

# HMA

**HIDDEN MARKETING ASSETS**

# *University*

**INTERVIEW SERIES**

**7 Shortcuts For Creating  
(And Marketing)  
Your \$197 Audio Product...  
On The Cheap**

 Michael Senoff's  
**HardToFind Seminars.com**

Dear Student,

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

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

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

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

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

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## **7 Shortcuts For Creating (And Marketing) Your \$197 Audio Product... On The Cheap**

Everybody loves a shortcut, and with good reason. Why would anyone want to blaze a new trail when there's a cheaper, easier, and faster one that will get you the same results? And in this audio, you'll hear 7 of the best shortcuts I can give for creating a quick-and-easy, kicking audio informational product – on a shoestring budget.

Meet Ron. Ron's a new AMS (Audio Marketing Secrets) student who's already figured out one of the most commonly overlooked shortcuts around – he's picked a hot and hungry market for his product (debt relief/credit restoration), which is half the battle right there. And in this audio, you'll hear key strategies for winning the other half as well.

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

- The best way to get "guru-quality" bonus material for your informational products that will boost their value without you having to create a thing
- How to save a ton of money on a land-line phone connection for making audios – and get better sound quality than you're probably getting right now
- The one simple phrase you can add to any offer that may draw even the cheapest of cheapskates in
- A word-for-word script you can use to land a big name expert interview – let them know exactly what's in it for them while being completely honest about your intentions and capabilities
- The 3 absolutely essential things every sales letter should have – and the no-sweat, no-brainer, no-money way I create mine
- The surprising reason why you won't need to hire a big expensive copywriter in order to have good copy – or a webmaster in order to have a great website

You don't need to spend a fortune to create a quality product – and you won't have to do everything yourself either. Believe me, there are shortcuts for every step of the process that will help you save a ton of time and money. And you'll hear all about it in this audio.

Ron: Ron Henson.

Michael: Hey, Ron. Michael Senoff here.

Ron: Thanks. I appreciate you taking the call. Sorry about being a pest, but when I see something that I know there's a massive amount of potential -

Michael: Nope, I know you're excited. No problem. I include a consult in with the product, so not a problem at all.

Ron: I did. I certainly did. I said, "Wait a minute. I know I'm not hearing this. Let me go read the transcripts." I read it again and said, "Wow."

Michael: Pretty interesting, huh?

Ron: Yeah, it is. It actually kind of blew me away so I went to check out some of their debt stuff. The most popular one is John Quomado's stuff which is Turn Debt Into Wealth - A Get Out of Debt System. His sells for \$399. I said, "Wow."

Michael: Yeah. They do some heavy marketing. I've heard their stuff on the radio, too.

Ron: Same here.

Michael: But you can see how his program, I think it's a six CD set. You've got an outline and you can just use that as a template.

Ron: That's what I was going to do. I wanted to ask you how can I create a product that will sell for \$197 that will make people go, "Wow, I don't want my money back."

Michael: Don't worry about those. Don't let that - if you deliver a good product - first of all there's always some people who are going to ask for their money back, but it's a small amount. You can't worry about that. IF you produce a good product with a lot of value, most people they're not going to ask for their money back. So don't worry about the people returning a product. Especially if you're selling it as a digital product online.

Once you have it developed and everything, if you sell it and someone wants their money back really your time and effort's going to be in the production of the product. Delivering it is just a matter of sending them an email to a link with the user name or password. In many cases you don't even have to do that.

For your future sales, once everything's set up there's just no labor involved. I can imagine if you had to pack something up and you shipped it out and they opened it and you couldn't resell it. You've got printing costs involved and duplication and stuff. That would irritate me and I'd be more worried about that. But when it comes to digital products like this, like I sent you, some people are going to ask for their money back but some aren't.

The way you do it is you give them a kick ass product. You really produce some value.

Now, you've probably listened to a bunch of the stuff already, but you've got some expertise. But also offering interviews of other experts. There's plenty.

Ron: I'm sorry to cut you off. That was the approach I decided I wanted to take. I decided, "Wow, I like that method," opposed to me trying to just do it all myself. I said, "I think I'm just going to act like the Phil Donohue and get the experts and just create a jam packed audio program where it just blows people away." I like your - I think the first of the seven parts, of giving us outline of how to do it, like the seven deadly sins. I really liked that so I kind of want to follow that.

My thing is, do I try to create a system or do I just interview people? John Quomado, he has an actual system. I don't know how to create a system.

Michael: Yeah. Well, what you may find out, let's say you wanted to take the route of interviewing experts on it, you might find that there's these experts already have pretty good systems. John Quomado, his system may be mediocre but his marketing may be wonderful. The reason that get out of debt is such a strong selling product, marketing is some of it. But the most important thing is the market demand.

There's a real demand for how to get out of debt by consumers. That's the most important thing. Being in front of a real strong, hungry market, especially today, that's your number one thing working for you.

If you're in such a strong demand, sometimes your marketing really doesn't even have to be that great, believe it or not. I mean, if you're in a real high demand market, your marketing can just be mediocre and you can be the guy that gets something that looks like it's going to work in front of them. Now, we don't want to be that. You want to have a top quality, great product at the same time. That will position you well in the marketplace.

What I was going to say is if you start looking for experts, and there's all kinds of experts that can help people get out of debt, including experts who can help people earn and generate money. If you kind of look at all the recordings, anything that shows someone how to save money and make money is something that can be offered of value on how to get out of debt. Right?

Ron: It's funny you mention that because I said, "Wow, as bonus CDs I can interview some expert internet marketers on how to start your own business to earn income through that."

Michael: Yeah. If you want to take some of my interviews, maybe we can find six or seven interviews as bonus interviews. I'd be more than happy to let you use them and put them on CD and offer that to beef up your products, my money making ones.

Ron: Oh, wow. It's funny you mentioned that. I thought about that. I said, "I know Michael protects his stuff, but that may be pushing it if I were to ask him to borrow some of his stuff."

Michael: You know, if you use it as bonus material, as long as you weren't selling it individually and using it as a free bonus, you could make some CDs from some of my good stuff on how to make money or save money. I've got some great ideas for you. Yeah, I'd be willing to do that.

Ron: Especially I like the ones - I just discovered these last night after listening to some of the AMS CDs. I think they were called, I don't know, something like Quick Cash or something like that.

Michael: Via the Fast Cash ones. Right, the window washing.

Ron: Those. I said, "Those would be perfect for people just to get things going." I know a couple who were in debt and they actually started a cleaning company. This thing is massive now. They have like 250 employees and contracts all over the place.

Michael: That's right.

Ron: He had massive amounts of student loan debts and credit card debt. He just happened to meet an ambitious young lady and said, "You know what? This has to stop." They just grabbed a bucket and a squeegee. They would go around saying, "Hey, I've got my squeegee in my car. I'll wash your windows." It just took off. He told me he got it appraised for \$5 million.

Michael: I believe it. I've got two great interviews. I've got a guy in Atlanta who started with one truck out of college and he's got over a million dollars worth of accounts, of cleaning. I've got a three part interview with him.

I've got another guy who injured his back. He was up in Canada. The guy was out of work, he was depressed. His wife had to work. He started his cleaning company without even doing the cleaning. He just used his phone, got the accounts and got workers to do the work.

Ron: I saw that interview.

Michael: And I got a window cleaning guy. These little fast cash, money making things are great.

Ron: I figured something like that would be cool as a bonus. But to create a \$197 product for get out of debt, I can have things related to getting out of debt, things simple money management things. People just don't want complex stuff where they need to whip out the whole spreadsheet program. They want easy stuff they can do and not even think about it. So I figured I could get some money management people to reveal simple things people can do; debt management and maybe credit restoration or fix your credit type things.

Michael: Yeah, you can do that. Getting out of debt is either two things. Spend less or make more.

Ron: I'm a big advocate of both. Spending less and making more.

Michael: And you can do both. I've got stuff on barter, learning how to barter for your products and services, or how to negotiate. All that stuff comes into play. How to ask and negotiate for lower prices on your cable bill, on your phone bill. I switched to Vonage. I'm using Vonage.



Ron: That's right, you use Vonage. I was wondering about that. The only thing I have as a phone is my cell phone, but to do the interviews I'm going to get a land line. So you recommend Vonage?

Michael: You know what, I was always saying and you may even hear is the reason I have a landline is because it's the best quality interviews. I was afraid to go to Vonage because of the poor quality. But guess what I found out? The quality on the Vonage line is even better quality for my audio interviews than I had with the phone line.

So Vonage, \$20 a month. You're going to have to have a nice, high speed internet service.

Ron: I have that.

Michael: And then with a little digital recorder you can record beautiful recordings that come out crystal clear.

Ron: I want to jump on and get my recorder this weekend at Radio Shack. That's two blocks away so I always have those gear boxes, those black boxes.

Michael: Yeah. Get the black box and a little recorder and then get yourself set up on Vonage. You'll save a ton of money. If you only have a cell phone you'll spend \$20 something a month. They've got promotions so make sure you get on their best promotion.

There's all kinds of ways to save money. You can give them a fast start and show them how to save a couple hundred bucks a month right off the bat. You can call - anyone who has cable TV can go in and negotiate a better rate on their cable service.

Ron: This is awesome.

Michael: Anything they're paying monthly fees on, you can go negotiate a better rate on your power bill and your water bill if you just ask.

Ron: That is true. That is absolutely true. Okay, that's cool. So there's no necessarily requirement for, let's say for example, in order to create a \$197 product I need ten CDs. There's no - as long as I'm adding value?

Michael: As long as you're adding value, ten CDs. It could be one CD if you wanted to. But good variety of things, save money, make money. It's

just the packaging of it that it should give some value. It's also your offer. It may be a \$197 product but maybe you want to break it up into payments. Three payments of whatever that equals.

Ron: Okay, gotcha.

Michael: But what I was going to say, if you want to interview some real experts in the field and you be the Phil Donohue or the Oprah or the Larry King, as you interview these experts you're going to find that you may even find that they have products and services that they sell. If you're not really worried about selling something on the back end and you just want to make money from your initial product, just like I'm offering to let you use some of my audio recordings, I know if you start selling the stuff and people start listening to my stuff, people are going to learn about me that would never learn about me.

You may find these true experts that already have promotional audio on their websites or on stuff that you can use to package in your product that they would be more than willing to if they're still selling a product or service.

Ron: Okay.

Michael: You may find someone who has a system but isn't doing anything with their debt system. I bet if you found how to get out of debt and you maybe went on ClickBank or the internet, you may find books or systems out there that are pretty good. But these people don't know how to market it. You may be able to license that from them and be willing to pay them a small percentage, like between five and seven percent on your sales. It may be already done for you. You can private label it and you can offer that product.

Ron: Yeah. I like what you did with the HMAs. I never knew that's how you came up with that. I said, "Wow, this is like a \$5,000-6,000 product."

Michael: Yup.

Ron: You sell it. I said, "Gee, that's pretty amazing."

Michael: That's right. And it was his intellectual property. He already had the system and I licensed it from him. I started it where I licensed it and paid him a 20% royalty on whatever I sold. Then as the years went by I went ahead and just bought him out. I paid him a lump sum and just

kind of secured my asset, which was the licensing rights. I don't have to pay him anything. Now I own and control all my stuff.

Ron: I was trying to find it last night, but I can't think of the name of it. What is it called? Is it called Creative Common? Where do you find this stuff that the books are expired and they're just sitting?

Michael: Oh, it's, well I think you're thinking - are you thinking of public domains?

Ron: Yes. Public domains, that's what I was thinking about.

Michael: Well, public domain isn't - that's different. Public domain means it's not really exclusive. It's available to the public, to anyone. Licensing is when you find someone with some kind of intellectual property - a course or a book or videos or audios or whatever. They maybe have ownership but they're not doing anything with it. Then you license the rights to use them. It can be exclusive rights or it can be non-exclusive.

Ron: You have lots of interviews on Hard to Find Seminars?

Michael: Yes, I do. If you type in, if you go to the main page and type in licensing, I've got a licensing expert that explains all this. His name's Rand Brenner. So go to my main site and just search licensing. You'll find my licensing interviews.

Ron: Okay.

Michael: Very powerful stuff.

For more great interviews on Audio Marketing Secrets, go to [http://www.hardtofindseminars.com/Audio\\_Marketing\\_Secrets.htm](http://www.hardtofindseminars.com/Audio_Marketing_Secrets.htm)

Ron: Yeah, I like that. That's what it is. Licensing.

Michael: So look. You could short cut this. What you could do, you may want to concentrate on finding. Maybe you can find a get out of debt program. You never know. Go to John Quomado's site. Maybe there's some kind of business opportunity that he offers. Maybe he has an older course. You can contact him and say, "Do you have anything that I can market maybe in a non-competitive way?" Maybe you can license his stuff. Then you can borrow all that credibility that he's got the number

one selling program in the country and it's sold on [INAUDIBLE 00:16:34]. But what you have is a little bit different. I don't know; it's just an idea.

Ron: Sure, sure. So for as far as creating the product do you think I should just follow your template? Like 17 mistakes, the 7 or 11. You give a lot of interesting -

Michael: You can. Those are good headlines and good titles. If you can't get 17 mistakes it could be the five mistakes. You can put any number you want. Those are just templates for kind of like packaging a product or a series of audio recordings. Absolutely. You can call them whatever you want.

Ron: Yeah. I don't know. I'm not a copy guy at all so I don't know how to create titles, or let alone create an outline to create a product. I said, "Maybe I'll just take the easy way out and just follow that."

Michael: You can follow that. But have a little confidence in yourself and know that you can modify something. You can also - here's a great tip. Go to [Amazon.com](http://Amazon.com) and type in "Repair Your Credit" or whatever. Look at some of the book titles there. You can borrow those names. Then you can even look in the books and look in the table of contents.

Ron: I did that. There was the For Dummies books and one on credit repair and one on getting out of debt. I wrote down some titles. I was going to write the e-book and then I discovered AMS and said, "Wait a minute. I've got it all wrong. Why write a \$27 e-book and have to sell 500 units a month when I can just create a \$197 product and sell 50 units?"

Michael: That's right. And all those outlines that you found in the dummies book is stuff that you could talk on or topics that you could interview an expert. You could have, let's say you look through that outline and there was let's say 25 main topics that were covered in the dummies book, which I'm sure was a pretty thorough book. And then you found your five experts in getting out of debt in the industry. You can just use those same 25 questions and ask each one of the experts those same questions.

Ron: Oh, okay, okay. Good. I didn't - I think Ben Settle or someone asked can you do the same questions over and over.

Michael: Yeah. Now the bigger and the better expert you get with the most credibility is really important. You want the best of the best. You can

have some down home, not well known experts. But if you can get a big hitter who's really good at this stuff and just explain that you'd like to interview him and your interview will be in your product which you're launching internationally, which is true, through the internet. It could be heard by a lot of people that have never heard of you.

That's a great way to get interviews. You'll have the opportunity to ask them all the questions.

Ron: I was going to actually try to contact the guy who wrote the For Dummies book on getting out of debt.

Michael: Sure. Do it.

Ron: I said, "You know? I think I'm going to try to contact him."

Michael: Yeah. So you're going to ask him for an interview. You explain who you are. Tell them that you're a publisher and you're producing an audio series with the world's top experts on how to get out of debt, "We'd like to invite you to be part of one of our interviews. Would you be willing to be interviewed and be exposed to new potential customers?"

Ron: Right. So here's another thing. I'm going to use a combination of paid advertisements, like doing running classified ads in e-zines and things like that, and direct site marketing, contacting forum owners that have personal finance forums and things like that. I'm just not a big fan of SEO and article marketing and things like that. It just takes a long time to know whether or not it's paying off for you.

Michael: Yeah, I agree.

Ron: At least if I write an ad, test it, I'll know whether or not it's going to convert well or not. But what's your take on setting up a blog or something? I just don't like blogging at all. I'm not even into Facebook.

Michael: If you don't like it, don't do it. Just concentrate on getting your product made. If you can get your product made, okay, then you may not have to do any marketing. If you can get your product made you may be able to take your product and just do joint ventures with others and let other people market it for you.

Ron: Oh, okay. Yeah, I saw your - is that what JV Magic talks about?

Michael: Yeah, that's about doing joint ventures.

Ron: All right, good, gotcha. That's a - oh, now here's the thing. I can't afford to hire a guy like Ben Settle to do my copy. I would love to be able to get that guy. He's awesome. But so I mean do I go to a place like the warrior forum and try to hire one of those guys? There's some decent guys that I can probably afford. Then once I start making some money I can then hire a guy like Ben to redo.

Michael: You could. Well, you know, you could do that. I'm sure there's some halfway decent copywriters. I would encourage you to once you do your interviews and once you get them transcribed, you're really not dreaming up all this copy. If you could take the time to read through the transcripts slowly and you know when someone says something really important that's really good. You can copy and pull that out and put it in.

You don't necessarily need this whole typical sales letter. If you looked at my sales letter for Audio Marketing Secrets, basically it was three things. It had an offer. It said, "Here's what you're going to get. Here's how to get it. Here's what it'll do for you."

Now I agree. What I did, my interviews I do hire and I've had for a long time a writer. So when I do my interview, like let's say I'm going to use this consult. I'm not going to write the headline and the description. I'll upload this interview to my writer. You can find them on Elance or Craig's List. Say, "Hey, I need someone who's real good at writing and I do audio interviews with experts on getting out of debt. You're going to listen to my interview and you're going to write a nice headline and a nice description of what the interview's about." You can send them to my website and show them the format of how I do it.

So you get someone to listen to your interview and write up a nice description of what it's about. My sales letter was nothing but the headlines and the descriptions of my audio interviews. Did you notice that?

Ron: I didn't. I didn't notice it until after you revealed it in the audios. I went back and looked and said, "I'll be damned."

Michael: That's all it was. It's just here's what you're going to get. I said that this audio interview is 47 minutes; it's a 22 page PDF. The headline is this. The description is this. So you don't really need to hire one of these high priced copywriters. You need to hire a writer, a freelance writer.

There's millions of them. Who can listen to the audio interview that you do with the expert and to write up a nice headline and description about what the interview's about.

So that will be, "Here's what you're going to get. You're going to get this interview with this expert and here's what." Then you're going to paste in the work that they did for you, the writing that they did for you.

Ron: Gotcha. So I think that's it. My final question was about list building. Do you recommend it?

Michael: Yeah. I mean, you can't sell anything until you build a list. Do I recommend it? You know, it could be -

Ron: My approach was - I'm sorry.

Michael: Go ahead.

Ron: Was to create the first couple audios as my freebies. In exchange for opting into my list you get the free audio. Then you get a series. You know how that whole process goes, a series of auto responders. Hopefully eventually you'll get the actual \$197 product. That was kind of one way I wanted to do it.

Michael: That is a way to do that. So you're going to have to learn how to do an auto responder and set up a little website and get the audio up there. It's all doable. It's just a learning curve. I think it would be good for you. Learn how to do it. It's not hard. It's just a matter of you taking the time and learning how to do it.

If you really want to shortcut your learning curve, where are you located? What city?

Ron: Columbus, Ohio.

Michael: Okay, so you can go to Craig's List. And put an ad in the gig section and say, "I'm new to the internet. I'm trying to put up a website. I need someone who's really good at putting up a website and knows their way around the internet who can come tutor me for \$12 an hour. If you can do that and you're in the Columbus area, email me."

You'll get all these people who are really good at all this stuff who can come over and just do it right in front of you, with you, and teach you and show you.

Ron: I was going to do that for editing services. I don't want to fumble around at a new software. It's just something I want to do.

Michael: Well, anything you don't want to do you can hire out.

Ron: Gotcha.

Michael: Absolutely.

Ron: Okay, well that's really all I wanted. I just wanted to get those basics. I can figure out everything else. It's a lot of stuff. Like you said, it's not hard to learn the learning curve. I'm trying to create a very simple process to follow. I don't want to over complicate this. I know the market I want to go after and I'm sticking to it. The beauty of it is once I perfect this and learn how to do it; I can probably enter other markets if I wanted to.

Michael: Yeah, absolutely you can. Well look, I would concentrate on start building your product, find some experts to interview. That's going to be the best thing right there.

Ron: Gotcha.

Michael: Just line up the interview. Once you've got it lined up, go hit Amazon. Get yourself an outline of questions to answer, for you to ask them and for them to answer. Go to Radio Shack and get your recorder and the black box. Test it, make sure it sounds good. Get a Vonage line and you're ready to go.

Ron: Right.

Michael: You don't even have to have a Vonage line. You can use [FreeConferenceCall.com](http://FreeConferenceCall.com). There's other services that you can record your call. But I think it's best if you're going to do it, go get a little digital recorder. You can find one on eBay used, cheap cheap.

Ron: Yeah, I'm going to get one.

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Michael: And get the box from Radio Shack.



Ron: So just I guess what would you think a good name - I was going to do the blogging thing a while ago and I just don't have the stomach for it. I work 60 hours a week so I don't have time to just post and things like that. But I reserved a domain name. It was called Debt Toolbox.

Michael: Okay. Debt toolbox. I think it sounds okay.

Ron: What would you - do you have any ideas?

Michael: You know, I don't know yet. Let me let it gel. I don't know.

Ron: Well, I'll just work on getting interviews and I can come up with something.

Michael: Don't worry, yeah, because that's only going to cost you \$8-9. Just don't worry about that. Just concentrate on finding experts on the get out of debt business and lining up some interviews. Those interviews will be yours and you'll own them. You'll control them and you can sell them.

Ron: So you think this is a product that I can sell for \$197? Is that too much?

Michael: No, I don't think it's too much. I mean, go look on [INAUDIBLE 00:28:38]. Look, they test. If you listen to that whole interview they -

Ron: He said that. I said, "Wow, this guy tests everything."

Michael: They test everything. It wouldn't be at that price if it didn't sell at that price.

Ron: Yeah, that's the first thing that came to my mind. I said, "If he's selling his for \$400 I know I can sell mine for \$200." They test their way into every single thing. I said, "Wow, that's amazing."

Michael: That's right.

Ron: Okay, Michael, that's it man.

Michael: All right. Well, thank you and please keep me posted on your progress. You can email me anytime if you need help, okay?

Ron: Okay, thanks a lot. I appreciate it.

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Michael: All right, bye-bye.

Ron: Bye.

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