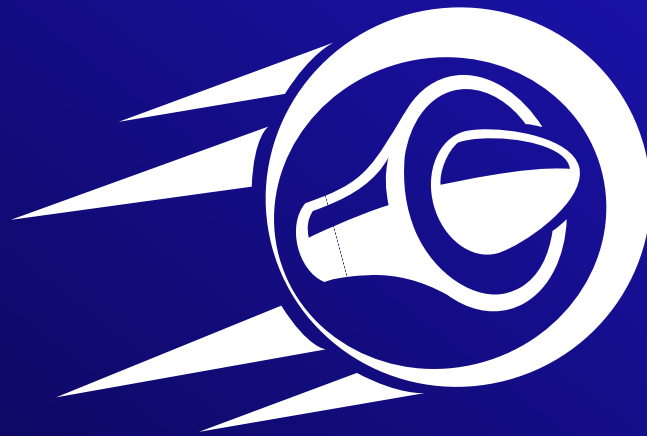


**REVISED &
UPDATED**

ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

Making Hard Decisions
With Soft Information

by Michael Senoff

 Michael Senoff's
HardToFind Seminars.com

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.hardtfindseminars.com

Copyright Notices

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

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

Published by:

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

Making Hard Decisions With Soft Information

One of the things that I like best in life is helping people – especially helping people with ideas on how to start their own businesses and how to make money. Mark Cook called me requesting some answers to the list of questions below. What kinds of information products could he create and sell?

What did I think about his plan to get a piece of the sales of automobiles?

What did I think about his plan to get a piece of sales in the travel industry?

Whose information products pertaining to marketing could he sell? Mine, perhaps?

He asks more about lead generation in different types of industries but tells me that he has no idea what he would sell. This is known as putting the cart before the horse.

I tell him that he should learn more about marketing and suggest studying Jay Abraham or listening to the many audios that are on my web site for free.

I give him ideas about how to assist sellers of high priced items, such as homes, to make the sale and give him a percentage.

What do I think about franchises? I give him several ideas about getting a piece of franchise opportunities (i.e. marketing) and he asks who he would sell to?

What do I think about someone else's marketing course?

What do I think about lead generation using his local Chamber of Commerce?

With every question that Mark asked, I gave him my best advice and even offered to assist him with resources where he could learn more. Yet, I was disappointed because it seemed that none of my advice was taking root with him.

Listen to the consultation and you decide. Any comments you have would be appreciated. You can send me an email at Michael@MichaelSenoff.com

You often hear me say that creating your own information product and marketing it properly is a great business for just about anyone. However, I want to emphasize that starting any business is hard work. It requires good planning, lots of research, precise execution, and effective marketing. There is no easy way and there are no free rides.

I am always happy to assist people to realize their dreams, but please take note of my advice because it contains many keys to proven success that have been kindly shared with me from business moguls and marketing geniuses. This recording is 30 minutes. Enjoy. Back to top

Hi, this is Michael Senoff with HardToFindSeminars.com. Here is another consult I did with a customer of mine named Mark C. Mark C. bought a mortgage marketing course from me, and called me and asked me, "Mike, what is the best MLM to get into and what is the best Internet marketing product I would recommend him buy." So, we started talking and I wanted to know why, why did he want this? He indicated that he just signed up with a new Multi-Level Marketing company. Well, I really believe there are a lot better ways to make money or to spend your time than promoting a multi-level marketing company for reasons you'll hear in this interview. We also talk about ways that he can find products that he can sell for a lot of money, that he can make a lot of profit. You'll hear what he's doing now, and you'll hear the suggestions I make to him, and I think you'll see that some of the advice that I give to him, you can use and use your time more valuably. I hope you enjoy!

Michael: We've talked before, haven't we?

Mark: Yes, sir.

Michael: I remember. How's everything going?

Mark: I'm doing all right.

Michael: I got your message – the best Internet and best MLM.

Mark: Yes.

Michael: You bought the loan package from Don, that's right.

Mark: Yes.

Michael: Don sent that to you. Is everything good?

Mark: Yes.

Michael: So, what's happening? Have you implemented some of the loan stuff?

Mark: Yes, I made about \$2,000.

Michael: You made \$2,000 from it?

Mark: Yes, sir.

Michael: What techniques did you use?

Mark: Sending out to the professionals like financial advisors. I already had a mailing list instead of just going to library because you can go to the library and get a mailing list of nearby financial advisors.

Michael: You can get a mailing list, go online at InfoUSA, okay?

Mark: That's where they sell mailing lists?

Michael: Yeah, they about own every other mailing list. Now, you're going to pay anywhere between 20 and 30 cents a name with them. They're pretty expensive, but I have a lady who I met who can get you name for about five cents a piece, anything out of the InfoUSA database. Just send me an email when you get online. Just put Mark Cook, "Mike send me your contact for leads." I'll send you her name and number.

InfoUSA, the same leads that they sell to the public business, they offer a service called ReferenceUSA. They own it, and they offer list service for libraries across the world to subscribe to. So, you can go into a library that subscribes to ReferenceUSA and download 50 to a hundred of the same leads from their database, the exact same leads people would pay 25 to 30 cents for. You can download them 50 to a hundred at a time for free. The only negative is they limit you, but she'll go into a library and do multiple downloads for you and build you a list of whatever you want for maybe half the price.

So, I'll hook you up with her, and she's real nice, and she'll take care of you.

Mark: Okay.

Michael: MLM, what do you think about getting into MLM?

Mark: I'm already in with a company called Five-Link. Do you remember Excel Communications? They're no longer in business.

Michael: Oh, Excel's no longer in business?

Mark: Yeah, they can't compete with the companies offering flat rate phone service.

Michael: How long have they been out of business?

Mark: Since last year in November.

Michael: I didn't know that. They've been around a long time, too.

Mark: Yeah, so most of them went over to ACN.

Michael: ACN? What do they do?

Mark: Same thing, but they offer flat rate service, Internet service, some satellite, and a couple of other products. I offer everything and all the cell phone companies.

Michael: I don't like MLM.

Mark: Yeah, I remember what you said about MLM.

Michael: I just don't like it. There's not enough margin. You need to have your own product where you make all the money instead of making the company money. The best MLM is, in my opinion, no MLM. Do your own MLM is you're going to do one.

Mark: Okay, the two people I heard talk about MLM marketing was Marlon Sanders and Corey Rudl, the one who passed away.

Michael: Right, but you can still get Corey Rudl stuff. I have some of his stuff. I have a course of his, videos and I think some tapes and manuals and stuff. It's basic marketing philosophy. You can find this stuff all over the place. I think what's really important is just understanding marketing. Forget Internet marketing,

marketing is marketing whether you use the Internet – the Internet is just a tool to deliver your message.

So, let me ask you – why would you want to learn Internet Marketing? Do you have any specific ideas? What makes you even decide about that?

Mark: That's what my website is on.

Michael: Okay, you have a website.

Mark: And, everything you have to order is off the website.

Michael: All right, everything you order you call a phone number and you order it off a website.

Mark: Actually, you have to speak me directly off the website.

Michael: You don't want to do that?

Mark: Right.

Michael: So, you're multi-level?

Mark: Yes. I can sign them up by calling me, and I'll sign them up through my website.

Michael: Doesn't this company have tools for the distributors already set up? The multi-level company that you're in, don't they have Internet and website tools to help you grow your business?

Mark: No, they just give you the website, and tell you to buy some business cards.

Michael: I would get with a different multi-level, one that's been around that is really using the Internet to build businesses.

Mark: Okay.

Michael: Seriously, because a good Internet company, if they've been around and they know what they're doing online, they should have all your automatic tools. You shouldn't have to do anything. You sign up as a distributor and you get all this stuff. You get presentations to put people in front of. This should all be automatic.

Mark: Yes, I'm sorry, they do have the presentations.

Michael: How's your upline?

Mark: My upline is a senior vice president.

Michael: Is he willing to help you?

Mark: Yeah, he's willing to help me.

Michael: If you had someone hot and they were interested in this thing, would he talk to them and sell them.

Mark: Yeah, I have to prove a point first before I go into him.

Michael: Are you just starting out?

Mark: Yes.

Michael: Do you know of any new distributors who are gung-ho, who have all the time in the world, who like meeting people and signing people up?

Mark: Actually, I've been signing up customers and only have fifteen customers.

Michael: You've been signing up customers?

Mark: Yes.

Michael: But, do you know anyone else who would be willing to do the meetings for you and put them under you?

Mark: No.

Michael: Okay. Multi-level – they're too transient. How long do you expect these customers to stay with you?

Mark: They're not going to change their phone service anytime.

Michael: I think there's better ways to go. I'd like to see you invest your time and learn how to write a good salesletter, learn copywriting, really master marketing. Look at the product. You spent \$600 some dollars for that course, right?

Mark: Yes.

Michael: Just look at it on this side. You've got great value no matter what you paid, but now look at it on Don's side. It only probably cost him \$30 to make that course. What sold you on the course?

Mark: Leads.

Michael: Getting leads. You were struggling with getting leads and customers. That's what every business wants to know, how to get customers, how to get more customers more effectively with less pain. That market is a very strong market. You could create an information product for multi-level people. You could find a leader. Whoever's making the most money or has the most success with your current multi-level marketing company, you can interview the hell out of him about how he got successful, and that can be an information product that you can sell to all the distributors in the company already there. How about that for an idea?

Mark: Sounds good.

Michael: Is there some people making serious money?

Mark: Yeah, Jim Kelly, the senior vice president with the company. He's probably packing in sixty to seventy thousand dollars a month.

Michael: Did he build it himself or is it just because he's at the top?

Mark: He built it himself.

Michael: I'd bet he would love to do an interview with you. I'm just trying to give you ideas. You could interview the hell out of him. You could take that interview, transcribe it, and you could take all the important keys that he talked about and create a little one page cheat sheet, an action plan, and you can have yourself a product you can put in a three-ring binder. You can interview a couple other people in different lines of the MLM, and interview them and have two or three or four or five interviews with the top leaders in that company.

Now, do you think Jim Kelly would like all his distributors to hear these recordings of how other people have become successful?

Mark: Yes.

Michael: So, you're going to own the rights to the product. You could set it all up on a website, five different audio recordings or just give them ten minute clips. Let someone listen to the Jim Kelly interview and if they're interested in hearing the other four interviews, they can buy them from you.

Mark: Oh, okay.

Michael: Imagine if it's just audio recordings and downloads like what's on my site, and all you have is your time investment and then whatever you sell is all pure profit. You may get Jim Kelly because he's done so well. You've taken the time to really interview him, and if it's a great interview, he may let the entire downline hear it for free, and then the only condition is that if they like that interview, that you can make them an offer to buy the other four or five interviews that you did with the other leaders in the company. Win-win-win for everybody.

You don't have to build up a downline. He already built it up. You get to access all those millions of dollars in promotions that he built up that huge multi-level company all starting himself probably with a lot of hard work, and he just gives you all the customers' names. Do you know what I'm saying?

Mark: Yes.

Michael: There's easier and better ways to go about. Information products are fantastic.

Mark: Okay, everybody knows IloveMLMs.com or Art Zelnock.

Michael: Yeah, I've heard of him.

Mark: Okay, I don't even know what questions to ask.

Michael: What you do is you tell them to give you the questions. "Just all I need is an outline. Give me the 20 most common questions that people ask you about your success, and write them down." And, then all you just start with number one, and you just do it. If you're not comfortable doing it, you can hire someone out to do it.

Mark: Okay.

Michael: You let your people make the outline because he's the one who's rich making \$70,000 a month. So, he's going to know the questions that people are asking him, "How did you do that?" "How'd you get started?"

Go look at my interviews and look at the questions that I ask people. Print the transcripts out, and just put a collection of the questions I ask. "What did your dad do?" "How did you get into it?" "How long were you there?" "Did you like what you were doing?" "What were you doing before you had success?" "What was the hardest thing about getting started?" "Are you the type of person who's a self-starter?" "What advice would you give to someone who's in your situation?" "What's great about MLM?" "What are the negatives about traditional business?"

You can come up with tons of questions, and as they start giving you their answers, you dig deeper. You may say, “Well, I had my trucking company. We were losing a lot of money.” And, I’ll say, “But, wait, why were you using a lot of money.” You say, “Why, how?”. Do you know how a little kid says, “Why daddy, why, why, why?” And, you just keeping going?

Mark: Yes.

Michael: You just keep doing that to them. If you get a lot of raw footage, he’ll start going into a trance talking about himself and he’s reminiscing about his story and everything. He’ll love it. He’ll get going in it.

Mark: Okay, and you also have something there. I think it’s like \$35,000 worth of information. What’s that about?

Michael: Did you read the letter?

Mark: I read part of it and then I had to run out.

Michael: It’s just all these resources – free website, free software – stuff that people don’t know about that I have learned about just over all my years being online on the Internet, stuff that just saves you a ton of money. It’s just free stuff. I go through ten different packages that you’re going to get.

You know when the plumber comes into the house and says the drains are blocked. He goes downstairs and all he does is takes this monkey wrench along the pipe, and then he just hits it and gives you a bill for a hundred bucks. You’re like, “A hundred dollars? All you did was hit the pipe. What’s this for?” He says, “One dollar for hitting on the pipe, and \$99 for knowing where to hit.”

I’ll give the perfect example. I’ve a got a Jacuzzi out back, and the thing was leaking water. So, I called this company to come out and fix my spa. I had the thing open. He just glanced at the thing, and he knew where my problem was right away, and it was just a little gasket right at the area where the pipe goes into the Jacuzzi motor, and he replaced a little piece of rubber. It only cost me about \$60 because they charge for coming out, but this guy had been fixing Jacuzzis for 20-something years. He knew exactly where most of these things leak. I couldn’t believe he found it so quick.

So, these links are knowing where to hit, knowing where the free stuff, and that’s what it is. It’s a compilation of links and free stuff with a description after each one, and then there’s four hours of audio interviews I did that go over 67 links that discuss why they’re great. It’s just some amazing stuff. It all

started when I started interviewing this guy Luis Aroz, one of the guys on my interviews.

Mark: Okay, and what do you think about search engine marketing, or optimization keyword coach.

Michael: Yes, absolutely important.

Mark: Okay, since I have network marketing, MLM, how much 400,000 some searches on network marketing.

Michael: Forget it, you don't have a chance. Unless you're really ready to spend some big bucks. You can't compete with all the companies. Every multi-level marketing company is competing for those terms, and you're going to pay big, big money. You can not afford it, not right now. You're going to have to use guerilla marketing techniques, you know?

You just need to learn marketing. You've got the mortgage marketing. All those mortgage marketing tips can be applied for your MLM business. The keyword stuff is going to break you, and it's always changing. There's better ways.

Mark: Would postcard marketing work?

Michael: I would rather see you do your marketing over the phone.

Mark: Over the phone?

Michael: Yes, get a list of people in multi-level marketing companies.

Mark: I'm looking at now thinking about what you told me because I'm only getting six percent on a residual income.

Michael: It's not enough.

Mark: No.

Michael: Forget it.

Mark: I'll have to get a thousand customers to get three thousand dollars a month.

Michael: Look, your company is going to be out of business. I'll bet it is. There's a 98 percent chance it will. So, you're busting your ass, getting all these customers, making that company money, and then they go out of business and you'll be lucky if you can switch all your customers over.

It's not a waste of time because you learn a lot. You'll make some mistakes, but why not just go to where the money is? There's just not enough margins. You're going out to sign these people up. Aren't you going to meet them face to face?

Mark: Yes.

Michael: So, you sign them up. What do you make when you sign them up? Like \$50 or anything up front?

Mark: No, nothing up front.

Michael: You're hoping you can make a little six percent residual on their phone bill, right?

Mark: Yes.

Michael: So, if they have a \$60 phone bill, you're going to make a lousy four dollars.

Mark: Right.

Michael: You could be making presentations selling something for a thousand dollars at that same time to people. If you're going out and meeting people for a hope that their phone bill is going to make you four dollars, that is not a good use of your time. You could be hustling and selling something for a different market for the same amount of time. You're meeting with them for an hour explaining all this stuff, signing paperwork, driving across town, going to appointments that cancel, they call in they're not there. Have you been to some that no one shows up? That is a waste of time.

Why not go and meet someone who's interested in something? Long distance phone bill is not an important thing in people's life, I don't think. Why not sell someone something that sells for a thousand bucks? There's people doing it every day for \$500. So, if you make ten appointments a week, and you sell two, you've made two grand.

Mark: What product can I sell that costs something like that? Tell me some examples out there. I need some information.

Michael: Well, information products could be sold for that. You could sell consulting services. You could sell business opportunities.

Mark: Say if I sell something for you?

Michael: No, you could do it for yourself. I could sell a package that teaches you how to be a marketing consultant, but you don't need my thing. You can learn the stuff you're learning on my website. You can go listen to all my recordings in the Consulting Secrets stuff, and you would have an outline of a questionnaire to go in and do an audit on a business. You could sell the business audit.

You could have a telemarketer call on business and ask them if they'd like to grow their business, and have a telemarketer do all this. You could sell your business audit where you come in and analyze the business by asking the business owner all these questions on their business, and you'd outline hidden marketing assets, things that they're not optimizing. I've got a whole PowerPoint presentation that shows you how to do all that.

Anything can be sold. Cars can be sold.

Mark: I'm trying to get into the car industry. I'm waiting for them to call me back. I just found a website freetravel.com. Have you ever heard of that?

Michael: No.

Mark: It's myfreetravel.com. Three day and night hotel accommodations.

Michael: But, you're looking at all these things to generate leads like free certificates and postcards where it's an extra step, where you could just pick up the phone and let's say, "Meet with someone and sell them." Why don't you just skip all the lead generating stuff, and just call someone on the phone that you know has bought something similar to what you're going to sell already?

Mark: I can sell them a marketing course, and I send them – well, do you have a marketing course of your own?

Michael: I do not. I give away all my stuff for free.

Mark: That's right. Who else's recording could I give away or sell?

Michael: Well, you can make your own. You can compile your own. You could do an interview with different marketers and create your own. Doing the interviews is a great way to create your products because you don't have to write it. You just talk it. You just ask a bunch of questions and then you just have it transcribed, and there's your product.

Mark: Right.

Michael: There's so many things you can do. That's the problem for most people. They don't know what to do, but I really highly push information products and

being the creator and developer of your own product that you have control over, that you create, and you make all the money on that costs just pennies to make and that all you're doing is selling and making profits.

Mark: Okay.

Michael: I wouldn't sell cars. There's no margins in cars. Every one and their mother is selling cars. There's risk involved. There's insurance. You've got to go to the DMV and get the title. That stuff eats up your time.

Mark: Okay.

Michael: You don't want to be driving all over town doing that stuff. You want to be able to sit in front of your computer and make money without ever having to leave if you don't want to.

Mark: Okay. I'm on Yahoo! It says, "Find your local businesses around your area" like hair salons. Can I use that a resource by calling the owners of the company?

Michael: And, what are you going to sell them?

Mark: I have no idea. I'm using that as a marketing tool.

Michael: Yes, as long as you have a name and number, yeah. You can buy the lead. You can look in the Yellow Pages and start calling the Yellow Pages. It depends. You've got to be calling on a particular market. I think you need to study more general marketing. Have you studied any Jay Abraham stuff?

Mark: No, I haven't. I have one of his marketing courses.

Michael: What do you have?

Mark: Something "Over the Fences"

Michael: Oh, "Swinging Over Fences." I think you just need to listen to all the audio recordings on my site, and just think about some of the stuff you hear. In some cases, you might not need anything anymore. You just need to make a decision, but if you're going to sell something sell something that you can make a dime with. This Excel stuff, for two dollars or three dollars every time you sign someone up, that is not going to happen.

Mark: Okay.

Michael: I know you've got fifteen people, and a lot of people maybe don't use the phone too much. It's a hard way to go about it. There's things everyday sold for tens of thousands of dollars. There's homes being sold for millions of dollars. You can go on eBay and find a house that's listed for a million dollars that didn't sell and contact the owner and say, "Would you like me to help you sell your house?"

Mark: Oh, really?

Michael: Anything on eBay that doesn't sell. Do you know how to look at a completed auction? Do you know how to search completed auctions?

Mark: No, how do you do that?

Michael: Well, you can go on eBay. Let's say you searched, "homes" in your zip code, and you search completed auctions. Those will show you all the auctions of the houses that didn't sell. So, you email the guy who listed the auction and say, "I know your house didn't sell. Would you like help selling it? Or are you going to relist the auction?" You find someone who's frustrated because their ad was so bad, so terrible, that it would never sell because they don't know a thing about marketing or selling. They don't know what a headline is. They don't know how to put good photographs up there.

Mark: Oh, okay.

Michael: So, you may say, "Well, how do I know how to do it?" Well, go find an expert who's already selling lots of homes on eBay, and they're out there and interview him or go to his website or find out what he's doing, and then you can just repost the auction in a new way. Do a good headline and just make a deal with the homeowner and say, "I'll pay for the auction. If I sell your house, would you be willing to pay me a finder's fee of the three percent of the million dollar house?" So, what's three percent of a million? It's \$30,000.

How many people is it going to take you to make \$30,000 signing them up?

Mark: At least a couple million.

Michael: You think like peanuts, you get peanuts. Start thinking bigger.

Mark: What about franchises?

Michael: Here's a great idea, and I've had this idea. If I had more time or there were ten of me, I would do it. I would go to young new franchises, and I would contact the franchise company and I would see if could get the rights to market and sell their franchises, and there are business opportunities out there that have

relationships with franchises that you can sell their franchises for a nice upfront fee. You can make ten, fifteen, twenty thousand bucks on every one you sell. So, you could become a sales rep for a particular franchise, and do very well. Absolutely.

The best young and upcoming franchises, go to Entrepreneur.com, look at the top five hundred franchises. Look at ones that really look interesting that maybe are new franchises, and contact the owner. These guys are in business to sell franchises. You could become a sales rep and sell a franchise and make yourself ten, fifteen, twenty grand. They may even provide you the leads. You're selling a business opportunity. Absolutely, that's a great way to go. That's a high ticket item.

There's McDonald's selling for millions of dollars for franchises. There's Subway that must sell for several hundred thousands of dollars. Someone's making commission on those sales. There's Dip'n Dots. There's all kinds of franchises. Go to Franchise.com. Go to Entrepreneur.com Look at all the franchises out there. They'll show you the numbers, how many franchises there are. Look for the ones that aren't growing that much that have a high dollar figure, and if it's out there, there's people that you can sell it to with good marketing.

Mark: Yeah, who would I sell a franchise to?

Michael: People looking for business opportunities. Here's an idea. You can get the trade show catalogue – let's say a business opportunity trade show just went on in San Diego last month. Well, you can call the Civic Center and say, "Can I get a directory for the Business Opportunity Trade Show that went on last month?"

So, let's say you get the exhibit booklet of every single exhibitor that showed at this trade show last month. All right?

Mark: Okay.

Michael: Now, these exhibitors put out fish bowls and they generate leads at their trade show exhibit. Did you know that?

Mark: Yes.

Michael: Well, did you know that probably 90 percent of them never follow up on any of the leads? You could call these companies and you could ask if they'd be willing to sell you the leads, or you could call these companies that have franchise that's non-competing with the one you're trying to sell. There's still

people looking for business opportunity. You can buy the leads from the franchise that the people say they weren't interested in.

There's lists out there of people who subscribe to business opportunity magazines or franchise opportunity publications. There's lists of people looking for franchises, looking for good business opportunities. They're out there. If you look at the SRDS, you can find a list to anything you want. You have people raising their hand saying, "I'm interested in franchise." So, if you contact them and say, "I'm Mark Cook, and I know you're interested in a franchise. Do you have a couple of minutes for me to explain something I think you may be interested in?" And, then you go to it.

But, you don't do that all by yourself by phone, you do it through automatic marketing like a direct mail letter or 24 hour recorded messages or a website or an audio interview with the owner of the franchise telling his story of the hard beginnings and how it got started, and how many existing franchises are seeing double digit returns in their investment, and how much fun it is. You can put a marketing package together that is yours designed to sell that franchise.

Mark: Understood. There's a guy by the name of David Fry. Have you ever heard of him?

Michael: Yeah, sure have. I know David.

Mark: What do you think about his referral marketing?

Michael: It's good, complete, referral marketing course. It's a good investment.

Mark: And, the ones who are going to the Chamber of Commerce and Better Business Opportunity, can I get in contact with those people who come there and look for a business product?

Michael: Absolutely, every Chamber of Commerce has a list, and you can call the Chamber and if you became a member in your town, you can get a list of those people who are members of the Chamber of Commerce and you can have access to those lists, yes.

Mark: Okay.

Michael: You can get a list of anything you want if you use your head and just ask for it. You've got to decide on a product, and I wouldn't sell a product unless you can make some really good money with it. I would just set a limit for you. I would say, "Do not sell a product unless you can make yourself at least \$3,000 profit in your pocket." Don't even look at anything lower. So, that's going to

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

force you to look at higher opportunity things like business opportunities, franchises, high end cars, maybe timeshares.

Go look on eBay. Go look at the things that are selling for multiple thousands of dollars. Search the auctions and look for all the \$10,000 auctions. See what's being sold. Is that helpful?

Mark: Oh my, yes.

Hi, this is Michael Senoff with HardToFindSeminars.com. I hope you enjoyed this consultation with Mark. Please email me at Michael@MichaelSenoff.com if you'd like to hear other consultations with my customers. Enjoy!

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>