

# The Complete Do-It-Yourself Guide To Making Money Off Of Audio Interviews



A Six Part Tele-Seminar  
With Michael Senoff

How To Make More Money  
With Audio Interviews

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest 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.hardtofindseminars.com](http://www.hardtofindseminars.com)

## Copyright Notices

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

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

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-234-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtoseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

# The Complete Do-It-Yourself Guide To Making Money Off Of Audio Interviews A Teleseminar With Michael Senoff

## *How To Make More Money With Audio Interviews*

I make my living off of audio interviews. It's the one subject I consider myself an expert at. So when I asked my list if there was anything they wanted to know about how I do it, I was flooded with responses. In fact, I received more than 250 of them. So I sorted through the replies—got rid of all the duplicates, categorized the questions, and compiled the best of the bunch. And here they are. All 86 of them.

So what you are about to hear is my most well organized, comprehensive guide to preparing, conducting and marketing audio interviews ever. It will walk you through the whole process from getting started to building your list and marketing your audios.

But because we cover a tremendous amount of ground, the Tele-Seminar runs about three hours. So I've broken it into six half-an-hour segments, and here's a rundown of each.

### **Part One: How To Get Started Without Spending Money**

Most people think you need to spend a lot of money to get started making audio interviews, but nothing could be further from the truth. You don't even need to be an expert in your field. All you need is access to a computer and a telephone. You can do all your research for free and there's even free software to help you along. So in Part One, I'm going to explain exactly how to get started even if you have no money or expertise.

I'm Also Going To Tell You...

- A quick way to tell if there's a market for your information product
- What kinds of information products make the most money and how to package yours so that it does
- What audios get played the most on hardtoseminars.com
- How to find a hungry market just waiting for the next product
- The different types of interviews and how to leverage off the expertise of your experts

### **Part Two: Turning Your Hobby Into A Moneymaking Audio Product**

Listen to hours of free interviews, case studies and how to consultant training at 1□  
<http://www.HardToFindSeminars.com/AudioclipsH.htm>

Whether it's playing guitar or grooming dogs, you can find experts to interview in any field and ways to make those interviews marketable. But there are some markets that are hotter than others, and in Part Two, you'll hear how to pick a good one.

You'll Also Hear...

- How to automate the selling process –spend less time making more money
- The exact equipment I use to record, edit and upload my audios and where to buy exactly what you need
- Why you should build a team and how to do it cheaply
- How to put your playable audio online

### **Part Three: Getting Experts For Your Interviews**

Sure, it's easy for me to get interviews now that I have a site and some credibility, but it wasn't always that way. I had to land my first interviews too. And the easiest way I've found to do that is just to ask for them. People love to talk about themselves and they also love free publicity. So all you really have to do is sell them on the potential your interview could bring to them. And in Part Three, I'm going to tell you some ways to do that along with...

- Word-for-word scripts for landing important interviews – even if you have no credibility or influence whatsoever
- How to do phone seminars and save the audio as mp3s
- My can't-fail way to get even the "Biggest of Dogs" to agree to an interview with you
- How I get most of my interviews now

### **Part Four: Ways To Build Your List And Attract Traffic To Your Site**

Making great audios is only part of the picture. Your main purpose is to make a lot of money off of them. And in Part Four, we're going to start talking about how to do that. One of the best ways is by using audios to attract visitors to your site. Once there, you can collect their contact information and start building a list to market your products to. And in this section, we're going to talk in depth about how to do that and also about...

- How to use joint ventures to build a list and market your products
- How to obtain the rights to the audios you make – without formal contracts and without paying anyone
- Inexpensive ways to get your information out to the masses
- Quick and easy ideas for building a list today

## Part Five: Getting Ready For The Big Interview

I wouldn't recommend "winging it" in any interview, especially when a little prep work goes a long way. So if you want a good interview, you'll need to do some research and have at least an outline of what you're going to say before you ever hit the record button. Fortunately, all of that is relatively easy to throw together and in Part Five, you'll hear how to do it.

You'll Also Hear...

- The one thing you should never leave out of any interview
- How to know what kind of questions your audience will be hungry for
- How much of my interviews are usually scripted
- The best ways to make your sales pitch at the end of the interview

## Part Six: All About The Money

People are always wondering how many audios it takes to create something of value – and the answer is simple. If you were dying of thirst in the desert and I had an audio that told where the water was, how valuable would that audio be to you? You can make money with just one interview as long as it's something your audience is thirsty for. And in Part Six, we're going to go over the best moneymaking strategies I know. You'll also hear how I make money off my site and how I market my audios.

I'm Also Going To Tell You ...

- How to leverage your audios to make even more money
- Proof that audio interviews work
- How to create a teaser for your interviews
- Ways to use blogging and podcasts to promote your interviews and products

Audios are such a huge part of day-to-day life because they're so convenient. People like multitasking and, unlike videos or books, audios allow them to do that. I've been making my living off of audio information products for a while now. And in this Tele-Seminar, you'll hear how you can do that too. Now let's get going.

Ben: My name is Ben Settle from [BenSettle.com](http://www.BenSettle.com), and I'm going to be your host for tonight's special Tele-Seminar with Michael Senoff. Many of you may have heard of me from Michael or one of the interviews on his

Listen to hours of free interviews, case studies and how to consultant training at 3□  
<http://www.HardToFindSeminars.com/AudioclipsH.htm>

site. We've interviewed each other many, many times over the years and have done a bunch of joint ventures together.

The topic of tonight's Tele-Seminar is, "How to Make Money with Audio Interviews." The reason Michael asked me to host this call is because I'm probably one of his prolific students. I use his Audio Marketing Secrets all the time to create products for my website at [BenSettle.com](http://BenSettle.com), as well as to position myself as an expert and make a lot more money than I would otherwise.

Now, here's how it's going to work tonight. You the callers on the line who are all Michael Senoff students, you guys submitted over 250 questions at [AskMichaelSenoff.com](http://AskMichaelSenoff.com) page. Michael compiled 86 of the most popular and pertinent questions for tonight's call, and he's going to answer them one by one.

It's going to last about three hours. We're probably going to take about a five minute break at 4:30 Pacific Standard Time, and then we'll finish up the rest of the questions.

Michael has warned me to tell you guys that we're going to be going really fast with these questions. So, you're going to want to take notes, and no matter what happens, you can download a list of all 86 questions and a note sheet at [AskMichaelSenoff.com/notes](http://AskMichaelSenoff.com/notes).

After the call, you're going to be provided a replay line to play back the recording, and by Friday afternoon, you'll have the full download of the call in mp3 format. The replay will be available at [AskMichaelSenoff.com/replay](http://AskMichaelSenoff.com/replay). Soon after that, Michael is going to provide you the word-for-word transcripts.

So, what we're going to do is I'm going to introduce Michael now, and Michael Senoff is the CEO and Publisher of [HardToFindSeminars.com](http://HardToFindSeminars.com), which is the world's leading free digital audio business library that uses the power of personal interviews and story telling to capture and relay the advice or world class business experts.

On this site, you get instant and totally free access to over 117 hours of downloadable audio interviews on sales, marketing and business success experts. Michael's also the author of the book, *Audio Marketing Secrets, How to Add Value to Your Information Product*, and the soon to be released sequel, *Talk Yourself Rich, How to Make Money with Audio Interviews*.

[HardToFindSeminars.com](http://www.HardToFindSeminars.com) has been listed in the top one percent of the most visited websites in the world for the past five years without dropping below that one percent mark, and it has also been billed as the world's best free marketing resource on the internet.

With that said, Michael, welcome to the call.

Michael: Thank you, Ben. I'm here. How are you doing?

Ben: I'm doing really good.

Michael: I couldn't think of anyone better to help me host this Tele-Seminar, and Ben really understands the power of audio. I call him one of my prized star students.

When I first met him, he was just doing copywriting, and you would never hear his voice anywhere. We were doing joint ventures, and we were using audio to promote a lot of the products on my site. I had paid him to write multiple letters for my website, and he saw the power of audio and how it sold my products. I think I got him hooked because Ben you're doing a lot of interviews now, aren't you?

Ben: Oh, yeah, and if you have a copywriter or you're writing copy, when you transcribe, and I'm sure you'll talk about this, but when you transcribe those interviews, it just makes the ad much, much better.

Michael: So, we had a lot of questions come in, and I did this, [AskMichaelSenoff.com](http://AskMichaelSenoff.com), and we'll talk a little bit about this, but I can't think of a more perfect way to deliver content than this. I'm delivering exactly what the questions came in from my subscribers, what they want to learn about how to make more money with audio interviews.

We did have about 250 questions come in. They're all put into this nice little database, and of course, human beings are the same. So, you're going to have lots of similar questions. We categorized them. We got rid of the duplicates, and then I had to get rid of some that weren't related, and we came down to about 86 questions. I'm hopefully going to deliver exact content that the subscribers who came to the [AskMichaelSenoff.com](http://AskMichaelSenoff.com) campaign want to know.

So, it's a perfect format for an interview. Now, the topics I've broke this down to, and anyone can get a list of all the questions. All they have to do, if they're in front of their computer, is go to [www.AskMichaelSenoff.com/notes](http://www.AskMichaelSenoff.com/notes). You'll be able to download a PDF

version of all the questions and a Word version. The Word version will allow you to pull it up, and if you want to take notes, you can type it in, or the PDF version, you're free to print it out and you can write your notes in that way. So, you can follow along, or if you don't want to take any notes, that's fine too. You can just sit back and listen.

We broke down the topics into about nine different topics, and I want to read you the topics here, and then we'll dive right in Ben to the first question.

One of the most asked questions was, "How do I get started?" So, that's number one. Number two, "Interviewing topics," meaning people want to know what kind of topics should I be interviewing experts on.

Number three is "Equipment, Software and Website stuff." Number four is, "Big Dogs and Big Fish, Finding Experts to Interview, how to do that." Number five is "Joint Ventures." Six is "List building." Seven is "Preparing for and Conducting an Interview." Eight is "Marketing and Making Money with Audio Interviews." Nine is general questions.

Then, at the end, we can talk about some services if you don't feel like doing any of this, and you have capital that you want to invest and have someone do it all for you. I think I'll have some good news for you at the end of this Tele-Seminar that will show you how to do that.

So, Ben, take it away.

Ben: Okay, well, we'll start with question number one. What is the best way to get started with audio interviews?

Michael: The best way to get started in my opinion is to just simply do an interview for fun. I think, like public speaking, a lot of people have the fear of getting up in front of people and speaking in public. Well, I bet a lot of people have that same fear just talking on the phone. I'm pretty comfortable just talking on the phone, so I would tell anyone who is afraid of doing an audio interview by phone, the best thing they could do is just do one. Interview your mother. Interview your brother.

You're going to need some equipment. I would go out and get a digital recorder. You can get one from Radio Shack, or you can go onto eBay. You can go to any electronics store. I got mine from Circuit City, and we'll talk about the type I'm using.

Buy a device that allows you to record digital audio, and then think about if you're in a business or you're in a profession where you have someone that you look up to who is an expert in your industry, just email them and ask them, "Would you be willing to do an interview?" You don't even have to have an ulterior motive. You can just say you're practicing with your new digital recorder, and you'd like to learn some stuff from this expert. Just ask them to do an interview.

I think if you can just do one interview, even if it's for practice, or even if it is something for money and be able to do the interview, be able to record, be able to get the recording off your digital recorder, be able to get it on to your computer, be able to do just a little bit of editing. You don't even have to know how to do the editing, and be able to convert it into an audio. I'll be sharing some tools, some online services that will help you do that, that make it very easy.

So, my advice would be just to do one. That is the best way to get started is to just make some movement. So, anyone who is afraid, just get started. Get it going. Do something. Doing nothing isn't going to do you any good.

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

Ben: We'll go onto question number two. How much would one need financially to invest as a newbie to be able to get a positive cash flow?

Michael: I suspect the person asking this question probably doesn't have a whole lot of money, or doesn't want to spend a whole lot of money. I was thinking about that. Can you actually interview someone and get a recorded interview for free? The answer is yes, but you're going to have to have access to a public library.

If you have access to a telephone in a public library, you may need a few quarters to make those phone calls. I'll show you exactly how to do it.

So, let's say you want to do an interview, and you don't have a computer at home. You can go to any public library, and you can go to Google. You can set yourself up a Google email account. You're going to need an email account.

Then, you're going to get your email, and then you're going to think of, "Well, who can I interview?" Let's say you want to interview an expert

on copywriting. You can either use the phone and pick up the phone and call them and ask to do an interview, or you can email them through your email account over at the library.

Now, you want to record the interview. You can use a service, the same exact service we're on right now. I'm using what's called [FreeConferenceCall.com](http://FreeConferenceCall.com). Now, they do have a recording option where you press star-nine, and we can be recording this recording. We're not doing it this way. Ben's recording on his end, and I'm recording on my end as a back-up.

If you absolutely had no money, you could record the call through [FreeConferenceCall.com](http://FreeConferenceCall.com). They will send you the digital version of your conference call, so when you set up your conference call and you have your expert and they say, "Yes, I'd be willing to do an interview," you do the interview. You have them meet you on [FreeConferenceCall.com](http://FreeConferenceCall.com).

When you register with them, they will give you a call in number, just like you called in today. You'll do the interview. You'll record the interview, and then you will have a recorded audio interview.

Now, you don't have it edited yet, but there's actually free editing software. I'll be posting that free editing software up at [AskMichaelSenoff.com/resources](http://AskMichaelSenoff.com/resources). So, I'm going to have a bunch of resources that will allow you to record and edit digital audio recordings for free.

Now, how do you make money with this? Let's say this person who wanted to do the interview didn't have any money. He could approach that expert, and he can make a couple different options. He could say, "Why don't we do this interview, and then you can give this interview away to your list." Let's say when you do the interview, you want to have an ulterior motive.

So, in the interview, let's say you're interviewing about copywriting, but he sells a copywriting course. So, you would make an agreement that this copywriter would take this interview, and distribute it to his mailing list through email or physical mail, and that audio interview is designed to sell his copywriting product.

Since you took the time to produce the interview with him, you negotiate a percentage of sales, or you can have your expert sell the interview to his list.

So, let's say it's a content interview. You do the interview with him. You provide him the interview, and you say, "Okay, you're going to promote and sell this interview to your list," and you guys could split the profits.

Now, another way is you could negotiate the rights to the interview 100%, and if you have the rights to that interview, you could take that interview and you can sell it to anyone. If you sign up for that copywriters affiliate program, that little interview, if it's done right and it's captivating and compelling and generates sales, it could be a little money machine for you.

So, that's how you can do it one hundred percent free. The quality may not be as good, but it is definitely doable, a hundred percent free. All you need is your phone and a computer from the library.

Ben: Okay, we're going to move into the interview topic now. Question number three, what is the fastest way to determine whether a particular topic has enough interest that it would qualify for a possible information product?

Michael: This question is a good question, but it's just so obvious to me, at least one thing is obvious. The internet is just absolutely amazing. One website called Google just allows you to do so much. So, if you're deciding, "Okay, I want to create an interview series on goldfish tricks," – have you ever heard of this? There's people who have information products on how to train your goldfish to do tricks.

There are niche products like that all over the place. So, you've got to figure out, "Is this a realistic topic to create an information product on?" So, I would first go into Google. I would type, "Goldfish Tricks." Now, with Google, I don't know how recent this is, but if you type in something from the Google search engine, you know how those numbers pop up on the right? Well, it's a simple way to determine, are there other people in the world looking for goldfish tricks? Is there a demand for a product like this?

There's other ways to determine if something is selling. You can go to [Amazon.com](http://Amazon.com), and you can type in "Goldfish Tricks." See what books are out there on goldfish tricks. You can simply call the publisher and talk to him and say, "Hey, I'm thinking about doing an information product on goldfish tricks. What's the market like? What kind of money do these people spend? How big of market? How has it been going for

you?"

Another incredible resource is the SRDS, the Standard Rate and Data Service. This is like the phone book of mailing lists. If there's a mailing list for anything, you're going to find it in this resource. There's an online subscription. I think it's about \$750. You can sign up for the SRDS, and you have access to every single mailing list in the country. I will bet you there's probably some mailings lists on goldfish enthusiasts.

You can find lists on any kind of subject imaginable or specific lists on every kind of imaginable niche there is out there. It's just amazing in today's information age how much information is out there.

Now, another great resource would be trade directories. Let's say within the pet market, there's probably a fish pet association. I guarantee you that retail stores who sell fish and fish tanks, there's an association for them. They have trade shows, and these guys are really on top of the market. So, if there's anyone specializing in that type of niche, you can contact the association. You could become a member of that association. You can actually rent lists from that association.

These associations, when they put on their trade shows, they usually put on seminars for all the attendees who come to the trade show. They have to do their research. When they're putting on a big trade show like that, they're kind of the pulse and eyes and ears of that industry. The seminar topics that they provide at that trade show, you can imagine there's a pretty good demand. Just looking at the type of speakers at any trade show out there will give you a pretty good hint about a good information product to create using digital audio interviews.

Another great tool, and I know Ben, you know about this, is called [Alexa.com](http://Alexa.com). Alexa will give you an idea of how popular a website is. They list them numerically from one to I think a million of the most popular websites, and you can look at the traffic patterns of these websites. So, you can tell, is a particular website related to any topic, is it getting a lot of hits? Is it popular? How many visitors come to it? You can see how many people are linking to it.

So, there's all kinds of tools out there. If you just do your research, and if you just ask around, you can determine is there a market for my information product.

I would also say that if there's a market that you're looking to get into and you see a ton of people in it, sometimes that's not a bad thing. You may already think that it's pretty crowded, but that could be a really good thing. I guarantee you there's not that many people doing audio interviews to sell a product within that market. You may have all that competition out there doing the standard poor marketing methods, but you'll just blow them away with audio.

You could absolutely dominate a niche if you come into it using audio to promote and creating audio information products as products to sell within that niche, but yes, you do need to find out, "Is there a good hungry demand for that niche?"

Ben: Okay, moving on to question number four. What are the most lucrative audio interview markets both presenting and listening?

Michael: It's kind of ambiguous. Lucrative to one person may mean lucrative to another. He's probably referring to money. Where is the most money in this type niche?

I can only speak from my experience. There's millions and millions of different topics and niches and products out there. My niche, the internet marketing crowd and copywriting and marketing niche, it is such a small niche. Ben, you and I were talking about that.

Copywriting niche, if you ask ten people on the street, "What is copywriting?", I guarantee you probably out of ten, maybe one may know what copywriting is. Would you agree?

Ben: Yes, actually most people will think you're talking about copyrighting like copyrighting a book or something.

Michael: They'll think of the copyright laws. That's right. So, my niche is a very small niche, but there are huge niches out there. One niche that I like within my small niche here is I like business opportunity. It's that saying, "Catch a man a fish, feed him for a day. Teach a man to fish, you feed him for life."

When you're selling a business opportunity on how to make money, or you're selling them a system that he can implement and use to provide for his family for the rest of his life, that has a lot of value. There's a lot of people looking for that. So, I like business opportunity. One of my main products is an HMA Marketing Consulting System. That really is

a business opportunity. It teaches you how to be a marketing consultant, and if you take to it and study it and implement it, you could make a nice living doing marketing consulting. So, it's a short cut to the process.

Those type products have a lot of value, and it's great to use audio interviews, expert interviews and testimonial type interviews to promote that type of thing.

So, I would go with business opportunities and you might find some other niches that are even more popular that have a higher demand. I would go back to the previous question and say, "Do your research."

A lot of my recordings aren't necessarily business opportunity, but they're information trainings. Copywriting really, it could be a business opportunity, but there's skills like negotiating and copywriting and sales scripting and how to get more referrals. Those are all skill type interviews, and those actually will translate into more money in your pocket.

So, my niche, business skills and business opportunities have been pretty good for me. So, I would stick with something like that, and I would also think about the type of margins when you're creating your information product. What could they sell for?

So, business opportunities tend to sell for higher margins. People will pay more for those. People will pay a million dollars. I don't know how much a McDonald's franchise is. Maybe they're two or three million now, or they'll pay a million dollars for a Subway. Franchises are being sold everyday, and these things go for fifty, sixty, seventy, eighty, a million dollars because they're business opportunities.

When people buy into them, they believe that that franchise is going to support them for the rest of their life. So, I would consider something like that with high margin. I absolutely believe that audio can sell high ticket items like that.

Ben: Going on to question number five. How can I determine if my expertise is marketable before I spend a gazillion dollars attempting to do so?

Michael: You don't have to spend a gazillion dollars on anything. I don't want to keep harping on it, but if you're interested in a type of market, do your homework, do your research. If you know you're the type of person who is not going to do the research, pay someone to do the research

for you. There's probably research on every kind of market out there that you could buy right now if you do a Google search.

Pick up the phone, email, talk to people in that market already, and find out how it's going. Do some research, and you should never have to spend a gazillion dollars before you do anything.

Ben: Going to question number six. What is the best way to make money on the internet if a person is not a computer expert or an expert in any field at all and has no hobbies that they are involved in?

Michael: Well, I'm going to say it's going to be selling information. He's worried about not being an expert. The thing is you don't have to be the expert. If you looked at all the different products on my site, I'm only the expert in a couple of them.

Today, right now, during this Tele-Seminar, yes, I am positioned as the expert, but I have to tell you, it's much easier when you're not positioned as the expert. It's only my Audio Marketing Secrets - my audio marketing - that I'm positioning myself as an expert, and one other product called Barter Secrets where we teach people how to buy trade dollars for pennies on the dollar. It's only because I've done it before.

These are the only two products that I position myself as the expert, and I would tell you if you're starting out interviewing experts, you're going to be much better off and have a much better chance of actually doing something if you take your ego out of it, and you just be the messenger. You just be the guy who delivers the information, and don't be the expert.

There's an advantage to that. So, let's say you're marketing something. If there were two equal things, and I came to you and said, "Look how great I am. I'm an expert at selling information on how to use audio interviews to make more money," or I came to you and I said, "You know what, Ben? You ought to check this guy Art Hamel out. This guy has bought over 200 businesses, and for the last fifteen years, all he's been doing is buying businesses between one and five million dollars, and he's doing it without any bank financing. He's doing it all through investors. Go to his website. Check it out."

Now, that's the difference between me saying how great I am, and me referring to someone. Now, the interviews that I've interviewed Art Hamel, I'm just the guy asking the question on behalf of the listener.

You'll have a much better time and easier time and I believe more success when you find the expert.

I wanted to ask you, Ben. I made a note of this. The stuff you've learned in copywriting, tell me about the proof element when you find an expert how that goes a long way in selling that product or service. If your expert has a lot of proof element, compared to you being the expert, could that help when it comes to ultimately in sales?

Ben: Oh, it makes all the difference. We'll take Art Hamel for example. We worked on that ad. I didn't have to convince anyone that this is legitimate stuff because he had already did all the work to prove that it was legitimate on his background. So, it actually makes everything way, way easier.

Michael: If you can land a very high credible interview, you're just leveraging on the years and probably the hundreds of thousands or millions of dollars that that expert has put into his business to get to where he is. You're just stepping in and just borrowing all that expertise, especially if you could negotiate something where you're selling his expertise in the form of a product or through one of their affiliate programs.

It's just such a huge advantage, and all you've got to do is ask. You're not going to get everyone, and we'll talk more about that, but I would definitely advise go for interviewing other experts. You just be the guy asking the questions rather than being on the other end answering all the questions. I would say that even if you're an expert right now.

Ben: I would like to ask something if I could.

Michael: Sure.

Ben: When it comes to asking questions, it really helps – and this goes back I think to the previous question – if you're part of that market, so you're asking questions from the point of view of the customer.

Michael: That's right. You're on the customer's side. You may be making the money off of selling it. So, my interviews, when I'm asking my expert Jim Camp on negotiating, I'm on the side of my listener. I'm an advocate for my listener trying to dig out the real scoop on this Jim Camp and his negotiating system. So, I'm on your side.

I'm not an adversary. Jim Camp may be the adversary because he's the guy trying to sell this stuff. I may be the adversary to the listeners

on the call because you may believe I'm trying to sell you something. I am. I'm trying to sell you on my expertise, and it's hard. It's hard to sell someone on your expertise sometimes.

Sometimes, it's a lot easier just selling someone on someone else's expertise. So, there's a big difference, and I would definitely take that into consideration. I think it'd be a lot easier if you chose to interview other experts and promote their stuff.

Ben: We can go onto question number seven. What kind of market research do you do before you create an audio product? Do you have any criteria that must be met before you decide a product is worth creating?

Michael: I'll tell you. I'm guilty probably just like a lot of other marketers out there. We learn from the great late Gary Halbert to find a starving crowd or a hungry market. If you would just do that first in your marketing, you'll make your marketing life a lot easier. But, my ego may get in the way or people like me, they just love to create different products, and they may guess that this is going to be a hot market. They ignore that research phase. That's why probably it really makes sense to pay someone to do your research for you.

There's people who thought they had great ideas and had spent tens of millions of dollars on great ideas, but they found out that the market, there was no desire for the product at all.

Ben, one of your recent emails out to your list, you talked about you could have a team of the top copywriters work on your sales letter. It could be absolutely perfect from headline to the PS, and you can send it out and not get any sales, all because the market had no desire for your product.

So, I wanted to start that out by saying, do your research on the market. I've made mistakes, and tried to create and develop products that I thought there was a market for that have failed.

But, I would say it depends on the type of interview I'm doing, and I kind of broke down my interviews in a few categories. I call one category, "Money Interviews," another category, "Traffic Interviews," another category, "Book Promotion Interviews," and then, "Product Content Interviews." These categories, there could be two of these category with each interview.

I'll give you an example. A money interview would be if I'm interviewing an expert, and I've got a JV with him or I've signed up for his affiliate program. So, for instance, John Carlton, he's a very well known copywriter. I would call that a money interview, and he's got a lot of notoriety. So, what kind of research would I do for preparing that interview? That particular one I used an Ask campaign, kind of similar to this.

I just sent out an email to my list, and said, "Hey, I'll be interviewing John Carlton here. If you've got any questions for him, I'll ask him on your behalf, send them in." That was how that interview went.

Another way you can do that interview is you could go to his website, and depending on what product you're promoting, he's a great copywriter, you can go look at all his bullets. He's done his research, and his sales letter to match his sales letter to his potential prospects. You could take his bullets and some of the copy in his sales letter and convert those into questions. So, you could use those as questions for the interview.

A traffic interview could be a big name like Ted Nicholas. Even though I signed up as an affiliate for him, and that was one of the ways I got the interview, he's not a very big name, and I would interview him for free, even if he didn't have an affiliate program. The name Ted Nicholas within our small market is very well known, and being able to say on my website, [HardToFindSeminars.com](http://www.HardToFindSeminars.com), I've got an interview with Ted Nicholas. That increases my website's credibility.

I would consider him a pretty big fish in the marketplace. Having his name on the site can be real beneficial for search engine optimization and getting traffic back to your site. We can talk more about that.

Then, there's content interview. Let's say I've got a product that's selling, but I want to increase the value of it, and I need to add more content. I may find an expert within a certain topic. Let's say I've got a product on referral marketing, and I've got three or four interviews already on referral marketing.

It sells for \$97. Let's say I want three or four more interviews. I'll find three or four experts on referral marketing. I'll interview them, and that research, they may have a book out on Amazon, or I may find them through Google. That would be the type of interview that I'd want just for additional content. I'm not using it to promote. I'm using it as content to provide in a product after someone purchases a product.

So, these are some of the different types of interviews. I would ask yourself, "What is my goal with the interview? What am I doing? Am I using it to make money? Am I using it to get traffic back to my website? Am I using it to increase my status online, my credibility? Am I using it to develop more value in my existing information product, or am I using it to promote someone?"

Ben: Okay, question number eight, Michael, you have interviews from lots of different business areas – consulting, copywriting, business buying, mobile home investment, etc. What are the three areas of audio that get the most listeners? If I remember right, at one point in time, you said your most listened audio was on how to be a better learner.

Michael: That is correct. I'm fortunate enough to know how to go into my – it's called the C Panel. I had no idea what that is. That's when you go into like the back control panel of your website, and there's an icon in there called, "Stats," and you can click on the stats. It gives you all the statistics of how many people have clicked on a page.

It tells you how many unique visitors have come to your site. It tells you where your traffic is coming from, and then there's a top ten. It'll rank your interviews by the month, what are the top ten most listened interviews.

So, it's really telling. It's exciting to go in there and see what people are listening to. You can actually go into a section of that C Panel, and you can click on this thing. It'll show you, if you had 300 visitors on your site, you can see exactly the path that someone has taken on your website.

They may come to the homepage. They may listen to an interview with Ben Settle, and you can see their traffic patterns. This really gives you a good idea of what is your market listening to on your website.

An interesting story, I just did an interview, it's probably been two months. I did an interview with a lady named Elizabeth Hagen, and she is an organizing expert. She teaches ladies how to organize their life, and how to get rid of the clutter.

I was looking in the stats in January of 2009, and I couldn't believe the traffic. On that mp3 file for January, it was hit on, I can't say that all these people listened to it, but the mp3 interview had 4,304 hits. That's a lot of hits because second place, Ben, you're going to really like this

because in January of 2009, your interview was the second most listened to interview, "Audio Marketing Secrets, Ben Settle, part2."

It's interesting that part two was listened to more than part one. Anyway, so I called Elizabeth and I was like, "Elizabeth, did you mail out to your list and promote that interview? The traffic on this interview is incredible." She said she didn't, and I'll tell you it's getting harder and harder for me to kind of nail down where all these people are listening to this interview.

I'm scratching my head still with the Elizabeth Hagen interview. It's still getting a ton of traffic, but we can't figure out where. The reason is recently I've been taking my interviews – and we'll talk more about this – I have all my interviews on iTunes. I have ten minute clips of all my interviews up on YouTube. I have them being introduced on Facebook, on Twitter, on LinkedIn, and a lot of the social networking sites.

You may have someone who took some of the content from an ezine article on the organizing interview, and put it in their blog that has a large subscription base.

There's an interesting point in this. As long as you start getting your interviews out there, and getting them on the internet, they're going to go viral eventually. If you do it right and you provide good exciting and valuable content, these things will get passed around. So, you'll never know sometimes where all this traffic is coming from, but I do remember that learning interview that I did with the gentleman. That was very popular.

I'm just looking here from January of 2009, the organizing interview was number one. Ben Settle, our interview was number two for January. There was one called The Obvious Expert with Elsom Eldridge, and that's how to publish a book and become the obvious expert. That was number three. This one was not that surprising. It was an interview I did with an expert on LinkedIn. It was a training on how to use LinkedIn, which is a business social networking site, and how to maximize that and meet people and network better. That was very popular in January.

These are just the top ten. Nick Gilbert, he's the one who hosts my web server. We did an interview on internet security. That was one of the most popular ones. Then, there's one more. A guy named Mark Imperial, it was on information product creation. That was very popular, too.

It's great. Once you have a website, and once you start doing interviews, you will be able to track what's hot and what's not, and you can use that to your advantage when you're marketing.

*For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

Ben: Question No. 9, kind of an interesting question. "Michael, I interview musicians and photograph concerts as a hobby. How can I make money doing what I love?"

Michael: I'm going to tell them you should do audio interviews and you can package them and sell them. I'm going to give you a perfect example about this. I don't know how I got on this e-mail list, but there's a website called [Tunecore.com](http://Tunecore.com) and these guys are doing exactly what I'm teaching. I have no idea who they are, but they have all kinds of information products, audio downloads, they interview experts and the gentleman who asked this, he loves musicians, I would say start interviewing musicians. We also talked about what are some of the most profitable interviews. Let's say he interviews ten musicians about their career as a musician. What do you think someone will pay more for? Those two interviews with those musicians and what they love about their career and what their life is like and how many gigs they play? Or what if you did ten interviews for musicians on how to get a number one song or how to do mastering; how to master your songs. Or how to do marketing or how to publish your digital music. An interview on vinyl, creating vinyl records and selling old LPs. Or mixing your music for the best potential sales on copyright issues.

These are subjects that the business of the music industry, I think, would have a lot more appeal and bring a higher dollar volume than actually the lifestyles of different musicians. So I would tell him start interviewing experts within the business music industry. It's a huge niche. These guys, I remember looking at what of their seminars because these guys – their niche – is teaching about publishing your digital songs so musicians who create a series of songs it's not really all about albums anymore, it's about that one track, that one hit, and it's about how to market your song. It was interesting to me because I wanted to learn from music about how to get distribution on an audio interview. It's not music but it's still an audio content and their distribution system would work the same way for me and I've looked at their seminar. They were selling an online training for about \$10,000.

So I would tell this guy, go to [Tunecore.com](http://Tunecore.com), look at what they're doing and model it. Their niche is digital music. Maybe you can model something for maybe vinyl music, LPs. I think albums are getting back in fashion with a lot of the younger kids today.

Ben: Question No. 10. "Are issues pertaining to parenting and health concerns of infants and children a good subject for audio interviews?"

Michael: I think it would be a great subject. What could be more traumatizing for a parent than having a child who's ill or sick. They desperately want a solution, they want answers. There's probably not a lot of answers, it depends on what kind of illness they have, but absolutely. I couldn't think of a more hungry market and it kind of sounds cruel from a marketing standpoint, but what could be more important than finding solutions for a child who's sick? People want solutions to that and money certainly, in many cases, would not be an issue. So depending on what you're trying to do, I think that would be a very hot market and something that could be very rewarding for you as well.

Another example, there's a guy I see on TV out here in San Diego, he has a show, it's actually a thirty minute infomercial, but when you watch it you would never know. It's called *The Wellness Hour* and it's a guy named Randy Alvarez. Now what he does is he interviews medical experts. You can check his website out at [TheWellnessHour.com](http://TheWellnessHour.com). He has a collection of interviews just like I do where they're interviews on medical experts. But you know how he monetizes this? I do want to say that he's doing video production, but just imagine he was just doing audio interviews, and I've even thought of doing this because he does stuff on hair loss, so he'll interview a couple of surgeons who do hair loss surgery. He interviews surgeons for facelifts, for surgery with women who have problems that their veins, every kind of medical surgery. He'll approach them, he'll ask them if they would like to do an interview, he'll produce a thirty minute show. He'll charge them up to \$10,000 just for the production of the show.

Now, once they have that show he'll offer them advertising where they can buy thirty minute slots within a local media range to air that show to promote their high-end surgeries. He's doing something that would be no different if you just changed it from video to audio, you could do the same thing. He'll air a show and he may sell some cosmetic surgery that could make that surgeon \$10-\$20,000. So it's no different, though audio I will tell you is a lot easier. You need very little skill to do an interview with a medical expert on audio and it certainly

can be done. So I would tell this gentleman who asked this question to go to *The Wellness Hour*, look at what he's doing and just ask yourself, "Can I do something similar for the particular illness that I was thinking about?"

Ben: You were just talking about the parenting and infant market and I remember in Gary Halbert's [inaudible] lettering book he talked about how new parents are at an emotional high point in their life and they're looking for solutions.

Michael: Absolutely. My kids are 9 and 6 now, but you just remember back when you have to go shopping for the crib for your baby, there's nothing more important in the world than that crib and you'll go to five different places to look for that perfect crib. Or when you look for a stroller for your kid, you really research the stroller market, it's incredible and you want the best. And when you have a little baby there's these things called the baby Bjorn where if you want to hold your baby close to your body you put this strap thing on and you put your baby and he sits in there. Every little product for your baby is the most important thing in the world. So I would agree with you there.

Ben: Going then to Question No. 11. "How can I offer value to local dog groomers so they will give me interviews and tips for starting a grooming business? I don't want to compete with them locally, but use info for a website."

Michael: If he wants to interview them just to learn the business, I would just tell him to call some local dog groomers and tell them I'm thinking of getting into the business or I'm looking for information for my website and I'd just simply ask them. If they're hesitant about delivering information, you can bribe them, you can say, "Hey, can I pay you for your time? Can I pay you for some consulting time and advice?" And you give them \$50 to spend it with you on the phone for an hour. Certainly that would be worth it if you could make sure that you would have the rights to the audio recording and be able to use that. That's another way to go too. If you want it for free, and you want to get the information for free, you can tell them that you'll interview them and you'll give them the recording and you'll interview them all about their pet grooming business and you say, "I'll do the interview. I'll produce and I'll edit it and I will give you a master of this recording that you can use to help promote your pet grooming business." So if someone calls up on the phone and they're thinking about you, they can send them to a website that can play that interview that could help them sell their

credibility and their pet grooming service. Or they can put it on a CD and distribute that to customers who are thinking about their services.

I'll give you an example as far as trading for an interview. For my HMA marketing consultants there is a backend password protected portion of the product called *The HMA University* and a lot of the interviews there are not on my free site and I had known a guy who sells a business opportunity, a consulting opportunity, a very expensive one – about \$1,000 – his name is [inaudible] and he does coaching with million dollar CEOs. This guy, when I talked to him, he is just incredible; very knowledgeable. He has produced 30-40 different products, has all kinds of Tele-Seminar series already produced, it has a ton of content and sells a very high-end training. I thought it would be great for my HMA consultants to listen to this guy's expertise and I made them an offer. I said, "Hey Paul, I'll make you a deal. Let me interview you for my HMA consultants, and only my HMA consultants." He didn't want the interview on the main site because he thought it would be a conflict of interest. "And let me grill you for an hour and a half about your expertise as a million dollar CEO coach and I want to just [inaudible] be able to deliver it and offer it as extra training for my HMA consultants and as trade I will edit it and give you the master of that interview to use to promote your coaching opportunity." And I told him I didn't want any profits from it, he could do whatever he wants with it, he would own the interview and he agreed and we did an incredible interview. He can take that thing and I don't know what he's doing with it. I would think he's using it. I would think he'd be crazy not to because it was a great interview just breaking down his entire opportunity, positioning him as an expert and my trade was so I could give some incredible value to my HMA consultants in the HMA University. So that's another way, you can trade services. Trade service for expertise.

Ben: Question No. 12. "Is it advisable to market myself as an expert in a single subject area, or can I put myself out there for more than a single area of expertise? I'm not thinking of doing this at the same time or even suggesting my expertise in another area during an interview on the other subject. I'm simply wondering how to establish myself in two separate areas of expertise."

Michael: I would say yes, it's very possible. There's no reason why Michael couldn't be the expert in two different things. It's a huge world, the internet world is humongous. Unless it's some totally conflicting expertise that would be a conflict I would say it depends, but I would say yes, absolutely. Why can't someone be an expert at a couple

different things. But if he's looking for product creation, another solution would be don't be that expert. You could go interview other experts and have an entire line of products, like I do, and interview other experts and have a line of products to sell. For example, I have a re-enactment of a speech with a guy named Eugene Schwartz, it's a copywriting product and he's the expert; I sell a product for that. I have joint venture interviews with other joint venture experts. I have a product called Joint Venture Magic that I sell. I've got a product that I sell with an expert on how to get your product into Wal-Mart. Art Hamil is the business buying expert. Richard is the marketing consulting expert and so on and so on. There's no limit to the number of products I can sell and there's nothing conflicting because I'm just the guy asking the questions, they're the experts. So I'd tell him to consider interviewing experts rather than being the expert.

Ben: Question No. 13. "Hi, Michael. I am a musician and have been a music tutor for 25 years. There seems to be a few 'How to Play' sites on the web. Do you think it is worth setting up a 'How to Teach' site?"

Michael: I make the same recommendation, absolutely yes. And like the examples I talked about with *tunecore*, I'd say do your research. I've heard stories of piano courses, how to play piano, how to play guitar, those are humongous markets, huge markets that people want to learn how to do. Go to You Tube. Actually, I was watching an online video and they took me to You Tube and they showed me a video of a guitar player, I don't even know where he was, but this guy had millions and millions of hits and he was an expert at playing guitar and he was using You Tube videos to promote and sell his product because on the You Tube video, right to the right, you'd have a link to the website and I'm sure once you link to that website and he's capturing an e-mail address and a name and he is selling his guitar information product. Absolutely how to play piano. I've got my kids both in piano. We have a piano teacher who comes to the house every week and we're trying to teach them how to play piano and it's pretty hard. We pay for the private tutor, but yes, I think it's a great hungry market. I'd say do your research. I'd say call some of the product developers. I'd go on Amazon, see what kind of *How to Play* books are selling there on Amazon. I believe they'll tell you the positioning, how popular it is. Do your research and you'll find your answer.

The interview format is tried and true. We're all conditioned to it. From the news anchors on the news, to Oprah, to Larry King, to all those zoo shows like with Montel, they're all interview shows. So when you're providing audio interviews to someone it's not like you're providing

them anything that's foreign to them or that's uncomfortable; they're so comfortable with it. Everyone's heard interviews, they know what it's about and they know it's a way to get content and a way for content to be delivered. So because it's comfortable I think it's easier to get that information into people's head. And that's in an audio format and the same thing would go if it was a written sales letter. You can have a sales letter that's nothing but question, answer, question, answer. You see that all over the internet. A lot of sites have questions and answer sites because they're valuable.

Ben: Let's go to Question 14. "Hi, Michael. I run a small telemarketing company and always wanted to know a way to make money while I'm sleeping. The only way I thought was to have an e-commerce site selling a product or service . I don't have any products to sell, just my telemarketing skills as I am good on the phone. How could you help me as I need to make some additional income and I'm finding it hard to pay my mortgage?"

Michael: In this question I hear two things. I think the guy's got two advantages. One, he thinks an e-commerce site is a good way to go, so he's understanding the power of the internet and I would definitely agree with that. I think delivering your content from e-commerce is the way to go. And then secondly, he said he's pretty good on the phone. Now there's not a lot of people who want to admit that but he realizes he's good on the phone, he's got an asset, he's probably not afraid to sell. So if he's having a hard time paying his mortgage, I would say if you're good on the phone and you're willing to get on the phone and sell something for three hours in the morning, five days a week, fifteen hours a week of nothing but phone selling – dialing and smiling – selling and pitching something, I think he could probably be able to pay his mortgage. But what's he going to sell?

And what I would tell him, I would look for a high ticket product to sell. There are seminars being put on all over the country, expensive seminars, thousand dollar seminars, five thousand dollar seminars, fifteen thousand dollar seminars. Before I even started selling my HMA Consulting opportunity, I was using some audio interviews to promote another consulting opportunity. It was a fifteen thousand dollar seminar. So there are seminar promoters who would love to pay you 50% on whatever you sell. So if this guy's good on the phone and he's selling a seminar on whatever subject, let's say it's referral marketing and it's a two thousand dollar seminar in Texas, I would get on the internet and I would find some leads and I would start dialing and

selling that seminar. So that would be my advice to him if he needs quick money.

Let's say he secures a deal with the promoter of the referral seminar and he trusts that promoter and he trusts that he'll be paid, and maybe he's put some methods in when he's making phone calls to control the flow of the lead that he produces based on his efforts that he could track his results, he could actually interview that expert about his expertise, about why someone should come to this referral seminar. Why should they believe him? What makes him so good? What are the students going to learn? Is it worth two thousand dollars? Some case studies, do an interview with him and then use that interview to automate that selling. So if he has an interview and he understands the internet for delivering audio content, instead of him making phone calls selling each person over and over again on the phone, he can use the leverage of his interview and all he has to do is direct that person, even if he had to make phone calls, direct them to the audio interview or mail out the interview on a CD, or give them a phone number that they can call and listen to the interview on a replay line, or mail them the typed transcripts of the interview.

So with audio interviews, when you're promoting something, you get to take yourself out of the picture. You get to automate the selling process and that is the most valuable thing about the combination of doing experts interviews and the internet. You've got to have the internet and these other formats for distribution to make it work. So that's what I'd tell that guy.

Ben: It just occurred to me as doing telemarketing for high ticket seminar products, if he was recording him doing the selling, every time he picks up the phone he could be creating a product. He could take the other seminar products and say, "Listen to this. I'll train your whole staff to do this."

Michael: Just like this recording, we're both recording it. I'm going to have a master of this recording. This is valuable. I'm giving answers to questions here but I'm not writing them. It would probably take me a week to write out, with the correct spelling and punctuation, what I've talked about already that's come out of my head. You can talk a lot faster than you can write and you can talk yourself rich, man.

Ben: Moving on to the next section. We're in equipment, software and website stuff. Question No. 15. "What equipment and software do you use to record your audio interviews?"

Michael: I use a simple Sony digital recorder. I probably got it six years ago from Circuit City, which is now going out of business here in San Diego. I paid, I think, \$90. So it's a digital Sony recorder. The model no. is ICD-ST10 stereo. You can hit Ebay, do a search for it. You can go to Radio Shack. So you're going to need something to record your audio digitally. Now there are other methods of doing it. There's stuff out that you can hook up to your phone and to your computer, things that are a lot more complicated where you have dual channels, big microphones and all that. But I'm just using this simple little recorder. It takes two triple A batteries and the thing has only failed me once, but I had a back up and it was when I interviewed Carl Giletti, we did a two part interview, I recorded the interview and then to get the interview off you have to plug your Sony into your USB port of your computer and then you save the file – we'll talk about this – into an MP3 file and it was saving the file and it pulled off 99% of the interview and then it just stopped. And Carl Giletti had a back up of that recording, so I didn't lose the content. That is the only time it has ever failed me. It's been very reliable.

So you're going to need something to capture your audio interview. You're going to need the good old telephone. I'm on this phone, it's a regular Shack phone. I've probably had this thing fifteen years and I will tell you, you want to test the phone that you have when you're doing recordings because I had a problem with this phone, I was getting a lot of crackling and I didn't know what it was so I searched out new phones, I went up to Wal-Mart. You want to use a wired phone, you don't want a cordless phone and you don't want a cell phone. I bought a wired phone from Radio Shack, one of the newer ones, and I bought one from Wal-Mart and then I tested out the sound quality on them and it was definitely different than this one I use. So I'm in a little office here and the main phone I use is usually at my home, so I unplugged the phone from my home and I brought it over here to my office because it's got a different sound than my office phone. So find a phone. Garage sales are a great place. I think if you pick up the older ones, sometimes the older ones are made a little bit better but you can certainly find some old corded phones, if you don't have a corded phone, on Craig's List or Ebay and play around with it and test it. So you're going to need a phone. You're going to need a digital recorder. You're going to need this device too to capture the recordings, I get it from Radio Shack and it will have the exact URL and the resource page, but it plugs into your digital recorder and then it plugs into the back of the phone. And so this allows you to record both sides of the conversation, and it's about twenty dollars. I looked it up

yesterday, it's only twenty dollars. And you'll see the exact thing that I use to get the recordings off the other end, so I'm able to record you then.

And then you have editing software if you want to edit it. You don't have to edit your recordings. I like to edit them, but I use what I learned on and what I'm comfortable with. It's a version of Gold Wave. If you go to [Goldwav.com](http://Goldwav.com), I use their version 4.26. They've got two or three new versions after that and it's really hard to find the 4.26 version. But I'm trained on it, it's very easy to work with. I think Diane, my editor – I'm not sure if she's using the old version, I think she learned on the new one. But that's all you need is a few pieces of equipment to record, capture and edit your audio.

Ben: I just wanted to add in for Mac users because this has been big pain for me as far as finding a recorder. If somebody has a Mac, Sony has a model ICD-UX70, that's what I use and it is extremely user friendly.

Michael: And you're happy with it?

Ben: Yes. It plugs right into the USB, I can download it, it's very simple.

Michael: Good. Sony's a good brand. They make good products.

Ben: We'll go on to Question No. 17. "Which vendors do you use to record your audio interviews?"

Michael: Like I said, as far as recording the audio I'm using my phone and I'm using my Sony. What he may be referring to is on the resource tapes I use a service from Rick Ratitz and if you go to [AudioTerminator.com](http://AudioTerminator.com), you'll see how I'm able to take my recordings after I've done the editing and I can upload them into this service and then create the play buttons – you know, the play, the fast forward and the pause – where you'll get the HTML code and you'll be able to post that up on your website so you can give your website visitor a button to play the audio recording and I think that's what he may be referring to. So at [AskMichaelSenoff.com/resources](http://AskMichaelSenoff.com/resources), you'll see a link to Audio Terminator and it's a wonderful service. I've been using this probably now five or six years and that is how I put most of my playable audio, my flash audio, on my website where people can listen online. And we'll talk more on how I upload my MP3s, I think coming up in another question.

Ben: Was that service a monthly service?

Michael: Yes, it is a monthly service. It's \$29 a month and they'll host all your content up there. They have huge servers that will host all the audio and they have a back panel where you can get to any of your audio. You can create different color buttons. You can create different style buttons. Once you upload an audio you can take some code and send it in an e-mail. There's a lot of real time saving advantages with this service that I've used for years. I would definitely highly recommend it.

Ben: If somebody just wanted to buy some software, I use a really user friendly piece of software called *Sonic Memo Pro*. Really, you just need the ability to cut and paste, it's really that easy.

Michael: There's probably twenty different solutions. I'm just telling you the way I do it and what works for me, it's what I'm comfortable with and I think a lot of people are like that, if they learn. I'm sure there's a lot of people using software, Word versions, from years and years ago. You learn something, you don't want to have to re-learn it. So if it works and I'm comfortable with it and I don't have to invest the time to re-learn some new software, I'm going to stick with what I know and that's what I've been doing in the past; but I'm real happy with this Audio Terminator.

Ben: We'll go on to Question No. 19. "Which company or companies would you recommend..." Actually, you just went over this. "...to add audio to your website?"

Michael: Yes, I'd recommend [AudioTerminator.com](http://AudioTerminator.com). Say you didn't want to pay the money, like I explained how to do a free interview and get the free recording. Well, let's say you don't want to pay a lot of money. You could hire someone to do this for you. The buttons I have on my site, what I've been doing recently are from the [AudioTerminator.com](http://AudioTerminator.com) site. But I do have a webmaster and if you go on my site [HardToFindSeminars.com](http://HardToFindSeminars.com), you'll see a lot of green buttons and I had a webmaster when I would finish the audio recording and it was edited, I would upload it to my site [HardToFindSemianrs.com](http://HardToFindSemianrs.com) and I used to pay my webmaster \$20 a piece – this is when I didn't know how to do really anything – I paid him \$20 a piece to take that MP3 recording and to convert it to a flash file and to put the button on the website and then he would put the flash file into certain folders. So I was paying a lot of money, but I just didn't know how to do it and I was too lazy to figure out how to do it and I could kick myself for doing that. Now I just use the Audio Terminator product and do it myself.

But you could hire an expert. Go on Craig's List; [Craigslist.com](http://Craigslist.com) is awesome. They have a section on Craig's List from any city and any country where you can put a free ad and there's a section called "gigs" and you could put an ad in the gigs for free and you could say, "Hey! I'm looking for someone who knows how to convert MP3 files into flash and who can put them up on a website, and help me out with some of this stuff. I'm willing to pay \$8 hour. You can come to my house and do this or you can work part-time and we can communicate through e-mail." Your ad will take fifteen minutes before it gets posted on Craig's List and right after fifteen minutes you're going to start getting your e-mail inbox responses to your ad; "Hey! I can do this for you." They'll send you a little resume about their experience. You can find anyone you need on Craig's List or on Elance to help you do what you can't do. You'll pay them, but if you need expertise don't let not knowing how to do something to keep you from doing it. Just find someone who knows how to do it and it's time or money.

Ben: Question No. 20. "How do you get your audio interviews transcribed?"

Michael: What I do, I have a wonderful transcriptionist who I met on the Elance. I remember I needed a bunch of audios transcribed, probably six years ago, I posted an ad, I met a lady named Trish, who's in the south, and she has been transcribing my audio about 90% of the time. Now, she couldn't keep up, I was giving her too much work and I was waiting sometimes a couple of weeks where I got the transcripts and I actually fired her. I was so frustrated, I said, "You're fired." Actually, I had referred her to somebody to do some work that she didn't do and I fired her and then I thought I could get it done cheaper. I made the mistake and I went to Craig's List and I hired someone to do some audio transcription work from India and he talked a good game but when the product came back it was pitiful. I would definitely recommend if you're thinking about using an outsourcing company from India, test them out and really make sure they're doing the right work because even though they speak English our English is different. They just don't have a grasp on our slang and there's a lot of mistakes and fixing those mistakes will cost you a lot more money than the money you saved from the first place.

So Trish does my audio transcripts. I pay her about \$60 for an hour's worth of audio. So if I give her an edited audio recording that's an hour long or an edited interview that's an hour long, she'll transcribe it word for word. She doesn't do editing, she just transcribes it word for word. Then she will send me a transcript back in Microsoft Word and I have a template for her. She puts the footer in there and the header and she

sends it back to me. So I've been real lucky to have a reliable transcriptionist who's been with me over the years. As you start doing stuff you'll build a team too and you'll find reliable people and as long as you pay them and they do their work and you're both happy, before you know it ... I can't believe it's been five or six years, maybe seven years, she's been doing transcription work for me and that's how my whole team is. Diane came on the line then and she's been with me four and a half years helping me out, time goes by fast. But you need to build a team if you're going to get real serious about this. It's either time or money. So as your time dwindles you may have to invest in your business and invest in outsourcing to do a lot of this for you and I think that's a great way to go if you have the money to do it.

Ben: Question No. 21. "What kind of audio player are you using on your website for an automatic play?"

Michael: I know what he's referring to. Again, [AudioTerminator.com](http://AudioTerminator.com). He's referring to the [AskMichaelSenoff.com](http://AskMichaelSenoff.com); my welcome message automatically starts playing. There is an option with the Audio Terminator service when you create your button you can choose do I want it to automatically play on every visit or do I want the visitor to have to hit the play button, so you have that choice. So Audio Terminator is what I'm doing. That software you were telling me about, does that have an auto play option? It does, okay.

Ben: I've just never used it, but I see the option on there. Question No. 22. "What are you using for people to listen to or download the free audio?"

Michael: To listen to the play buttons, listen online, I'm using the Audio Terminator product. So they can go online and play the buttons. To download the free audio, what I do is after I do the editing of the audio I will upload the audio as an MP3 file format – we'll talk about the size of the file later – and I'll upload it to the site into a folder and then when I want to make that MP3 available for someone who comes to the webpage – let's say I write "download here" on the webpage and then I take that text "download here" and I hyperlink it to the audio file. So when someone comes to the webpage they can take their mouse button and right click on it and save the file onto their computer. We'll talk more about how powerful that is and how a lot of people don't do that. But that is the key, releasing your audio. Don't hoard your audio. Don't ever put audio up that you can play only because that just frustrates people. People want to take their audio with them and they want to take it on the road and they want to play it their way. Don't

determine how your market's going to listen to your interviews, give them choices.

Ben: And we've talked about experimenting in the past if you want someone to opt into your site you can maybe give them the download function if they opt in, but only the play only if they don't opt in.

Michael: Yes, that's true. Having the ability to download it is definitely a premium advantage and you can use that advantage to bribe your visitors to give up their name and e-mail address. In product creation that's another option. You could have three different levels. Let's say you're selling a series of audio interviews on referral marketing. You could have a free level where they can only play it, but they can pay a monthly fee to be able to download them and take them with them on the road. You can charge even more if you give them the audio transcripts. So giving someone more options, people will pay for that, that has value.

Ben: Question No. 23. "Where do you house your audio files that play on your website? A secondary site or are they on your server?"

Michael: A combination. All my audios are in a folder on my [HardToFindSeminars.com](http://www.HardToFindSeminars.com) website. A lot of my audios, the green play buttons, these are the flash recordings, those are on another server and I think my webmaster did it at the time because I take up a lot of room with these audios. So we put it on another to kind of give the server more room, so those are on a different server. So they're on two different servers and I also back up all my audios at my home and at my office on an external hard drive and I have actually two hard drives on my main computer that whenever I save anything, the items that I save I save twice on two different hard drives so if one of the hard drives fails I have a duplicate mirror image of another hard drive. And that actually happened over the summer, one of my hard drives crashed but I had everything backed up. If you're doing this kind of stuff it's not a matter of if your computer is going to crash, it's just a matter of when your computer is going to crash. And these audio interviews, certain interviews, you do not want to lose these, especially after you've invested the time getting the interview, doing the interviewing, editing it, you're losing money. So make sure you back up all your stuff. You can back it up onto CDs and put them away, put them in a safe or something.

Ben: Question Number 24: What is the best protocol to record in?  
Telephone, mono or stereo.

Michael: I don't know what the best is and I could probably be doing better. I do get some complaints. I remember just looking on YouTube and I got a comment that said my audio was the worst audio on the Internet. I don't know what interview he was listening to.

I've got a wad of older interviews on my site that I was using this online product and I forgot what it was called but it was this software that allowed me to record the conversations online and it was really bad compared to my Sony.

But when you're doing the phone audio interview, you have to understand I could have the highest recording studio like a radio station right here in my home on my end, but if I'm interviewing you, Ben, and you don't have that and you're on the phone, I'm going to sound like this radio announcer from NBC, you know on the 50<sup>th</sup> floor, and you're going to just sound like this little guy on the phone. I don't want to sound better than you. You know, when I'm doing an interview I want us to sound pretty much both the same.

The way I do it is I record with my Sony player. I save that file as a .wav. Now, the difference between a .wav and an MP3 file, the .wav file is a little bit bigger and a better quality. You can save that .wav file before you convert it onto your computer because you may want to use that if you are going to burn a CD Rom from it and you want to create physical products. So it would be nice to have a better quality recording and you may even want to record your interviews in stereo. I don't do much physical products anymore so I don't, but that probably would be good advice. To do your recording when you upload the recording into your Gold .wav or your editing software and you can save the file as a stereo file and as a .wav file which is a pretty good quality. Just put that aside and then you can use that if you choose to come out with a physical product.

But I save mine as a MP3-mono. There are numbers to it and it is 22,050 hertz, HZ-mono, 24kpbs, kilobytes per second. Now, this number is really important because the audio terminator product when I upload my finished, edited audio interview, they have where you can upload your edited audio interview onto their service and then it will convert it into that play button. It will not convert it unless you are uploading it at this level; 22,050 hertz-mono, and actually you could do it stereo but it would have be 22,050 hertz, 24 kilobytes per second.

So I need to keep it at that rate for my play buttons on the Internet and I'm limited in that way.

Also you want to keep in mind the size of these files. One great thing about audio interviews is that they are viral. You want this great quality sounding recording and you upload it to your sites, these files are going to be huge. You know, the Internet is improving in speed but that may be a 50meg file and people are going to get frustrated if they have to wait an hour to download it, even with high speed Internet access you don't want your files so huge that it's going to be delaying people and frustrating people from downloading it.

At this rate that I gave you it's pretty manageable, the files are not that huge, potentially they can even passed around by email and that's how I do it.

Ben: You were just talking about how you upload it at 22,000 megahertz?

Michael: Yeah.

Ben: I discovered after much frustration because I was finding that my audios were sounding like chipmunks when I was using the Flash. So I looked into it and apparently if you want to use streaming audio it has to be divisible by 11,000. So I don't know how you would say that the 11,000, 22,000 and 44,000.

Michael: Oh, is that right?

Ben: Yeah or it will sound like a chipmunk.

Michael: Oh, that is interesting. I didn't know that. Is that what you are saving them at? The 22,050 megahertz?

Ben: Usually, yeah, that is a nice, happy medium. It's not too big and not too small.

Michael: Yeah, and you know what? There is nothing wrong with the quality. The quality is fine. The people who complain about your audio quality, they are more interested in the quality and you have to be able to listen to it, it can't be so bad that its real distracting, but people really want the information and a just good enough audio recording I think is fine. You can certainly go better and I'll be the first one to say that I probably should increase the quality and I may do that soon. But for right now, it's working for me.

Another thing and I've heard this before; you know when it sounds so good it's kind of like a car salesman in three piece suit coming towards you. If it sounds so good. Sometimes when it doesn't sound just all perfect and professional that is attractive to people because you're not out of the ordinary. It should sound like what it would sound like if you're talking on the phone.

Ben: Okay. We'll go to Question Number 25: I have text speaking software. Would I be able to use this program in the audio Tele-Seminars?

Michael: I don't really understand this question? Would he want to use text speaking software by maybe typing out something and converting it into maybe an audio file where it sounds like a robot? I guess some are sounding pretty good.

I don't really like those. I don't think I'd want to listen to something like that so I would probably say I wouldn't recommend it. I'd say if you're afraid to do that audio where you don't want to do the audio, you can hire that service out and let someone do it for you. Because openly you want to get that message inside the head of a prospect and hopefully you'll have that audio because you want to sell something, make some money from it. I think having that text converting software voice would detract from that.

*You are listening to an exclusive interview found on Michael Senoff's [HardToFindSeminars.com](http://HardToFindSeminars.com).*

Ben: Okay, Question Number 26: Would it be best to have the audio in parts?

Michael: I think it is a good idea for a couple of reasons. Let's say you want to increase the value of a product. So let's say a Tele-Seminar goes three hours and you know if I had it as just one file. Let's say I wanted to sell it later and I say, "Okay, if anyone is interested in buying this Tele-Seminar it's just one audio file or on one DVD, here it is." I could increase the value and break down the three hour recording into maybe six 30 minute sessions so when you go to a Web site you see Part 1, Part 2, Part 3, Part 4, Part 5, Part 6. It's easier to download and I think it gives it an increased value by having it in parts.

For the most part if my interviews are over 60 minutes I'll do a Part 2. So if I have an interview that goes like with John Carlton, I think we went an hour and a half and I broke that up into two parts. If they

really go long then I will make it and I try not to make it any more than an hour, at the most, no more than 70 minutes.

Another reason is I'm pretty sure if you convert a digital MP3 file into an audio CD Rom I think the capacity on those CDs is 70 or 80 minutes. I think its 70 minutes, so if you go over 70 minutes you'll have to get another CD and if you're selling a physical product that is going to cost you more money on the duplicating and printing.

Ben: I was just going to say that something interesting that I've heard from Paul Hartoonian, he goes with publicity stuff, and he's been on a lot of radio interviews, like 2,000 or 3,000 radio interviews. He was saying how he tries to keep his interviews to an hour or less and if it is going to go over an hour he says why don't we schedule another interview because people's attention starts to drop off at about an hour.

Michael: I would agree. If I'm doing an interview and I've secured it and it's a pretty big name, I'll usually tell them to have 90 minutes available. If it's really going good and I'm not quite finished, and like I'm just looking right now and we're on Question 26 and its 4:30 right now, I will try my best to keep going. I'll say, "Look, I'm not quite finished, do you want to keep going or do you want to reschedule?" I'll give them the choice but sometimes you only have that one time to get that interview.

I've had people say we can keep going and I'm able to get the whole interview and I've had people ask to reschedule. Anyone who said they would reschedule with me has honored that and rescheduled. So either way will work.

Ben: Question Number 27: What is the best company to use for doing phone seminars?

Michael: Okay, like I said at the beginning, I'm not an expert on these Tele-Seminars; this is like my second major Tele-Seminars. But what I'm using here is [FreeConferenceCall.com](http://FreeConferenceCall.com) and I think the service is pretty good. I've used them for some group training calls with my HMA consultants, but I will have some additional resources at [AskMichaelSenoff.com/resources](http://AskMichaelSenoff.com/resources).

I do know of a couple, there is Black and White Communications which is at [BWCCCom.com](http://BWCCCom.com). Okay, [FreeConferenceCall.com](http://FreeConferenceCall.com) if you are doing large conference calls you can rent a bridge line and that's where you need a ton of callers and that's at [RentABridge.com](http://RentABridge.com). I'll have these resources up on the Resource page for anyone who needs them.

Ben: Question Number 28 and this is a two part question: First part is; Michael what are the best methods when doing a live Tele-Seminar series with multiple experts to get a high audio quality to repackaged for sale later. The second part of the question is and what are the most important additions to make the package more valuable and attractive.

Michael: I think the most important thing is delivering content that people want to hear. I don't think this format you can ever go wrong if you have a list of potential prospects who are interested in a subject. Just look at exactly what I did with the [AskMichaelSenoff.com](http://AskMichaelSenoff.com). I just asked you if you had one chance to ask me any question on how to make more money with audio interviews what would that one question be? And I'd answer that.

So the whole key to that is you are giving your listener exactly what they want and there are other methods of doing that. Now, if anyone is interested in this Ask campaign and it will be up on the Resource, they can go to a Web site called [AskandRecord.com](http://AskandRecord.com) and it is the exact same system that I use to develop this Ask campaign.

But I would say making sure your audio delivers what your potential prospects or customer needs to hear about the subject of your interview. Another wonderful way in making your audio valuable and delivering it is making it easy. I try to do this on my Web site and there is something I'm going to start doing with all my audio recordings. And I'm going to be adding a replay line for each one of my audio recordings.

So if you called in on this conference call and it said, "Welcome to the conference call." Then you press the code. Well you'll press the code and then you can instantly start listening to the replay of this teleconference. Now on the [AskMichaelSenoff.com/Replay](http://AskMichaelSenoff.com/Replay), I will upload the three hours or however long it goes of this teleconference with a phone number replay and I'm going to start doing this will all of my other audio recordings because I want and I think any interviewing experts, their goal should be able to offer that potential prospect or that listener as many different ways to digest your audio. You've got to give them choices. So I would say give them a choice by calling a phone number and listening to the whole audio on their phone. Anyone can call that number, put their phone on speaker and their phone becomes a radio transmitter.

With cell phones today, I bought a new little toy, a Verizon Touch Screen Storm, and when I talk on this phone the speaker is so good I usually talk on speaker mode. So with my cell phone a lot of the cell phone browsers aren't able to play Flash, they haven't figured out how to get the mobile phones to play Flash. So I can't go to [HardToFindSeminars.com](http://HardToFindSeminars.com) through my browser on my cell phone and listen to any of the audios. Downloading it onto my cell phone is pretty hard because the files are so big for these cell phones.

I thought I could go to a page on my Web site with a phone number and with this Touch Screen Storm cell phone, I can just touch my finger on the phone number and it will instantly dial the phone number and then I can press my pass code, put my cell phone down, put it on speaker mode and I can listen to an audio interview on my site.

Now, there are millions and millions of these smart phones being sold and I'm actually going to do an interview with an expert on marketing through these mobile phones. I think it's going to be a huge market.

But make it easy for your prospects to listen. I do this also by offering a MP3 download. I talked about hyper linking the recordings so someone can download the MP3 file and take it with them on the road. I have all the recordings transcribed so I create a .pdf transcript. There are a lot of people who hate listening to audio but who are super fast readers. They are just used to reading and get through a transcript faster than audio. I offer those people who love listening to audio online they can just play it online through the buttons we've talked about at [AudioTerminator.com](http://AudioTerminator.com).

Now, I'm kind of competing with these people who think they can read faster than they can listen because I've created my first piece of software that is called, [SpeedUpMyMP3.com](http://SpeedUpMyMP3.com). This is simple software and if you're out there listening to a lot of the audio recordings on my site, you know there is a lot of content. You can digest this information without even realizing that you can speed this stuff up 25% to 30% and you wouldn't even know after a while you can't even tell you're listening to it at a high speed. So what you do is download the software onto your computer, you open up your SpeedUpMyMP3 software and you load it into that and you can convert the audio where it'll compress it and play it faster. So you may take an hour audio and it may only take you 40 minutes to listen to it, but it won't sound like the chipmunks like you were talking about, Ben. The tone will be the same but it will be faster. It takes out a lot of the space.

Once you convert it you save that file in an accelerated format and you can take it with you. So I'm trying to do more running and I'll go run down at the Bay here in San Diego and if I need to relisten to audio or I'm studying content, I absolutely speed up my audio and I am able to blow through content. I'm listening to it comfortably at about 165% faster. It takes a little getting used to but you can really blow through audio very quickly. So I've got a tool that allows you to speed up audio and I'll have that URL at the Resource page at [AskMichealSenoff.com/Resource](http://AskMichealSenoff.com/Resource).

Now, I also will offer the playback. Okay, the playback; you can take that speeded up audio and I can upload it to the software to create the buttons, Audio Terminator, and I can put a button on my Web site that the people who want to listen online they can press the play button and it will play at that accelerated rate. So I've done that on a couple of my interviews on the John Carlton interview, I have the button that has it play in accelerated rate.

I looked at the stats and it was interesting because I wanted to see how many people downloaded the accelerated MP3 file compared to the normal file. I had about 40% of the downloads for like the John Carlton and the Ted Nicholas interviews where I offered both downloads, the accelerated rate and the normal rate. About 40% of those people downloaded the accelerated audio. So that should tell you something, it's just a valuable, timesaving device.

So by developing that software I wanted to add more value for my listeners and anyone who is going to create audio interviews with experts you can get this piece of software. It's only \$20 and you can convert all of your audios and offer something to your listeners, something that no one else has that will separate you. You really are doing them a favor by offering them a way to save time.

Another way is you could take your audio and put it on a CD Rom. There are still a lot of people with CD players in their car, you can create a CD Rom, a physical CD and you can mail it out and this is a great way to capture information, as well. People can put that CD Rom in their CD player. So having a physical CD and using the mail to deliver your message makes your audio more valuable and makes you different than others out there.

You could take your transcripts and you can put them into a three ring binder that you can pick up at OfficeMax or Staples for about \$1.50 and you can put your CD in there and you can put your transcripts and

punch three holes in them and say, "You can have a three ring binder with your transcripts and a CD." You can sell that. You could sell that for \$30, \$40, or \$50. Even \$100.

So these are some of the things that I think you could use and that I use to add value for my listeners.

Ben: Okay, we're going into the next section; Big Dogs and Big Fish Finding Experts to Interview.

Question Number 29: Where do you find the resources to gain access to the individuals that you would like to interview?

Michael: Great question. My answer isn't really going to amaze you but it's really, really simple and it's something that everyone listening on this call can do. You just simply ask.

In your day to day life you are encountering experts all the time and you have the opportunity to say, "Hey, you are really good at what you do. Would you be willing to do an interview with me?" That is exactly what I did when I got the interview with Mark Joiner. He was a subscriber on my [HardToFindAds.com](http://HardToFindAds.com) Web site and I remember seeing the name come through and that he'd signed up for [HardToFindAds.com](http://HardToFindAds.com). I think he actually emailed me and asked me a question about it and then I emailed him back and I said, "I know who you are. Nice to meet you," I answered his question and then he emailed me back and thanked me. I don't know if I just blatantly said, "Hey, would you be willing to do an interview for my site?"

I interviewed him first and then he invited me to be interviewed for his Simpology program.

Another example; Mike Simonic who is relatively unknown to probably most people listening. He was a million dollar publisher, published a special effects cookbook. I had a problem with one of my Web sites and he emailed me and I just said, "Hey, how you doing?" I think he called me on the phone and he said, "Hey, I'm having problems logging in here, what's the deal?" I helped him out and I said, "Hey, what do you do?" He says, "Well, I'm a publisher and I published this special effects cookbook." That sounded really cool and he sold a million copies of it. I mean a real millionaire self publisher.

His idol was Ted Nicholas and he'd been interviewed in a lot of papers and stuff, and I asked if he'd be willing to do an interview and he let me interview him.

Bob Lye I emailed him. Ben, I remember I emailed you. I remember seeing your newsletter before we even met and I said, "This guy is a good copywriter." You sounded like Gary Halbert. I think I emailed you first or I'm pretty sure or maybe you emailed me first, I can't remember. But a simple email or phone call.

Now I do have a little bit of a secret weapon for some of my higher profile interviews.

*For more interviews like this, go to [HardToFindSeminars.com](http://HardToFindSeminars.com).*

There is a guy who's been on my Web site who has been a customer of mine and who's known about my audios for many years and I won't mention the name because he is kind of my secret weapon. He is a PR expert and he has built this PR business and has a lot of famous clients. He approached me and said, "Hey how would you like to interview Vic Conan." He was instrumental in me getting the interview with Bill Bartman, Tom Hopkins, Alex Mendoza, John Carlton, Ted Nicholas and some other top experts.

So look, he's a PR expert; his job is to get his clients PR and having an interview with Michael Senoff's [HardToFindSeminars.com](http://HardToFindSeminars.com) is good PR for his clients. I'm doing him the favor. So anytime he has a good client he's going to refer that client to me and it's just a no-brainer. It is just an understanding that the client's paying him probably a monthly fee to provide PR services and he's in the business to get them exposure and to get them media time and to get them interviews. It is understood that when you pay a PR guy that he's going to go out there and get you interviews.

So by the time he gets the interview set up there is no convincing anyone that I'm an expert. If I just had one interview on my Web site, the guy would probably still do the interview based on the referral from his PR expert.

Now anyone out there, there are a lot of PR experts and sometimes these PR experts don't deliver. But if you approach them and position yourself as a good resource for getting a client or promoter who has a product or service good media time and good exposure there is no reason the PR expert wouldn't refer their clients to you.

So find out the big names and find out who does their PR. Ask for their PR department, email their PR department and it might go right to the boss but if you put Attention PR Department you'll get it to the right people.

So that's my little secret weapon and I've relied on him for some of the big names. I've never really gone outside of him and I still could; I'm in the works and I've got another high profile media person who is going to be securing me some real high profile interviews which I'm excited about. All you have to do is find those PR people and have something of value and give a good interview and we'll talk about what's in it for them. But it's basically free advertising.

Ben: Okay. Question Number 30: What are the exact detail steps to get a "Big Name," to do an interview with you? Someone who has just started in the industry and has no credibility or influence whatsoever.

Michael: What I would do is think about my PR expert guy. My PR expert guy doesn't sell information products. He has a basic Web site about his PR services, he doesn't have a huge list but he's like a promotional broker. So even when I was first starting out and I didn't have many interviews, I had a few interviews.

Now, it's easier for me because I have a lot of proof. When someone goes to my Web site they see all of these interviews so I will say it's definitely easier, okay? I mean it's really easy now because I've got all these interviews behind me.

But I didn't always have all these interviews. I mean I had to get that first interview, second and third interview. So you have to position yourself kind of like the PR expert. And we talked about why do people hire PR experts because they want media, they want air time, they want promotion, they want clients, they advertising. An interview for them is free advertising. You have to represent your potential, meaning there is no guarantee in life.

If I approached you, Ben, and I didn't have any credibility, didn't have a mailing list and said, "Ben, I've got this idea. I'm putting together this book with a compilation of audio interviews on the world's greatest copywriters." Let's say I was able to talk to you on the phone and you heard the passion in my voice and I'm planning on interviewing you, Bob Blye, Clayton Makepeace, Joe Vitalie, John Carlton and Ted Nicholas. You guys are my dream interviews and you're going to be in

the book and I'm going to interview you and the transcripts are going to be in the book and I plan on getting this up on Amazon, I'm going to build a Web site, I'm going to do joint ventures, I'm going to promote this like you wouldn't believe. You know that the interview is only going to take about an hour of your time. Would you consider doing an interview with me?

Ben: I think they would be crazy not to just because what do you have to lose? As long as people who are in your market are going to be reading that book, you can't lose.

Michael: Exactly. You don't know what I'm going to do. Let's say I approached you now and you looked at my site it would be a no-brainer. But you can sell potential, okay? It's the same thing, that example, you are publishing a book with top experts on this subject, it won't be out until next fall. Think about all the books and publishers that compile interviews when they approach these experts, they are just selling potential. There is no guarantee that the book is even going to sell. As a matter of fact, 90% of them don't sell. Most books out there, interview compilation books fail. So there are a whole lot of people who have given interviews for books that probably didn't get that much media from it but you never know.

So you sell your potential. You can approach someone and tell them that you're doing a story on an expert in the marketing field. It will be promoted worldwide on the Internet. Are you open to participating? Why wouldn't you? Especially someone paying a PR expert that is pretty telling. They need more customers, they want more exposure.

See the problem in our marketing world is distribution. How do you get your message distributed out there? There are so many people out there and everyone wants more distribution and that's what you approaching someone to do an interview represents. It represents potential distribution and with the Internet, once it's up on the Internet you never know who is going to pick up on it.

So there are no guarantees, you know we're all business people, they understand it may go well, it may not. All they have to do is trade an hour's worth of their time and give you the rights to promote it. It's a win-win situation. So position yourself that way and just be willing to ask and you should not have a problem.

Ben: I mean is there tremendous power if you have someone else ask for you? Even if it's a family member or a friend, like your assistant? As

long as you are positioned as someone who works with you, there is just tremendous power in having a third party do that.

Michael: You reminded me because we talked about this. I had an assistant that I hired for a couple of months and her job was to do nothing but book me interviews. I was kind of in an interview mode and it was kind of nerve wracking asking for interviews. If I'm asking it can be nervous for me asking for an interview, you know? I may get turned down like anyone else.

But I hired this assistant and I didn't have to deal with that. I said, "Here is your job; your job is to approach these experts," and I gave her a list, "and you are the personal assistant for Michael Senoff at [HardToFindSeminars.com](http://HardToFindSeminars.com) and Michael Senoff would like to interview you for the month of November or December," whatever. That was very powerful. Just like you said, because it wasn't me asking it was someone else asking and it was great positioning for myself.

She was really successful. That month we did a ton of interviews. I was so busy doing interviews and editing the audio that I had to take a breather from it for a while. She got me so much stuff that I didn't use her for the third month, I'll put it that way. I couldn't keep up.

So yes, you can be a nothing but you could position yourself by having a personal assistant call and schedule these interviews for you and with phone systems today people don't know and with a Web site you could project a beautiful image. They have no idea really what your company or business is like and I'm not saying lie or deceive anyone. But just go for it.

Ben: Okay. Question Number 31: What are some scripts for attracting superstar interviews to agree to an interview? An example; what's in it for them to want to play?

Michael: Basically, I've mentioned this already and what's in it for them is free advertising, it's free publicity, it's free exposure, it's free distribution, they do trade a little bit of their time for it, but it's basically free. It is easy for them and you're not asking them to write the interview, to write it out.

I get approached from people who say they'd like to do an interview with me and they submit me maybe 20 questions that I have write the answers to. I'm not going to do that, that takes way too long. It's hard to write but it's easy to do an interview so it's not a big deal for an

expert to do an interview. Plus, people love to talk about themselves. Whoever is listening, whatever expertise you are in, whatever you are passionate about, how many people do you really know who just love talking about what you love. So having someone who is really interested and be willing to listen and brag and talk about yourself, you know people will do it free just for that.

These are some reasons why people will do an interview. Then the higher profile people generally, they are the nicest people out there. There may be some cases where they weren't nice but they are professionals and they are really nice and the real experts they like helping people out. They probably struggled from the beginning; they could probably see you in them of when they were getting started. People like to help other people even if you say, "Can you help me out. I'm a nobody, I've got no Web site, but I want to do something with this interview, would you honor me to let me interview you and spend an hour on the phone with you." You'd be surprised all you have to do is ask.

Ben: Sometimes and I'm not saying it to try and trick anybody or anything, and maybe you'll say it's only going to be 20 minutes, but you know once they get into it they are probably going to want to keep going.

Michael: I think once you get them to agree to do the interview then you can kind of go over the outline of what is going to happen and you set the criteria. I guess if they are super busy, yeah, you could go over. You could go over and you could make an agreement with them. "Hey, we're scheduled for 20 minutes; if it goes over would you be willing to do a Part 2 with me?" They may say yes or they may say no. Even if you have a very high profile person just to do 20 minutes, that is valuable. It could be 20 minutes of a couple great ideas. But what else is really valuable? It could be the name, okay, being able to use their name on your Web site or in your promotion. That name could lead you to another interview. You know I interviewed John Carlton and I bet I can go get an interview with Clayton Makepeace. "Hey, Clayton, I'm Michael Senoff, I've interviewed John Carlton, Bob Blye, Joe Vitalie, a couple other copywriters," which he knows, "would you like to be part of the copywriting interview series?" Why would he say no?

So you can use your interviews as proof to climb up to higher and higher levels. Definitely.

Ben: Question Number 32: What is the best inducement to have someone really give an interview? Free advertising? I guess—

Michael: Yeah, I put that in there and we've talked about that. Free advertising; potential clients, potential sales, potential exposure and distribution for a little time on their part. You know it's like getting something for nothing almost. It's like they almost really don't have to do anything but talk about themselves, which is so easy and they are going to get something for free.

Ben: Question Number 33: Michael, I've started a membership site in which I offer video and audio interviews from successful professionals in the niche field I work in. How do I get the big dogs to participate without having to pay them? My field is chiropractic and there are some people I would like to interview like Dr. John but his fee per hour is more than I want to pay.

Michael: Okay, here is a can't fail way; I would tell them that you want to become an affiliate. Now, I did this even though my PR guy did set me up with John Carlton, Ted Nicholas and Alex Mendoza. I may not have gotten the interviews with Ted Nicholas, Mendoza and John Carlton if I didn't tell them that I wanted to do an interview and promote them but I wanted to sign up as an affiliate. As a matter of fact I signed up as an affiliate after I was introduced to them which John Carlton I signed up with his affiliate manager and he helped me set the final interview up. The same thing with Ted Nicholas.

So I signed up as an affiliate, I had a Web site that has interviews in it and they could see that this is the way I promote and then I think that really helped me secure the interview and for them to get out their date book and pencil me in because I was serious, I'm already signed up in an affiliate and that interview was going to mean potential money in their pocket from their products.

Now, Ted Nicholas sold a membership site, now Alex Mendoza I promoted his Tele-Seminar Secrets, and John Carlton the same thing I promoted him at the end of the interview to his Copywriting Secrets line of products.

So you could approach someone and if you don't have anything you can say, "I want to sell for you; I want to become a salesman." You fill out their affiliate information and if they don't have affiliate sites, say, "I really like what you're doing and I'd like to help promote and sell your products and services." Every business out there would love to have a

good salesman enthusiastically selling their product or service. Why would they say no to that? So I think that would be a great angle for someone to approach to do that.

So with Dr. Martini, he's putting on seminars all over the world and I'm sure if you contacted his office and said, "How can I promote Dr. Martini's seminars?" You would get that information and then once you have that you could say, "Dr. Martini, I'm promoting your seminars all over the world and I would like to request an interview with you to help me accelerate that. Or to help me do that better." That is what I'd do.

*For more exclusive interviews on business, marketing, advertising and copywriting go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

Ben: Question Number 34: Michael, I've started doing interviews in my niche for my Web site, [MedicineCoach.com](http://www.MedicineCoach.com), and I wanted to know the method for getting bigger fish. In other words, how can I get access to famous people in my industry?

Michael: I'm just going to ditto that. I would set up and become an affiliate and approach them and tell them you want to do an interview to sell the products within that niche.

Ben: Question Number 35: Michael, I have created some free marketing tips audios for a lead generation site. I have not interview for a recording before and now I would like to know from your experience is it important to interview someone well known or has extensive experience or good reputation to make prospect want to listen to the audio? Or, have you had success in interviewing as many relative unknowns?

Michael: I've had success with both. Well known is great, well known is really good for traffic, for prestige that you were able to interview this guy. I mean imagine if I can get an interview with President Obama? Wow, wouldn't that be incredible? I interviewed Obama. A lot of people know who Obama is don't they? A lot of people want to know more about that well known person, especially in a good interview. So if you have a well known interview that you've secured and you want to promote other things on your Web site that is going to be real valuable to you, especially with the search engine terms.

See the whole goal of my Web site is two fold: It is to provide incredible value that no one else provides, but I'm also there to sell

product. It is a business and I have a lot of expenses that I pay to keep this thing going from the transcripts to the editing to my team of virtual assistants. It can be expensive at the level that I'm doing it.

So you've got to sell something to keep it going. A great interview with President Obama, I could put that interview up on the Web site, I could take that interview and post it on YouTube, Michael Senoff Interviews President Obama, I could put it on FaceBook, I could make the announcement on Twitter, and I could put it as a podcast up on iTunes. I guarantee you people are going to want to hear that thing and it's going to bring people to the site and if they are a first time visitor to the site they are going to see a pop-up that asks for a name and email address. Then I have them on that list and I've a chance to wow them, I have a chance to drip on them with a series of auto-responders. I have like 87 different auto-responders just in that one auto-responder sequence that does nothing but give valuable information to new interviews.

So these are some of the methods that I would use and that I've had success with well known.

If it's not a very well known that could be good, too. Mike Semonic, the guy who published the special effects cookbook, he wasn't really well known at all but that has been a really successful interview because it's like a nobody who made a million dollars in self publishing. And the visitors to the site they can identify with that. They may view themselves as a nobody and they say, "Well, if this nobody can do it, maybe I can do it, too." So people like listening to that and if you do a good job as an interviewer that will get a lot of play and get people listening to that and they will remember that interview.

Ben, I know you said you listened to that thing five or six times, the Mike Semonic one?

Ben: It is by far one of my favorite interviews on your entire site.

Michael: It's packed with all kinds of ideas from an unknown guy but I was able to get all the information out of him by asking good questions. I just got his story down.

But ask yourself; what is the ulterior motive, what is the purpose of the interview? Is it to get traffic to your site? And that is very, very important. Is it to provide great content? That's very important, too. Is it to build additional content for existing products so you can increase

the value and sell them for more money? That is important, too. You have to ask yourself; what is my purpose and what am I trying to do with all of this?

Ben: Just real quick, another option is you know David Dutton; he has a nice little system for doing this. He goes after the people who were once celebrities and their 15 minutes is over but everyone still knows who they are.

Michael: Yeah, absolutely.

Ben: People who were on *The Apprentice* and things like that.

Michael: Right and they had some real marketing value. A lot of people who were on national TV, a lot of people know their name, Dave Dutton interviews this very well known TV star, even though they aren't that famous now, that can go a long way in building your credibility. And that could be your strategy. Your strategy can be nothing but to land five or six interviews with big time people just to build your credibility so you can use that social proof to trade up to higher level interviews.

But the bigger names they can be real valuable for social proof and for getting traffic to your site and getting traffic to your site is a very important strategy if you're selling products and services.

Ben: Question Number 36 which is a very good question: How do I get time challenged interviewees to give me an hour of their time for an interview without having to surrender the publication rights?

Michael: Okay, same reasons as before and when he says surrender the publication rights; there is no reason you would have to give up the publication rights. I mean why would you? There may be a case where if you got an interview with someone that they said you can't have the rights to do anything with the interview, but why would they be giving you the interview if they didn't want promotion. It would be understood that once you have the interview you are going to use that as a tool to get them publicity.

So you are going to have to be in control of the distribution of your interview to get them more business or more notoriety or better distribution. So that part of it if you needed the rights to that interview and you wanted to use it to promote them or use it to sell a product you have to maybe get that as an understanding up front. But I don't think there is really any reason someone should withhold the publication

rights. I guess it all depends. I've never had a problem with it in the past.

So for any guy who says they are not going to give you the publication rights there are probably 20 other experts in that field who would be willing to, just move on to someone else. There are plenty of people to interview, plenty of experts. That's my answer on that; if they aren't willing to give you the rights find someone else.

Ben: Question Number 37: When you interview experts, do you need a contract? If so, where can I get an example? Do you pay them in any way?

Michael: I found the easiest way to do it is to get an agreement on the phone. There is a contract and it's called a Recording Release Form where someone signs the release form that gives you the right to the interview and you can have a contract and I'm sure if you Google search.

I just get an oral contract. You know, like I said, it is an understood thing that if I'm interviewing an expert they are in it for free promotion, potential product sales if I'm an affiliate. It is understood that I'm going to be distributing the interview and that I have the rights to do so. But what you can do if you're worried about it, before your big interview, right before you're ready to do the interview I would say, "Hey, Ben, okay here is what we're going to do, I'm recording now and you understand that I'm recording this call and that you agree that we're going to do an interview and that I have all the rights to do whatever I want with the interview. I can sell it, I may want to create packages down the road, and I want to be able to put it on my site and other sites and to promote you. Is that alright? Is that okay with you?"

Then why would they say no? They are going to say, yes that's fine. So you have that on a recording so you have a contract, an oral contract. I don't know how solid it is if they ever came after you or wanted you to stop doing it. I think if they wanted you to take the interview down or stop using it you just stop doing it. I've never had a problem ever with this in all the years I'm doing it.

I did start doing a recording release but I think contracts scare people and it was more of a hindrance so I don't do them anymore. It's an understood, implied agreement and then I will back it up on the master of the audio interview in voice that we have an agreement of what we are doing. So that's my answer to that.

Ben: Question 38 is very similar: Is it necessary to get a release signed by each interviewee?

Michael: Not necessary in my opinion. Consult with your attorney if you need depending on what you are going to do with the interviews. Let's say that you wanted to develop a series of interviews and package it and try and sell it off to a big network or sell it for hundreds of thousands of dollars or something like that. I think it may be a good idea. I guess it doesn't take that much effort but it would probably be a good idea.

I don't think it's necessary to do it at the level that I'm doing it. I think an oral contract is good enough but maybe something like that if you've compiled a series of interviews and let's say you're publishing a book and it's a big publisher I think they are going to want to know that you have the rights to publish this book and use these interviews. So in that case it may be a good idea to cover your bases. A good attorney in your area could probably help you out with that more than me.

Ben: Question Number 39: What is the wording that you use in a contract or letter of agreement with the interview person that allows you to edit the interview.

*You are listening to an exclusive interview found on Michael Senoff's [HardToFindSeminars.com](http://HardToFindSeminars.com).*

Michael: Just like I said, Ben, I do all this on a recording. I'm recording this so here is our agreement and I'm going to do an interview with you today, Ben, on our Tele-Seminar. After the interview you are going to give me the rights to edit the interview and then I'll be posting it up on my site and I may use it for product development down the road, I may want to sell it, I may want to convert it into transcripts and sell those. Is that okay with you? And you get them to say yes. If they say no, they say no. You move on to someone else. But rarely are you going to get anyone to say no, why would they?

Ben: That just kind of reminds me that you can go to other people who have already interviewed somebody and make a deal with them. You and I have made deals on your interviews.

Michael: Absolutely. As a matter of fact when I was talking about the recording that got the most play, there was a recording I heard with Elson Eldridge and it was more like a lecture called, The Obvious Expert. He

was interviewed by another well known marketer and I heard it and it was really good and it was perfect for my consultants. I called him up and I said, "Hey, Elson I heard that interview you did with this guy and that thing is really good and it would be perfect for my HMA consultants. I want to know, can I take that interview and edit out the interviewer guy who interviewed you and then you and I will get on the phone and we'll do an intro where you'll introduce it to my HMA consultants and my site visitors and then I'll piece it back together as if it was my own interview." So anyone listening to that would never know that the lecture he gave that he wasn't lecturing to me. He was lecturing to another totally different interviewer but with the editing it made it fit like I did the interview with him. And we were honest because in the introduction I said, "Now, I'm going to take you back to a special lecture that Elson did a number of years ago on how to position yourself as the obvious experts." And boom, it went through the whole presentation and then at the end of the interview I said, "Hey, I hope you've enjoyed this presentation."

So yes, you can find interviews out there and with good editing you can make them your own. Absolutely.

Ben: And to piggy back off that question, how do you get the rights to other people's interviews. That is Question 41.

Michael: You can simply ask for the rights like I said. You know a lot of people are sitting on a lot content that they don't put much value on. Perfect example, Art Hamel, okay? Art Hamel is a business buying expert and I've been selling his business buying course for the last five years and I met him on eBay. He had an eBay auction and he was selling all these old seminars that he used to sell back in 1985. I contact him through eBay and we got to talking and I found out this guy was a real live business buying seminar expert. He had the number one seminar on one of the largest shopping channels, he put 100,000 people through his trainings and this is how I met him. This guy was an expert but he wasn't selling his old cassette tape seminars anymore.

So I was looking for products to sell and I asked him if he'd be willing to an interview and that is how it all started, with one interview and with that one interview I must have sold 150 to 200 of his old cassettes. I would buy them off of him for \$25 a piece and he'd send them to me in these big boxes and they were cassette tapes, these brown cassette tapes and they really looked like they were from 1985, I mean the whole style of it.

But it all started there and since then I've probably got 13 hours of interviews with him over the years and we ran out of the cassette tapes and digitized the product. So that was something that someone was virtually throwing away, dumping them off on eBay. But I was able to turn that intellectual property that he was dumping off of eBay for peanuts into a product and then Ben helped me write the sales letter for that so we used a combination of the audio interview that I did with him and why don't you tell real quick what you did with that audio interview and how you created the sales letter.

Ben: Yeah, I went through the course and frankly the course was a little bit dry compared to the interviews. It's a great course and everything but for me personally it was easier just to listen to Art talk to you in the present tense now. The words he uses now and the examples he was using now and the things that he's doing today, it was just so easy. I wrote the whole ad from the transcripts.

Michael: That's something real valuable and maybe we'll talk about it more if we have time, but after you get your interview and you've done your research right or you do one of these ad campaigns, then all the information I'm giving you, I'm writing my sales letter right now. Once I have these transcripts this can become the meat of a good, hard hitting sales letter. I mean I'm talking faster than I can really think and I can't remember anything I've said in the last two hours. But when I can see it in black and white and typed out there is going to be gold in there. I'm going to find my headline in there; I'm going to find all my bullets. So you can talk faster than you can write. Doing these interviews you are creating great copy.

You do sometimes need to create sales letters in addition to your audio that helps sell your product or service and you are going to save a whole lot of money because you can take these transcripts and go to a professional copywriter and say, "Take these transcripts and create a sales letter for me." You've basically created it and he's going to organize it, create the headlines, make the transitions and create some strategies but you can do it for a lot less money than if you came to Ben Settle and said, "I've got this idea and I need you to create a sales letter for me from scratch." Then you have to start with something to create a sales letter, don't you?

Ben: Yeah and really the more you do the less you realize the product even matters. It's all about the market. And in those interviews usually the [inaudible 00:14:18] knows the market better than anybody and that is where you get most of that meat. It's really all about the market.

Michael: So asking is number one. Another thing you can do is you can license people's interviews. Elson Eldridge gave me the rights for free because I asked but let's say he wasn't so will to give it to me. I may say, well can I license that interview and I'll pay you \$100 a year to be able to use it on my Web site. That is something you could do, you could just buy them outright. Say, "Hey, I'd like to buy out your collection of audio interviews. Would you be willing to take X amount?" Or they can rent them to so you can borrow them and pay a rent, that's kind of like licensing. Or you can trade something for them.

There is a good chance if you have someone who has some audio interviews and from the stuff you're learning with me, you'll be able to take those interviews, you can clean them up, you can put some great marketing into them and you can use them to sell their products or other products. You'll be able to do a lot with them and you could probably pick up a pretty good deal and pick them up just by asking or licensing. Just make it work, see what they want, see what they are doing with them. Just ask questions.

Ben: This isn't the same as getting someone's audio but I have a friend who has gotten an old book where the copyright expired and it was in the public domain and he just read the book out loud into a recorder and there is his product, and then he just added his own commentary in there and it was like whole product updated for now.

Michael: That is smart. Very easy to create products doing audio. It doesn't get any easier than this, it really doesn't.

Ben: We're in the next section now, which is List Building. We're on Question Number 42: How do you develop a list of prospect to market your audio interviews to.

Michael: Building a list, this is really in marketing what it's all about. I mean this should really be the whole purpose to have a Web site, hopefully, I'm teaching that you want to create these expert audio interviews because you want to sell something. But you've got to be able to capture a name and an email if you are selling online; you are going to need a name and an email. It certainly wouldn't hurt to get as much information as you can, like a full mailing address so you can mail to them.

So the name of the game is capturing contact information so you can be in touch with these people. So I will tell you list building is hard and

it can be slow. But this is the name of the game when it comes to marketing and selling your product. You've got to capture that name.

Its either time or money, you know, the whole concept of my Web site was to put all of these great audio interviews for free that people would be crazy not to take advantage of but really I'm getting them there and it's kind of like one of those anchor stores in a big mall, when you go to a mall you usually have a huge, very popular shopping store on the end and it's called an anchor store. Like in the shopping center near my house you have a Vaughn's Grocery Store and you have all the small stores around it.

So my interviews are like this anchor store; people come to the site and then I have to capture their name, I have to build their trust and I have to give them some value and I want them on my list. So I can keep building trust and so I can potentially sell them something.

But that is how I'm trying to build my list and we are definitely going to talk about some of the different methods that I'm able to slowly build it day by day and it is a daily thing.

*For more exclusive interviews on business, marketing, advertising and copywriting go to Michael Senoff's [HardToFindSeminars.com](http://HardToFindSeminars.com).*

Michael: Now, if you don't want to build it yourself, like I said its time and money, you can rent lists. We talked a little bit about the SRDS earlier, Standard Rate and Data Service. This is a huge phone book full of mailing lists and anything you can think of there is a mailing out on it and you can go rent these lists for I don't know, per thousand, maybe \$100 to \$200 per 1,000. So for .10 or .20 cents a name you can find a list of people who purchased a certain product and you can even buy names of someone who has purchased a product in the last 30 days, and that is called a hotline name. That can be very valuable if you had a lead that has already purchased a product, you know they have a credit card; you can get the list of anyone you can think of, of buyers.

So by mailing to them or emailing to them and you can rent email lists, you could build a list of buyers. That is another way. We talked about trade publications or associations, and you can rent their lists, Chamber of Commerce are a great way to help market your product. InfoUSA is a great resource to find names, they are like the world's largest list broker and they have like all kinds of names and specialty lists.

I think one of the best ways to build a list of prospects are through joint ventures. If you don't have a list you go find a marketer or someone within your niche who has a list of customers and do a deal with them. You could also trade lists. Let's say Ben had 10,000 people on his list and I have 10,000 people on my list. Ben, you and I can negotiate a trade where you'll promote your list five times and I'll promote to my list five time each other's products. So the promotion ends up being almost like an endorsement or a referral so that way you and I instantly built a list of 10,000 extra names, right?

Ben: Yeah, that works.

Michael: PayPal is incredible. I have a whole recording on how to use PayPal, you know eBay owns PayPal so you have millions of sellers on eBay, you've got tens of thousands of power sellers who have thousands and thousands of transactions on eBay and all of those transactions are done through PayPal so you could look up a company who sells say, I don't know, mattress covers on eBay inexpensively in the United States and you could look at their eBay feedback and they may be a purple star and you can see that they have 60,000 transactions and they've been on eBay since early 1990. You'll know that those 60,000 transactions, a good majority or even more are all in PayPal because PayPal is the shopping cart for those eBay transactions and did you know that that owner of that eBay store can go into their PayPal account and download an Excel file of every single one of their customer's name, email address, mailing address because if they are mailing those mattress covers to their customers they have all that data that is already entered. So you can approach someone on eBay or through PayPal and even shop PayPal shops and look for huge lists of specific products and services and approach them to do joint ventures.

You can approach them and ask them to let you interview them about their mattress cover business. You can do like an Ask campaign, like exactly what I did. Go get these big name interview guys to do an Ask campaign. So for instance the way I did it, you go to

[AskMichaelSenoff.com](http://AskMichaelSenoff.com), now since I'm the expert I'm going to go to my barter expert next month. I've created an Ask campaign called [AskDonahueSilves.com](http://AskDonahueSilves.com) and it's already set up and he owns about nine of the high tech brokers which is a retail barter exchange. He has a list that he's been mailing out to and I've created an email and I've created this whole ask campaign and I say, "Donahue, I'm going to help you promote your barter retail membership." And we did the interview already and he is going to mail out to his list and they are going to

come submit their question, if you had one chance to ask barter expert Donahue Silves anything about how to save money using barter enter your question now. They'll enter their question, that name comes through my Ask campaign and it goes into my AWeb or auto-responder so I have set up an auto-responder account just for him. I am able to capture those names and they are in my auto-responder service so I have control over it and I have an agreement with him that I can use those names to help support his existing barter customers to learn more about business and by providing them my audio interviews.

So he's going to mail out to his list that that list or a portion of that list is going to become my list. So that is a joint venture. I'm helping him out by creating a great audio interview to promote his barter service and in trade for that I'm getting some of the names that will become future customers of mine, I hope, which I think should work out.

So these are some of the ways that anyone can build their list. But building it yourself can be slow but if you think smart and have a good strategy and use joint ventures you can definitely short cut the process.

Ben: Question Number 43: What is the best way to market an audio interview if you do not have a list?

Michael: Ditto what I just said, but I'm also going to say joint ventures, hands down. If you don't have a list, yeah, you don't have to have a list and you don't have to be an expert. If you can be the guy who just can do the interview and you can secure the rights to the interview, and if you can take that interview to someone who does have a list, but doesn't have any marketing, you are set. You've got an interview, you've got a tool that sells, that you want to hope it sells, if you've done it right and you've done your research and you take your time with it you'll have a good audio interview that will sell either an expertise or a product or a service, that is valuable. It's like a winning sales letter, Ben. What's a winning sales letter worth? You know, in a huge market.

Ben: Yeah, you can't even put a value on it.

Michael: I mean if you have a humongous market on something and if you have a sales letter that sells a diet pill and every time you put it on the Internet or every time you mailed it and you tested it, it makes money for you, it's like a money printing machine.

Well, the same thing a good audio interview is like that. It's a valuable asset that you can turn off and turn on anytime you need it. I've got an

interview on my site, it's an interview with a cold calling expert and I was able to negotiate a good joint venture proposal with him and I went the extra mile to do this interview with him for free and this has been going on for about five years, maybe five years I've had this audio on my site and just for some reason and first of all it's a very hot topic; cold calling within the sales field. A lot of people on the phone want to learn how to cold call and he's a very good marketer so once I generate the lead through that audio recording that plays on my site, it gets downloaded on my site, that is seen on YouTube, seen on FaceBook, seen on iTunes and its' seen out there and the intellectual property that I control and it's a little money machine and it just refers them over to their affiliate deal, that keeps track of everything. That is really the easiest thing and I don't have to ship a product and all I have to do is that one interview, one time, edit it, get it done right, set up an affiliate deal and you want to make sure you can trust the person and you want to make sure you can control the flow of that lead that you generate because you've invested a lot of time and effort in creating that audio recording, that sales piece and you want to make sure you're paid on that.

There are methods that I teach in my audio marketing secrets product on how to do that and it's very important. Every single audio recording is valuable.

Ben: Question Number 44: How do you get your info product out to the public or to a mass of people without much cost?

Michael: Okay, the Internet is an answer. JVs are best just like I explained, for no cost. Trade, do a trade. You do the interview, you create the promotion, let them mail it to the list and negotiate a deal or set up an affiliate. That doesn't cost you anything but your skill to understand on how to do an interview and a phone call as long as they have the list. You want to leverage by having both digital audio and .pdf transcripts so that your sales message if it's transcribed into a .pdf file and audio can be released from the Internet so it can viral. You want to have a Web site, you want to have a blog, you want to have the ability for people to download your MP3, like I just said, you want to have like I'm doing on my site, people like to play the audio button, you want to be able to send someone to the site where they can just click the button, sit back and listen through their computer.

You absolutely have to have an auto-responder so I use AWebber and that captures that name and email address so you can resell and up sell and cross sell to the leads that you've generated. I use

[EZinearticles.com](http://EZinearticles.com) and I create articles from the interviews. I know an hour audio interview is about 60 pages, once edited, that has about 180 pages of content and the way these questions are formatted, question/answer, question/answer, I've got already 44 EZinearticles. So I can take the transcripts and have someone clean these up, break them up into individual articles, the questions become the headline, I can go into a topic for audio marketing in [EZinearticles.com](http://EZinearticles.com) and I instantly have written or talked 44 articles.

You pay a writer a lot of money to create articles. Ben, you know that's expensive, right?

Ben: Not only that, but besides articles, we've already written a book here. Seriously, every chapter is a question.

Michael: You've written a book, you've got articles, you've got blog content, you've got a set of audio CDs, you have a three ring binder with CDs, you have a 52 week audio marketing secrets tip of the week campaign, you can load up each one of the questions and answers into an auto-responder and send that out for over a year to the people who listen to it. I'd also like I said, put it up on a replay line, make it easy for those cell phone listeners to listen to your audio on their cell phone or anyone with a phone who doesn't have Internet access or a good computer or know how to go open up a browser. There are still a lot of people who can't get onto the computer. My mom can't go online because her hands shake. Like when she uses a mouse, I don't know what the problem is but her hands shake so she can't use a mouse so she doesn't go on the computer. So she can't take advantage of that Internet and there are a lot of people like that.

So I would have a phone number, a replay line so you can broadcast your message through the telephone and you know they are somewhat qualified, too, because they have to pay for the long distance call. And with this replay line the company will send you a report of how many people called the replay line and how long they stayed on the call. So I'll have a list of call IDs of all the numbers of everyone.

Let's say I put this whole thing up as a free hour replay and I send it out to my list and I've got the report from the replay company and I can see how long each person stayed on the phone and I have their caller ID number. I bet I've got a pretty qualified prospect who wants to learn more about this stuff for a service I offer.

YouTube is a wonderful way for getting your information distributed. It is amazing. Ben, have you ever heard of these YouTube videos called Blendit?

Ben: I haven't.

Michael: YouTube is an amazing promotional tool. There is this company and they sell these real high end blenders. The actual container part that you fill up your juice and whatever you are blending is made of this bullet proof material and he's got this super strong motor and he demonstrates it for a YouTube video and he'll blend these crazy things. He'll blend an iPhone, he'll blend glow sticks, you have to check this out. Go to YouTube Blendit. They blended up a bowl of cubic zirconium of diamonds. He blended up a baseball. I mean things you'd be crazy to put in a blender and this blender chops through it all.

So he does these videos and they are getting viral views, millions of views and he links right to his Web site and he's selling an incredible amount of blenders.

YouTube is extremely powerful. Twitter and FaceBook and LinkedIn, MySpace for the younger generation are incredible resources, these social media sites. I was just saying how popular that LinkedIn interview with my LinkedIn expert is. We talked about YouTube, you know, iTunes, you know I have about 150 of my interviews converted into podcasts so they are on iTunes available to any person who has a digital MP3 player and iTunes was developed by Apple so they could sell music. So they gave whoever had an iPod they could take you know the iTunes music and put it on their iPod, but having a podcast is more than music. Its information type products and podcasts can be TV shows, they can be movies, they can radio shows. You know digital content that is meant to be downloaded from the Internet onto your mobile digital playing device, whether it's your cell phone or your iPod or your MP3 player.

So I get a lot of my leads through iTunes. Now, how do I know where all my leads are coming from? On my site, [HardToFindSeminars.com](http://www.HardToFindSeminars.com) I have a page called Free CD. For years I've been giving out a free CD and I'll ship it and pay for the shipping to anyone in the world and on this CD it's got 61 hours of my best audio recordings. A lot of the recordings on that CD are not even on my site. I'll mail it and pay for the shipping to anyone in the world. But I'm trading them that valuable CD that some people want to get in the mail that I'm trading them for information. I get their first name, last name, mailing address, fax

number, phone number, company name, their Web site, what business they're in, are they an audio learner or video learner or do they like to read best. Do they own the licensing rights to any products, would they be willing to rent their customers list, are they interested in learning how to use audio to sell more of their product or service. How did they hear about me?

So I can look at all these things and I have very quality leads of people who order this CD. So I trade information for the postage and cost of mailing the CD. I look where people find out about me and see a ton of people coming from YouTube and iTunes. Now, YouTube we took about 150 videos and you can only put about a 10 minute video on YouTube and my assistant transferred them into these ABI files, these movies files that are compatible with YouTube and we made a slide show with nothing but testimonials. If you go to [YouTube.com](http://YouTube.com) and search Michael Senoff you'll see how I did this.

So I have 150 10 minute audio recordings, they all start off with, "Hi, I'm Michael Senoff, CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com)," and I get my commercial in first and then the 10 minutes of audio comes and at the end of the video presentation which is a slide show of nothing but testimonials on my site, I direct them to [HardToFindSeminars.com](http://HardToFindSeminars.com). I'm getting a lot of traffic from YouTube, as well.

So you want to take advantage of everything out there that has to potential for people to stumble upon your information or your audio. These are just a few of the ways that are pretty inexpensive in getting the word out.

There's one on here that I didn't mention, voice broadcasting. It can be very popular and very powerful. That's when if you have a list of customers, and you have their phone numbers, there are online services that you can load those phone numbers and record a thirty second or sixty second outgoing message to those callers. It's very inexpensive.

You can – like an email blast, you can do a phone blast to your customers' answering machines. If someone answers the phone, you can program it to hang-up so it only leaves a message on their answering machine and it sounds very natural. They would never know that it was delivered by a computer and not you calling them personally. That you can really leverage.

Now, there's some new laws coming into effect here. I think they may already be in effect with voice broadcasting. You have to have an opted-in customer list of phone numbers. You can't broadcast – I think it's illegal here now in the United States unless you opt-in very similar to email. You can't spam.

That's another inexpensive and effective way in generating sales and traffic.

Ben: Question number 46, once you get your niche site up, how do you get 10,000 visitors the first month?

Michael: Ten thousand visitors the first month, what you've got to do is you've got to break it down. Let's just for easy number sake, let's say there's thirty days in a month. So, you're going to need 300 visitors per day.

Now, I want to distinguish there's a difference between visitors and names and emails. I get about a thousand unique visitors a day to my website, but I may only get thirty, forty, fifty, sixty people who sign up their email address and their name.

So, for visitors, you need 300 visitors per day. If you had a ten hour day, that's thirty visitors per hour or two visitors per minute. Now, he didn't say anything about money, so I would hire someone part time, and their job is to promote and direct people to your site.

Now what's on your site? Is there something of value? Why would someone want to go to your site? You have to have your strategy. You've got to have something to offer at your site to get a visitor. So, that's number one what you have to think about.

You can hire part time people like I talked about on Craig's List under the gig section or Elance. You can farm it out. You can even go overseas to farm out some of this labor.

I've talked about transcripts. That you have to be careful with, but there's other labor that you can farm out who can handle this. So, look at the possibility of outsourcing, and you can do a search on Google. I'm sure with some effort, you can find someone to do that.

I will have some resources up on the [AskMichaelSenoff.com/resource](http://AskMichaelSenoff.com/resource) section.

Ben: Question number 47, does announcing before the sign-up page that you are offering a downloadable transcript of the audio recording to the subscribers after the interview increase your opt-in rate?

Michael: I think it could. If a subscriber only had the option to listen live. Let me give you an example. I'm taking Alex's Tele-Seminar Secrets program, and I kind of know what I've done in my marketing. I market pre-recorded audio interviews.

This is a Tele-Seminar, a live Tele-Seminar event. Now, I didn't promote this as hard. I sent two emails out to my list – one announcing that I'll be doing an upcoming Tele-Seminar on how to make more money with your audio interviews. Then, I did another email after that that just mentioned a PS. I didn't name the time of when it was going to be, but I said it would be live.

Then, once I decided on a time, in a PS email I said, "Look for my next email, and I'll be announcing the time of the live interview on how to make more money with audio interviews."

Then, I sent one more email that revealed the time and the date of the actual Tele-Seminar, the live one that we're on right now. So, I only sent it out two times.

Now, in all of those emails, I thought it was very important to mention that if you can't make the call – and I mention this – if you can't make the call, you'll be able to download the recordings. You'll be able to play it on a replay line, and I'll have the full transcripts.

So, I gave them a choice. If you can't make the call, I'll have it available, which is pretty consistent with all the interviews I have on my site. It kind of matches my list. There was no real pressure in making someone come to the live event to listen.

Now, I promoted Alex's Tele-Seminar, and the way I promoted it, I sent out six different emails promoting this live Tele-Seminar. It was a promotion call for his Tele-Seminar Secrets, and I sent out six different emails. I sent one out an hour before the call. I really wanted to try this and put it to the test.

I mentioned in all those emails, it will only be live. I will not be reposting this to my site. I do not have it on my site. Only the people who signed up and registered can get access to the replay. If you didn't sign up

and register your first name, last name and your email address, you would not get access.

The only way you could hear it was live, and everytime you send out an email to your list. Let's say you have 10,000 people on your list. Let's say you add 1,000 people to your list. If you have a pretty good reputation, you send out a thousand emails, and you may have maybe 200 open up the email.

Then, out of those 200, you may have a certain amount of people who will do what you ask them to do. It may end up be one or two percent, but you can send that same email out a week later, and get a whole nother one or two percent, or a whole nother 200 people to open up your email.

Then, you can send it out another time on a different day, and you may have another 200 out of thousand people open it. So, everytime you send out an email, you're going to be hitting a different section of your list, which is going to increase your chance of either delivering someone to an interview that you have, or getting them to register for a free Tele-Seminar event.

I think after studying Alex's stuff, there's definitely power in the listen only because it makes people come because they don't want to miss it. I think they're coming because they just don't want to miss it.

My thing is I'd like to get the content into the head of that potential prospect. I don't want anything to stand in the way. People don't like being told what to do. I want to say, "I'm going to have a Tele-Seminar. It's going to be live. If you want to be on my live call, great. Here's the time."

I didn't promote it highly because I only had people for 96 people on the line, but I always said that you're going to get the replay no matter what. I bet that I'm going to have a lot of people listen to this replay after it's done.

I don't know how many people are on the line right now, but that's okay because it's going to be more convenient for me to deliver this recorded Tele-Seminar on someone on their own terms, and they can download it. They can replay it on the phone line. They'll be able to listen to it on YouTube. I'm going to give them all the different methods that I market my audio interviews as a way to listen to this.

So, when you say offering the transcripts as a bonus to sign up, I think that would help you. I'm offering everything no matter what, but I think that does make it effective. There are people who will only offer the listen live event or they'll upsell the transcripts for ten bucks. So, if they register for the live event and there's an upsell for ten dollars you can get the transcripts, and then they may do a further upsell of the transcripts in a three ring binder with a CD. So, there's ways to sell that information as well.

I'm looking for the big picture. I don't want anything to get in the way of the message. I want to be able to sell the higher end service like my audio interview service where I charge people to do an interview and to be able to edit it and get the interview up on all the different methods and the ways that I'm marketing my audio interviews, do it all for them.

I'd rather have a chance to make a sale like that than make a ten dollar sale on some transcripts, and not have the potential of getting my message and my whole sales message inside their head. Does that make sense?

Ben: Yes, it does.

*For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

Ben: Okay, we'll move on to the next section which is preparing for conducting the interview. This is question number 48. How do you typically prepare for each interview?

Michael: It depends on the type of interview. The easiest and my favorite is by sending out an email to my list saying, "Hey, I'm going to be interviewing Ben Settle on copywriting. If you've got any questions to ask Ben, send them in, and we're going to cover everything you want to know about copywriting." That's the easiest.

The way I've done this past campaign is the easiest for preparing because your questions come from your students already.

Another simple way, a story interview, there is a gentleman named Stan Balut. He was a sales training expert, and the way we did his interview, I said, "Stan, okay, here's how we're going to do the interview. You're going to think back in your career, and you're going to come up with fifteen of your most incredible sales stories, and I want you to email them to me."

So, he emailed me fifteen of all these stories, and then we did the interview, and all I said is, "Okay, Stan, you've given me fifteen of your greatest sales stories. Let's start with number one." Just like what I'm doing with you, Ben. You've got all the questions, and we're taking them one at a time, and I would ask the question and he would just tell the story. That's a real easy interview format.

People love stories. They love to listen to stories. They're very powerful. Case stories, success stories, failure stories, stories sell for sure.

If you're doing an interview and someone has a published book, you can look at their table of contents, or you can look in the back of their index, and you can pull all your questions from that. They've already had a publisher organize the whole format of the book so you can look at that table of contents and organize and create your entire interview that way. You can look at competitors' books in the same market and look at how they did it.

There's simple things to prepare for the interview that don't have to do with that. On our digital recorders, Ben, we both made sure we had fresh batteries. We both made sure we were on hardwire phones. We both made sure there were no interruptions or noises in the background. We both made sure we had some water to drink. These are some things as well you and I practiced yesterday.

You and I did a little dry run through where we both logged into the [FreeConferenceCall.com](http://FreeConferenceCall.com), and thank god we did, right? We couldn't figure it out on the moderator, Ben and I are the moderators. I had it and I wrote down where you press star before the number, but you're supposed to press it after. So, we weren't even in as moderators. We were in as participants, and we couldn't figure out why the phone buttons weren't working.

We figured it all out, and we prepared for this. So, I'll be transparent. I've done a lot of preparation for this. I'm not winging this. I've got right in my hand a printout, twenty pages of my questions, and I have bullet points of everything I'm going to say.

That's why I'm saying if you're being interviewed, it's hard. I've put days of work into just this Tele-Seminar. You've got a lot of preparation. So, it's easier to interview the expert. It's easier to be the guy asking the questions. I want to hit on that point again.

So, those are the things that I would do to typically prepare for each one of my interviews.

Ben: Okay, question 49, are there specific questions regardless of industry that will have the maximum impact in an audio interview?

Michael: Maximum impact is simply again you want to make sure that your interview is matched to your market, what's the purpose of the interview? The people listening to it, are they listening to things that they really want to know about, and that's why you've got to do your research. That's why you've got to use an Ask campaign. That's why you want to dig deep when you're looking in indexes of books on Amazon, or you're looking at websites. You're looking at the bullets.

You absolutely have to be a good listener. Ben, you're a good listener. You're not chiming in. I'm doing most of the talking, which is fine, and that's how I do it on the other end. I just ask the questions and kind of shut up.

There are some good advantages to really listen like you've brought up some great points and added to the call, but you were only able to do that because you're paying attention and listening.

One thing you definitely don't want to leave off is a call to action. You want to tell your listener what to do, not only at the end. You may want to tell them what to do fifteen minutes into the interview. You may want to tell them what to do thirty minutes into the interview, and you may want to tell them what to do right before the end of the interview.

You want to make an offer. You want to make it risk free. You want to direct them to a website. You want to have them pick up a phone and call you. So, call to action, at the end of that interview, what do you want that listener to do. Tell them what to do. That you should never leave off.

Ben: Question number 51, when you interview people, it's almost as though you know them on a personal basis. How important is it to know the people you are interviewing beforehand?

Michael: I don't think it's really that important. A lot of the people I don't know them that well, almost all of them. I don't really know them that well. I've never met them personally, but there's an unspoken word. Like I said, when a PR expert lines up interviews for his client, that client

understands that you're going to do an interview. People are going to listen to it, and you want to come off sounding like a nice guy.

So, that interview, the two people – the interviewer and the interviewee – have to kind of sound like friends and respect each other. If you're doing an interview with respect and you're kind and polite, that's how friends treat each other, so that's probably why it sounds that I'm friends with all these people.

Ben: Number 53, should I send the questions that I plan to ask to my interviewee before the actual conversation?

Michael: That's a good question. You can. I don't do it very much. I guess it's not a bad idea. I've done it sometimes. If you're interviewing a real pro who is a real expert at what he does, he's not going to need to see the questions. He's confident enough and he's done enough and he's internalized his expertise. You won't have to do it.

I think he may look at them, but he may not study them. Someone maybe who doesn't have the confidence may study them and really want to make sure there's no curveball questions in there. I don't do it much. I don't think it's necessary. If they ask, you have nothing to lose by doing it.

Ben: Question number 54, how long should an audio interview be?

Michael: How long should a sales letter be?

Ben: It's got to be long.

Michael: As long as it has to, as long as you're providing good content. Most of my interviews are between thirty minutes and ninety minutes. Most of them will fall in between right around an hour after they're edited. The more you tell, the more you sell.

I know you've heard in the copywriting circles a two page letter will outsell a one page letter. A four page letter will outsell a two page letter. An eight page letter will outsell a four page letter, and on and on.

Ben: If somebody is interested in something, they can't get enough of it. If you were doing an interview that was four hours long about copywriting, I'd probably listen to the whole thing.

Michael: So, as long as it needs to be, and the great thing about audio interviews is the more content you have, the more valuable it is. Maybe you have an ebook that only sells for twenty bucks and it's on making money in the cleaning business, you can increase the value of that product to \$3,000. Go interview ten cleaning experts around the country.

Do the interviews. Offer the interviews. Put them on CDs. Offer the transcripts. Offer the downloads, and you can get world class experts who have made a million dollars in the cleaning business.

By the way, I have a recording with two cleaning experts who started cleaning businesses from the back of the car – one in Canada and one in Atlanta, and that's one recording I get a ton of people who want to talk to these guys. It's very popular, the business opportunity. People want to get into a business that they can make some money with and cleaning, pretty much every one knows how to clean. It's not hard. A lot of people don't want to do it. Next question.

Ben: This is just a little bit off topic, but something you just said there reminded me that a lot of times you don't know what the most popular audio is. I have an interview about putting seminars on. I don't ever talk about this, but it's by far the most downloaded thing.

Michael: Is it an interview you did with somebody?

Ben: Yes, a buddy copywriter friend of mine, Ryan Healy. He specializes in writing seminar copy. I thought I'd interview him. Since then, I've noticed that it's always the most viewed page on my site. I've even told him, "You've got to create a product. I need to sell something because there's a ton of people looking for that."

It's like what you were saying with the cleaning one. You probably didn't expect that to be one of the most popular ones.

Michael: No, you just don't know. You have to look at the demand. The demand is out there. It's just like the old Eugene Schwartz recording. If you think you're going to go do an interview and create this interview to sell somebody on something, it doesn't work that way.

You've just got to provide valuable information, position them as an expert and put that interview in front of the demand. There's demand on YouTube. There's demand on iTunes. There's demand on all the social media sites. Each one of them within its own little country, has

search boxes, and there's millions of people searching for different things within those services.

So, that's why your interview, your expertise, there are people searching for that. You have to put your information in front of that demand. They have to stumble upon you or you have to strategically place yourself in front of that demand. That's what this is all about.

By having it as an audio interview, you have a very great chance of getting your sales message in front of that demand listened to.

Ben: Question 55 is, if an interview is running overtime, how do you go about asking for another interview to cover the things you may have missed?

Michael: If you want a good 45 minute to an hour interview edited, I would ask for an hour and a half. If you really want to go for it and make sure there's nothing scheduled after that, say we're going to need two hours.

*You're listening to an interview on Michael Senoff's [HardToFindSeminars.com](http://HardToFindSeminars.com).*

Michael: If you're hesitant about doing that, take what you get. Ask for an hour, and settle for thirty minutes. Even if you get a good thirty minute interview with a high profile guy, that's still valuable because you've got the interview. You've got yourself interviewing them. You've got his name, and that's going to be good for generating traffic and generating leads. You just ask.

You could ask beforehand before you set up with them, say, "Hey, how long will you have?" Bill Bartmann, I think we were at an hour and a half, and had more questions. It was such a good interview, but he stopped me. He was like, "No, we've got to stop right now," so I ended it, but I asked.

Ben: Question number 56, when giving an audio interview, how much of it is scripted?

Michael: When giving an audio interview, you're asking the questions and I'm giving the audio interview. Your questions are scripted because you have them all in front of you, right? But, we didn't write this script. The students wrote the script for us.

My answers, they're not scripted, but I do have bullets in front of me of what I'm going to say. Because it's live, I don't want to lose my train of thought, and it's pretty hard to concentrate for three hours on this. It's very easy to do, but I don't want to mess up live.

So, I prepared, and I've got bullets, key points that I can look at. I'm not reading a script. I'm just looking at bullets and ideas I could keep on topic. So, very little is scripted actually.

Ben: Question number 57, what makes a good interviewer?

Michael: I think the number one most important thing is doing good research and being a good listener. You're doing an interview with a big named guy, and you're going to have this desire to say, "Yeah, Ted, when I was doing a copywriting product...." You want to get your two cents in because you're the interviewer.

You may think of yourself as more important than you really are. You're really just a guy asking the questions. So, being a good listener, not interrupting and being able to listen and dig deep. Listen for the hooks, being able to ask questions that maybe no one else would ask, being able to make the expert feel comfortable, being professional and being meticulous in your editing.

Ben: Just from a marketing and copywriting point of view, when I'm doing these interviews now, when they're talking and I get the idea of, "I'd sure like to make this claim in my ad," I'll actually ask a question just to get them to say it, so I can legally make the claim in my ad.

Michael: Oh wow, that's a good idea.

Ben: I do it all the time. They will write your ad for you.

Michael: Can you think of an example?

Ben: I can't think of a word for word specific example, but I can give you some ideas. When I interviewed David Deutsch, the copywriter, I was asking him about how he got into the direct mail industry, and he gave me an answer. I wasn't really happy with it in the sense because I knew I was going to write an ad for this interview.

So, I wanted him to say something a little bit more sexy. I said, "So, would you consider that a back door way into the industry?" He said yeah, so now my bullet is a back door way into the industry.

Michael: That's great. So, you have some of your words already written out with the intention of asking that pre-planned.

Ben: Yes, and I can't speak for everyone, but you probably have to have some knowledge of what a good bullet point looks like and everything, but when you understand that most of an ad is just bullet points, you can ask them questions in a way where they'll give you the bullet points.

Michael: That's smart. You can do the same thing with audio, too.

Ben: Oh, definitely.

Michael: That's why it's so powerful. If you've got someone who's got a sales letter for a product, go to their bullet points, and whatever the bullet point is, turn it into a question.

Ben: It really can be that simple, and just another thing I wanted to add in there was the more of these I started doing, you would always give me feedback, and it was usually the same feedback, "Shut up."

The thing is now I almost get to the point where I edit myself out. I don't even want to hear myself. I just keep editing myself out.

Michael: That's right because they're not there to listen to you. They're there to listen to your expert. It's not about you. It's about your expert. They want the information from the expert. If you keep chiming in, it's like – we talked about this analogy – you're at a party and there's three people talking and there's a third wheel just chiming into your conversation. It's annoying.

Ben: Yeah, it really is.

Michael: People will turn it off. They'll stop the play button. They'll put their headphones down. They'll click somewhere else. You're gone in a matter of a second. So, you have to do everything you can to make that audio interview listening experience as smooth as possible and don't give any reason for them to turn you off.

You would never write a sales letter for a client and put your rough draft up on the internet and say, "Here you go."

Ben: That was the whole objection I always had to doing just live interviews. I understand the appeal and everything, but you wouldn't put a first twenty page draft up there.

I did an interview with a social media expert, Joseph Bratlist, you know him. It was about a two and a half hour interview, and I cut it down to about 42 minutes because it was all repeat, repeat, repeat. I was asking the same stuff and so was he.

I'm sure the people listening to it much rather listen to a 42 minute interview with the straight facts than two and a half hours of fluff.

Michael: That's right. That makes sense, and because I have the recording and I know this is live, so we've got the live version with the callers on now, but that replay is not going to be live. I am going to edit that replay, and I'll edit down and only include the most important stuff.

If I've repeated myself, and I have repeated myself a couple of times, I'm going to delete that out. You have the luxury of doing that once you get it down recorded digitally.

Ben: Okay, question 58, what is the most important part of your personality and thinking process which enables you to make the system a success?

Michael: I think it's commitment. I remember interviewing Jay Conrad Levinson, and it was a question and answer interview. Someone asked him, "What's the most important thing about a marketing campaign?" He said, "Commitment, just sticking to your message."

I think it's sticking to it, and not giving up and getting better and better and just knowing it will work if you just push through all the obstacles that get in your way personally or financially or technologically. Just go for it and be committed, and just start with that one.

Say you're going to do just one interview. Otherwise, you could just hire it out. If you've got the money, no problem, you can just hire someone to do it all for you.

Ben: Question 59, I think you already answered this, but what is a good interview format? That's just question and answer, right?

Michael: Yes, a good interview format, we talked about the question and answer format like what we're doing now, the story format, case study format, the table of contents format.

There's a wing-it format. Some of my first interviews, I didn't plan anything, and you can wing-it. Sometimes, you'll get lucky and get a good interview, if you have a goal of what you're after.

Ben: Question number 60, how do you get your experts to open up and divulge information normally sold in ebooks or delivered at conferences for money?

Michael: It's real simple, and we talked about it before. People love talking about themselves. Most experts are really nice people. Ask and you will receive. It's simple as that.

Ben: You're big on getting people, if it's a money making type thing, to talk about numbers, specific numbers.

Michael: Yes, if they're an expert and they're supposedly making all this money, I'll ask them specifically how much they make, how many names do they have list? I'll go for the good money information that people really want to know.

You doing the interview, you're doing what the listener wished they would do, or maybe are afraid to do. So, you're really their voice, and they may fantasize about asking the guy how much he's really making or really grill him, but he'd be too afraid to ask. You've got to do that for them. That makes your interviews valuable, and you're doing them a service. You're asking the experts the stuff that he's afraid to ask, and they can just listen in as a voyeur.

Ben: Question 61, is it hard to sound sincere when recording an audio interview?

Michael: I would say it is if you're really not interested in doing the interview, or you're not behind the purpose of what you're doing it for. If you're aloof about what you're doing, it may be hard to sound interested. If you're doing the interview, and you're conducting the interview, and you're just asking the questions, you're not going to be talking that much. All you've got to do is read off the questions.

So, there's not much time to sound sincere. Your interview expert is the guy who has got to come off sounding sincere. You're just a messenger. You're just asking the questions. Does that make sense?

Ben: It makes perfect sense, and it's pretty simple. Question number 62, what if I did not sound too good on voice recording?

Michael: A lot of people think they don't sound very good. It's kind of different when you hear your own voice and when someone else hears your voice, but if you really sound terrible – not terrible, let's say you may sound different than what your market is used to hearing.

If you have a thick accent or you're from another country and you're trying to sell to middle America, that's going to be a barrier of getting your message into the ears and the minds of your prospects.

So, let's say you're the expert being interviewed, and you want to use that interview to promote and sell your existing product but you may have a heavy accent. That may deter your sales or reduce your sales because it's more difficult for people to hear you. I would maybe hire someone.

You could script out your interview, or you could have someone interview you and you can have an expert replay the interview, get an actor to do it. I have done that on two occasions – Jim Straw, a very well-known mail order guy had some hearing problems. So, he was unable to do a phone interview, but I had questions submitted to my list.

All the questions came in. I sent them to Jim. He answered them all in his own words, and I hired an actor to play the part of Jim Straw. So, I was the interviewer, and the actor was playing the part of Jim Straw answering the questions.

We were transparent about it. I say right there on the interview that this is an actor playing Jim Straw, but after listening to it for a while, you forget it's an actor.

I did the same thing with Eugene Schwartz, who is dead now, the famous copywriting speech that he did for one of the big publishing company. I hired an actor to recreate that.

So, you can hire an actor to recreate the audio interview with the audio message. It's the message that they want to hear, the words, the

combination of the word that sell the ideas on the prospect, not necessarily the voice. So, I would say hire it out.

Ben: Let's face it. You're not going to be talking anyway.

Michael: That's right.

Ben: Number 63, I find that professional voiceover artists charge by the minute. Where can I hire people who charge nominal rates to interview on my behalf?

Michael: Real quickly on this, I would go to Elance, Craig's list in the gig section. I would ask around. I would search Google. You could look for people who are in radio, broadcast industries, retired reporters.

Ben and I were doing a product for Walmart, and I put an ad in the Bentonville, Arkansas newspaper looking for previous Walmart reporters, and I got a bunch of calls. You can put an ad for retired reporter. Just search around. Google is your best friend. If you're looking for it, you'll find it. Ask around.

Ben: Question number 64, this is also a very good question. How is the best way to make the interview not sound like a sales pitch, but still get the audience to want to buy your product?

Michael: Give them value. Answer the questions that you think they want to know. Make it easy for them to buy or try. Offer money back guarantee, and don't sound like a sales pitch. You don't really get anyone to buy anything. People decide to buy, or they choose to buy. So, your information is in front of someone with a certain level of demand, and I think the way you conduct that interview will have a reaction on what that level of demand is and how likely they are to decide to pay for your product or service.

So, you're never going to get anyone to buy from an interview if they're not a prospect in the first place. If they're not a prospect in the first place, there's probably a pretty good chance they're not listening. There are things that will deter them from buying like a poor quality interview or interruptions or bad sound quality or thick accent.

Ben: Okay, question number 65, if I want to pitch anything by the end of the interview, should I rehearse the transition to the pitch before hand, or try to make it naturally.

Michael: I think you could script it out. I think you can try both ways. I've done it both ways. I'd say it's a judgment call. If you think you're not going to be able to cut it doing it naturally, or you're going to forget, I would have it scripted out just in case. You may want to try it naturally, but you could always fall back on your script if it doesn't work.

Plus, in the interview, you're going to have the option to edit it later. Let's say you try it naturally, and you mess it up, in your editing, you can take all the time you want, script it out or try it naturally ten times and get a good version of it naturally, and just paste it wherever you want in the interview.

*For more interviews like this, go to [HardToFindSeminars.com](http://HardToFindSeminars.com).*

Michael: This is the beginning of Part Six.

Ben: Question Number 66: A popular format in magazines is to ask the same 20 questions of each celebrity or expert. This format appears popular and well received. Do you think it is a good format for creating an expert audio interview info product?

Michael: I think it's a great idea. I think it will save you a lot of time and let's say you are going to interview 20 copywriters and that will make it easy since you are a copywriter. So 20 copywriters and let's say I've done an interview with you on copywriting and I've got all those questions from the interview and I can just put them on a piece of paper and it would be my basic questions so I can get any other copywriter and ask them the same exact questions. I think that would be a nice product because hopefully the questions I've asked you are good, quality questions and I'd really worked hard to do my research or I did an Ask campaign to get the questions that people who want to break into the copywriting business want to know and so asking those same questions to 20 other copywriters I think that would be great and very easy and less work for the interviewer.

Ben: Question Number 67: Which format should an audio interview be in for radio stations to be able to air the audio on their radio stations?

Michael: I don't know. I was going to ask you the since you've done so many radio. Do you know?

Ben: From what I understand and this is from back in the day and in college I took radio and TV, they would want a broadcast quality tape so this

back even before CDs were really popular. I don't know what that means in terms of digital audio work.

Michael: I really don't know.

Ben: I guess broadcast quality would be lance, and I don't know what that would be as far as a technical aspect.

We are onto the next section: Marketing and making money with audio interviews.

Question Number 68: How can you justify the statement that audio interviews are a big money maker and give us some real specific details on how this accomplished.

Michael: The real details on how this is accomplished. We've talked a lot about this, okay. When you are selling one on one that takes a lot of time. If I'm not using audio the way it's accomplished is simply by leverage. Doing audio interviews and distributing them on the Internet through your Web site is selling one on many. You only have to do it one time and after we finish this teleconference I don't have to ever do this one again and I can use this teleconference to sell my products or services or my credibility or create a package from it. I only have to do it once but it could be selling multiple people 24/7, anywhere in the world as long as they understand English. It's that leverage. That is what I've been able to do with a lot of my audio interviews.

I gave you an example of the cold calling interview with the gentleman that's been playing for four or five years. One interview; I only did it once and it just plays over and over again to someone interested in cold calling. So that has been a good money interview.

John Carlton interview has generated income through affiliate sales. Ted Nicholas has generated sales. HMA interviews, its not just one interview I've got about 12, 13 interviews on my Web site which educate and promote people on how to become a marketing consultant and I only had to do those interviews one time.

The Art Hamel interviews. You wrote the Art Hamel sales letter for me and that has paid you some nice commission checks over the years. That interview sold a lot of product or that combination of interviews, not just one interview. I probably have 12, 13 hours of interviews with him. My consulting interviews where I'm consulting with people online that promote a product called Audio Marketing Secrets that has been

valuable to me. The Eugene Schwartz audio, Money Man Interview which is an interview with an expert on corporate financing. My interviews on barter to sell my secret loop hole barter product. Even Alex Mendosian Tele-Seminar.

So you can't deny that audio interviews work or that they sell products and services because they do and I'm doing it every day and I'm doing it while I'm sleeping 24 hours a day, 7 days a week and it's all automatic. I guess that's some of the proof elements that it really does work. I'm so convinced on it because I know it's true. But usually there is not a day that I don't sell something that's been sold automatically.

I just had a sell come in before we did the interview on a product with an expert named Ken Ellsworth on persuasion, which is an automatic product. You've heard me talk about that event and the Web site is like a little, automatic vending machine, a little money vending machine. It's like a collection of infomercials all in one place. Not all of them are selling and some are just pure content but there are a lot of interviews in there that are designed to sell something or to step in front of the demand of a prospect of someone who wants something.

Sometimes it's not even the interview it's the marketing. You may be able to have a terrible interview, really poor interview and still sell something because the market is super hungry. That is the most important thing is your market. But a well produced interview will sell more than a terrible one no matter who is in front of it. So you want to do it right from the first time.

Ben: I would just say that the proof that it works is look at all the books and products that are sold just from radio interviews.

Michael: Exactly.

Ben: And these are short. I was on the radio signing my books and I'd make sales after a 10 minute interview. Of course they work, it's just the right product at the right time to the right market and like, that is marketing.

Michael: Right. Let's keep it going.

Ben: Question Number 69: How many total audio interviews would you need for value?

Michael: Real simple answer all you need is one. If you were dying of thirst in the desert and I had an interview that told you where the water was, what's that worth to you? Is that valuable to you? If there was a safe in front of you and I had an audio interview that had the combination and you really wanted to get inside the safe, how many interviews do you need? All you need is one. One interview can be extremely valuable, just like I gave examples. One interview with an expert promoting their affiliate product or getting control of a product or licensing a product from someone and you selling it is very valuable because once you know it works, it'll work ongoing if you have a timely market. So all you need is one and that's why it's so important to start with just one.

Ben: Question Number 70: On your Web site all the interviews are free. So where does the money making come in.

Michael: The money making comes in from product sales, from affiliate products that I promote and from existing products that I own and control and sell from the site. It comes in from consulting clients, it comes in from audio interviews services where people want to use me to interview them to promote and market their product and service and it comes from joint venture opportunities where people will contact you and you can work together to do joint ventures where you are leveraging off their list.

Ben: Question Number 72: How do you get the largest number of attendees to your interview and convert them, especially for high priced offers.

Michael: I did talk about this a little bit and the best way I know how is you have to have a list and I have an email list and I broadcast to my email list. If you want to get a high number to the interview broadcast twice. Send it out one day and then send it out three days later and you can get double the amount of people to your interview or your Tele-Seminar or to your promotion. Send it out three times, four or five. Just like what I did with Alex's promotion, I sent five different emails and it was a live event. I sent one like 30 minutes or an hour right before the event and ironically that last email and we were measuring everything, that last email an hour before the event got more conversions than any of the other five.

So if you have a timed event, a live Tele-Seminar, that scarcity means you only have so much time to get on the line that will work for a live event. But you are trading your chances of missing potential people who can't make the live event for potential sales.

Ben: Question Number75: How do you create a continuity program using audio interviews that does not facilitate someone coming in and sucking up your content in month one and leaving at the end of that month?

Michael: I've heard this before. Members of sites are notorious for that. I don't know first hand because I haven't interviewed everyone with membership sites but for the most part if I had a membership site to [HardToFindSeminars.com](http://HardToFindSeminars.com) and you had to pay a monthly fee, say \$20 a month to access all my recordings, downloads, transcripts and play buttons, most people would just come in, \$19.95 and suck everything out, download it to their hard drive and cancel their membership.

Now there are ways to combat that; you could offer different levels of membership. Like I could say \$19.95 a month and you get to play the audio online only. For \$29.00 a month you get the transcript. For \$59 a month or \$100 a month you get the rights to download the MP3 files.

I interviewed the owner of Success University and they sell a membership site to lots of audio and video content similar to mine. In the interview I did ask them how they kept that from happening, that was one of my specific questions. What they do is they limit the amount of downloads so you can only download two of the programs per month. Very similar to Netflix, the video rental company. When you have a certain membership you have different levels and one level is you get to rent one movie a week, a higher level membership you can rent four a week. A higher paying level you can rent unlimited.

You can also space your content out like Alex Mendosian does and he sells his Tele-Seminar Secrets and he breaks them up into modules and he presents the Tele-Seminar as a course, all the content live every Monday night. Sometimes he'll get 4, 5, 6, 7 hours so he spaces that out over to an 8 module system. There are other ways to do this as well; these are just some of the things that come to my mind.

Ben: We were talking about this last week, I heard this from a friend of mine named Daniel Levitz and he was talking about how this was a big frustration for people. People coming in and taking everything and moving on. He says why don't you just have things delivered by auto-responder so they can't do that. They just get dripped the one month of continuity and the next month they'll get another email and you know, instead of giving them all this stuff at the beginning, just to drive them in there—

Michael: Yeah, that's a great idea. Or you could say, "Hey if you're the type of person who wants it all and you want all right now." Dan Kennedy had the mother of all offers where you could get every single one of his products for several thousands of dollars. There are people who want that, they want it now and they don't want to be dripped on, they don't want to wait every Monday to listen to the content. They want it all now and it is a challenge.

Ben: Question Number 76: How do you break down an audio interview into segments that you can use as a teaser, how long and music or no music?

Michael: I have on my audio clips a page, like once you're into my site where I have all the listings of all the audios. I have this 45 minute audio recording which is nothing but clips from all my interviews. I learned this when I would edit my own interviews so I would listen to the interview and if I'm listening to something I'm say or if I'm listening to something the expert is saying and he says it with passion and emotion and your ears perk up. Like if you are sitting in a restaurant and you're listening to back chatter and you hear someone say something that captures your attention and you kind of pay attention a little closer.

There are points in an interview where something really powerful will be said and you can look for those points in an interview and edit them out and use that in a promotion. So all my interviews a lot of them start with a commercial like that, just like in a movie that key high point of the interview and then I have a little music right after, like the signature music. That is just the way I've done it ever since the beginning and I think it's good and kind of adds excitement at the very beginning of the interview and that's how you do it. Just listen for something.

Just like, Ben, when you are looking for a headline for a sales letter and let's say you're listening to an audio interview for stuff that you're going to use for the content of your sales letter. Your prospect will write the headline for you many times. So that headline is similar to a promotional piece that you could use to promote the interview.

You can break it up and have 5 or 10 of those pieces all through the interview and string them all together. That is how you do it.

Ben: Question Number 77: Is it possible to make money using videos to sell your own product or to hire sales people to sell it for you?

Michael: Yes it is. YouTube is absolutely evidence of that. Lots of great promotions and promoters on video on YouTube from guitar and piano lessons, anything and everything you can think of. We talked about Blendit, the guys who blend up the iPhone using YouTube to market through video. Mentos, that candy, did you ever see those two guys in lab coats where they were taking Mentos and put them in Coke and it creates a pressurized explosion and the Coke spews up like 10 feet in the air.

Ben: I've never seen it but I've heard the story.

Michael: Go to YouTube and type in Mentos and this went so viral through YouTube. Mentos sales I heard somewhere and don't quote me, I think the Mentos candy sales because of the viral nature of everyone buying these Mentos to make these 2 liter Coke bottles explode went up by 20%.

Absolutely, video very powerful to sell but you need a medium that people's eyeballs have to be on that video. Video compared to audio, if you had 100% attention of someone watching a video or demonstrating a product or just listening to an audio, video will win hands down. But audio has so many other ways and opportunities to get inside the prospects mind from CD to listening while you are exercising, cleaning the house. You can multitask and listen to audio. You can't do that with video. You can't watch video in your car or you shouldn't be.

Ben: I've told you this many times that I recently bought a \$1,000 program because someone did an interview with somebody and I just kept listening to it while I was walking my dog on the beach on my MP3 player. I must have been the fourth or fifth listening until I was like I have to get this thing and I don't care what it costs.

Michael: And you would have never done it watching a short video.

Ben: I would have never done it any other way because the sales letter was terrible, and I could barely understand what was being sold, but the audio was done so well.

Michael: And it was easy to get it into your head.

Ben: It was in my head, and my psychology and it was just such a no brainer.

Michael: Yeah.

Ben: I remember you getting emails about that for the Art Hamel course, too. I was listening to it in the office and I said I have to get this.

Now we're getting into general questions. Question Number 79: How do you become a great interviewer?

Michael: I'm just going to say do your first interview, practice, be a good listener and practice some more.

Ben: Question Number 80: How much more effective are audio interviews versus plain text messages?

Michael: It's hard to say. There are advantages of audio over text that I just explained, advantages of audio over video. There are people who like to read, who are used to reading and when I give away that free CD for years I've been asking how do you like to digest information; reading, video or audio? I think reading is number one. So people are more used to reading than listening to digital, downloadable audio.

There are probably advantages of both and I can't say which one is the best because I really have no idea.

Ben: I am going to repeat something that I was told that made a lot of sense that most people have a very, very hard time reading, they just don't like it. It's not because they are dumb or anything, they just don't like reading. I don't like watching video, it's hard. In fact the statistic I'm always seeing and I don't know who started it or not, is 42% of college graduates never read another book after they graduate college. I remember, Ken McCarthy, the Internet marketing guy. He used to study neurology and he keeps up on neurological news and what is going on and he told me even neurologists can't figure out how it's even possible for human beings to read and write, it's just the easiest thing in the world for our brains to comprehend. This is why in the old days we used to tell stories to each other to pass information.

Michael: You were listening to audio before you are born in the womb.

Ben: It's true. Look at talk radio and how popular that is. That is the ultimate place to advertise and those are audio messages, no video or written text.

Michael: That's true. People are in their cars, have the radio on and they are listening and I've paid attention to the commercials, too, on the AM station I was tuned into. It's easy. Good stuff.

Ben: Question 81: How do you get prospects to listen to your interviews and not toss the CD on the shelf and gather dust like it happens most of the time?

Michael: You are always going to have some people who toss your information. Probably a majority of the people and it depends on how you distribute the audio. If you give them the choice and you've described the audio of what they are going to listen to and you've done a good job on the production there is a good chance they won't toss it if they are in the market for what you have created for them in that interview.

They'll toss it if you give them a poor interview, if you're asking questions that they don't want to know. If you're not covering the information through your research that they need to know. All the mistakes we've talked about will get them to toss your recording. But if you've done it right and matched your message and your expert to your market there is no reason they should toss it. If you are taking your interview and mailing it to every name in the phone book, yeah, they are going to toss it because its junk mail.

If you give people the choice to download and absorb the information on their time, by their own choice and they've qualified themselves by the description, the headline, of what this interview is about and what you promised to deliver, they will listen to your interview and they will listen to all of it and whatever you can provide them. I have people who tell me they've listened to every interview on my site. They have listened to 100 hours of my interviews. So if your content provides value they will listen to it.

Ben: Question Number 82: How do you get others to honor intellectual property rights and copyrights?

Michael: With an audio interview it's like why would somebody want to steal your voice. It would be kind of hard to do. They could take the transcripts and steal those. If someone is going to steal it, they are going to steal it. If you are interviewing an expert and you have an agreement that you have the rights to it, verbal or written agreement, they are going to have honor that because you have a contract. But I really wouldn't worry about people stealing your stuff. I think that is the last thing you should be worrying about is someone stealing your

information. If you've got information that is selling a product where you control the flow of the lead, let them steal it. If they steal it and distribute it it can generate you sales.

In some cases some people want them to steal their stuff.

Ben: Jay Conrad Levinson said that in that interview you did with him. He says he thanks people when they do it.

Michael: They steal it and distribute it and it's free advertising for you. If they steal it and they are listening to it and they are distributing to their list, they are hearing an interview—let's say we only sold this Tele-Seminar but someone got a hold of it and they stole it and started sending it around the Internet, still publicity for us. Steal away.

Ben: Question Number 83: How can I tie this in with blogging?

Michael: Real simple; blogging you need create blog posts, you need to put content on your blog. We're at Question 83 and each one of these questions could be a topic for a blog post. So once you get your transcripts back you have 83 potential blog posts. That is how you can tie it into blogging. We have talked our entire blog content. You get it transcribed, you pay for the transcripts, you may want to get an editor to polish it up and clean it up and tell them you want to create each one of these 82 questions and answers into a format to go into your blog and that's how you can use it. It'll save you a lot of time and you didn't have to pay a writer.

Ben: Question Number 84: What is the easiest site to post podcast audio?

Michael: The easiest and by far the best site is iTunes. iTunes dominates the market and probably 98% of the market of all podcasts are downloaded from iTunes and I wouldn't mess with anyone else. If you ask me how to do it technically I do not know because I have my assistant Diane handle that for me. If you want to know how to do it, Google it. How do I publish a podcast? Apple has some software that does it and there are all kinds of programs and software that can do it and you just have to learn the steps and do it. Shouldn't be hard.

Ben: Final Question Number 86: What is the best way to host these Tele-Seminars on an on-demand replay?

Michael: On-demand replay is simply the Internet. Have a Web site, have a blog and use the audio terminator service and get the audio edited,

Listen to hours of free interviews, case studies and how to consultant training at 85□

<http://www.HardToFindSeminars.com/AudioclipsH.htm>

create a play button so anyone can play it online, link up to MP3 download so they can download it. You can use the free conference call replay line service and upload your interview there on the replay line so people can call in and listen to a replay. Create a physical audio CD, as well. Those are all decent ways to be able to deliver that message the best way possible.

Ben, we did it! 86 Questions and we skipped a few, but boy, this has been fun.

Ben: And all of the questions are on that sheet at [AskMichaelSenoff.com](http://AskMichaelSenoff.com)?

Michael: Yeah, so everyone listening who is still with us I really appreciate it and if anyone wants more information on an audio service I provide all the different methods that I market audio interviews I'm not going to pitch you on it right now because I'm too tired to do it. I'm just going to tell you to go to [AskMichaelSenoff.com/notes](http://AskMichaelSenoff.com/notes), there's a sales letter on the Ten Top Secrets to Selling More with Audio Interviews. If you read through that there are some great tips on how to position yourself with audio interviews and there is also a service that I provide and describe in detail everything that I'll do in these nine steps from the audio interview to the audio editing and we'll take the audio interview and create written transcripts, we'll create a written promotion and headline and description for your interview, we'll provide you the transcripts and a .pdf file, we'll create a master CD Rom for you and mail you a master that you can take to your CD duplication house, we'll create a web audio delivery package which is basically a Web site which we'll host for you, we'll have the play button up there, the link to your .pdf transcript, we'll have the MP3 download and you'll have a working Web site that you can send anyone in the world to, to digest your information. We'll have your audio description and headline, just like I have on my interviews.

I'll even create on that same site the free CD offer where if you choose to you can take your audio interview make it into a physical CD like I explained and you can offer that in trade, give that away and pay for the shipping or you can charge for shipping if you don't want to pay for shipping. But get people to fill out your web form and I'll use the same web form that's been working for me for 5 or 6 years to be able to get all of this amazing information and to have a more qualified lead that you can call back. I'll upload your audio to the play back phone system that I was telling you about and we'll design you a business card that is really popular that will get people if you hand them out that can get people to call your play back message and we'll even do podcast

creating and create the .xml feeds and get your podcast up on iTunes and we'll also even host your interview up on [HardToFindSeminars.com](http://HardToFindSeminars.com) and I'll even do a P.S. campaign where I'll mail out to my list and direct people in a P.S. message at the end of one of my emails that directs people to your interview, which I've designed to sell your product or service.

I'm not asking for any profits, anyone I send to you, any sales you get it is all yours from the P.S. campaign and the 90 day promotion up on my web site.

So that is about it. All the information is there at [AskMichaelSenoff.com/notes](http://AskMichaelSenoff.com/notes) and then also check out [AskMichaelSenoff.com/resources](http://AskMichaelSenoff.com/resources), with an "S" and I'll have all of those free resources. Again, it comes down to time or money; you can do it yourself and it can take a lot of time. Ben, we both fight for our time especially myself with two kids and a business, every second counts and you really have to leverage that. I've been fortunate to grow my business and be able to take advantage of outsourcing for the last couple of years which has been really important for the growth of my business. There is just no way you can do it all and I know from talking to students of mine they wish they had someone who knew how to do it, who can do it cost effectively, who could do it efficiently and who knows what they are doing. That is the service we're offering that you can read more about later.

So, Ben, thank you. I really appreciate and I couldn't have asked for a better host.

Ben: No problem.

Michael: We will talk tomorrow and thank you to all the listeners.

*This is end of Part Six and our final part from Michael Senoff's Tele-Seminar.  
Thanks for listening.*