

# HMA

**HIDDEN MARKETING ASSETS**

## *University*

**INTERVIEW SERIES**

### **The 3 Words To Add To Your Craigslist Ad That'll Have Experts Diagnosing Your Problem For Free**

**(And Other Tips For Making And Saving Hundreds A Month On Craigslist)**

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

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Any perceived slights of specific people or organizations is unintentional.

## **The 3 Words To Add To Your Craigslist Ad That'll Have Experts Diagnosing Your Problem For Free (And Other Tips For Making And Saving Hundreds A Month On Craigslist)**

I don't spend a lot of time on Craigslist. Twice a month, my sons and I will go garage sale shopping on Saturdays. I get to spend time with my kids, teach them valuable hands-on business lessons while helping them establish their PayPal and credit scores for when they get older. But we wouldn't do it if we weren't making money. Without really trying, we make hundreds of dollars a month.

We also save hundreds of dollars a month on Craigslist by using the site to find experts – for everything from air conditioning services and tutoring to specialty website help.

Don't spend more money than you have to – many experts work on the side for cheap.

And Craigslist is how you find them.

So in this audio, you'll hear my latest Craigslist moneymaking stories including the three words I've been adding to some of my ads because, whenever I use them, tons of experts respond right away – to diagnose my problem for free.

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

- Why it's almost always worth the time it takes to throw the free stuff you see on the side of the road into your trunk – and the one simple trick for getting the things that won't fit in your car
- The little-known gold in an old dishwasher: Don't trash it until you take these out because they're an easy \$85
- Why you should stop spending \$75/hr to drive your kids to a tutoring center and instead use Craigslist to have a credentialed teacher come to your home for \$15/hr (that's what we do – here's the process we used to find someone knowledgeable, reliable and safe)
- The little story of the athletic model I hired for my Weighted Hands product – at about 1/6 of the price most people pay: my website looks great – here's how I used Craigslist to find him... (And why he was more than happy with the deal)
- How I determine value and price points: For everything from the free stuff you win on the radio to the random stuff you find at garage sales like vintage t-shirts and posters

If you keep your eyes open for deals, you'll be surprised at the good stuff people give away for free – or next to it. I constantly make a quick \$75 here and there,

just from wheeling free stuff to my house from "curb alerts" in my neighborhood. I really only spend a few minutes a week to make a few extra hundred a month without really trying, and you can too. And in this audio, you'll hear how.

Michael: I have some new stories that we haven't talked about and for anyone listening, they're not huge money-makers but, Craig's List is not just about making money. It's about saving money so; these examples will give any listener ideas of how I use it and how I find great people to help me out around the home, with tutoring, with business services and even with selling and buying. So, we'll go through some of the stories and I'll start with the most recent one.

On Saturdays, I still go with my kids, every once and a while, not every Saturday, two weekends out of the month, we'll drive around and look for garage sales. This was about two months ago; I was driving around in my neighborhood and I saw this beautiful vintage Mexican hand-carved headboard and it was stained like a red color. It was really cool. I originally bought it because I was going to make some kind of bench with it. So, it was a headboard. I paid \$30 for it and then, I had it sitting on the side of the house. I'm like, "I'm probably never going to make anything with it." I just decided to put it up on Craig's List.

It took about two months to sell but finally, the right caller called. She asked if I still had the headboard. She came by the house and I was able to sell it for \$100. I had it listed for \$175. I was kind of anxious to get rid of it so, when she offered me \$100, I didn't argue. I helped her load it into the car and she drove away and that was my most recent Craig's List story. Have you done any Craig's List at all in the last three or four months?

Clayton: No, I haven't.

Michael: Okay, on Saturday morning, a couple weeks ago, my wife goes out and has a meeting in the morning. She had called me from her cell phone and she said, "Hey Mike, up the street there's a free bed sitting in the yard. Go check it out." So, I drove up the street. It took me one minute to get there. Sure enough, there is a beautiful wood frame to a bed. Now, we have bunk in one of my son's rooms so, I recognized it. It was the top part of a bunk bed. I looked at it and she had not taken it apart. So, I had to go back home, get my power drill, and unscrew the little slats that the mattress would go on. It took me about five minutes

and then, I disassembled the bed and I put it in the trunk of my car and I brought it home.

Then, I had a couple guys, who were doing some work for me over at the house who, ironically, I found on Craig's List, assemble the bed. We took pictures of it. Now, this didn't cost me anything but five minutes of time and just taking possession of the bed. Then, I put it up on Craig's List for \$60 and in a very nice couple who had a daughter who was crawling out of her crib called. They came by and gave me \$60 for the bed that I found free on the side of the road.

I bet there's not a person listening to this who doesn't see free stuff on the side of the road and they don't even give it a second chance that it may have some value to someone. It only takes a moment to stop the car, open up the trunk and put the item in your trunk. If you don't have the ability to bring it home, you can put an ad on Craig's List and pay something in the neighborhood \$10 or \$15 to go take their truck and bring it home for you. Once you have it in your possession and you have a place to store it for a little bit and you can take a picture and you can get it up on Craig's List, time is on your side, eventually, you're going to find the right buyer.

Now, I'll give you another little free on-the-side-of-the-road story. We talked about the value of the racks that come in dishwashers in one of our previous interviews. I believe it was with you. So, up on the side of the road, right in my neighborhood, was a dishwasher sitting in the front of the road. It said, "Free." I stopped my car because I had already sold the racks to our own old vintage dishwasher when we were remodeling the house. I put the dishwasher up for sale. The gentleman, who came and bought it, paid me \$85 but, all he wanted was the racks because, old racks for dishwashers are extremely expensive if you find them from the manufacturer.

Many manufacturers don't even manufacture them anymore and people's rack break and they rust. Then, there are always people who have an old model dishwasher who are looking for those racks. So, I already knew that there was value in those racks. So, when I pulled over, I had to open the door to the dishwasher and hold it down and I had to figure out how to figure out how to get the damned racks off. That took me about ten minutes but, I was persistent. I was able to get the racks out of the dishwasher. I took the basket that came with it,

shoved it in the trunk of my car, posted the dishwasher up on eBay and I sold it for \$85.

It was 85 dollar bills sitting on the side of the road because I knew that there was value in those racks, where everyone else would look at it as junk. Just like the person who put it on the side of the road had no clue that there was value in their old dishwasher. So, things people think has no value, you got to think again. All you have to do is go to eBay and simply Google the model number and see what's been selling with that dishwasher. Then, that's another good example of something free on the side of the road.

Now, when I take my boys to school, we listen to a radio station called 103 and at 7:00, they do this thing called the Daily Download. They're always giving away free stuff from the radio station. My sons call in, right at 7:00, after the most popular downloaded song is played and we win all the time. So, just at the beginning of this month, we won tickets to the Blue Angels Miramar Air Show. We weren't going to go because; it's such a rat race there. The lines are huge. It takes a lot of traffic and takes a long time to get there. So, I put the ad up on Craig's List for the two tickets for the Miramar Air Show for \$15. I had a call that day and I had the lady actually Pay Pal me the \$15 and I dropped the tickets off at a UPS store and just had her come and pick them up. I didn't even have to meet her personally. So, if you're winning stuff on the radio and the tickets have value, put them up on Craig's List. There's always someone who wants to go.

Here's another example. We've always had tutors for our sons with school and so, school just started at the end of August. So, we're back in the rhythm of everything with school. We had a great tutor who was with us for a couple years but, she is going back to her home town. So, I needed to put another ad. I went into Craig's List and I found the old ad that I originally got her with and I just reposted the ad. I got a call from a gentleman, 22 year-old kid who is a teacher up in North County, super nice. He's been working out perfectly. The times work out perfectly. He's great with the kids.

Normally, you go to a tutoring place, many parents all over the country are paying \$75 an hour for tutors and you have to go to their facility to tutor the kids. It's unbelievable how much money a tutor can cost but, this guy, we're paying \$15 an hour and



he's more than happy. He just invoices me every week and he's here exactly when we need him. It just goes to show you that there are people who like to teach, that the money isn't really a huge issue and it is ongoing extra cash for him. So, that was a real find.

So, anyone who needs tutors and help for their kids, many parents believe that it's so expensive but, it's not. All you need is one or two responses. You can ask for references. You can always meet them in a public place before you bring them to meet the kids. You can get a good idea by talking to them on the phone what they're like and this guy's worked out beautifully, so far for us.

Now, speaking of other professional services, there's the Gig Section in Craig's List where you can find talent. Now, I've been manufacturing these things called Weighted Hands. Have you seen any of my stuff on the <http://www.WeightedHands.com>

Clayton: I saw post on your website. It's cool.

Michael: Did you see the new website recently?

Clayton: Yeah.

Michael: Yeah Okay, so that guy, you saw that muscle man in the front? When's the last time you been there? Do you remember?

Clayton: Well, it's probably been maybe a couple weeks I suppose.

Michael: I've had the site up for a couple weeks but, I did a professional photo shoot. So, these are two Craig's List stories. I needed a professional photographer, put up an ad up in the Gig Section on Craig's List, found The Corporate Photographer and I already used him for my Senoff Loop Product and he was fantastic. He wasn't dirt cheap. He wasn't using a cell phone or a little Kodak camera or a Canon. He was a professional. He had all of his own equipment. We had to rent out a studio. He understood lighting. So, I had already used him once but, I found him on Craig's List so, I was able to get professional photography done at a reasonable rate.

Then, I needed an athletic model to model the Heavy Hand Weights and I put an ad up on Craig's List under the Talent Gigs and I had two responses. One from this guy, he sent me all his



pictures and he was perfect. He was the guy I used. I think I ended up paying him \$30 an hour and he was there about three hours. I gave him more. I think I gave him \$150 for the day but, this photographer said a professional model usually charges \$700 to \$900 for a photo shoot. So, I got a really good deal on that and the model was happy because, he gets to use some of these pictures for his portfolio. He really liked the product. Yeah, when you get a chance, got to [www.WeightedHands.com](http://www.WeightedHands.com), check out all those photos. This photographer did a phenomenal job.

You're listening to an exclusive interview found on Michael Senoff's [www.HardtoFindSeminars.com](http://www.HardtoFindSeminars.com).

Another quick story, we had our old GE Monogram stainless steel counter top microwave oven. We got this oven when we purchased our high end huge GE Monogram refrigerator and oven and this was the microwave that came with it. We didn't need this microwave. So, it's been sitting in storage at my wife's parent's house. So, we finally got it out of their garage. It's a huge thing. I stuck it up on eBay and it didn't take long to sell. I think I got \$150 for it. Microwave ovens, you're not going to get too much for but, if it's a brand model that someone's looking for, they'll pay a little bit more. Another great little story for anyone who's got old appliances sitting around. Don't take them to the dump. Don't put them on the street. Put them up on eBay or put them up on Craig's List. Someone maybe looking for it even it's only for parts.

Anyone who has problems with their air conditioning and their heating in their homes, Craig's List is just swarming with all kinds of service professionals. We had problems with our air conditioning. It wasn't coming on and had a very knowledgeable air conditioner professional respond to the ad. He came out and solved our problem for about \$60. Now, if we had called one of those big air conditioning places that advertise all over the place, you're going to pay, six or seven times that. This was a guy who worked for one of those companies and he did odd jobs after hours. Another way for someone to save money using Craig's List.

Additionally, if you have a problem with air conditioning or your oven or your electricity and you don't know what the problem is, Craig's List can be a great tool because, these guys are more than willing to help. So you can say, "Advice needed on my air conditioning. My AC unit isn't coming on or it only comes on at

night. What do you think the problem could be?" You will get a ton of these AC guys diagnosing your problem for free and they'll be emailing you. They will diagnose, tell you what you need and they'll say, "Well, if you need me, give me a call." There are a lot of helpful people on Craig's List too to help solve your problems around the home rather than you having to go to one of the big retail outfits.

I'm sure you can think of something that's going on in your home where you have to end up calling one of the professionals and it's exorbitantly expensive.

Clayton: Sure, I've never really thought about looking for advice on Craig's List in that way.

Michael: Yeah, it's a great thing to do. I'm not sure about your location but, it's certainly here in San Diego.

We've talked about some of the money we've made, me and the kids from going to Comic Con. You know Comic Con that occurs every year in September? So, I wanted to go to Comic Con...First of all, this thing sells out in the first hour. I posted an ad for "Tickets Wanted" and I found a guy who worked for Comic Con and he had extra tickets. I was able to buy them off of Craig's List.

Then, on the last day before we left, once you get tickets and you get in, you get these passes that go around your neck. Comic Con lasts Thursday, Friday, Saturday and Sunday. So, on Sunday our last day, we were ready to get out of there and I posted an ad on Craig's List that I had three passes, one adult and two children for the remaining Sunday. I had a guy who wanted them. I had my cell phone with me. We met him at the hotel and sold the passes for \$80. It wasn't a free trip to Comic Con but, reselling the passes, we were able to save significantly.

Another one of the winnings that we won by calling the radio station in the morning, we won tickets the Delmar County Fair. We already had tickets. So, I was able to sell those tickets on Craig's List for \$10 which was another nice little deal.

Here's another story: we've done a story about me finding a free lawn mower in the neighborhood. Well, my buddy Marty was biking around my neighborhood and he stopped by and he told me there was a free lawn mower and two free weed

whackers at a certain house. I just walked up, I got the lawn mower. It was an electric lawn mower. There was a free sign on it. I rolled it home and I put up on Craig's List and I sold it for \$75. The guy came over, just plugged it in, showed him that it worked and that was it. Free money on the street.

Another winning in the morning, we won on the radio station, we won this ridiculous obstacle course. It was called "The Ridiculous Obstacle Course Challenge." It's a \$50 registration. We weren't going to go to it and I ended up selling those on Craig's List too. That was an easy little \$20.

Another example for a business service, my HMA system is hosted on a server called "Business Catalyst" which is a little different and there are not too many people who know how to work "Business Catalyst." It's owned by Adobe. I really needed an expert who understood the backend control panel because I needed to update it. I was lucky enough; I found someone here, in San Diego, posted the ad on Craig's List, "Need Business Catalyst Expert." She's now my go-to-girl for working on the backend site of my first HMA client site.

So again, some of these stories may seem trivial but, I'm not doing Craig's List and eBay as a full-time living but, I am continuing to do it, really for my own personal life. Now, I have a friend who's really got into eBay and Craig's List and yard sales and he's making a fortune. I'm so proud of him. He's buying and selling all kinds of stuff but, I would encourage anyone listening. These stories are just proof that you too can make an extra \$50 or \$100 a week and for a lot of people listening to that, \$400 a month, it would mean a lot. It adds up. You really have to go out of your way to earn this kind of money. You just got to be open to it and those are my most recent stories.

Clayton: Yeah, thanks for sharing those. Did you find that your enjoyment of finding a treasure is worth more than the money?

Michael: Oh absolutely, it's all about the deal. It's all about the accomplishment of just doing it. That's the fun of it. It's like a treasure hunt. You never know what you're going to find. You just never know. So yeah, that is the fun of it. It's something I can do with my boys. My kids, I'm sure, will grow up doing this. When they have kids, they're going to be pickers. There's no doubt.

Clayton: What are the ages of your boys now?

Michael: 12 and 14.

Clayton: So, do you find them initiating finds, looking for things or alerting you to check into things?

Michael: Not yet. My younger one will say, "Let's go do some garage sales." He's really good but, we'll also go to the swap meet. There are other stories I have when we go to the swap meet where we find good stuff and we can resell as well. I remember my son who just went into high school needed a graphing calculator. We went to the office supply place and this Texas Instruments TI13 was \$100. So, when I saw how expensive that was, we were at the swap meet and we were looking through some stuff and we found a graphing calculator for \$5. It was an older but, I put that up on eBay and we sold that for \$20.

A lot of it is just the knowledge of knowing what stuff has value. Everything has some value. We're still making money off of our posters. Do you remember me telling you when we found all those old vintage 1970s and 80s posters from September two years ago?

Clayton: I remember the story. I don't remember the details but, I remember you talking about it.

Michael: I still have these posters up on eBay. There's this one poster I finally sold. It was a vintage beer poster. He was called "Beer Bust or Better." It's kind of like a girlie pinup. I remember this when I was a kid and I finally sold that thing for \$100.

Here's another little eBay ad: When I had gone to a garage sale, there was a guy in my neighborhood and he worked for one of the skateboard manufacturing companies. I bought a ton of his T-shirts, vintage skateboard T-shirts. I must have bought 20 of them for \$1 apiece. I put some of them up on Craig's List. One, it was called "Vintage Goldwing's Army Trucks," this was a manufacturer of trucks. The trucks that your skateboard wheels attached to. I sold that thing for \$25, a used shirt. We've talked about some of the value in old concert T-shirts.

Another poster, I didn't even know what this thing was. It was called, "Dirty Pair [Kiyiri] Anime" poster. It was an anime, that

Japanese anime. I had that up for a while but finally, the right buyer came around and offered me \$30 for it.

Then, I continue to sell my "Heavy Hands" and "Weighted Hands" weights on eBay as well but, it's all good fun and good money. I'm helping my kids build up a history on eBay and Pay Pal because, it takes a while. It's like establishing credit. You can't just get an eBay and Pay Pal account and sell stuff because; Pay Pal won't release your money. You have to have a certain feedback on eBay. You have to build up a reputation. So anyone who's considering selling on eBay, you're going need Pay Pal, you better get started now, even if you're selling little dinky stuff around the house. You got to get your feedbacks. You got to prove that you're honest and that you ship the items that you sell or you will not have access to your money.

That's real important. So, I've got feedback for both my kids. They each have accounts on Pay Pal and eBay and the stuff that they find, we put up on their accounts. They get to earn some extra money selling their things and their starting to build up some credit with eBay and Pay Pal and that's important as well. So, that's about it.

Clayton: How's your Senoff's Loop going? <http://www.Senoffloop.com>

Michael: Senoff Loop, it's going good. I've sold total about 5000 loops. These aren't all individual. These are like larger orders. I signed an exclusive deal with a buying group in the specialty advertising industry and he's talking a big game. It's still very early. It's only been 30 days but, I've got samples going out to some of their partners. I know I got some big players looking at it. I just haven't popped those big orders yet but, it will take time.

I'm going to be doing some direct mail very shortly. I'm just waiting on my envelopes and going to get a mailing list and I'm going to start doing my own marketing but, it's going to go. It isn't over night but, I've got my manufacturing down. I've got some good artwork and some good packaging and it's progressing. I look at it, it's going to be an income producer for... ongoing...for 10, 15, 20 years.

I think about my pen business, my invisible ink pen business. I'm still selling accounts that I had 18 years ago, accounts that I

had when I was single when I was in an apartment down in Pacific Beach.

So, the Senoff loop, I've got some patent applications submitted. Some good intellectual property that will protect me for here in the United States and I think it will be an ongoing little money maker.

Clayton: I think it's a great idea.

Michael: Yeah, it's simple. You got to hustle it like anything. So, I really haven't gotten it into the hands of a lot of people. I do have this exclusive arrangement with the specialty advertising industry. I know he's got the potential to sell a lot of them. I know for a fact he's sold millions of units of other similar specialty advertising items. He told me it's going to take a while. I'm keeping the faith. It's not going to happen overnight but, something's going to pop. That's just for the specialty advertising industry. I can still The Loop to anyone outside of that industry.

Alright, I guess you got to get back to work. Clayton, it was good talking to you again. I thank you for reaching out and letting me nail down this interview again.

Clayton: I enjoy visiting with you and appreciate the opportunity.

Michael: Alright Clayton, let's keep in touch. Talk to you later. Bye, bye.

For more interviews like this go to  
<http://www.hardtofindseminars.com/cl.html>

## **Craigslist Magic**

**"How I Make & Save a Fortune Buying & Selling On Craigslist And How You Can Too" - \$297**

I never stop selling on Craigslist and eBay because I want my two boys to remember all the easy money making deals I've made while they are young.

I want to show my boys that making excellent money buying and selling is simple.

And as they grow up, it will become as easy for them as breathing.

And because they have seen me do this hundreds of times, I know it's working.

But you don't have to be my son to learn my ways. I'll show you everything I know in Craigslist Magic.

If you are willing to keep your eyes and mind open and make a tinny tiny effort, you CAN make \$50, \$100, up to \$500 a day and more buying and selling on Craigslist, even if you don't have Craig's List in your Country or city.

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