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University

INTERVIEW SERIES

How To Know Your Worth, Sell Your Value, And Never Have To Work A Stinking Hourly Slave Wage Job Again For As Long As You Live

 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 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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How To Know Your Worth, Sell Your Value, And Never Have To Work A Stinking Hourly Slave Wage Job Again For As Long As You Live

After working a job in construction, James Brine knew he didn't want to earn an hourly wage anymore. So he and his brother bought Brett McFall's copywriting course along with the resale rights for it as well. He's already set up a website and is busy advertising for his product, but has come to me for advice on the best ways to make the most of it all.

Copywriting is a marketable skill, and James can do a lot more with it than sell other people's products. So in this audio, you'll hear strategies for newbie copywriters – including how to build a client base, tips for selling your value, and how to make sure you never paint yourself into an hourly wage again.

You'll Also Hear...

- Little-known (and incredibly easy) strategies that will get experts to write their own copy for you
- The one thing you need to have in order to sell anything – you could have the best copy in the world, but if your product doesn't have this, you won't sell a thing
- Little-known ways to use your local Chamber of Commerce website to find prospects – without spending a dime
- An eye-popping two-minute tactic that literally shows prospects the copywriting value you can bring to the table
- Pitfalls to be careful of when selling your value and choosing prospects
- A word-for-word script you can use that highlights your services, outlines your limitations and closes the deal... all in a simple email

James is well on his way to kicking the hourly wage for good. And in this audio, you'll hear how he can speed that process along while making the most of his copywriting skills – and how you can too.

Michael: Hey James. How's everything going with you?

James: Yeah. Real good. Yourself?

Michael: I'm doing good. So what time is it there down under?

James: Yeah. It's 6:30 in the morning here.

Michael: Oh. Good morning. Do you usually get up at 6:30?

James: Yeah. Usually about this time. Usually I have to work, so I've just pushed work back a bit later so I can get this done.

Michael: Okay. Great. What do you do for your job?

James: Garden maintenance. Yeah, just taking care of yards and lawns and golf courses and stuff.

Michael: That's nice. You work for a company, or is it your own deal?

James: I work for one bloke, just me and him, so it's pretty crazy at the moment.

Michael: Oh, that's nice. Do you get your own accounts and everything?

James: No, I just work for him. I just subcontract under him, and he just sends me the different jobs and stuff.

Michael: Okay. Good job. How old are you?

James: Twenty-five

Michael: Twenty-five ... alright. You married and you have a family or are you still single?

James: No, just got a girlfriend. Been with her for about five years. Not married at the moment, but yeah.

Michael: Any day now, huh? She's waiting.

James: Yeah. We're not in any real rush. Want to go out and travel and that first. She just finished studying, so got a little bit of travel to do.

Michael: And what city are you in? Where are you in Australia?

James: I'm in the Gold Coast, which is just in Queensland, there.

Michael: Okay, very nice. It's summer there now?

James: Yeah. It's summer. It's bright blue skies and about 25 degrees at the moment.

Michael: Yeah. What is that in Fahrenheit?

James: I'm not too sure.

Michael: Is it a hot day or just mild?

James: Yeah. That's pretty nice [INAUDIBLE] at the moment, but it's probably going to get a bit hot later.

Michael: Okay, great. So, how did you learn about all this copywriting? How'd you get involved with the Brett McFall and where'd you first learn about all that?

James: Well, I kind of looked into it. My brother's been into that sort of stuff for a little while, but we weren't real serious. We just, you know, had a look into it, probably five years ago or so because I've been a builder. That makes my life. I've just got into garden maintenance [INAUDIBLE] basically, because I've had enough of being on the job site.

Michael: You were in construction?

James: Yeah. I'm a [INAUDIBLE]. I was doing that, but I just got sick of down on the job site [INAUDIBLE] kind of depressed and just doing a bit more of a crazy job at the moment. But, yeah, for a long time I've just really wanted to be my own boss and, you know, work of the computer, basically ... work from home. So, yeah, I've just looked into that and I've tried a few different things. I used to sell organic chia seeds on eBay. Did that for a little while, but ...

Michael: Well, were they organic ... what?

James: Organic chia seeds. It's like a health food.

Michael: Oh. Cherry seeds. I see.

James: No. Like chia. Like C-H-I

Michael: Oh. Chia, chia. Yeah, chia.

James: Yeah. So, I was getting them wholesale and selling them on eBay for a little while.

Michael: How'd that go?

James: Yeah. It went alright. Like I sold a few, but the profit margins were just so small once I got them on eBay and bought them wholesale. So, yeah, it wasn't going to make an income really.

Michael: It's a commodity.

James: Yeah. That's it. No it's good to do on the side and just get a bit of experience selling on the internet, but you know, I really want to get into selling information products and doing copywriting, basically.

Michael: Look, that's what I do. I'm primarily a publisher and developer of information products. I mean, that's how I make my money. And I'm telling you, I can't think of any better business in the world.

James: Yeah. It seems like a pretty good way to go.

Michael: Yeah. It really is, and, you know, the copywriting ... I saw that you bought into a license to market Brett McFall's copywriting package. Did you and your brother go in on that?

James: Yeah. Yeah, we went in on that, because we've been doing investor awareness campaigns where we built up a list of small cap investors and we would go and alert and that for companies, but a lot of the stuff I've done, like the chia seeds, yeah, and investor awareness and all, revolved around writing and stuff, but I had no idea about copywriting basically until probably maybe four months ago. We got on to this course and stayed the course ...

Michael: I've heard of him. Apparently he claims to be the number one copywriter in Australia. Did you go to a seminar of his or just spy the course online?

James: Yeah. We bought the course, so it was the home study course on the seminar he'd done a couple years ago.

Michael: Is it really kickass? Is it good?

James: Yeah, it's good, because I knew absolutely nothing about it and it went through and it explained it and it's basically how I started getting on to your site and now I'm studying John Carlton and John [INAUDIBLE] and [INAUDIBLE], everything I can find, basically. It just kick started me, like got me into it and shown me the basics, basically. But, you know, [INAUDIBLE] a lot of things so I can start working, hopefully.

Michael: Right. Well, look; it's a great skill to have. I mean, imagine, you know, you can be kicked back on the beach, and you can write a letter or sales copy for a product and either be able to sell that letter to a client or to be able to control and own the product and use that letter to sell it yourself. I mean, it's a wonderful way to make a living.

James: Yeah.

Michael: The negative with the copywriting is it's very time consuming. It's labor intensive, but as you get better and more comfortable with it and more skilled you could

really start producing a good amount of work, if you're into it. You've got the ability to do that.

James: Well, I'm definitely into it. Like, as soon as I get home from work at about 3:30 in the afternoon, from the time I get home until 8:00 at night, that's all I do is get online, practice the copywriting, try to get the website going to sell this product ... the Brett McFall product.

Michael: Yeah. So you're trying to sell his product. Okay. How's it going?

James: Yeah, well, with the course, when we got the resale rights, we got a sales letter to go with it, which we put up online, and done a bit of testing just through Facebook ads, just sending traffic through Facebook ads to the website, with the sales letter, but when I was reading the actual letter, I don't know, it just didn't really grab me as much as other sales material he had done and other copywriting [INAUDIBLE] letters that I've read. So I've just been the last two weeks just working on developing one on my own so I could test them against each other, basically.

Michael: Now the cashforcopywriting.com ad/[INAUDIBLE], is that the letter that he gave you, or ...

James: Yeah.

Michael: ... have you modified this, of what he gave you?

James: Yeah. That's the one that he gave us. I've just created a new one, which I haven't quite finished yet, but that's the cashforcopywriting/brett-mcfall.

Michael: How much was it for the license to resell his stuff?

James: That was 997.

Michael: So, the course is good and you've got the course as well, and then you have the resale rights to sell the course, right?

James: Yeah. We basically bought it just to learn, but we got the resale rights, so we're like, "Well, we've got a product here. We might as well try and set up shop selling that first."

Michael: I'd rather see you put your efforts into selling something that you control. I know you've got the course and you've learned from it. I don't want to see you putting this effort in selling Brett McFall's course and then, who's going to get the client? You may be sending him great business through all your marketing efforts. I mean, that's fine if you want to do that, but you could write any sales letter or you could take this and model it. With the ability to write copy, you can create a sales letter for anything. So, why not sell something you control, or ... What did he pay you out on every one of these you sell? Are you making all the money on the sale if you sell it?

James: Yeah, it's complete. Yeah, it's 100%.

Michael: Is it all digital or is anything shipped?

James: Yeah, it's shipped. It's like a 14-dvd package with a big booklet of all [INAUDIBLE] files.

Michael: What's the hard cost for him to ship it?

James: About \$100.

Michael: That's it, okay.

James: I have it produced and shipped, but if it's overseas it's a bit more expensive. It goes up to around 150.

Michael: That's not bad.

James: That's the plan, eventually, like, is to create and own my own product, and then do my own sales letters and all the marketing. [INAUDIBLE] As I'm practicing, I'm getting more confidence. It's just wanting to get this site up and running, see if we could actually sell a couple of these packages.

Michael: Sure. Yeah. Give it a go. And another thing you may consider ... What I learned when I started doing all my audio interviews is, if you interview a really passionate guy about a particular topic, like, if you call him and say, "Hey, can I do an interview about your business," and this guy's been in the business for ten, fifteen, twenty or thirty years and he says, "Yeah. Yeah, I'd be glad to share anything you want to know." And you call him, and you interview him, and you record the call, and you just ask him, you know, "Well, how'd you get started?" and you just ask him about his business that he loves so much or whatever. And then, you wouldn't believe, I mean, people, they're so passionate. They will write your copy for you, and you can record everything and then get it transcribed. So, sometimes it's really hard, like, crunching out a letter when you don't have anything to go by. Like, where you've got to dream up all the bullet and the whole story and everything. You know, copywriting is really copy editing. It's editing existing material that you already have. Doing interviews is a great way to create a sales letter. Do an interview with someone who's real passionate, who's got a product to sell, transcribe it and then start creating a letter from those transcripts. He'll basically write all the content of your letter. You're just going to organize it into a nice format that kind of looks like a sales letter. You'll create a headline, subhead. You can pull all the bullets out, and that's a real easy way to do it.

James: So, are you talking about interviewing someone who has a product to sell?

Michael: Yeah. You could do that. I'll give you an example. If you wanted to create sales letter for Brett McFall, you could call him and say, "Hey, Brett, can I interview you?" Now I'm not saying this would outpull his sales letter, but if you want a n easy way to create a sales letter, you call the expert up. You make sure that he's

passionate and that he's got a product that maybe he needs help selling, or what have you. So let's say you never knew Brett. You emailed him and say, "Hey, Brett, do you need some help selling some more of your products?" and he says, "Yeah." Who's going to turn that down? And so, "Can I interview you?" And so, he says, "Yes," and you call him and you get your little digital recorder. You set up an interview, and you interview him about his story. So you say, "Brett, how'd you get into copywriting and who are some of your clients you've worked for and tell me what did that mean for your clients. How much extra did they make compared to before they met you?" And, he's an expert. He'll talk and talk and talk and talk. And you just leave that tape recorder going and going and going. He will write your sales letter. So once you get all that transcribed, word for word, then you do the editing and you format your letter. So you let your person who you're interviewing write the sales copy, because who knows how to sell better than anyone, him or you? You know? He can sell himself better than you can sell him. Anyone who has created their own product is going to have the most passion and they're going to say the combination of words that really sells something. It's just an idea, a technique, a way that you can create really compelling, hard-hitting copy very simply and easily just by being a good listener and asking good questions.

James: That sounds like a good idea.

Michael: You know who Eugene Schwartz is, right?

James: Yeah.

Michael: Alright. Have you studied any of his ads or anything? Eugene Schwartz?

James: I studied like his headline, like the 127 headlines file. I went through that and just kind of picked apart his headlines, but I've learned that I haven't studied much of him.

Michael: Okay. I mean, this is what he would do, is if he had a client, he would go in and meet that client and he'd just talk to them. He'd have his pen and paper. He wasn't using a digital recorder back then, and he's not alive any more, but the clients would write the big headlines. It would come from the clients. Well, I've got a product. I don't know if you're interested. This Eugene Schwartz recording ... He did some speeches to two of the US's largest publishers, Phillips Publishing and Agora Publishing. They're huge, multi-hundred-million-dollar publishing operations that sell books, and he went in and taught all their copywriters, or taught him everything that he learned over his fifty-year career. And the one recording ... it's a three-part recording. He died, but there were transcripts of this speech, and then I hired an actor to play the part of this Eugene Schwartz and I've had it for probably about eight years. But that one recording is such an education on copy and just his philosophies on how to write copy about marketing. It could give you some breakthroughs. I'll send it to you. It's part of one of my products ... my Eugene Schwartz master pack. But I'll send you the recording and you can play it through your computer. It's a three-part one.

James: Thanks, Ace, for that.

Michael: Yeah. I think that may really help you. Well, let me ask you this. So, how much have you spent on Facebook ads, directing traffic to this ad?

James: Uh ... I only spent about \$120 [INAUDIBLE] to that sales letter.

Michael: It adds up quick, doesn't it?

James: Yeah, yeah. And I definitely wanted to, because I've just been reading so much John [INAUDIBLE] saying about testing, testing. So, I really want to get another letter out there to test it against. I was wondering how much traffic do you need, you think you need to send through before you could get a good kind of reading on whether something's working or not?

Michael: It's hard to say. What did you ad say on Facebook?

James: Oh, I did about five or six different ads just targeted towards different markets. Some of the ads were targeted towards copywriters. Others were targeted towards small business owners to try and do their own copywriting and stuff like that.

Michael: Well, I don't know. It all depends. It depends, like, in the Eugene Schwartz speech you'll hear, it's all about the market demand.

James: Yeah.

Michael: You could have the most incredible copy ever selling his stuff, but if there's not a demand for it, and no one's interested in it, you know, it isn't going to do you any ...

James: Yeah.

Michael: ... good. I know there is a lot of students who want to learn copywriting. I just don't know how big of a demand or how many hits it would take. I would think probably a good amount. You already spent 120 bucks in Facebook ads ... pay-per-click stuff. You may not ever break even, you know, even if you got a ...

James: Yeah.

Michael: ... couple of sales. You've got to keep testing, but the great thing is that you're learning a skill that you can sell anything. Maybe you should focus on getting clients to write copy for rather than focusing on selling this product. And sometimes it's a lot easier as a copywriter to rework someone's existing copy. Then you can look at a website and tell if the copy's terrible, right?

James: Yeah.

Michael: You could go to your local Chamber of Commerce, or you can look for businesses on a particular street in the Gold Coast, since you live there. And you can go online and you could go virtually down the street using Google maps, I believe. So you can go down any business's street, a virtual street, and look at their website and you could very quickly identify some of the problems with the websites. You know how John Carlton says you have to whore yourself out a little bit? What if you just whored yourself out and just went and looked at ten different websites that had something that you could make an improvement, and you just found the email address of the owner, or you send an email and just said, "Hey, you know, I was on your site and something you may want to check out here. Your website's got a black background with white writing, and you may want to change it to white background with black writing. It'll be a lot easier to read. I found it really hard to read." And then you email them and your signature on your email, you could put editing and writing services, or whatever, you could have who you are and what you do. You know what I'm saying?

James: Yeah, yeah.

Michael: If you just focus on helping people improve their writing, without ...

James: Yeah.

Michael: ... expecting to get any money in return, and just did that for two or three weeks, and maybe sent out five or ten of those free tips, or what have you, or ... If someone came to me and went to my website and they pulled off a paragraph from my home page and they rewrote it and I knew it was better than what I had, I would be so appreciative. I'd be blown away. I'd be like, "Aw, man, this is excellent. I really appreciate you doing this, because I know as a website owner, I care how my website looks, but I'm so busy doing everything else, I've never found anyone who would do that. I don't know how to find a writer. I've never taken time to find a writer." But every business intuitively knows that, if the writing is easier to read and kind of communicates what I'm trying to do better, they see

the value in that. And if you sent that to me, I'd say, "Man, I appreciate that and I'm going to remember you." And then what if you came ...

James: Yeah.

Michael: ... back to me, you said, "Hey, Mike, check this out. This was on your About Me page. Yeah, I kind of rewrote it. It's a little smoother. All you've got to do is go copy and paste it in there." If you did that again, I mean, you'll blow people away. No one is doing that. And you don't ask for anything in return, but before you know it someone say, "Hey, are you a copywriter. What are you doing? How busy are you?" You know, "What do you charge?" I guarantee you that would work.

James: Yeah. It's a really good idea, because I was ... I'll start thinking, "Yeah." Like just doing a bit of lessons and that where people have sent in videos. Like going through someone's website and they've actually shown people, like [INAUDIBLE] they could change through videos and got work like that.

Michael: Yeah. Absolutely. Use your screen capture software and say, "Hey, I'm kind of boning up on my copy skills. I was at your website. I made you a little video on some things that you can improve. Absolutely. That's easy. That's quick. Send it off as a video. That's another great way. That's even better.

James: [INAUDIBLE] practice [INAUDIBLE] copy ad, basically, because, at the moment, I've been studying it probably for about four months. It's just a matter of, you know, I was thinking that going, trying to get some work, that that way's a bit better where you're not actually asking for the work. You're just giving people [INAUDIBLE]

Michael: Yeah. Give and you will receive. Make the contact. Give a reason for you to build a little bit of a relationship ...

James: Yeah.

Michael: ... and then the business will come after that. The first thing people have to do is trust you and then they've got to get to know you a little bit. People just want to make sure that you're dealing with a legit person and you doing that, giving unselfishly, that will come back. Look, I know this because I've been doing this for years with the audio recordings. "Hey, Michael, why do you give all your stuff away for free?" You know, "How do you make any money? What are you selling?" I hear it all the time, but they don't get it. I'm building the trust.

James: [INAUDIBLE] is amazing. Just got it in my head to find all that work and listened to about at least 100 hours of it since I got on to your site.

Michael: Oh, man. I appreciate it. That's great. Now look at that. You've listened to 100 hours of interviews, right? Before we've even talked, right?

James: Yeah.

Michael: And you kind of feel like you know me a little bit by now, right?

James: Yeah. Your voice is so familiar. I feel like I owe you. Like, [INAUDIBLE] going to get something off this guy.

Michael: Now, what would happen if you came to my site and nothing was for free and I said, "James, I want to sell you this 100 hours of audio recordings for, you know, \$200 or \$300." There's a good chance you'd be like, "No way. You know, what's this guy trying to sell?" Right?

James: [INAUDIBLE] go back to the start.

Michael: You've got 100 hours of my stuff in your mind, and that was all on your time. I didn't have to do anything. This is the only time we've talked on the phone and I'm taking one-on-one time with you. That's the power, right there. I sell stuff, believe me. If you're on my list, you know I hustle stuff and I do special offers, and I make money doing that, but I'm always giving away something. You've got

to keep that going, and you could do the same thing with copy. You don't have to do a tone of work. You could maybe take just the home page of websites and do a two-minute video. That's probably plenty.

James: That idea right there is gold.

Michael: Gold. And do the last screen, after your video, you go to a white screen and then have your USP, like Gold Coast's #1 ... Don't say copywriter, because most people don't know what copywriting is. You need to come up with what is it you do. You know, you could call yourself a word master, you know. I don't know. You've got to come up with what it says ... your calling card. You know what I mean?

James: Yeah. Something to do with improving their marketing and that.

Michael: Yeah. Have your name and your phone number and your email address and, you know, you don't even have to put a website. You don't have to have a website, just a way for someone to contact you.

James: I've got a website that I've put up, which is basically just trying to build my brand and my list.

Michael: What is it?

James: jamesbrineonline.com ... and I've just been doing blog posts of all the stuff I've been learning and putting it out to Facebook and Twitter and just trying to generate some traffic. And that's what I'm doing, just giving away everything I'm learning and trying to help people with all the stuff I'm learning.

Michael: Right. And with the Facebook and all that, are you getting any contacts from people? I mean, are you hearing back from them?

James: Yeah. I've been getting a few subscribers coming to the list and getting visitors and I noticed when I was commenting on other good copywriters' blogs and that, I'd get a lot of traffic through that.

Michael: Okay, good.

James: You know, like, commenting on John Carlton's blog and, you know, you'd get a lot of people coming through. Just trying to add my input onto their blog post. You know, give away all the information which is just building up in my head from all this study.

Michael: Yeah. Okay, that looks good. I'm trying the form. For some reason the form seems like it's stuck.

James: Yeah. I have to fix that. I just changed something on the form a couple of days ago.

Michael: How many emails have you got going?

James: I've only got about 25 emails so far, but ...

Michael: Okay.

James: I've only been up about three weeks.

Michael: Okay. That's great ... Facebook and posting and all that and that takes time, but I think if you go direct, like what I'm telling you ...

James: Yeah.

Michael: You go direct to a specific business and give them a quick video or a little something on their site ... be interesting. If you did ten a day ... if you did fifty in a week, I would love to get the stats on that. And that's what it's all about, you know. If you're going to get clients, you've got to touch people. You've got to make the contact, and that can be a very quick and fast way. It's going to get

right to the person who needs to see it, and something will happen. There's no doubt.

James: Yeah. And just when it comes back with something like that, just say they did want work after they'd gotten my little marketing update, I'm not sure at all what kind of fee I would charge, or [INAUDIBLE] something I just [INAUDIBLE]

Michael: Don't have any numbers on you website on what your fees are. Get them to ask you and it all depends. Doesn't it all depend? It depends ...

James: Yeah.

Michael: ... on how much time it's going to take. It depends on the complexity of the product, how much research. Don't get yourself into a situation. You know how labor-intensive it can be. You need to make sure that you're paid well for your services. You know?

James: Yeah.

Michael: Don't take a job for \$100 that going to take you 10 hours. That's 10 bucks an hour. No way. You're selling on value. Don't paint yourself into an hourly copywriting job. Explain to that particular client that your copy could possibly double or triple sales, ongoing. You're not asking them to pay you on the increase. You're asking to pay you one time for the job. So, you need to make sure you're charging a nice high price so it's totally worth your while, because you can only take so many clients.

James: Yeah. That's it, and it'd just be purely for the copy and the writing. That's what I was thinking, because with the actual coding and putting it all into the website, that would be kind of their job.

Michael: Look, it's your business. You can say, "I'm terrible at websites. I don't know code. I don't know popups. I don't know this. I don't know that, but I do know how to

write and I'll give you the words that you'll get your techie to put it up on your site, or get it to a graphic designer. But that's what you pay me for. I'm a word master, a word specialist, and that's what you pay me for."

James: Yeah. That's a good way to go, I think.

Michael: So, give it a go. Will you try that over the next ten days ... at least make five contacts, five videos? Send me a couple. As you do it, cc me the video. I'll look at it and I'll get back with you.

James: The video idea I just got off the Brett McFall [INAUDIBLE] still got to learn how to do the videos, but that can be done easily.

Michael: Yeah. Go to techsmith.com ... techsmith.com. They're the makers of Snagit and they have, I think it's called Camtasia. It's so easy, and it's a free download for 30 days.

James: Yeah, cool. That sounds great. But, yeah, I'll definitely send you to the videos once I get them up and running and let you know how it go.

Michael: Alright. Good job. Alright. Has this been helpful?

James: It's been real helpful. It's to get me a bit more focused on where to go next, but, no, it's been great.

Michael: Yeah. I think if you just take those action steps ... do five a day or ten a day, just help people, don't ask for anything in return, you're going to see stuff will happen. I guarantee it. It's bound to.

James: Yeah. Just little tweaks and stuff that could help them out.

Michael: Just give, give, give for ten days and let's see if that turns into any money. Okay?

James: Yeah. Cool. Cheers, Michael.

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Michael: Alright. You have a great rest of the day. I know it's early for you and good talking to you. I will send you this recording. Give me a 12 to 24 hours. I'll send you the unedited version you can relisten to.

James: Yeah. Thanks, [INAUDIBLE] Michael. Thanks for everything ... all the audios and just giving me your time. It's really appreciated.

Michael: No problem. You're young. You've got lots of time. You're going to do good.

James: Cheers, mate. Thanks. Bye.

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