

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Control a Company's
Biggest Asset --
Its Mailing List**

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

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Any perceived slights of specific people or organizations is unintentional.

How To Sell To, Control, Capture And Pillage A Companies Biggest Asset – Their Mailing List

If you haven't heard of the Red Hat Society yet, you most certainly will – and not just from this recording! The Red Hat Society is an organization of women who believe that there is fun after the 50 and that silliness is the comedy relief of life. There are currently over 800,000 members, and that number is growing rapidly.

That being said, I know that you will enjoy this consultation that I did with Pam. You will hear Pam give details of the Red Hat Society and describe her small business of selling Red Hat Society apparel online and through Ebay.

Although her business is successful, Pam felt that she wanted to develop some kind of information product for the fifty and over age group of women. She had listened to several of the consultations on my web site, www.hardtofindseminars.com and was hoping that I could help her with some specific ideas for products.

Listen as I quickly come up with an idea about creating an information product targeted specifically to Red Hat Society members: Pam could create audio interviews with dynamic Red Hat Society members about their philosophies and how they have fun in the Red Hat Society. Listen to my advice about how to market these audios to different local chapters of the organization and, possibly, to the organization's national chapter.

Pam gets crash course in creating this information product:

- I give Pam a sample list of questions that she could ask her interviewees
- How to record the interviews
- How to edit the interviews
- Ways to make these interviews available to members of the Red Hat Society online.

We talk about how the market will determine the pricing of the product and how to get lists of names and email addresses of women who would be prospects for future products developed by Pam. The sky is the limit!

Pam comes away from this consultation with the determination to develop this unique product. As a listener, this consultation details all of the points necessary to develop your own unique information product in a simple, step-by-step fashion. This recording is 30 minutes. Back to top

Michael: Believe me, once you start listening and these girls get together next time, they're going to talk about it. It will spread. You do a good job on this; it will spread like wildfire especially in a group setting like this. They're going to talk about it.

Pam: Yeah, that's true.

Music

Hi, it's Michael Senoff with HardtoFindSeminars.com. Pam contacted me wanting to create an information product for a very large group of a targeted women's group called the Red Hat Society. These are women in their forties and fifties who wear these big red hats and they just want to go out and have fun and meet with each other, and they have over 800,000 members throughout the world. Pam sells clothing to this group through eBay, but she wanted to develop an information product that would take her out of the photographing and eBay auction listing business. So, in this recording, you'll hear Pam and I strategizing and I come up with a pretty unique marketing concept using audio interviews to capture a large portion of this market and to sell and promote the whole society as well. Also, lots of opportunities for creating, packaging, repackaging the information in forms of audio interviews with dynamic Red Hat ladies throughout the world. I hope you can use the ideas from this interview, and develop your own information product for your own specialty niche market. Enjoy!

Pam: Hello.

Michael: Hi, Pam?

Pam: Hey.

Michael: Hey, how are you?

Pam: Good, how are you? My name is Pam. I've been working with a group of women called the Red Hat Society, and the Red Hat Society is a group of ladies that are fifty years old and older. And, their whole purpose is to stay young, have fun, go out. I guess you would equate it somewhat to like a sorority type thing where they have chapters pretty much in every local city in the United States, Canada, Australia. It's really start to grow worldwide. There's about 800,000 women in this group, and it's growing.

Part of the whole motif is that they dress in purple clothing and wear red hats, and the bigger and boisterous and flamboyant they can get, the better. So, I've been selling clothing to them.

I'm a member, but I'm not in the age group. I'm in the younger group which they call the Pink Hatters, which is below fifty.

Michael: Do you pay money to become a member?

Pam: Yeah, there's maybe a \$15 dues.

Michael: And, how often do the Pink Hats meet in your area?

Pam: You know what? I don't even know because well, I'm part of the virtual. I did look in my own area for chapters, and there are several. In fact, what they do is they actually close the membership quite often because they want to keep their group small. They'll close it after ten or fifteen members. I went to a coffee shop once, and I saw a little group of them sitting there.

So, I've been selling them clothing and giving into having to stock a lot of stuff and keep a lot of clothes, and I do like that part of it, but what I've been doing for the past many years is online marketing. I've done network marketing on various things, and so when I was reading a lot of your material, I thought, "You know, that's probably a really good idea somehow to do something with information for this group." Because what I see online right now is just basically catalogue sites.

Michael: Catalogue sites selling them hats and stuff.

Pam: Yeah.

Michael: Now, is there a national list available that you could get access to?

Pam: I haven't done the research on that.

Michael: How much are you making on the eBay stuff a month? How much are you profiting, not your gross?

Pam: I profited about \$2,000 a month.

Michael: Two thousand profit a month?

Pam: Yeah.

Michael: Okay, and how much time does it take?

Pam: I would say it's probably 20-25 hours a week. I guess what I was thinking of with the information product was after I listened to one of your recordings – I don't even know who it was with – but, anyway the point was regarding Google Answers. It was with Louis I think.

And, I had never heard of that. So, I went over there, and I'm like, "Oh, isn't this interesting." So, I actually put up a question. "How could I find out everything about this age group of women?"

So, I got a whole bunch of information and a whole bunch of stuff, and then after reading through the whole thing I thought, "You know what? These women are just interested in what I'm interested in." So, I figured, well, if I can come up with something not so much just for the Red Hat Society, but something that goes outside into their lives.

Michael: First of all, your clothing business – I've done retail clothing. It's a pain in the butt. Even though you're making two grand a month. It's fine. It's good money. Help you pay your rent and some bills and it keeps you busy, and it's a little fun, but at the end of the day, it is work. And, that's fine. You could just keep that going, and get some good money doing that, but definitely you see the advantages of having an information product that if you could sell information, you don't have to take pictures of auctions. You don't have to be glued to the computer. You know it's a pain in the butt.

I can't stand putting up auctions for all my pre-owned stuff. I hate it. I could have tons of auctions up there, and I'm taking the pictures and writing the descriptions, and it's just something I'd rather not do.

Just looking at the experience with the interviews – I think these ladies want social interaction. They want to meet new friends. They want to meet people in their area. They want to get out and do some stuff.

I think having new friends is a big part of it, and they want to have fun. Wouldn't you say that's the main thing?

Pam: That's totally the main thing.

Michael: And, there's probably a lot of real colorful personalities all through the world who really embrace that idea at their age group. We've had kids. We've raised our kids. We're out on our own. Now, we want to have some fun in our life. Not that they hadn't before, but do you see what I'm saying?

I'm sure there's a lot of people who could talk a lot about that and how they have fun, and maybe their little philosophies of life, and other women could probably relate to that. And, I think if you could find the most passionate ladies who are part of the Red Hat Society all over the world, and do little interviews with them about how they have fun and why they like the Red Hat Society, and stories of what they do in their group to go have fun.

And, just do a collection of interviews of Red Hat ladies personalities and have a collection of them, and then, you edit them. It's a lot of work at first,

but it would be a lot of fun. “Well, how do you have fun?” “What do you guys do?” “Where do you guys go?” “What are some of the things you do in your chapter that really work?” “What doesn’t work?” “What would you recommend someone considering getting into this society to be like?” And, you do the same questions for all different people around the country.

If you have ten or fifteen of them or twenty of them or five of them, and then you have that collection all online, and then that’s something you can give away – a couple free ones – or you can sell a monthly membership. You do two interviews a month, or three interviews a month where you interview another Red Hat lady, and I think they would love that.

Pam: That’s the one thing that’s missing with the Internet is voice, and really hearing and feeling it.

Michael: Boy, you’ll find some passionate people who could talk for just hours about it, and then you approach the main company and you just say, “Check this out.” And, you get their attention and send them to a link where it’s already done and you’ve the interviews of all the people, and they’re going to say, “Wow, these recordings will really help sell Red Hat ladies all over the world.”

I think that’s something that they would love to have, and you could work out a deal with them where they could promote, and since you own and control all the interviews, you have total control. Then, you could work out a deal with them.

Now, if national didn’t want to do it, you could go to plenty of chapters all over the country and find out who the chapter manager is or the main Red Hat lady, and with some work, you could pay somebody to do this. You just want to let them know about this link with interviews of all Red Hat ladies all over the world.

Just like my site, but it’s just niched to interviews of Red Hat ladies, and the questions can all be the same for each one. It’s just like a cookie cutter, but each one will be totally different because you have each person with different experiences. They live in different places. And, you have yourself a great information product that can be delivered electronically. You could have the transcripts to them. You could make a book. A lot of products can be made out of it.

Pam: I could come up with the questions. That would be thing that would be one of the most important things, and that’s what you’re so good at.

Michael: You could do that. You just start with standard questions, “What’s your name?” “Where do you live” “How long have you been a Red Hat lady?” “How did you find out about it?” “What made you want to get started?”

“What do you like about?” “What don’t you like about it?” “What are some of the things your group does to have fun?” “Where do you go?” “How often do you meet?” “What’s your philosophy?”

You’re going to get all different answers. I mean, those will keep you busy right there, and as they start talking, you just keep digging. They’re going to say something about, “I got divorced”, and every experience is going to be different, and it gives you the opportunity to dig deeper with more questions, and then when you do the editing, or you get somebody to do the editing, you cut out a lot of the stuff you don’t need. You just clean it up.

So, I’ve given you examples of questions. I know you can come up with questions. You’re going to be nervous at first, but you’ll get the hang of it, okay? And, once you have your list of questions, you don’t have to use all of them, but you’ll have your questions in front of you. So, you’ll know exactly what to do, and how to do the interview, and you’ll get better and better at it.

One tip – let them talk. Say as little as possible. You just ask the questions, shut up and listen. Let them talk and talk and talk and talk. As they start talking they get into more and more, and they’re more passionate. That’s the stuff that people love, when they’re not inhibited and they forget they’re being recorded. They’ll just talk and talk and they’ll tell you some great stuff that other women in their age group will really be able to relate to and connect with. And, as people are listening to this, they’re all connecting with the Red Hat Society and thinking, “Wow, this would be just great.”

Once you have this done and complete, you really have a very powerful way to grow the whole national organization, and if someone has two cents in their head and they hear some of these interviews, before you even present it to the national, you could get some of the local groups to get their opinion on it. Let them sample it and get some testimonials and see what they think. And, you can have that as well that other Red Hat ladies talk about it, how it inspired them, how it got them to sign up – things like that.

Alright, so, then you have your questions, then you’re going to have to know, “Well, how do I do the audio interview? How do I record it?” I have a recording. I can help you with that. So, it’s very easy. You’ll have to buy a digital recorder for about a hundred bucks, and a little thing from Radio Shack. So, I can show you how to do that. All you need is your phone.

If you only have a cordless phone, you’re going to have to get a regular phone. Get an old one from eBay like one of those old Ma Bell ones with a cord on it, and then you have to seek out different chapters. You can just start with one. Start with the one closest by you. You can tell them you’re creating a book. You don’t have to go into the Internet.

Just say you're looking to interview someone who would be a good representative to what the Red Hat Society stands for in your area. Who would you suggest that would be willing to talk about their experience? You'd like to do an interview with them. And, they'll give you a name, and then you get their number and you call them.

You just introduce yourself, and you just say that you're interviewing ladies from the Red Hat Society all over the world, and you'd like to know would you be willing to share your experience with the society and you'd like to interview them.

If they're enthusiastic about it, they'll say yes. And, if they don't say yes, find someone else. You want to find someone with the spunkiest personality who would be a good spokesperson for the local chapter.

As a carrot for them, if it's a local chapter, and they haven't cut off membership and they want more members, you tell them that once the interview is complete and edited, you will provide that interview for their chapter to help bring in more people for their local area, you see? And, you can give it to them, but you only give them that one. If they want the other ones, they can buy those.

But, each one you do the interview, there's something in it for them. So, they're going to be on their best behavior to sell the idea of someone to come join their group, and it gives them an automatic way to sell it, you see?

Let's say if you did that with ten different chapters around the country, each representative from each chapter, you have ten different groups, and if someone inquires about the Red Hat Society, then they say, "Well, go to this site and go listen to interview number two or number three or number four." Then, the person will go to the site, and then you can start capturing these names at the site, and then they can listen to the interview for that chapter in their local area.

So, then you have all these chapters sending people to your site to listen to the interview from the main person of that local area about the Red Hat Society. So, they're sending all the traffic to you, and you can also gain control of those names and leads. Do you see?

Pam: Yeah, that's a good idea.

Michael: So, you've got questions to do the interviews. I can show you how to get the equipment to record the call. One of your biggest stumbling blocks is you're just going to have to learn how to do the editing. It's not hard. I promise you. It's not any harder than editing a Word document, or making an eBay auction. You've just got to learn how to do it. You've got to have the right software,

and I have stuff on my site that can show you how to do that, or you can pay someone to do the editing for you. And, that's a service I can provide for you if you're interested.

You do the raw interviews, and then I'd show you how to save them as a .wav file. Do you know how to burn a CD?

Pam: No.

Michael: You know how to upload a file like when you upload your eBay auctions?

Pam: Yes.

Michael: I can give you a place to upload the digital recording, and then you upload it and I can take it from there and do the editing and everything. I can help you produce the audio interviews like I do on my site. But, that's going to cost you money. I don't know exactly how much, or you can learn to do it yourself.

It is very time consuming, but if you're willing to work at it and get it. Just start with a goal of doing five. Take it in little chunks, or have a goal of three. Start with one. Start with just one at a time, and as you do them, you'll get better and better and faster and faster. You'll need less editing because you won't be talking so much. You'll just ask the questions and get the answers. They don't have to be perfect.

You'll right a little description about the person and about the interview. So, as you're editing the interview, you're going to get an idea of what this little interview is about, and you just write a little paragraph kind of like on my site.

I don't know. Does this all sound too daunting?

Pam: No, it sounds really good, and kind of what I had in mind. You just added to the overall idea of it. I guess there's a few questions that I have. I guess the next step is for pricing of these things. I never know. It even goes with the clothes. It's kind of like I don't know where the right price point is.

Michael: Well, your market will tell you what the price point is. When you list an auction, you have a Buy it Now price, but how many times do you get people buying it now?

Pam: I get quite a bit from the store, but I use the auctions to bring them there.

Michael: Your market's going to determine how you would price these. If you had a collection of ten or fifteen of them, you may be able to sell them all for \$59, \$100. I don't have the answer for that yet. That's one source of income is selling the audio content.

Now, another model is to do what I do on a lot of my stuff is giving it away for free. But, what are you getting in exchange? You're getting the leads. You're getting contacts. You're getting the members of the Red Hat Society. Then, when they sign up and they've come to listen to your free audios.

Believe me, once you start listening and these girls get together next time, they're going to talk about it. It will spread. If you do a good job on this, it will spread like wildfire especially in a group setting like this. Because what are they going to talk about?

Let's say the lady goes out with fifteen of her society and they all go out to dinner, and they're going to talk, "I heard your interview on that website. Oh, it was great." They're going to talk about it.

Pam: Yeah, that's true.

Michael: It's going to spread very quickly, and if you do a great job and really take pride in these interviews and make them masterpieces, it will spread very fast in that type of environment.

Pam: Now, with pictures, unless you watermark them, people can just take your pictures. Is it possible for people to take mp3 files off as well?

Michael: Yes, they can take them, but if you do an hour long recording with someone, they can download it and play it from their computer, but unless their burning CDs and mailing it to their friends, it's going to be a pain in the butt. They're not going to be able to just email an mp3 of that size.

So, you have the ability to have them download it or download the transcripts, or what you can do is you could restrict access. You can let them go online and play it for free where they can't download, like my green buttons, and then if they want reading access, you can sell them access to the transcripts. If they want full access, they have the ability to download everything. There's a number of things you can do.

But, I wouldn't worry about them stealing it because it's just going to spread the word. It's just going to bring them back to your site, and them entering their name and email address. So, your list becomes another form of currency. It becomes very valuable those names, because now you have all these clothes you can sell. I think that would be a great plan. Do you have a local group there? How many members are there? How many people in that group?

Pam: When I went out there, there were several right in my area. I think they each have probably fifteen people in each one.

Michael: So, call one and tell them you're doing a collection of interviews for the Pink Ladies or the Red Hat Society. You can have Pinkies and Reds and Purples. You just start segmenting them, and they have how many on their list 800,000?

Pam: Probably like 800,000 worldwide, and it just keeps going.

Michael: Well, imagine if you got 100,000 or 200,000 on a list, and they loved your interviews, and you just started building and collecting. Once you have a list, you can create and sell anything. What would be great is if corporate took them on and you did a deal with corporate and just split it with them. You have to do a real professional job, though. You're promoting the whole thing. You can grow their whole organization worldwide through interviews like these.

If they want to hear how other Red Hat ladies are doing it all over the world, so you want to get the best of the best and just interview them and have it available. That would be fun.

Pam: Yeah, it would be. I could sell it to people in Australia and Canada.

Michael: Sure, you have contacts right there.

Pam: And, I do have an eBay list of probably 200 people on there. I could probably just start with that.

Michael: Sure, you can, get their email address and send out some emails. Just tell them who you are, "You bought something off of me off eBay, and I'm looking for some real dynamic Red Hats or Pink Ladies that I can do an interview with on my website. Do you know who'd be willing to share some of their experiences within the society with me?" And, then what you do when you interview them, you just explain to them just like I did at the beginning.

I didn't give you anything in writing. Some people would say you want to get the contract that you can record and sell their information, but I find if you ask them to sign this contract it's hard to get it, and I just do it over the phone where I have your verbal consent.

Just do it over the phone in a real relaxed way just like I did with you.

Pam: And, you record that part as well?

Michael: Yeah, you record that part as well. So, you have an agreement. You say, "We have to take care of some details, and just so you know, I'm recording the call and I have your permission to record it, and I may use it on my website. I may

sell it down the road. So, I'm going to let you use it to promote your society and your local chapter once it's done. Is that alright with you?"

You just get their agreement, and they're understanding. It's never been a problem for me. I've never had any kind of problem in all these years.

Do you think that would be a good way to go?

Pam: Yeah, I think it would be great. If I were to go down to a finished product with the CD and the artwork and all of that, is that pretty easy to get done.

Michael: Just look at one of my pages with all the interviews. It doesn't have to be fancy. They just want the information. My site isn't that fancy. You have the headline. You have the description. You have the interview. You just model it after what I'm doing, but yours are all with Red Hat.

I know it's easier said than done. The hard part is just doing it.

Pam: Yeah, the first one or two is always a little, "Okay, here we go." You don't have to use them either.

Michael: You don't have to use them, that's right.

Pam: It sounds like a really good idea, and I definitely will want to give that a shot. It's something that nobody else has. I go to my other competition, and I look and I see, "Well, this one is just like a catalogue site. Well, this guy is doing a little bit more than that." This idea is just completely.

Michael: Completely different, and no one has the courage to do interviews. No one will do the work. It's easy to slap up a picture of some clothes you bought. That's easy to do. Anyone can do that, and that's why everyone else does it. No one will take the time to do something like this. It's a lot of work at the beginning, but then you own and control it.

You don't have an exclusive on all your clothes. Anyone can buy those clothes, and you have competition that can undersell you, and then you're out. You've got no control. This is something that's your product. You have control over. No one can steal you. It goes a long way.

You've got negotiating power with corporate if it's something that will further their goals. It's a win-win. It really is.

Pam: Great. I am going to actually do this.

Michael: Well, get the first one done, and let me know. I'd love to hear it.

Pam: As far as the recorder?

Michael: It's a Sony ICD-ST25. It's a digital recorder. You can get them at Circuit City. Go on eBay and see if you can find one. Learn how to use it, and you're going to need a thing from Radio Shack. It's a little black box. Say, "I need that black box thing that I can record phone calls with." It's going to be a pain getting it all set up, but once you get it set up, you're good.

Pam: Great.

Michael: Okay, well, please keep me posted.

Pam: I will.

That's the end of my interview with Pam related to developing audio interview collections for the Red Hat Ladies Society. I hope this has been helpful. If you have any questions at all please call me or email me at Michael@hardtofindseminars.com or 858-274-7851.