

Copywriting UNIVERSITY

Michael Senoff Copywriting Interview Series



An Easier Way To Create Compelling Copy That Sells

Michael Senoff's Secrets To Creating Hot Copy Fast

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.

Michael Senoff On Copytalking!

Here is a free 15-minute consultation that I recently did with a lady named April. April is a working mother of two young boys. She e-mailed me frustrated and in search for some honest advice about copywriting. April had recently invested money into a copywriting training system. She was disappointed with the product and the coaching that was promised with it. Listen as I guide April through some simple yet overlooked principles on copywriting. You'll hear how my hate for copywriting forced me to create easy shortcuts to creating compelling copy that sells. I unload all my most closely guarded secrets about copywriting in this exclusive audio recording from hardtofindseminars.com This is a one hour call. Enjoy

Michael: Well, with copywriting, you could have the most beautiful sales letter in the world, with every advantage, with every question asked, with the most beautiful paper and stories and success stories and everything you're going to learn in that Masterson's course and any course on copywriting. It could be perfect, but it will fail miserably if you're crowd isn't starving or even hungry.

Music

Hi, it's Michael Senoff with Michael Senoff's [HardtoFindSeminars.com](http://www.hardtofindseminars.com). Here's about a 50 minute consult I did with a lady named April. April contacted me after being very frustrated from another copywriting seminar she had purchased. She's looking for answers on how to start her copywriting business. In this recording, there's some consulting advice on how she can obtain this in the shortest time possible. I go into three ways to research your market and give her general philosophies about my thoughts on copywriting. We also talk about how to use talking or Copy Talking to create effective copy in a more natural, more compelling manner. I hope this recording helps you gain some new insight on copywriting. Get ready, let's go!

Michael: Okay, it says, "Hello, my name is April and I'm a mom of two. I home school and my husband's job is constantly being threatened. Anyway, I stumbled upon copywriting about a year ago. It sounded very tempting to me. I love to write and thought this would be the perfect opportunity for me to stay home with the boys and make money in case my husband loses his job. So, I bought a course and the support from the course is really none. If you call to ask a question, they don't offer any solutions. Keep in mind, they stressed how they

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could help anyone become a copywriter. I'll be honest, I did not know anything about this business and because of people like you, I'm finally finding my way. However, I still do not have a niche market. I still do not know where to start, and I'm at my wits' end. I really would appreciate any advice you could give. I have gone on several teleconferences which have been wonderful. Again, thank you for your time and any advice you could give would be greatly appreciated. Sincerely, April"

You're in Kentucky.

April: Yes.

Michael: Tell me, what did you sign up for? What company?

April: It was the AWAI.

Michael: AWAI.

April: I got the six-figure course.

Michael: How much was that? I'm curious.

April: It was \$500.

Michael: And, that was taught by Michael Masterson. Did it include audios with it? I've never actually seen that course, but what do you get with that course?

April: You get a binder with several sections in it from the very beginning to closing, unique selling points, things like that throughout. It comes with a DVD, but it's very brief. It's just the introduction.

Michael: So, it's mainly a written course that you study like a guide.

April: Yes.

Michael: There's no audio with it or anything.

April: No, just like I said, it's a DVD or CD ROM. It's just Michael Masterson basically explaining how he came upon the course and tells how Paul Hollingfield became a copywriter and that type of thing. It really makes it sound really good.

Michael: You're a mom of two. How old are your boys?

April: They're six and seven.

Michael: I've got a six and a half year old and a three and a half year old. So, I know how it is. Tell me your experience with writing. You say you like writing. Were you always good at creative writing? What do you like about writing? Have you had any experience in writing like poetry or stories or what?

April: Actually, I had two poems printed in the International Library of Poetry. Through high school, I was always in Advanced English. I had a teacher who really inspired me. I really liked being creative, and I'm actually also taking a course with the Institute for Children's Literature. So, I'm working through there to help me get published. Children's books are what I want to write.

I really like it. I also used to work for retail, and I feel like I could sell pretty well.

Michael: Where did you do retail? Where were you working?

April: I worked at Service Merchandise. I think they went bankrupt.

Michael: So, you've done retail. You like people, and you think you can sell, and you're published in a couple of the poetry books. Is that your ideal goal to get published as a children's book author?

April: Yeah, I would like to do that.

Michael: The idea, as far as being able to write and make money with your writing is something that interested you, too.

April: Yes, but this copywriting, I thought that it would be fairly easy. It's been harder than I thought to actually try to sell something on paper. If I'm just pitching a product from home, list all these things about it to try to sell it. I feel like I could do it if I just get taught the proper steps.

Michael: Sure you can.

April: I'm a doer, so I can read, but I have to read five or six times. Show me and it becomes easy.

Michael: You've got to have a starting point. So, if you could learn all the steps of writing, you've got to know, what's the goal. What are we trying to do? Obviously, copywriting is using writing to sell. It's basically selling in person, but you're selling on paper. So, you take the one-on-one personal selling like you did with Service Merchandise like a customer standing in front of you and they're asking about the TV set or whatever. It's the same thing except your transferring it on paper.

Now, that could be very difficult because we don't naturally sell on paper, and we don't naturally talk to people on paper, do we?

April: No.

Michael: We've got to learn that in school, and it could be grueling because it's not a natural thing. If someone came up to you and you were familiar with the products at Service Merchandise and said, "April, can you tell me about this and why should I buy it?", you probably wouldn't have to think too much, would you?

April: No.

Michael: You could do it naturally, right?

April: Oh, yes.

Michael: What I want to show you is how to take that natural ability to sell by talking to another human being one-on-one and how to get that transferred onto paper without being an effort.

First, I want to ask you, do you have any idea of what you want to sell? Is it that you want to sell your service as a copywriter as improving someone's advertisement, or selling your service as a copywriter to help someone else's writing be better? Some people are better editors. Let's say you hired yourself as a copywriter or as a writing expert where you can look and analyze someone's writing whether it's for their website or whether it's for a letter they're sending out about the product or service they sell or any of their written communication that they're currently using in their business.

Some people are really very, very good at taking and looking at what they've already done and editing, making it better, but they have something to work with, compared to taking an idea from zero, from a blank sheet of paper into a whole sales presentation. Does that make sense?

April: Oh, yeah.

Michael: Some people can give great advice on people's situations, but they can't use the advice for themselves. What do you feel like you want to sell? Did you get into the Masterson course to learn how to sell your service as a copywriter or more just to learn how to write better yourself so you could sell your own product? What direction would you like to take it if you were to move on with it?

April: That's something I have trouble with. I had talked to a guy named Bob Martle. He does Yellow Page ads, and he did a teleconference with Mike Marshall in applying theory, and that sounded pretty interesting to me. I could help somebody move their business.

Michael: He was making money rewriting people's yellow page ads?

April: Yeah, he would go to the business, and see if they were doing anything to progress the business, help them in other ways as well, but he would take information about the company and just create a yellow page ad for the company and have that published in the yellow page ads, which also ended up for long-term.

Michael: So, he would charge them for the service of recreating their existing yellow page ad, or if they didn't have one, creating a yellow page ad, and he would position himself as an expert and say that he could do it better than the sales reps at the yellow page ad company. Was he talking about how he was making all this money doing that?

April: Well, he said that he would charge appropriately. That way it wouldn't scare people off. He would charge, but he would get more business from them for like a small column – not really a column. I can't remember what he said, the smaller ads. I believe he was charging \$500 and going on to that to make a thousand dollars possibly a little more for larger ads.

Michael: During that teleconference, was he trying to sell you something, a course or anything?

April: No.

Michael: Okay, he was just talking about his experience.

April: Yes.

Michael: He really liked that business and did pretty well with it.

April: Yes, he said that's how he makes his living.

Michael: Is his main thing yellow page ads?

April: I believe so. I think that he's main, and then whatever other business he creates for himself from that.

Michael: It's a way to get in the door. That's smart. Do you know why? Because 99 percent of businesses can understand that. They understand yellow page ads,

and they understand that if they have one, they don't know if it's really working or not. They can gauge by the phone calls, but they can't tell you for sure if their yellow page ad is profitable.

The yellow page ads are very expensive. They're extremely expensive and you get one shot because once it's printed, it's in that book for an entire year, but if it gets a happy customer and he does write an ad that really does well for the client, I could see it definitely being a lead into doing other copywriting work.

So, I like that technique. One thing I don't like about it is that it's cyclical. It's once every year. So, if you approach 100 businesses, and let's say 50 have a yellow page ad, the numbers aren't going to work out to where they're ready to do their ad because they've got to wait until their existing ad expires. So, that's kind of a negative if you're prospecting businesses mainly for their yellow page ads. Most of them aren't going to be ready because their yellow page ad hasn't expired.

Now, you may get businesses that don't have yellow page ads, but if you approach them, yellow page ads are an expensive proposition. There's probably a good reason they don't have yellow page ads either maybe they're doing well with their business without, or there's no way they're going to pay that kind of money on it.

In my opinion, that may be for you a little bit of an uphill battle. I think you may be able to approach a prospect with some writing that everyone talk to, you know is a potential candidate. You know that if they like what you have to say that they're ready to use your services or at least they have the ability to.

So, for example, let me give you an idea. Do you know what eBay is?

April: Yes.

Michael: Okay. Ebay is kind of like yellow page ads in a way, right? When people have auctions and they're selling stuff. Well, if you're going to start a business, you want to be April the Queen of Ebay Copywriting, or you want to pick a niche. You want to be an expert in writing for one certain type thing that has plenty of business and obviously something that you enjoy.

What if you became the advertising queen of eBay auctions? I'm trying to give you an idea of something that you would never run out of potential people to prospect. You could do it all from your computer. I don't know if you read in the book about niching yourself. Did you read a little bit about that, how it's better to be a specialist than a generalist?

April: Yes.

Michael: A heart surgeon or a brain surgeon gets more money than a general practitioner. When you're an expert at something and you niche yourself, that's when you pick out a little tiny market, and you call yourself the expert for that market. It has more power and it positions you better.

What do you think makes a great sales letter? Have you got any fundamentals down in your head from the course yet?

April: Well, I've also listened to Dave Garfinkel, a teleconference, and one thing that really stuck in my head that he said, basically, you want to think like a customer. Focus on the product, who they want, and what are the questions they want to ask about the product – to try to fill all those questions that they have in their head so there's not going to be anything left in their minds. They're just going to want to buy that.

Michael: That's called research. Being successful in copywriting is 90 percent research. Copywriting isn't dreaming up out of your mind what you think should go down on that paper. This isn't like writing a novel or writing a story. It has nothing to do with that.

It is mainly research. First of all, you have to have your market. Before I get into this, the real good part is all your answers are right there. All your copy is already written for you. To be successful in copywriting whether it's writing a sales letter or eBay auction or anything is really to be able to assemble words that are already in the marketplace in a proper order that gets them read and you have to smooth out the transitions.

So, if you think you're going to dream up something out of the air and write it down, that's really not your job. You're really a researcher and you're an assembler of information. You're to smooth everything out.

So, for instance, do you have any hobbies or anything? Are you into horses? Do you have anything you collect? Anything like that that you can think of?

April: I like to sing.

Michael: You like to sing?

April: I used to sing professionally.

Michael: So, you like to sing, and you sang professionally. Tell me about that.

April: I sing country music. I would just go around the local jamborees and sing on Saturday nights. This is when I was 15 to the time I was 17 years old.

Michael: That's great. That sounds like fun. Let's say you put together, "How to make \$500 a month singing at country fairs." You wanted to create a book or an information product on how to do that. There's a lot of people who like to sing, and could you make \$500 a month.

April: I was just a teenager time. I'd just work on Saturdays, and I'd make \$30-\$40 maybe \$50, just depending on what the show was.

Michael: Just as an example, let's just say, "How to Make \$200 a Month Singing Part-Time Professionally", and you had this book, and this is a product that you wanted to sell whether it was on tape or on eBay. So, you've got this product, and let's say it's already created and you know how to do that. You know all the steps to find the shows, how to get booked, what to wear, what to expect. You have your information product.

There's a lot of people who love to sing. I mean, look at American Idol, how popular that. It's really popularized it. There are lists available. Have you learned anything about mailing lists and direct mail lists in the course at all?

April: I have learned a little bit about that. It doesn't really go into too much detail.

Michael: Do you know that you can find names of people for any kind of category that you can think of? Let's say that you could find a list of the names and addresses of all the people who are American Idol fans who love this thing, and you had 1,000 names, and you wanted to create a sales letter. So, what do you think you would do to start gathering your research when you write your sales letter to hit on all those hot buttons, all the things that someone who wants to make money and who wants to make money singing? Do you have any idea where you would start to gather your research before you put together your letter?

April: Yes, I would try to figure out exactly what's the audience and what's the age range, I guess what the most popular category of singing is whether it's hip hop or rock or country, and then I would zero in on the one specific thing had the most interest.

Michael: What you're saying is you want to identify who your market is, who your message, your letter or your eBay auction or whatever is going to. So, you want to match that message to your market, right?

Now, a great way to start generating ideas is to go to Amazon.com, and to type in "How to make money singing part-time" or "Singing for profit" –

terms that will bring up books that are on the subject. Do you think that you would be the only one in the world who has a book on how to make money singing?

April: Oh, no.

Michael: Absolutely not. Do you think people before you have already gone through all this stuff we're talking about and who wanted to create a book on how to make money singing? Do you think there's other people who sing for profit and have tried to teach other people on how to do it?

So, you can leverage off of all their time and all their research because all the research has been done before. Amazon is a great place to start. You will find books on how to sing for profit or how to sing for money with a little bit of research on Amazon. On Amazon.com, they allow you to look inside the book digitally, to look at the table of contents.

Now, those table of contents, you can bet if you look at four or five or six different books on the subject, you're going to see things that keep coming up. You're going to find the important subjects about singing for profit. So, you can already borrow a table of contents and outline a structure for your letter. Does that make sense? Is that easy? You've leveraged off someone else who's already had the experience before you.

You could also go into the index and look for things. You want ideas to stick out in your head, and then you're going to relate to those ideas and say, "Well, this could be a real important thing." When you're writing your bullets, the things that real titillate the reader, you can find lots of different unique things in the index of the book. Now, that's just doing free research. If you want the whole book, you can get the whole book.

So, people before you have already researched this subject. They've already researched this market. You can also determine if it's been a successful selling book. You can look at the numbers. That's just one way to start doing your research.

Let's say you want to answer the main questions people have about this. You can find websites. You can find user groups that are all related to people who want to sing for money. Do you know what a message board is online? A message board is kind of like a website where people who are interested in the subject participate and ask questions. It's a community, and there's experts in the group and there's novices in the group. The novices are usually asking questions because they want to learn to sing for profit, and the experts are giving the best advice.

What you really want to find out are all the questions that people have about this. So, you start writing a list of all the different questions that people have about this subject, and then you want to make sure that you're going to answer those questions in your sales copy or in your letter or in your sales message. Are you with me?

April: Yes.

Michael: There's another great site for doing research, finding answers and questions from people about all different subjects. It's called Google Answers. You know what Google is, right?

April: Yes.

Michael: You go to Google and look at all the things they have, or type in Google Answers, you can search every topic you can think of from entertainment to business to advertising to horseback riding. You name it. This is when people are interesting in a specific topic, and they type in a question that they want information on, and they pay a Google researcher to find the answer for them.

So, you have questions from people who are interested, and you have professionally researched answers to those questions, and they're available for free for you to look at, on anything you can think of.

So, being able to research and anticipate what your market wants is the most important thing. When you create sales letter, you're not dreaming up anything. You've got to come up with a system that works for you. Are you a little confused right now of how to put it all together, or is it coming clear?

April: It makes sense to me, but I also have a few things that are kind of confusing to me in my mind.

Michael: I just want to tap on the research stuff. So, I've given you two different tools to find out what your market wants with the questions and with the answers. So, in your letter, you can't answer everything, but you're going to find and write down questions and answers, or you're going to copy and paste material that you find from Amazon or from Google Answers.

So, you need to collect your research and organize into a place, and you need to take those questions and answers and categorize them from the most important to the least important. Your letter consists of a headline that captures attention and you know how important headlines are.

If you go to my website, I have a website called [HardtoFindAds.com](http://www.hardtofindads.com). Have you heard of that?

April: Oh, yes.

Michael: Have you been in there?

April: Yes, I have. I also got a CD from you before, one of the free ones where you did the interview with Brian Keith Voyles.

Michael: Were those helpful, those interviews?

April: Yes, they were very helpful.

Michael: Good, and you hear Brian Keith Voyles. He talks about how research is almost everything. Now, these are simple ways to do research, the examples I have given you. Do you know what my favorite way of research is? Picking up the phone and talking to the person in normal language just like we're talking, and recording the call.

After a while, the person on the other line doesn't worry about recording, and let's say you collected all your questions. Let's say you found someone. You've got to capture that passion in someone's words, and that's why I like audio especially to do research.

If you talk to passionate – and we'll use our example – singers who really have a burning desire to sing, and you call them and said, "Look, I'm putting together a book about singing, and would it be all right if I asked you some questions for me doing my research." Let's say you had all the questions that you found from Google Answers or from Amazon.com, and you had them in a list, and you said, "I'm just going to ask you some question." You can just say, "Well, how did you get into this singing, and what inspired you, and what do you like about it, and what don't you like about it?" You ask them everything.

After a while, they're into, and they're so passionate, and you're capturing all that on audio tape. They've forgotten that they're being recorded just like some of the recordings I'm doing.

When you hear these recordings with me, they're not thinking about being recorded. Brian Keith Voyles is just talking passionately about his life's experiences and what he loved. Can you relate to that?

April: It comes through.

Michael: Well, if you take those words and transfer them onto paper, and leave them almost identical how they were expressing them, that same feeling can come

through. It won't come through as much as with audio, but it will come through much better than you dreaming up what to say.

You could literally let people write your letters for you, let them talk your letters for you. I'm coming out with a product called Copy Talking. It's so much easier to just sit on the phone and record it and interview someone who's passionate about a subject, they'll talk your whole letter for you. You've got to be the best listener.

If you're a good listener, and you just shut up and let them talk, they'll talk and they'll talk, and be interested in what they have. They will talk your letter for you. That's what makes it so easy. All you've got to be is the person asking the questions, listening, let it be recorded, and you capture that passion and then you could have those words transcribed. Then, you become an editor.

So, you take some of the things that they say. It's like, you know how at the beginning of each one of my recordings I pick out a headline almost and then the music comes. When I'm editing the recording, I'll go through the whole recording, and then I'm just sitting there listening to it, and then they'll say something, and it's usually towards the end. It has to take some time before they get warmed up, and it's towards the middle or the end, and they'll say something that my ears just kind of perk up. It makes me listen a little bit more, and then I'm looking for that headline in my audio recording, and I go, "That's it. That's my headline for the audio recording."

Well, it's no different. They'll say something, and that will be the headline for your sales letter. They'll tell you the headline for your letter. You don't have to dream it up. They'll tell you.

Did you listen to the Eugene Schwartz material on my site?

April: I don't think that I listened to that.

Michael: You have got to listen to that. That is one of the single best lessons on copywriting, and you're going to hear him repeat some of the stuff I'm telling you because I learned it from him. You've got to listen. This is really important that you listen to that one, but you'll hear a story how the largest newsletter in the world is called Bottom Line. It was started by a guy named Marty Edelson.

Marty Edelson had this crazy idea. He had no money. he came to a professional copywriter, and the guy was Eugene Schwartz. Eugene Schwartz brought him into the office, and he just sat and listened to Marty Edelson talk about his dreams and his desires. Eugene Schwartz was just taking notes, and

Marty Edelson said something in that became the headline that launched this huge multi-million dollar newsletter publisher called Bottom Line.

So, Eugene Schwartz talks a lot about being a good listener, and your prospect or your interviewee or the Google Question and Answers that people asking and answering the questions, these people will write your copy for you.

Another thing he talks about in the Eugene Schwartz recording is your job as a copywriter is not to create desire. You're not going to write a letter and get people interested who weren't interested in singing. You're not going to get them interested and sell them on the idea that you want them to be getting into singing and learning how to sing and go to fairs and make money part time singing. That's not your job.

The desire is already there in the marketplace. You already found your market, your list of people who have that desire. Your job is to put your information in front of people who already have that desire to sell them on the idea.

So, don't think that copywriting is creating desire or convincing people to do something. That's just an uphill battle. Your most important thing when you create or develop a product is you want to be selling to a hungry market.

Have you ever heard of Gary Halbert?

April: Yes.

Michael: You heard his "hamburger stand" analogy. In his seminars back in the 80s and even today, he always does this. He says, "Let's say you had a hamburger stand. You could have any one advantage at all to make your hamburger stand successful. What advantage would you want?" Could you think of what advantage out of any advantage you would want for your hamburger stand to make it successful?

April: The customer could get what they want the way they wanted it. I would try to satisfy that customer and have all the ingredients that they would want to make that stand successful.

Michael: Okay, anything else you can think of?

April: I would try to be as friendly as I could and just try to sell the product and make them happy.

Michael: You just said you would try and sell the product. Remember what I said? You're not going to create the desire. Do you think you have the ability to

make someone hungry or is someone already hungry? The one advantage would be to have a starving crowd?

You could have your hamburger stand, and they could be the crappiest hamburgers. You could have no choice but just a hamburger and a bun and ketchup without any extra choices. It could be in the worst location. They could be \$10, but if someone is starving, are they going to buy your hamburger? They're going to buy it.

So, the desire, that starving crowd is the single most important thing you could have in this whole copywriting business because did it take a lot of convincing to sell someone who's starving for food, do you need to write all these advantages and headlines and all this stuff in your sales letter to sell them on the hamburger? Do you even need a letter?

All they have to see is hamburgers. If they're starving, it doesn't matter what the price is. Well, with copywriting, you could have the most beautiful sales letter in the world, with every advantage, with every question asked, with the most beautiful paper and stories and success stories, and everything you're going to learn in that Masterson's course and any course on copywriting. It could be perfect, but it will fail miserably if your crowd isn't starving or even hungry.

Could you convince someone who just ate lunch and walked outside in front of your hamburger stand, could you pay them any amount of money to buy another hamburger if their stomach is full?

April: No.

Michael: Does that make sense?

April: Yes.

Michael: So, your market, your starving crowd is critical. That's the number one most important decision you're going to make when you get into the business because do you know what? You don't even have to be that good. You don't even have to learn half the stuff in your Michael Masterson's course to be a successful copywriter. If you have that starving crowd, it could be just an okay sales letter, maybe better than what the guy's doing already because he may be doing nothing already.

Understanding that one thing, and it's easy to lose focus on that, is just critical.

April: I thought of something else I'm really passionate about, insurance.

Michael: Insurance?

April: Yes. My grandfather passed away a couple years back, and I also worked at a doctor's office for a while. It was really disheartening to see how hard it is for the older people to get insurance to cover their medications and things like that. So, I didn't know if that would even be a possible niche market for myself since I've had some experience working with the insurance part of it, and having to handle all his affairs since he passed away. I had to call and get all that stuff wrapped up.

Michael: I think that's admirable of you, and you know something a little bit about it, and you would be helping people. You probably feel good about it, but my opinion is no one wants to think about dying, and no one wants to think about their house being robbed or something bad happening to their family.

Do you know when they sell most burglar alarms? After they've been robbed. It's ten times easier to sell a solution than it is a preventative. What you're talking about I think is a preventative. Does that make sense?

April: Yes.

Michael: Why make it an uphill battle when you could sell anything? I don't think there's a passionate hungry crowd of even elderly people wanting to take care of their insurance or they would've done it already. So, then you're falling into the trap of selling a preventative which we know through research does not sell nearly as well as a solution. So, I think that's an uphill battle.

Think of something that people are just nuts about. Maybe how to sing, a course on singing. There's lots of them out there that you can model. There's probably room in the marketplace. That's if you're coming up and creating an information product.

I have a product on my site. It's called, "How to Take \$28 Ebook or Concept in Your Mind and Turn it into a \$3,900 Information Product". It's really what I've been doing using audio. I give a lot of free audio away, but I also take my audio and I package it, and I sell it. The aspect of finding a market and doing the recordings and editing the recordings and turning them into transcripts, and then you've got to create the sales letter. That's what that course is about. You don't have to pay anything now, only if you're totally happy with it. It's all digital. You can listen and download, and there's my best of the best recordings on the subject. There's about eight of them that are exclusive for this product.

It's like the recordings on my site, but it's the best of the best on how to create an information product from an idea or an ebook, just what I've been doing, but have I clarified anything. I know we've talked about a lot of stuff. You'll have to relisten to it. I think you need to come up with some decisions. What do you want to do?

Do you want to sell your copywriting services to make money? Do you want to create your own information product, which I would highly recommend? Get a product that you make that is yours, that is original, that you don't have to share anything with, that you control, and then create a sales promotion or a letter for that and try and sell it.

The margins, April, are incredible on information products especially if you put it up as a digital product. You don't have to mess with printing. Once it's up there on the internet, you can send someone a link to download whether it's several audio recordings on a certain subject.

In my course, I show you how to enhance the value. Ebooks and books sell for \$19-\$29. This same information with audio recordings can sell as much as \$495. So, in this course, I show you how to use audio, how to do interviews with people, how to increase the value of your ebook or your book or your idea ten and twenty times just by having audio available. It does increase value. It's nice to be able to put a CD in your car player, and make it more accessible.

Most people never get through a book, and ebooks are cheap. It's all in your wording. You learned this in copywriting. Ebook reminds me of \$19 book. They're all over the internet, and you can get them for free. That's what most people think of ebooks. Do you know that?

Seminars and training courses, you spend how much on that course?

April: \$500.

Michael: Five hundred bucks on a system, on a course, right? When you bought that thing, you were thinking this was, what? A course? Did you think you were buying an ebook?

April: No, I knew it was a course, and I really thought that it was going to give me all the things that I needed to make that start. They really stress how you could make six figures.

Michael: You can.

April: I know you have to work for it, but the way that they made it sound. It would be a lot-

Michael: Easier?

April: Yes. So, like I said again, they talk about all the help they would give you.

Michael: So, you're disappointed you didn't get any help. What was the help part of it? You could call in?

April: Yeah, they have this 1-800 line that you could call in. So, I would call and you get a representative or a customer service person and send you a direct response online. Well, if you're with the course, you can get into that. However, unless you have the Master's course, you can not technically go on there and send your resume. It's another thousand dollars or however much that is.

So, I actually got the number off of one of the sites for an insurance type agency to write copy for them and help get more sales for them. So, I would call the man, I think he was from Texas. He said, "Well, I'm going to send you all the information." He never sent me the information. So, I called him to maybe see how I can either close the deal or maybe if I could really find out what's going on, why he's not sending me the papers, and they were like, "Just keep calling him."

Michael: Was this a lead that they promised you or something?

April: Well, they really backed this. They didn't say it to me, or promise me that I definitely get this lead, but they really strongly promote this site.

Michael: What's the site called?

April: It's DirectResponseDog.com.

Michael: So, they take a course, learn how to copywrite, it will basically give you leads to do work for.

April: Right.

Michael: So, businesses sign up for this job who are looking for copywriters who had been trained in this system that could help improve the copy. This was one of these people. All right, so how many did you contact, just one?

April: A couple of them because some of them wanted you have a degree, which I don't a college degree.

Michael: Well, you can't get discouraged about that. You may have to contact ten to find one. That's just reality. How long does it take to send out ten emails? It doesn't take long. You can do that in an hour, and if one comes back to you and it could lead to a potential project, a job, a company to keep you busy for a long time. You don't need that many accounts.

April: I don't want you to think that I'm complaining.

Michael: I'm not.

April: I would call and ask them other things, questions about the course.

Michael: They weren't really helpful. They probably farm out all their customer service to these people who just don't have the experience.

April: I found out another thing which really bothers me, that they give you this assignment, and I wrote one assignment for a restaurant. You had to talk about this restaurant you went to – why it's the best, why you would take someone there – I found out that the people who are actually reviewing these assignments are not even copywriters.

Michael: Who's reviewing them?

April: They just said it was just people they would hire. They would just send these letters to them, and they basically would just read them and edit them. They weren't professional copywriters. They didn't say names or who exactly they were.

Michael: So, you were under the impression when you did assignments you'd have real professional copywriters reviewing your work.

April: That's what they even say in the course of the letter.

Michael: That's disappointing.

April: It's too late now. With this course that you have, also, I'm not a very big computer guru. I know how to do my emails and things like that. So, that sounds like a really good opportunity for me to create some kind of product.

Michael: You didn't even have to write. You can talk it. All you need is your digital recorder and a phone and be curious. I'll show you how to get all the questions. You've just got to be able to ask questions, shut up and listen.

Now, that's getting the raw information. Then, there are some technical things you need to learn how to do or you can hire it out. You're going to have to learn how to edit a recording. Once you buy your digital recorder, you've got to learn how to get that set up. It's a pain in the butt, but once it's set up, it's set up, and with some patience you can figure that out. If you've got a computer and a phone, that's all you need.

You got to learn how to get the recording off the digital recorder and download it into your computer. You're going to need to learn how to open up that file and save it as a wav file, which is the way you're going to do your editing. You're going to have to download a piece of software that allows you to edit.

This is so easy. It's hard because you don't know, but if you take the time and go through the pain and learn how to do this, you'll have a great skill to be able to record and upload and download and edit a recording and to be able to get it up on a website. I've got a service that makes it very easy to do. It's all learnable. You just need some instruction on how to do that.

Everyone who's online had to start the same place you are, and it's either you're got time or money. You could either learn how to do it, or there's plenty of experts that you can pay to do all that for you. I have a webmaster. I don't do all this stuff myself. I pay a guy who's much better than I am at all this, but I have learned a lot of the basics. I had to learn how to record a call and how to edit. I don't do all my editing now. I farm it off.

So, as you grow, you build a team. I have a full-time transcriber. I have two editors who do my editing. I have a webmaster. I have a team around me, a virtual team that I'm working with. It's like an office, but it's all virtual. I've never met these people personally, but I talk to them everyday or I email everyday. You can find any help you need, any help you need on anything technical. You can go onto Elance or any of those job boards.

Elance is a place, it's kind of like eBay. Have you heard of Elance?

April: Yes.

Michael: You heard me talk about it. Anything you can't do, you can hire people to do it. You can hire people in India to do it very inexpensively. There's people all over the world ready to help you with the internet very inexpensively in other countries. If you go to Elance, that would be a great site for you to look at because there's even copywriters there wanting to do work. Did you know that?

Let's say you got a copywriting job, and it's something that bored you, but you got the guy who wants to use you. You could farm it out to another copywriter under you who may be more skilled than you, and may be in another country and may be able to do the job for less money than you're charging your client. What do you think Garfinkel does?

David Garfinkel has copywriters under him that he passes the work onto. You could be successful in the copywriting business and not necessarily even know how to write. You could approach people to improve their copywriting.

Now, you define potential prospects is not hard. Take anywhere you look. Go pick up a stack of the newspapers or the free give away newspaper or the classified newspaper. Look at classified ads. You can identify poorly written ads, and you can call any one of those people, or put together a simple letter that says, "My name is April. I live over here on 221 Fifth St. I was in the grocery store, and I picked up the Classified Ad Reader, and I saw your ad." You could attach his ad to the letter, staple it to the top of the letter.

"The reason I'm writing you is because I have a couple of ideas that I think could dramatically improve the response of your ad. Here's what they are." Maybe you can take five points of his ad, like take a red pen and circle the headline, and you do a diagram. I've got something I can send you that outlines critical things on a display ad, and it could be a form letter, but you could do nothing but clip ads out in the newspaper and mail them directly to the owner in a number ten envelope with their ad attached, or their ad showing through a windowed envelope.

If you mail ten of those out a day, you could build a business. You're going to have people calling you just like that yellow page ad. Is that an easy idea?

April: Yes, that sounds really good as well. I don't know if you do it where you're at, but I know we get all kinds of stuff in our little newspaper box. Some of them are pretty bad.

Michael: They're all bad. Look at the poor people advertising in the ValPac. Do you get the ValPac?

April: Yes, we get those here.

Michael: Those are the worst. These people are desperate. They're paying \$500 to be in there. You could do the same thing. "Hi, my name's April. I get the ValPac every month. I've been seeing your ad over and over again, and here's the reason I'm writing you. I am a copywriter. A copywriter is someone who takes an advertisement and makes it do better for you. I make a few changes

to get more qualified people to call you. That helps you sell your product or service better.”

You know, you could come up with something and then you could mail it to them in a number ten envelope, hand-addressed with a live stamp, and have your number. “If you’d like a free critique or your ad, please call me. I’m available this time and this time.” Just get them to call, and just talk to them and ask them what are their dreams and desires, what would they like to do with their business? What other kind of written correspondence are they doing? Where else are they advertising? “Well, we’re advertising in the yellow pages. We’re spending this.” They’ll start complaining about all the money they’re spending.

Say, “I don’t know if I can help you, but from looking at your advertising, I think I’ve got a couple of ideas. Why don’t we get together and let me share some things with you.”

Then, you go meet with them, and you’re going to be scared at first. You’re going to mess up at first, and you’re going to forget what you’re going to say, but everytime you do it, you’re going to get more and more comfortable with it. Then, you’ll start charging accordingly. As you get busier and busier, your fees are going to go up because you’re going to be saying, “I can’t be doing all this work for this little money. I need to start charging more.”

See, if you know that you can send out ten letters and get one call and one job from ten letters, then you’ve got a system that you know can bring in as much money as you want.

April: I have one more question. We started with a new accountant this year, and this is another thing that I want to make sure I get straightened out before I start an income. Do you suggest LLC or sole proprietorship?

Michael: April, start as a sole proprietor. When you start making money and this is something you know you’re going to do, then worry about it. Start as a sole proprietor. Let’s say you earn \$5,000 doing copywriting. You may want to invest that all back into your business, \$5,000 to invest in your business whether it’s a computer or whether you hire someone out to do stuff for you, just whatever you make, spend it back into your business. You can write it all off.

Then, if you feel like this is really going to grow, and you start making some good money and you want to protect your assets or pay less taxes, you can consider either an LLC or incorporate in Nevada.

April: That's what we were wondering because my husband makes the only income. So, we didn't know exactly what would be the best.

Michael: Well, the sole proprietor is the greatest write-off there is. This is a real business. You're "April's Copywriting Service", or whatever you call it. It's the greatest tax write-off there is because no matter what you use for your business, you can write it off. You can write off gasoline when you go see appointments. You can have lunch meetings with your husband and with your clients. You can write that off. You can write off a new desk. Are you in a home?

April: Yes.

Michael: You can write a portion of your mortgage. If you turn a room into your office for your copywriting business, you can write part of that off. You can write a percentage of your electricity bill, your water bill, your power bill. You can buy a new computer that's for your copywriting business or a new monitor or a new keyboard or the digital recorder and write that all off. There's plenty of write-offs you have to get started where by the end of the year, you will have made nothing because you wrote it all off. You just keep putting it back into your business, but you've gained assets in your business – a new computer and benefits like that.

There's two great recordings on my site. If you go to the main page of [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), there's one called, "Asset Protection". It's with a guy out of the South named Gary. It's about a 90 minute recording. You should listen to it, very good ideas, but I wouldn't worry about it now. Just start. Don't worry about incorporating or LLC. Let's see if you want to do the business, and if you're going to stick to it first.

April: All right.

Michael: Has this been helpful?

April: It's been very helpful and I appreciate it very much.

Michael: Just don't give up, and just go do it.

April: I really appreciate all the information about your products.

Michael: I'll send you to my sales page for that product, and April, if you do want to do a product this is a great course and I would stay with a digital product. Don't mess with printing. I'm going to send you to my sales page, and you look at what I've done, and you just copy what I've done, the format and how I've done it. It's the most beautiful little business. My returns are very, very low

because I delivered a great product. You can't have a more irresistible offer which I would highly recommend you do with any digital product – pay nothing now, and you can charge their credit card in 30 days only if their happy.

Just look at how I've set it up. It's a real proven system. It would be a great thing for you to model with any information product you have. It takes all the risks away.

April: Thank you. I'm very new at this. I don't know a whole lot.

Michael: You can talk, and people can talk, and that's what's so great about Copy Talking. That's what so great about creating audio information products by doing interviews because it's nothing new. You're just talking on the phone and record it. You've got to learn how to edit it and get it up on the internet, but you've got a great valuable product.

Once I edit this recording, do you think there's going to be people out there who are going to benefit from this recording? There are. We've shared a lot of things and your position, your concerns, everything you expressed to me, there's millions of people like that, too. It may not be all about their copywriting product, but people can relate to you.

You're a real person with a real normal problem, and look what I've done. I've leveraged myself. Now I have it captured, and the time I've spent with you on the phone hasn't been wasted, and I've created something of value just by talking to you on the phone, and that's what you want to do. I say the more you talk, the more you make.

Remember what I said, I want you to listen to the Eugene Schwartz. That thing is incredible. I want you to listen to that thing three or four times. It is so good, that Eugene Schwartz recording. It's on the page where all my copywriting recordings are. Do you know where those are?

April: Yes.

Michael: This guy was incredible. This guy was one of the best. Listen to what he says about desire and listening. So, just figure out that hungry market, and get into something you enjoy too. That would always be a bonus, or that you can enjoy talking to people about. You can enjoy learning about. Pick a subject that has a hungry market that you want to learn more about.

Hey, you want to learn more about copywriting. Contact all the great copywriters and ask to interview them on a certain subject. When you're

creating an information product, understand, you don't have to be the expert to make a great product. You just have to be the guy asking the questions.

I say in one of my recordings, who are some of the most famous people you know? Oprah Winfrey, Ted Koppel, Larry King – what do they do? They interview people. They ask questions. They're not the experts, are they? See how easy that is? All those experts that they talk to elevates their status because they're connected with them. So, that fame and prestige of the expert is transferred over to you or me, the person doing the interviewing.

April: Thank you very much.

Michael: You're welcome. Have a great day.

April: You too, bye.