

Audio MARKETING SECRETS



How to Use Audio Interviews To Hook
Prospects In and Leave Them Hungry For More

Michael Senoff Interviews
Mike Blossom UK Land Developer

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

Copyright Notices

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

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

Published by:

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

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

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

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

Any perceived slights of specific people or organizations is unintentional.

How To Use Audio Interviews To Hook Prospects In And Leave Them Hungry For More

Mike Blossom makes a good living buying and selling land in the UK. He also sells products and seminars that teach others how to make those kinds of profitable deals. But his products aren't doing as well as he'd like, so he's come to me to learn more about the benefits of incorporating audio into his business.

This is my consultation with Mike. Mike's already recorded interviews with many of his associates, so I show him how to take those interviews and use them to build desire and interest for his higher-end products.

If you give prospects just enough free information to get them interested and hooked – almost to the point where they'll be able to do it themselves without buying your products – it will leave them wanting more and will generate more sales. And in this interview, I tell you exactly how to do that.

More Key Information You'll Get From This Interview

- When to use audios to add value to an existing product, when to use them to upsell on the front end, and some tips on pricing products
- Ideas for minimizing the amount of returns you get on products
- Mike's guarantee – after he started using this simple phrase, his sales skyrocketed
- Why I've moved from physical products to digitized ones – and why I'll never go back
- How to easily find out what products are hot here in America – and how to negotiate the rights, add more value and make more money
- How to maintain control of your JV projects so that you're keeping track of leads
- How to get people to allow you to record them – and what to do if they sound too stilted
- Exactly how I use audios on my site to promote my higher-end products
- How to build a "virtual team" for your business – and stop doing *everything* yourself

Mike has a lot of possibilities for enhancing and promoting his business with audio, and we explore many of those ideas in this hour-long consultation. But I think his best bet is to use his existing interviews to promote his higher-end seminars. It's easy, profitable and just makes the most sense for him.

So if you'd like to know more about how to use audio to enhance your products while also generating excitement over them, this is the interview for you. After you listen to it, you'll understand why I give away so much free information on my site.

Hi. It's Michael Senoff with Michael Senoff's www.hardtofindseminars.com. Here's an hour long interview with one of my audio marketing secret students. His name is Mike Bloxam. I'll just read his email that he sent to me before we had the call.

Michael: Hi Mike. I'm Mike Bloxam in the UK and I bought your audio secrets course which I have found to be truly a great product. I'd like to speak with you about my business as you have some incredible insight into marketing and these shows in the fantastic quality of your work. I also wanted to pick your brains about a suitable audio product in my niche, which I'd also like to consider your services in interviewing me for. I'm already in the information marketing in the UK. I'm the equivalent of what I'd guess you'd call a specialist land agent and I teach students where to find land deals for developers. I sell a course on this on my website and I also sell a course on commercial property investing and another one which is very successful on currency mortgages. I mainly sell these courses or books through joint ventures in which it has been very successful. I'd love to work with you Mike and I would be honored if you're able to find some time to speak with me. I work mainly from my home office, so if you can arrange a suitable time to call during the day bearing in mind I'm in the UK or I'm more than happy to call you. Look forward to hearing from you. So in the next hour you can hear Mike and myself talk shop. We're going to talk about how I use audio to promote my product and services and I offered him ideas on how he can do the same. I hope you find this interesting. This is a guy who's already got information products, online businesses going and he wants to use audio to enhance the value of his existing products in his business. I hope you enjoy.

Mike: Oh Mike. It's Mike Bloxam here. Hi, how are you?

Michael: Hey Mike. How are you?

Mike: I'm great. How are you?

Michael: Good. Good to hear from you. I'm just on your website, just kind of started reading over your letter.

Mike: Oh well, it's great to hear that somebody's actually told me the legendary Mike Senoff.

Michael: Oh, It's all good. It's all not true, all just a result to good marketing.

Mike: You know, I was thinking before you that's funny. I was just walking along the beach with the dog, you know, and I was listening on my iPod to somebody who's definitely Neil Asher's interview (Overlay)

Michael: Yes.

Mike: You all have the thing, you know, I have a confession to make, you know, I thought I'm going to be talking to this guy tonight.

Michael: Hey! It's all marketing. It's all smoke and mirrors. You know that.

Mike: It is. But you know it's funny. I mean I must admit I mean I hold my head up to you, you know, because you're a great marketing guy. I mean I'm not a good marketer. I mean I tell you that now. I'm learning.

Michael: Yeah.

Mike: I'm learning about marketing anyway. But a lot of the stuff that I do is with joint venture partner, you know. So-

Michael: Oh that's the smartest way to go anyway.

Mike: Well, I'll tell you what I'm into. (Overlay) we've been doing really very well with it and it's one of those things where it seems to be growing, I'm also growing my list of very valuable names for other stuff as well, you know. So it's brilliant. It's really, it's good, you know. But well I love this stuff, Mike. I really do. It's absolutely an inspiration that (Overlay).

Michael: Well, thank you. How did you find out about it originally, you're a member?

Mike: But you know, I'm just sort of thinking of the other day 'cause I was listening to an interview that you did and I think that was the audio secret thing where-

Michael: Yeah.

Mike: You said to somebody where they came from my team into something and I mean, you know, I can't even remember. It may have been a joint venture that you did where there was a lot of link to your [03:36]. I can't remember.

Michael: OK. All right. Did you find out of that recently or-

Mike: No. I've been with you for probably about four or five months. I mean like that.

Michael: OK.

Mike: But it was great. I mean I must admit. I mean I've looked at the audio. The audio sort of aspect so that, you know, quite seriously and I quite like talking to people anyway. I mean what I wanted to try and do. I wanted (Overlay) just to try and see if we can get some sort of [04:04] you got. I wanted to see whether or not, you know, I can use audio better in my product anyway. I mean I wanted to be [04:14] product projects to do as well.

Michael: Sure.

Mike: But what I want to do really is to get your sort of experience and your sort of feedback as to what one can sort of expect from audio interviews and how you can use in [04:28].

Michael: OK.

Mike: What I wanted to find out (Overlay)

Michael: OK. Well, good. Well, you know, you listen to the Neil Asher recording, right? Did you listen to that this morning?

Mike: I listen to that the other week.

Michael: All right. You know, that was the Art Hamel system which I've been selling for years. And I've just, since January I don't even sell it to the individual public. I've now packaged it with my higher end HMA consulting systems.

Mike: Oh really. That's a good idea. Yeah.

Michael: Yeah. So I've just added more value to my HMA stuff which is I've got less shipping to do, less hassles, less customers, so I've got one flagship product that I'm kind of directing everything to. But that, I mean that one Neil Asher recording, we were just conversing and he

had emailed me said, "You know, I use Art system to buy a business."
And when I hear something like that, you know, I had to interview. I mean-

Mike: Absolutely.

Michael: -that interview is a very powerful interview especially with my joint ventures. I mean I and you the same thing. You've got testimonials for your land buying or your property buying system and you know, along with your sales letter, I mean there are a lot of people and you've heard me in the recordings that it will not take the time to read the letter.

Mike: Yeah.

Michael: But they'll download an interview. You could do short interview, success stories, case studies with students of yours on how they were able to use your system and you should have those at the top of your sales or-

Mike: I'll tell you what I've got [06:02] sort of outline (Overlay)

Michael: Sure.

Mike: I mean I'm-

Michael: Can we do a recording of this?

Mike: That's actually fine. I mean what I wanted to do because I wanted to talk to you about some stuff this like a little bit, so if I can like just tell you what you can put in and what you can't. I mean (Overlay)

Michael: No, but I want, I'll provide you the recording and I won't do anything with it unless you're OK with it.

Mike: That's fine. That's fine. I mean I'm happy to contribute. I mean I really am. That's great. I just what I wanted to talk with you about was the stuff that I haven't done yet. I wanted you to just to keep a little bit quiet of that for the moment.

Michael: Yeah, that's fine.

Mike: That's the thing, you know, but yeah, that's actually fun. Anyway, that's all.

Michael: OK.

Mike: Well, the thing is I mean I'm into inland buying anyway. Well I've done it for many, many years. The money really is generally put through the information publishing if you like with how do I actually do that. This is something I can do and mostly of any way, but-

Michael: So are you saying that there's some money in buying the land but not, it's more the selling, the how to.

Mike: There's this huge money in buying and selling land anyway. But (Overlay) my interest has always been in publishing. I've always loved it. Some quite an early age anyway. I mean I've always studied in a copy pieces and stuff that might be very interesting in the Brian Keith Voiles stuff that you've done as well.

Michael: Yeah.

Mike: And then I was, that was a very insightful idea that really was. What a nice gentleman (Overlay).

Michael: Yeah. That was good.

Mike: But you see, I mean land development opportunities are all around us anyway and there's even set of markets opening up now and that is in like the extra care facilities except for older people, you know, older development, I mean these things are springing out everywhere.

Michael: Did you hear my interview with- I just did an interview on my site with a guy. He's an exit strategy expert and-

Mike: I know him. I've met him. I'm just going to tell you his name is actually (Overlay).

Michael: Yeah. Yeah. The name escape me, but I've got the whole interview on that guy, his whole story.

Mike: Well, I met up with him in London anyway. He contacted me. He wanted to try and help me. And I thought "Well, that's really nice anyway."

Michael: He was quite expensive.

Mike: Yeah. He is indeed. But the thing is, you know, I think of it more from a publishing point of view. He bought one of my books anyway and wanted to have a chat and development, but of course he [08:25] stuff

of Dan Kennedy. And I think that he was talking to his [08:29] something like that anyway.

Michael: OK. I see.

Mike: But anyway, so that would be interesting. I look forward to listen to that anyway. You know, just to get back what I was saying anyway, so really interest me I mean I teach people strategies behind that. But I package it up in a different way. What I have is the entry level book and I then have an associate partnership from that way people can sort of describe to me and then I will help them with the project when they sort of become [09:04] and I go through the [09:05] process and platforms and they do a lot of back end to talk to that. I'm also just about this in seminars where I'm going to be teaching about land finding techniques where you don't even have to leave your office. You can actually just do all of it online and that already means all of it, all the research. You look for sites online and it really is along the same model that you've copy what has been successful which is of course is a great model for any product business. But you copy what's been successful anyway and then give developers what they want and what they've actually built and develop before. So there's a few strategies that I'm looking at, but I really wanted to try at an audio angle [9:56] as well. I have interviewed before some of my successful associates and that is on a CD that I do. But I was thinking of doing a front end product if you like for all of it, which with sort of introduce deep into the concept of that and it would be along, very much in along with the same [10:17], you know. And that's really what I'm sort of thinking of doing. I'm thinking instead of branching to other stuff as well. I must admit I'm very interested in the business by Art Hamel, a business by- are you still doing that with any HMA system for 3900 (Overlay)

Michael: Yeah. It's not 3900. It was over a year ago. But it's 5970, five thousand nine hundred and seventy.

Mike: Right. Right. Right. And that includes Art Hamel's course as well, does it?

Michael: Yes. It does.

Mike: Yeah. And how old is that? Does that sell well?

Michael: Yeah. It sold pretty well since I hooked up with them. I mean when I started selling it, you know, literally when I first met the guy, he had a mall in his basement. His original courses that he sold back in the mid-80's.

Mike: Oh yeah?

Michael: And I've probably went through a few hundred of those and then once those were out, we digitized it. Put everything to CD and PDFs and then, you know, free ring binders, kind of like what you have. And I've sold hundreds of them. I started selling them at 297 and I went up to 497 and I went up to 597 and for the last, before in 2007 for a year, I was selling them at 1497, 1500 bucks. And every time I up the price, what it would do, you see there was a back end component because or it would, there were students who went through the course and they wanted to consult with him and I'd introduce them to Art and Art would consult with them. Really the students were kind of like the people out there looking for the deals and Art had private investors.

Mike: Right. Right.

Michael: That he try and hook up. But the quality of a lot of the students wasn't there. It's easy but it's not simple. You've got to be persistent. You've got to look at a lot of businesses. So there was a back end component for me.

Mike: You know, to be honest with you. I mean that's exactly what I found with mine because I mean the deals are most certainly there, but they've got to have the persistence anyway. But they've also got [12:19] have the business opportunity mentality where they're off to the next thing, you know, any minute, you know, I mean they've got to be persistent with it. And that I think is the same with any business opportunity.

Michael: Yes.

Mike: But I mean, years ago actually I was thinking about following up for a business buying course, but to actually fell it if you like, you know. And I've thought about that because when there's somebody doing something about that in this country and I don't know how successful they were and I wanted to try and joint venture with them. And I never heard anything back from them at all, you know. And that was quite, quite some time ago, you know.

Michael: All right.

Mike: Do you have a sort of joint venture on any, anything, any of your product at all?

Michael: Yeah, I have. I'm always open to joint ventures. I'd be open to doing a joint venture where you could endorse the Art Hamel system.

Mike: Really?

Michael: Yeah.

Mike: Exactly.

Michael: I did it with a guy, Vanish Patel. Do you know Vanish?

Mike: I know Vanish and I Vanish with her well.

Michael: Yeah. You can talk to Vanish. I remember he is in-

Mike: How many did he sell?

Michael: Ha?

Mike: How many did he sell?

Michael: Oh! He sent out one email. He may have sent it out twice. This is probably back in 2005 and we sold, we must have sold 50 courses.

Mike: Really?

Michael: Yeah. But that was when it was at 297.

Mike: Yeah.

Michael: But you know, I had, I didn't have near the amount of audio interviews, but I'd be open to that.

Mike: Brilliant. I'd definitely do that with you. That's up to 100% of that, I mean the thing is, I mean what I like about that, just tell me something about, you know, I'm very interested. So whenever you increased the price of something, do you just add more audios to that?

Michael: With the Art Hamel, I think every time I increase the price, there'd already been- well, in the actual product, you know, actually at the Art Hamel, I didn't have that much more audio as I increase the product, maybe the first increase from the 297 to the- I definitely had more audio on the front end like the one page where you see Art Hamel and all those recordings. I had more audio pre-selling the system, but when you got the system, it was pretty much the same amount of audio and I did increase a few times as I did more interviews, but for the most part, no.

Mike: Right.

Michael: It was really just, you know, sometimes with price, you just got to test it.

Mike: Yeah, for sure.

Michael: Did I ever really crunch the numbers, you know, definitely I was selling more at the 297, you know, as I went up in price I was selling less. But I was also or it was kind of getting frustrated with the people who were coming to him and I wanted to qualify the buyers a little bit better 'cause the real money was in the back end, not on the front end.

Mike: Right. Right. Right.

Michael: So and I continue to do that. And I got, I had a pretty liberal return policy especially at the higher prices and, you know, I was dealing with some returns and, you know, chasing money and I just, you know, I got frustrated.

Mike: Yeah, yeah. Well, I know. I mean I must admit it's a difficult end of it. But I mean I've just [15:32] anyway. You actually have a good, I mean as you say in your recording that you have a good products anyway and you can stand by them. And I can I mean I got a great bit of information actually and it was from Yanik Silver. I mean I had- I buy everything.

Michael: OK.

Mike: I mean I have a lot of (Overlay)-

Michael: Sure.

Mike: -a lot of pounds of pounds of stuff, you know. And I get on a very regular basis. But you know, I am- I got a great things from Yanik Silver and it was, I had to sell on super high price, you know, one of his courses.

Michael: OK.

Mike: He got one technique of Dan Kennedy. And that guarantees being so powerful for me and that is basically, you know, if you don't make money with this charge just let me know and in 18 months time when you give me the [16:24] all I ask you to do is to give me your contact and I will find and sell them the project and I will split the profits with you 50/50, you know, and also guarantee at least 50,000 pounds, you

know. I mean that has been so successful that one guarantee alone. I mean you attributed to his products, it was about, you know, just give me your list whatever and I'll sell them super high price product and I'll, you know, I'm going to sell it to you. But just little snip it's like that. I mean there's never the golden bullet with everything, I mean with anything. You've got to assimilate all the information, all the strategies and just add it to your own style of what you do, you know, so-

Michael: So when you put, how long ago did you put that guarantee on?

Mike: I literally put on the guarantee of something that wasn't actually- you haven't got that-

Michael: OK.

Mike: -(Overlay) the workshop that I'm doing at the moment. But I didn't put on first of all anyway. I got very little response and then after that guarantee on it anyway and I need you to sell and getting a hell of a lot of interest, you know.

Michael: OK.

Mike: And you know, as compared into sales while, you know, it's just [17:33] to come along and that, you know, (Overlay).

Michael: Yeah, one little idea. That's right.

Mike: That's right. It's actually true, you know. But I'd really love to do that with the business buying thing. I think that would be really, really good.

Michael: Have you been able to build up a pretty good list?

Mike: I've got a list of about 7,000 now. They bought my UK properties and they will support Millionaire Mortgage Secret.

Michael: OK.

Mike: But I mean I've joined venture that Millionaire Mortgage Secret with some fairly big for the financial players here and we sold about 1500 copies of that.

Michael: OK.

Mike: That's sort of 197 pounds, so you know, we've done pretty well in that, that's why, you know. But you know, I mean I'm sure that we could do quite a- I mean would you use the same copy stuff or would you

Michael: Oh no, I'm just kind of thinking I do have a sales letter which you won't- I don't know if you've seen it before. I've taken it off of the whole site. I've got these audio recordings but I do have a full on sales letter that a copywriter put together for me.

Mike: Is that Ben that you have?

Michael: Yeah.

Mike: He sounds a nice guy.

Michael: Very nice guy, very good. We could- I'm just thinking how I'd wanted to- I'm thinking probably if we're to do it maybe a digital version of the product.

Mike: OK.

Michael: Where there's no physical, you know, where they order and maybe we could keep it at a couple hundred bucks and it can be just a digital version.

Mike: That would be fine. I mean I'd be very, very happy.

Michael: Well, I can get back with you on that. And I can pull up an old promotion. I've done it a couple of times. Have you heard of Jim Straw?

Mike: Jim Straw, I don't think I have heard of him.

Michael: He's an old timer here in the US and made millions in the mail order business and he's gotten online and we did a joint venture with him on the Art Hamel. They went pretty good as well.

Mike: Oh yeah?

Michael: Yeah.

Mike: Excellent.

Michael: Yeah. So we've had some good response with the Art Hamel-

Mike: Now, I've realized. And now, we're going to have to 100% do that, Mike. I was made on to that

Michael: OK. I will get back with you on that for sure.

Mike: That would be really, really good anyway. Now I think that I mean I use a copywriter in New Zealand that's how we used to do some stuff for and he's very, very good. I mean we've done pretty well with some of his promotions and he seems to do pretty quite well. But Ben's got some good stuff out and you've also- you've interviewed Mike Morgan as well, haven't you?

Michael: Mike Morgan?

Mike: Mike Morgan, the copywriter and I think he is

Michael: No. No.

Mike: OK.

Michael: I've never heard of him.

Mike: OK, fine. I mean he's- I don't think he was promoting and he's American guy. He seems quite

Michael: OK. I'm just curious. On your land deal, have you done I mean how many years have you done that? Like as far as you've been in the next-

Mike: I've actually been doing with myself right about ten years now.

Michael: And so, in an actual, what do you do? You'll find-

Mike: Here's exactly what I do. I look to find sites that have already been developed by developers, OK? And I look at the folks into that site and I see what sort of size it is?

Michael: There's no building on it, right?

Mike: No. There can be buildings on it. It doesn't really matter. I mean the [20:46] the least amount of buildings are better.

Michael: OK.

Mike: But what I begin looking at right? How many new units they've put on there, OK? So just say for example, if not [20:56] they put up say 15 houses something like that. I mean there are the months that it is denser here than it is in the States.

Michael: Yeah.

Mike: And you know, so I will know that on that [21:06] on that sizes of various land, there's a very good chance that you get another 15 units on something [21:11] for the size. I'll then go out on the map. I'll probably look online and I will find a site which has got the same sort of amenities nearby and the shops and all that and I will then propose that- and I would be at a work for figures back from the sales figures the beach houses are sold. As to how much that [21:34] would very likely be worth because the developer would pay between 25% to say 45% of the gross development value of how much the whole site would gross be like.

Michael: The land and real estate on there?

Mike: That's it. Yeah. So the things- I would then know how much that would be. And I would then simply go to the owner and say that, you know, "We'll give you 30% above market value for your property. All you need to do is to sign an auction which will give us the right, but not the obligation to buy the site. We'll give you, you know, and we'll going to agree the price there anyway and phenomenal fee. I will secure legal right to do anything I want with that land in that period of time." And just say for example, I've agreed to buy it from them for 400,000 pounds-

Michael: How long do you tie it up for?

Mike: I ran about nine months usually, six to nine months is the ran about right and then you can get plan information et cetera on that .

Michael: And then you can build on it during that time?

Mike: You can build and off, you've got plan information. So if you got plan information for 15 units, you can then build on and off to that. But the great thing about the way that I do is the fact that, you know, I can find all of the documentation relating to a similar site online. And I can know what restrictions there may be or whatever facts and fact of that into the price that I believe that the developer will pay. And I think as the development seller [23:00] here anyway. I have the legal agreement, you know, that I can actually buy it. You can buy it for 500,000 pounds. In theory, there'd be a 100,000 pounds [23:09] price between what I could buy it for and what I could sell it for. And I then just literally find that option which legal agreement to the developer for 500,000 pounds unless solicitor will then give the owner 400,000 pounds and I would then happily have a 100,000, so you know, it's a process.

Michael: OK. So you find a development. You evaluate its worth. You go to the owner and see if he wants to sell.

Mike: Yeah.

Michael: And you tie it up for nine months and then you market it. You try and sell it.

Mike: That's it.

Michael: And you do like a double closing where you get paid at the closing.

Mike: Well, what we would usually do, we would actually already virtually have a home for it right away where we'd have a developer already interest in the site. And what they would then simply do, would be to they would get the planning themselves anyway. But there's a lot of these guys want to put their own product on there anyway. They don't want you to go and get planning for something that they- that wouldn't be suitable for them, you know. So now I often go in there and go get a full planning for a grant of full planning and-

Michael: Are you paying the seller a fair price or you have to-

Mike: Yeah. We're paying the seller more money than the properties actually were.

Michael: Well, how do you build the value into it?

Mike: We build the value because we can actually put on a greater density of properties. So they're more valuable. So then therefore that increases the value of the land.

Michael: So the seller didn't really understand that.

Mike: Well, they don't really- well, seriously what they do understand is the fact they're going to be paying with 30% above market value because, you know, you're going to be developing the site. You know, you don't tell them that you're going to be turning it to somebody else anyway. You know, you're not telling any lies.

Michael: You're just giving them the money for what they have currently.

Mike: That's exactly it.

Michael: OK. So then you go to your potential buyer and you say, "I've got this site. It's zoned for 15 more buildings. You can bring in this much more income therefore I'm going to sell it for this."

Mike: Yup.

Michael: I see.

Mike: That's exactly. In an actual, that's pretty what it's like. I mean we've had some great successes, you know, and I mean I've had several associates that made over a 100,000 pounds from, you know, really very simple to find deals, you know. But what I was thinking about was actually having like an entry level audio interview that would actually show people how to do a cheaper version of that if you like and that is to find sites for developers for a set percentage fee which will be 2% which is the industry standard. So yeah I mean I've got friends making sort of, you know, 70 grand a year from little deals like that. But you know, they really don't even have to get the hands there all you literally got to do is to get the agreement by the owners that they would, you know, be looking to do, to sell for development. You don't need to talk prices to them and told them. You then go to the developers and say, "Right. I've got Mrs. Jones and this is what I've heard. They want to sell their properties anyway over to you." They then look at it. They're going to price it. If they're going to go with it then you'll get 2% of the value of the site when they actually buy it. So yeah, it can be quite

Michael: Now, let me ask you is in the UK to do that, I know here in the US if there's real estate, you've got to be a license real estate agent, what about in the UK?

Mike: In UK, I mean I don't have to be a license real estate, right? 'Cause I'm not looking to sell their properties for them.

Michael: You're being a- you're a finder.

Mike: Yeah, I'm a finder. That's basically, you know, so I mean it could actually telling quite nicely with a little audio series and a book, you know. I mean that could be like an entry level thing. Again, it could be delivered digitally [26:48], you know.

Michael: Yeah. And would you want to give that away for free? To sell all the course or you want to-

Mike: Well, I don't know. I mean what do you say, I mean it could be

Michael: So you're looking- this would be a totally new little, a smaller end product that kind of get them into the bigger- I don't-

Mike: Yeah. Do you see- I'm not sure whether to get them into the other one there which is the

Michael: Well, where is your real money? I mean what's your best product so far that you've got.

Mike: My best product is the Millionaire Mortgage Secrets which is at some way completely different from my land development. But that was something that I just thought about [27:19] I got my [27:21] about it and research and it did very well. But my land project of course is a bit more than of a niche product, you know.

Michael: Yes.

Mike: So it hasn't got such a huge following and, you know, there is work involve with it. So you know, you haven't got the business opportunities seeker who wants sort of just do something behind his computer for 50,000 a year, you know.

Michael: Yeah.

Mike: But what I am trying to do is to actually develop these workshops that would enable them to do that. I mean I can show people how I found a 100,000 pounds site in 34 and a half minutes online. And that is really powerful 'cause there's nobody doing that here.

Michael: Right. Now, so there's land course here at the landprojectsuk.com. That sells for a couple hundred bucks or how much is that?

Mike: It sells at 297. And I work them into thinking about reducing that price, but you know, I didn't know whether to keep them with that or just to go for the high price workshop which will be less work for me and more money.

Michael: To do a local workshop on-

Mike: To do a local workshop and show people 'cause I didn't really want to be writing about it 'cause I don't really want my competitors sort of

Michael: Yeah. Yeah, that's-

Mike: -knocking it off, you know.

Michael: That's smart. Yeah, I mean you could turn this land thing into, you know, into a couple thousand dollars seminar, two or three grand.

Mike: Yeah. Yeah.

Michael: You know, if you-

Mike: Well, I mean what I'm thinking about doing I mean because what I wanted to do- I wanted to get just a few people- I wanted to get a few people in a room at each building and I wanted to like, you know, give them a laptop with it and which is loaded up with all of our resources and all the rest of it. But it was going to be more than that. It's going to be right about for the 4,000 pounds, you know, so it's about \$8,000 I mean just

Michael: No, that's fine. Yeah.

Mike: It's a fairly good [29:10]. Well, you see the way that I look at it and then [29:12] in marketing here the other day. I mean he said, you know, the higher the price that people would pay, as long as they've got the quality with that, they're actually far better prospect. But not what we call the [29:25] this way, you know, you just give them like a 17-pound course

Michael: Yeah, they're more serious. That's right. That's-

Mike: Yeah, a little bit more serious, you know.

Michael: That's true.

Mike: Exactly and, you know, and I thought that it would just be better if I do it that way, more money for me and the way I look at it as well, you know, if I'm going to have a hotel room with sort of people in there or whatever anyway then, you know, it's going to cover the cost. We're going to make some money out of it, which is a lot easier around.

Michael: Yeah. I think that'd be smart, doing a higher end seminar. So you need something to sell that.

Mike: Well, I need something to sell that, but I'm wondering really whether it is I mean relevant to have something which is a level price [30:08] because in theory, you know, if you're coming in with something which is like a couple of hundred bucks or whatever and then you're going to be leaving them into like an 8,000 pounds seminar. I mean don't you think it's a bit of a jump?

Michael: It is a jump, you know, the way I've done it is, you know, it's just like on my HMA stuff, I give it all for free because I look at it, if I had to sell access to all my free interviews on the HMA, my marketing consulting opportunity-

Mike: Yeah.

Michael: I'd be cutting out a lot of prospects. I mean I would venture to say that all my HMA consultants have listened to just about all the free content and I almost give enough information that they and I do give enough information that they can even go out and get their first client.

Mike: Yeah.

Michael: If I had said, "I'm not going to give you this information for free and I'm going to sell it for a couple hundred bucks." You know, I'm convinced I would have far fewer sales because I tried to sell it for 200 then, you know, because think about it. Let's say you sell a hundred courses at 200 bucks.

Mike: Yeah.

Michael: The numbers are most people, you know, the goal is getting in their head, getting them to listen to it because even if they pay 200, out of a hundred people, 90 of them are never going to get through the material.

Mike: Yeah.

Michael: If you offer it free in a convenient way. They can download and listen like the stuff I offer at my site. You want the chance to get them to play and listen. You don't want to have any obstacle from them.

Mike: Yeah.

Michael: Having the opportunity, hear what your story is, to hear what you've been doing, to hear how you do it. That's what's going to get them excited. You got to have that opportunity for them to hear your story, so you can sell them. Then the desire comes.

Mike: Yeah.

Michael: If you put a barrier and say buy my \$200 product which you're not going to make a- I mean you'll make some money but compared to an \$8,000 seminar-

Mike: Yeah. Yeah.

Michael: And I see, you know, I mean the way I'm just doing it based on my experience, I would have like a sales letter, but I would have hours of interviews on it where you're giving away a lot of value where they can

almost go through it themselves, but you hold on to the contracts and this, you know, you hold on- some very brave people may try and go to it themselves, but you don't give all the information and they're going to want your help, your expertise and you can build that into your offer, your sales letter, you guarantee like you were talking about. So they need to come to your seminar to really know how to do it.

Mike: Well, that sounds pretty interesting actually. I mean I know that you're the master really of giving away great content and stuff, you know, you've also got people will come and buy your products as well. How many products do you sell, Mike? What do you

Michael: Well, I've package, you know, I had about 14 different products and services, but I've now since the end of, since January, I've packaged all of them in with my HMA stuff.

Mike: Really?

Michael: Yes. So now, I'm not doing too much for selling. I only sell one thing which is my HMA system. Most of these products are now digitized, and actually simplified my life. It's been wonderful.

Mike: Yeah. Yeah. What do you think about the digitized stuff? I mean do you find that- do you think that there's any milage in giving away, say for example like when you do the Art Hamel's course is like a digital version of it, but you know, what do you think about like giving some of it-

Michael: To reduce returns?

Mike: Yeah, I mean

Michael: You know what, here's my-

Mike: having a higher price 'cause you said that they- you've got some in workbooks sold out as well, is that right?

Michael: Yeah. Well, my Art Hamel system was I mean it was almost 70- my cost on producing the DVDs and the workbooks and everything was almost about a hundred bucks, \$70, \$80 because I had it was three volumes of DVDs in there. So it was expensive to produce at inventory, that was a one thing and, you know, the box weighed over 10 pounds and there was all the shipping. I wanted to kind of in that household with my wife.

Mike: 'Cause you just said, you know, so you could do all sort of PDF.

Michael: Oh yeah. Yeah. Everything has been digitized. And the reason I started doing the physical product was because I believe it would reduce on the returns. When someone had a physical product, it seems like it was more value and it was probably more of a hassle for them to pack it up and ship it back, which may have been true. But what I found where there was physical, digital, and I sold them both depending on the price. But if someone wants to return it, they're going to return it. Even if-

Mike: That's very true.

Michael: Even if it's-

Mike: somebody actually ask what your return policies you can almost guarantee that they'll definitely will return it.

Michael: Well, yeah. Well, I had a very liberal offer on that Art Hamel. You could order it. If you are ordering from the UK, you order it, you pay 37 bucks for actually I think it's \$49 just on the shipping, that's all you paid and then I could charge your card in 30 days.

Mike: Right. And actually did with the audio of course, didn't you?

Michael: Well yeah, same offer with the audio of course.

Mike: Yeah. Yeah. Yeah. And how- what did you find the returns on that?

Michael: Well, as I went up higher with the Art Hamel as I increased the price, there were definitely more returns.

Mike: Right.

Michael: But when we averaged it out, we still make more money at the higher price.

Mike: That's interesting. Yeah. Yeah.

Michael: You know, I mean-

Mike: Yeah, I mean I think it's a good subject and it would certainly do very relevant in the marketplace here today. And I think it would do really, really very well, you know, I really do and I'm pretty sure that we could do quite and ask you about, you know. I'm looking forward that you get back to me on that.

Michael: OK. I will do that. I'll be glad to set something up and I'll give it some thought and I'll make you an offer on that.

Mike: Mike, where the people go to sort of to research new products and stuff, you know, 'cause I'm always hungry for new products and things, you know, I mean I have a very good research writer or whatever. I tell you what thing that you are here at the moment. The financial stuff, you know, like trading on the Forex and things like that.

Michael: OK.

Mike: What's the stuff in America that does really well?

Michael: Oh that stuff does very well. You know, the real estate courses do very well.

Mike: I'm wondering, you know, if I could try and package my stuff out to the American market. I don't know.

Michael: Well, I think you'll probably could but the thing is you're, you know, you're in the UK and people say, "Well, will this work for the US?" And we did the Vanish joint venture, there was a lot of questions, "Will this work for the UK? Will this work for the UK?" And we had answers for that.

Mike: Yeah. Yeah.

Michael: I don't know. I think you being the expert in the UK, I mean if you could show the people, you know, that it doesn't matter whether you live in the UK or the US that your techniques would work.

Mike: I mean that would be difficult. 'Cause I mean I don't know anything about the American

Michael: Yeah.

Mike: You know, the thing is, you know, I mean I would never want to expose myself for something that, you know, that doesn't know what

Michael: Yeah, that's true. And I think you'd probably- there'd probably be some conflicts and you got different laws here.

Mike: Yes, actually.

Michael: But you know, good research is, you know, go on to www.clickbank.com

Mike: Yeah. Yeah.

Michael: And they'll show you, they have a rating system that shows you their number one selling products.

Mike: Right.

Michael: Whether it's through affiliates or just pure popularity. You can look at those products and kind of look at their niche and what they're doing and you can contact the owners of those products and maybe you can negotiate rights and like what I would do is I'd find something that's really hot that they've already got sales letters that they're doing well and then negotiate some kind of rights and then build the value into the product by-

Mike: Right.

Michael: -by doing audio interviews.

Mike: Yeah.

Michael: So let's say you got a guy who teaches people how to make money cleaning offices. And I remember, I approached the guy, he had sold like 50,000 books, one year, it like 1995 and try to get him to- I try to get a joint venture going with him because it's such like in the Brian Keith Voiles, remember when he had to clean offices and stuff?

Mike: Yeah.

Michael: That anyone can do it. So it's got a great appeal, but I would like if I could secure the rights to that product and I'd build value, so I'd find his students.

Mike: Yeah.

Michael: I'd interview them. I'd get other experts like in my audio marketing secrets. You heard how you build value into it.

Mike: Yeah, that's true.

Michael: And then up the price because most people, their confidence level is so well. They're selling books for 19 bucks when you could be selling courses for 497.

Mike: That's actually right. The other thing I wanted to do is well, you know, because I mean I really like the audio medium is that I wanted to use it for an affiliate, you know, rather than actually just for the sending out like a sales letter et cetera. I wanted to interview the person whose product it was.

Michael: And promote it that way.

Mike: And then promote that to my list, you know, and then [39:16] let the person talk about the products et cetera anyway and let them really get to a point where they want to buy and then give your affiliate link and search and then just a drive from there and then, you know, followup with [39:30] that way. I mean have you

Michael: I do this. I have recordings on my site that I have joint venture relationships, you know, I don't know if you listen to the recording with that [39:40] guy on that cold calling.

Mike: Yeah.

Michael: OK. That I am an affiliate of his, so-

Mike: Yeah.

Michael: [39:46] now, I think on the transcript, I direct him to a website which I control called PainFreeColdCalling.com which I establish, so if you'd go there, you'll be automatically directed to his affiliate link.

Mike: OK.

Michael: So I won't give his website in the interview. I don't even mention his last name. So anyone listening to a recording will be very hard for them to know who the guy is.

Mike: I've got it. Right.

Michael: All right. So-

Mike: So that if your domain then and that is like redirect to your affiliate link.

Michael: Yeah, that's correct.

Mike: Got it.

Michael: My domain.

Mike: That's pretty good.

Michael: Now, if you're doing a phone call. There's another- did you watch the, I don't know if you saw there's articulate presentation, it's a PowerPoint audio presentation with a guy named the moneyman on corporate credit. Did you ever-

Mike: Where is that located?

Michael: Well, that's on, are you online right now?

Mike: No. No.

Michael: OK. Well, it's on the- you can get to it from my page A of all my audio recordings and it's called the moneyman. And this is a guy I established a joint venture with. He sells a service where he helps corporations increase their business credit. Not their personal credit, but their business credit.

Mike: OK.

Michael: Based on their experience and I set up a joint venture with this guy. There's a front end product and then there's a back end. Once the person goes through his course and this company establishes the credit, you know, they got to pay him, you know, a few thousand dollars for doing that, you know, for helping them do that. So I negotiated a deal where I put together the promotion, a PowerPoint presentation that he already had. I just changed it and enhanced it and I matched it up. We did an audio interview. And so I call it the moneyman. I never give his company name because if I give his company name and the audio interview, they're just going to go online and go directly and bypass it. And this has been great, you know, I've already generated three or four sales. These sales are a thousand bucks a part. Because on the front end-

Mike: fantastic.

Michael: And so I have all over my site. A lot of these recordings, there's no compensation that I get, but a lot of these recordings are joint venture relationships that I've establish. But you got to control that lead, so when you're doing the audio, you don't want to get to give the guy's last name. You don't want to give a phone number or anyway that that listener can go to the source without going through you.

Mike: Sure 'cause they will for sure

Michael: Absolutely, they will.

Mike: they will. I'll just knock off the affiliate there. I think it get straight to the

Michael: That's right. That's exactly right. You want to be paid for your efforts.

Mike: Yeah.

Michael: And so, you know, this is what I'm doing with audio and, you know, it's all online. I don't have to be there. So you know, people are listening to audio while I'm doing what I want to do. And I'm controlling the flow that leads, you know, someone may listen to a recording and say, "Hey! How can I get in touch with this guy?" And so I control that you've control that flow of lead and if you're doing an audio promotion for a high end product that you can make yourself two or three or four thousand dollars, it's wonderful.

Mike: Absolutely. How many audio recordings do you do like a week or a month

Michael: You know I go through stages. I really haven't done, I just did one yesterday with a guy on cold calling setting up appointments that I've been a little burned down. I haven't done much since the New Year, this been kind of taking it easy. But I go through stages where, you know, all line them up and knock them out. It just depends on how I feel.

Mike: Yeah. How do you [43:13] just like think of a subject and think you almost try to get in touch with the thing about

Michael: Well, I'll give you an example, you know, like it's ironic that, you know, you contact me. I had another guy contact me just a couple of days ago and he's from Georgia, the same state I'm in and he emailed me and told me that for 15 years he's been flipping land.

Mike: OK.

Michael: Just kind of like you, but he's going after land doing the same thing you were doing where he'd find the land. He put some earnest money down. He would tie it up for 90 days and then he would go to developers and sell it.

Mike: Right.

Michael: And so, you know, and I really I'm into this land thing because there was another gentleman I talked to who is, he had access to people who would buy the land at these tax sale certificates.

Mike: OK.

Michael: You know, the people who devot on their parcels.

Mike: OK.

Michael: And he would buy land and then he would sell it up on eBay on terms.

Mike: OK.

Michael: OK. There's a lot of people making money on that. So I talked to him, he was one of my students-

Mike:

Michael: Yes. I say, "Well, if you want to do an interview on it and then we could direct people to you and maybe do a joint venture on that." I was open to that because I'm interested in that stuff.

Mike: Yeah. Yeah. Yeah, interesting.

Michael: But there's no shortage. I mean anyone sell that you can go search on Amazon for anything you're interested in and is probably the stuff you wanted to interview. So at the same time, you're doing the interview, you're learning.

Mike: Yeah. Yeah, for sure. I mean I love learning all the time. I certainly love learning about the business and, you know, but I mean I find really, I mean I'm a bit of a one man band [45:04], and I have no secretary. I have no PA as well, but you know, I mean I work literally from, you know, a wing of my house if you like. And but if you [45:13] a little bit noisy there because I've got a 19-month-old son

Michael: Oh wow! OK.

Mike: You see this is a pretty [45:22], you know, so I'm thinking of buying somewhere else to just have my office

Michael: I understand the challenges. All right. My kids are now five and eight and I've always worked at the home.

Mike: Yeah.

Michael: So it is a challenge. You got to so when you have-

Mike: It's fine really 'cause I mean my wife sort of a practice nurse and so she was actually, you know, having the daytime and then I make it fun because I've got two older girls. The one is 17. The one is 13. and at school. And then after that 20 years of marriage, my wife said, "Well, you know, I think we need another one." I'm thinking "Oh my God." You know.

Michael: Oh my God!

Mike: I'm 49 now

Michael: Yeah.

Mike: OK.

Michael: Wow.

Mike: And but it's great, you know, I mean it's actually wonderful. I mean its fantastic being a dad again, however, work wise it is the biggest killer, you know, of anything created, you know, and that's

Michael: Well yeah, you may want to make just get an office where it's quite, I agree.

Mike: Yeah. Yeah. But that's it, you know, but I mean I love the business. I love what I'm in and I like the thought of I'm quite successful joint venturing stuff as well, you know, so that's quite good, but I mean I was very interested in your audio angle and that's why I just want to bought the course anyway.

Michael: I hope it's helpful. I mean it, you know-

Mike: very helpful. Yeah, very helpful.

Michael: It does take time. I mean, you know, doing the interview, doesn't take too much time. The preparation doesn't take much time, the editing take some time. It's either time or money, you can form that stuff out or you can knock it out yourself.

Mike: Yeah.

Michael: You know, Ben Settle, he's finally taking my advice. He's done a bunch of different interviews and he's got his own products that he's selling up on his site and it works.

Mike: Yeah. Do you have PA?

Michael: I have a wonderful lady, named Diane. She's been my personal assistant for several years. And she's really my right hand. Man, she does all my pre-editing. She'll do the initial editing and then I'll go through it and do the final editing. Yes, she helps me out with a lot of stuffs. So you want a good assistant. It's worth every penny to help you do the busy work stuff.

Mike: Yeah. Yeah. I mean we have marketers in this country. And you've got plenty of [47:44], so they've actually got the time and I mean resources to actually have let the whole team of people that can talk product together, you know, somebody thinks with it, some do research with it, somebody does the graphics, somebody, you know, I mean

Michael: You can hire all that out. I mean you really can.

Mike: Yeah. I just don't know where to go there, you know,

Michael: Well, you can go to- you can, there's elance.com.

Mike: Yeah. I mean I do have some work done on Elance. [48:11] more IT stuff [48:14]. And I actually found my writer on Elance and he's been absolutely fantastic.

Michael: Sure. I mean I think of Diane, my assistant. My assistant, I found on Elance. My webmaster, who's been with me for seven years, I found him initially on Elance. A transcriber who does all my transcripts, Trish, she's been with me probably seven, eight years, I found her on Elance. So you can find those relationships and then take them off of Elance.

Mike: Yeah. I mean I think that you need to just have the experience of different things to find I mean I've been very lucky I must admit because the people that I have chosen have all been very good, you know, I mean I have to say, my writer has been with me for quite some time and he is amazing. He really is. And it's quite

Michael: Yeah. You've got to build it. You do have to have and that's my team. You have to build a virtual team.

Mike: Yeah. Yeah.

Michael: And the virtual, it works fine.

Mike: Yeah.

Michael: I mean you don't have to have them in your office.

Mike: Yeah. Well, that's it. I mean it's expensive to have folks to do that. I mean there's a whole [49:21] of the system [49:23] sort of come up and we'll help you.

Michael: Yeah, but I think you even with all your products, your mortgage one or whatever, integrating audio in with that sales letter will help you sell more.

Mike: Yeah.

Michael: And it'll get your story listen to. Even if you didn't hire me to interview you or hire anyone to interview, you could pay someone to read your sales letter into a digital MP3 file and let them have the opportunity to download a version that's on MP3.

Mike: Right.

Michael: Or you get a narrator to read your sales letter.

Mike: Well and then just actually have an alternative to

Michael: Yeah. Right at the top, you can say, "If you don't have time to read it online or you don't want to print it, you want to listen to it. Download here."

Mike: That's a good idea. Yeah, that's a very good idea. I'll tell you another thing that I've done as well right. And I just [50:13] Amazon sent me something the other day, you know, about a book and I look at it and I thought "God, you know, this is amazing because you can actually just take a peek inside, you know."

Michael: Oh yeah.

Mike: And I thought that was pretty [50:23] so I got a guy just to do a script for me anyway. And now what I'm going to do is just put that on my site where people can just take a look at the chapters and whatever. And I thought that'd be really it's just a neat little toll way, you know, that it's another still selling the selling age, you know. But just that I definitely think that it's audio online as far as we sell those [50:44] is a good idea.

Michael: Yeah. It just takes time to do it.

Mike: Yeah. Yeah, it does. Well, you know, Mike, I mean it's great to chat with you and you certainly give me quite a bit of information but you know, sometimes when you're on your own, you never really know that sometimes the right direction to go to. It's always good to talk to someone that really knows about marketing

Michael: Sure. Sure. Well, you know, go for a product that's a high, you know, if you do it in 4,000-pound seminar, that sounds great because, you know, with my HMA, it's 6700, you know, almost what I'd say 6,000 bucks.

Mike: Yeah.

Michael: It's great, you know, you can sell two or three or four a month and you really don't have to do anything else.

Mike: Yeah. That's right.

Michael: Go for the higher end product.

Mike: Yeah.

Michael: And then if you do a seminar like that and you have students who need extra coaching and have questions, you know, get a digital recorder and get their permission and record everything. And you have that all in the back end of your product. So once I sell my HMA system for six grand, there's really not too much involvement because over the years I have a back end section called the HMA University and this is all the conference calls. They're all there, transcribed, recorded, MP3.

Mike: I made the [52:19] that I bought the HMA system

Michael: Yeah. These are students, you know.

Mike: That's a good idea 'cause I mean I could actually do that with people who are still hot off to read from the book and I wanted to just talk to [52:27]. I mean you could actually like a questions and answers

Michael: Well, your students, aren't your students calling you, asking you questions?

Mike: Absolutely.

Michael: And are you recording any of that?

Mike: I am now, but I mean I haven't been

Michael: See this will become part of your product.

Mike: Yeah. Yeah.

Michael: So when you've got a new student. He's eager and, you know, then you're on the other answering all his questions that will become part of your Q&A, just like on the Art Hamel recordings. I don't know if you heard, there's two or three parts of nothing but question and answers.

Mike: Yeah. Yeah.

Michael: And that stuff that I'd ordinarily not record that I recorded it and I have combined it and made a recording and so now I don't have to answer all these questions, you know, with my personal time. They're all right there.

Mike: So tell me Mike, when you told- when somebody asks you some questions [53:20] do you say like, "Do you mind if I record this?" And you find that people sort to get a little bit [53:25] when all of this suddenly I'm thinking about

Michael: Most of the time, it's not a problem. Let's say I have an appointment or I know I'm going to be talking to someone about something that would be valuable to me. I may ask him- I'll set up the appointment. I'll say, "Hey! Do you mind if I do a recording?" And most people are really open to it.

Mike: Right.

Michael: And don't have a problem. If they have a problem, it's not a big deal. I won't do it.

Mike: Right.

Michael: But most people I think are OK. Some people maybe nervous or maybe nervous at first and then once you get going, they kind of relax and that's not a big deal.

Mike: Yeah. I must I mean I interviewed some guy the other day actually this is for my Millionaire Mortgage Secrets course and this guy [54:13], but he's a Forex Trader, you know.

Michael: Yeah.

Mike: He does very well with it. He's got a good system. Then I started interviewing him and I just like [54:23] a couple of times before anyway and he's just a quiet guy, you know, and I said that, you know, because you're going to be sort of giving support with this product, you know, you got to speak out [54:32] quite loudly or whatever. Well, he didn't but not only that, I mean I was actually asking him questions and he was literally reading the mail and it was at already quite a slow phase and it just sounded like he was really and I thought-

Michael: Well-

Mike: "Oh my God!"

Michael: Yeah.

Mike:

Michael: Well, you have to, you know, sometime there's going to be people you're interviewing that are just going to be terrible. And I've done interviews with people and after I do the interview, I'm like I'm not going to use this. It's just not good.

Mike: .You're really good though that actually thinking about the- when I'm listening [55:10] and I think [55:12] I'm sure [55:13] you do, you know, 'cause you think you had and that is great because, you know, you bring out a lot of these people anyway. I mean if you're quite right you said a lot of people will just talk and they would want to get- they want to talk anyway. But it's interesting, you know, but I mean there's I guess a very different style, but you know, when I was actually interviewing this guy. I mean I did another interview. I mean it went very successfully. [55:38] look, you know, just forget your face, just think that you're talking on the phone. And forget that I'm recording you. And he did. He was very good. He listened up and everything was fine. But it was the first recording I had. I mean I literally couldn't deviate from it, I mean I'd like to just try and [55:55] "Oh! Why are we here? You haven't "

Michael: Well, if you know it's going to be a bad recording. You could just say, "Hey! I don't think it's going to work out." And you just save your time 'cause it is time consuming.

Mike: I know I'm actually [56:08]. Mike, I mean I'm not going to take up anymore of your time. I know that you're a busy guy

Michael: No problem.

Mike: Thanks very much. I mean it's been very interesting to chat with you and it's really nice to think that we could actually do something together. Let me just ask you currently. When you did with something Vanish anyway, what sort of price were you selling that out?

Michael: I think if I remember correctly when we did the Vanish we were doing the physical product. It was that original one that Art Hamel had and we were doing it for 297.

Mike: OK. [56:41] like a book and stuff with it?

Michael: It was like this brown binder and you opened it up and it had a slots for a 12 cassette tapes and then there was a three-ring binder all in one. So it was 12 cassette tapes and a three-ring binder. And I think at that time I didn't have all the bonus interviews. The bonus interviews, let me think, no it was just that. Now, I've got I had all those 12 cassette tapes transcribed. So I've got a PDF of every word of those.

Mike: Right.

Michael: We've got bonus interviews. What I'll do is, tell you what. I'll send you the digital version of the product.

Mike: OK.

Michael: You can take a look at it.

Mike: Brilliant. That'll be fantastic

Michael: And you'll see-

Mike: What are we going to do? Are we going I mean do you want to get my copywriter? Do you want to get your copywriter? How'd you want to work that? I mean I don't mind doing whatever

Michael: So you've got a, OK. Do you have a copywriter who'd be willing to-

Mike: I do but he's working on something else [57:41] anyway, but this guy is really busy, you know, and I'm

Michael: Yeah.

Mike: -not really busy

Michael: Well, I've got a sales letter for it. I'd have to get with Ben and see if we can work something out because at the beginning of the year, I told Ben I wasn't going to be using his sales letter, but I'm sure he'd be open to it.

Mike: OK.

Michael: So what I'll do is I'll get with Ben. I can send you the sales letter.

Mike: OK.

Michael: You can take a look at it. It probably have to be modified with the new price and the new offer and everything.

Mike: Yeah, we could look at that anyway. [58:09]. Mike, I'd really look forward to that. That's fantastic.

Michael: You got it.

Mike: Yeah, great stuff. So you're going to email me that stuff and you're going to send me to a link for that or whatever?

Michael: Yeah. I will, all right, let's see. I have here. Don't I have your email? Yeah, I will email you the link into the Art Hamel system. You can look at it in digital product.

Mike: OK.

Michael: And then just give me a day or two and I'll get with Ben-

Mike: There's no rush. [58:37] stuff, so don't worry about it anyway.

Michael: You got it.

Mike: Fantastic. Mike, it's been actually fantastic. I really appreciate your time and, you know, it's great. I'm sure we're going to be good friends.

Michael: OK. Same to you, very nice talking to you, you have a good evening.

Mike: And you bye.

Michael: Ba-bye.

Mike: Bye.

For more interviews on marketing consulting go to <http://www.hardtofindseminars.com>
© MMVII JS&M Sales & Marketing, Inc. San Diego California -Tel. 858-274-7851

Michael: That's the end of my interview with Mike. I hope you find this helpful. Make sure you list all the other consultations I have up here at audio marketing secrets and if you have any questions or whatsoever, don't hesitate to call. I can be reached at 858-274-7851.