I pretty much worked my way through the questions. I really appreciate it.

Michael: No problem, Charles. These are great ...

Charles: Quite a bit of value. I hope it's of value to some of your listeners as well.

Michael: It is. These are great questions and a lot of them I've never handled. I will do my thing – I'll clean it up, edit it, get you a version of it. I'll do a description on it, get the headline written, send it over to my editor to start doing the pre-editing on it and then popped out on the other end will be another recording on Michael Senoff, an information product with some great questions. Because it's the questions that make the great interview, you know.

Charles: You've provided a lot of great advice. I really appreciate the time, Michael.

Michael: Well, thank you very much. Thank you for getting up so early. It's now almost 7:00 for you.

Charles: It is. 7:00 in the morning.

Michael: So what are you going to do?

Charles: I'm going to walk the dog.

Michael: You're going to walk the dog?

Charles: Walk the dog.

Michael: Very good. Okay. Well, you have a great weekend and thanks so much for your time and I'll get all this to you.