

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

How To Avoid The Orange Motor Home Of Life

An Interview With Michael Senoff

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

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

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

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

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

Copyright Notices

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

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

Published by:

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

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

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

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

Any perceived slights of specific people or organizations is unintentional.

How To Avoid The Orange Motor Home Of Life An Interview With Michael Senoff

My dad worked hard. He had two jobs, four kids to support and was durring the week lost of the time traveling around the South in an orange Winnebago full of clothing samples. I knew at an early age that his kind of life wasn't going to be mine. Now, I work from home doing something I love. The Internet has allowed me to leverage my time, set my own schedule and be with my family. And in this interview, you'll hear exactly how I did it.

The key for me has been audio. On my website hardtofindseminars.com, I give away more than 100 hours of free audios on just about every sales, marketing, and business topic out there.

I also use audio interviews to create my own digital information products and to direct people to my site. But I didn't start out with this business model in mind. In fact, I kind of stumbled onto it. And in this interview you'll hear the whole story sitting on the sidelines to helping others succeed in business.

You'll Also Hear...

- How I build trust and rapport with prospects – and drive traffic to my site
- How I create my products and the strategies I use to market them
- How I get my interviews with the big guys
- What you need to know before you even think about your first interview
- Marketing lessons I've learned the hard way
- How to multiply your sales message through the Internet
- Ways to keep your margins high and your value higher
- And much more

Salesmen sell solutions, and I'm no different. That's why as long as there are problems there will be products, but in order to make money, you need to know key marketing and business strategies. And in this interview you'll hear how I do it, along with some of the best lessons I've learned along the way.

At no cost, no obligation, no commitment you're invited to preview my home study system for online marketers, publishers and speakers.

It's everything I know about making money with audio interviews.

http://www.hardtfindseminars.com/Audio_Marketing_Secrets.htm

Michael: My next guest is a fascinating life story having created a swade of differences from scratch growing through good times and bad chasing his dream. His huge resourcefulness and ability to create revenue generating businesses seemingly from nowhere led him on a journey which eventually brought him into contact with some of the world's leading business people in these studies I'm persuaded to share their secrets and insights which he recorded in audio format and now shares with the world in his mission to help others live their dreams. It's a great pleasure to welcome founder of HardToFindSeminars.com Michael Senoff. Welcome, Michael.

Michael S: Thank you Michael, glad to be here.

Michael: It's great to have you and I'm looking forward to finding out about your life in particular at this stage, Michael. I mean you've got a fascinating life story maybe you can just give us a bit of a snapshot and talk us through some of the businesses you setup and some of the influences that you've had on your life.

Michael S: I was born in Atlanta, Georgia. I am a triplet, I have a triplet brother and sister so we're not identical we're fraternal and I grew up in a middle class neighborhood in Atlanta, Georgia. My dad owned a transmission shop called Atlas Transmission and I remember as a kid, you know, he would take the boys into work with him on Saturdays and he also was in the clothing business we called it the Schmata business. So I was kind of exposed to business pretty young because he would have - there either would be tradeshowes at the Atlanta Merchandise Mart and we'd go down there and I remember loving being at these trade shows and kind of seeing all the vendors sell their clothing wear and I had always been somewhat entrepreneurial, I mean I've got a bio on my site but I can always remember selling greeting cards door-to-door. I use to sell candy at school to make a little extra money I was in grade in school. I remember I use to make and sell cinnamon toothpicks, that's where you go get cinnamon oil and you buy toothpicks and

you soak the toothpicks in the cinnamon oil and you package them up maybe, you know, three to a package and you can sell them for a quarter and, you know, I was always fascinated about that.

So, you know, people say that some people are born entrepreneurial that maybe true I just enjoyed making money, but maybe more a bigger motivation is I didn't like to work for others. I didn't – I guess some of the jobs I had were so painful and so terrible that I just said to myself no way am I ever going to do this again and, you know, all through high school I was a bus boy, you know, I was a waiter, I was a cook in restaurants and I was like a gym boy at a racquetball center called Court South where I did some pretty nasty jobs, like cleaning out the bathroom and putting these huge carpets in these racquetball courts. If you've ever been to a racquetball court the doors are real small and you got to pull this huge carpet because they would have the exercise classes in there, just some pretty terrible jobs and for not much money. And so I think a bigger motivation was that I needed to make more money for the things I wanted and working for someone else was not going to be a good route in doing that.

Michael: Yeah. Yeah and your dad was quite an influence in some ways, Michael, remember the story he use to drive around in a white and orange Winnebago and that was, as far as I can gather, quite an inspiration for you because he kind of wanted a bit more than that in away.

Michael S: He did, you know, like I said he was in the clothing business and, you know, he had four kids to feed, four young kids to feed, and he tells me now he would tell me – he'd say, Michael – he would have to go out on the road and call on retail clothing shops to sell his line of clothes. So he was traveling all through the south through Atlanta and Alabama and Tennessee the whole southern area of the United States and he would go out in this Winnebago, which was a huge motor home and he'd have his entire clothing line in there and he would tell me today that "Michael I would go out on the road and some days I just didn't want to come back" because it was hard work, that was knocking on doors – I'll say doors are retail clothing stores and he had to support four kids and it was really tough for him and he was away a lot, you know. During the week he was away working and he'd maybe come back on the weekends but, you know, I remember that and I said to myself no way do I want to do that for a living. And I was always looking for a better way so I was open to different opportunities. And I think that's really an important lesson for any of the students is you got to be open to look at other stuff and maybe at least consider the

possibility of other ways to make a living or other ways to get a career. So that definitely was an influence.

Michael: And do you think all the different jobs and things you did, Michael, all your business activities, do you think that while you were going through that journey you were kind of picking bits out and taking the good constituent parts and saying one day I'm going to have a business where, I don't know, I've got the ideal business ingredient all packed into one.

Michael S: Yeah, absolutely. Every experience every job taught me something, it taught me what I didn't want to do and what I did want to do. And there was one – in college I had started a tie dye t-shirt manufacturing business where my first year at the University of Alabama, you know, I was a ZBT, which is a Jewish fraternity in Tuscaloosa, Alabama and a lot of the guys in my fraternity they came from a lot of money and, you know, they were driving their nice cars and daddy was paying for college and daddy was paying, you know, daddy was paying for, you know, everything. And I paid for my college through work study programs and through government grants and my family did pay for my fraternity membership, but I paid for my school and I had to work during school. And I remember I had a work study job, that's where you're working at school to pay off some of your loans that the government grants you and I think I was earning \$3.35 an hour which was fine. But I started making tie die t-shirts and then selling them in the Student Union Building and eventually that small business became a retail store on campus. And although I had my own business I learned a lot of lessons over those few years having that business. It was a very labor intensive business, you had a lot of inventory, you had to get financing from your bank, you had to have, you know, you paid a lot of money for your accountant. I had multiple employees, payroll, bookkeeper all those things and by the time you add everything up there's really not much left over. And plus in a retail store you're almost like a sitting duck, you're passive, you have to wait for people to come you or you've got to produce advertising or promotions to get them to come to your store and I didn't like that. It was a great experience but some of those experiences with the retail manufacturing business dealing with – I was also wholesaling and selling to large department stores – I learned a lot in that business and I knew that was something I didn't want to be a part of for my next venture and that's when I slowly got into the internet marketing.

Michael: So what was some of these business ingredients, Michael? What did you add into what you do today in order to kind of live a lifestyle

that you want, as well as, how you get money and doing work that you enjoy doing? What are some of the things that were important to you?

Michael S: Some of the things that are important to me is probably what's important to any of your listeners and that's freedom and that's personal freedom, time freedom, the freedom of choice, the freedom of doing something you really love, and it didn't come easy. Even after my tie dye t-shirt manufacturing business a friend of mine we decided hey, we're coming to California. We were going to chase that California dream, you know, the California dream you see on TV or the Beach Boys I would say the Beach Boys music probably influenced me. And when I first moved here I lived right on the beach for six months a friend of mine and I shared a little apartment overlooking the ocean. So I had to do that, I had to see what California was all about, you know. I had these roller skates and I'd roller skate on the Boardwalk and so I had to get that out of my system. A lot of people come to California for that, you know, to see what the California dream is about. When I came out here I didn't really know what I was going to do I had closed up my tie dye t-shirt business and I had a lot of inventory that I brought out here, which I kind of lived on and I lived on some of the money that I had from my retail store, and then I started kind of diving into multi-level marketing, which a lot of people fall into when they don't really know what to do, and that was actually, you know, that was really a good experience. I didn't...

Michael: Yeah tell us about that, Michael, I'm interested in that.

Michael S: Okay, well let me tell you...

Michael: That experience.

Michael S: The MLM experience it actually – after I graduate college my triplet brother was living in Nashville, Tennessee and I didn't know what I was going to do. I knew I wanted to go to California and I moved to Nashville for a year and I had some money in the bank and I didn't have to work and I could still sell the remaining inventory from my tie dye t-shirt business. And I remember getting a video in the mail and it was a video of a guy named Mark Yarnell. When Mark Yarnell was a top distributor for a multi-level marketing company New Skin and I remember sitting there watching that video and he had the sailboats in the background and he was in San Diego, California, that was big influence when I saw that, and he was making \$20,000 a month. And so going after that dream I said I want to do that, I want to get into multi-level, if this guy can do it I

can do it, he's making \$20,000 dollars a month, he's living on the beach; you can see it right there in the video. You see the sailboats going by and you see the Bay in the background it's gorgeous and Nashville, I think at that time it was winter, it was freezing I had to pour hot water over my, you know, my radiator to get the car to start, you know. So that was part of the dream but multi-level when I got into multi-level marketing had a lot of great training and there were a lot of great trainers in the MLM business that could kind of get your mind right. Now, you know, as far as making money in the business I never did that but the training was really good it was inspirational, so that in itself was a big lesson.

MLM didn't work out for me and I did come out here doing MLM, multi-level marketing and it just wasn't working and basically I had burned through all my money I barely had enough money – actually, I went through all my money, the partner that I moved out here with we had a falling out. I had this brown Honda Civic that – no it was a white Honda Civic that the I think the clutch went out and it was \$400 to fix the clutch and I didn't have any money. I was in this one bedroom apartment and I put my ad in the paper to sell my car and I think I sold it for \$2800 dollars and this is all the money I had. And I walked right up the street and there was like a used car place and I financed a brown Honda Civic for six months and I think I put \$600 dollars down and then I could make payments for the remaining months. And I just said to myself all I needed is I just need a year – this car to last me a year so I can get back on my feet. And I needed something to sell, I needed something to sell, something to hustle and that's when I got into the pen business, which I started manufacturing a pen that detected counterfeit money. I found someone who was already making one and I figured out how to make them and what it was and then I started selling pens and it was pretty successful.

So I got into the pen business for a number of years after that, which was fantastic I was selling pens right out of my one bedroom apartment, sometimes I was selling \$3000 a day. I had an assistant in the apartment I was bringing in labor into the apartment. I mean when I think about this it cracks me up. I mean I was bringing in labor. We had a manufacturing pen business in this one bedroom apartment down at Pacific Beach. I mean I have pictures of it, it was hilarious, but that pen business it put some money in my pocket and it got me on the way to my internet marketing because that's when internet marketing was starting and ironically I was living in Pacific Beach and Pacific Beach in New York City – Pacific Beach of San Diego, California and New York City was the very first place in the country to test high speed cable

network. So I had access, it was called Time Warner Road Runner Cable and we were the very first areas in the entire country to have high speed cable. And so I was really fortunate to be able to have high speed internet access and it gave me the ability to start learning a little bit about the internet and online marketing and not being so frustrated with these 28.8 modems.

Michael: What was it about internet marketing then Michael is that [inaudible 14:44] I mean did you have like a big eye idea, a big vision of what you wanted to do or did it kind of happen by accident you just sort of stumbled across it and say “Um that sounds interesting?”

Michael S: Well, after the pen business was going good and as I was learning internet marketing in my quest for information I came across a marketer, that probably everyone knows a guy named Jay Abraham, and I don't know how I came across him but I think maybe I found his Web site or I found someone who had some information on him and I heard he was charging \$15,000 and \$20,000 to go to these seminars that he was putting on. Now, I had studied sells and selling and I knew how to do sells and selling but still when you're selling one-on-one you're limited. When I saw marketing, marketing showed me how to sell from one to many. So I needed to take my sells skills and somehow learn how to leverage them. But in my quest for marketing knowledge I learned about Jay Abraham I wanted to go to one of these \$20,000 seminars but I didn't have \$20,000 I was broke. But I somehow came across a guy who had gone to this \$20,000 seminar and I asked him to – I go “Do you have a list of all the people who went to the seminar?” And when Jay Abraham put on a seminar he would put out a networking list of everyone else who went to the seminar and this guy faxed – I asked him to fax me the names of all the people who went to the seminar. He said “Well I tell you what, I'll just send the names of people in California” and so I got a list of the names and the phone numbers of the people who went to this \$20,000 marketing seminar who was in California and then I was already doing telephone sells I was selling my pens right from my apartment.

So then I said “Okay, I'm going to telemarket and call some of these people in San Diego and see if I can find one of these seminars cheap. So I picked up the phone I called the lady right in San Diego, I think I had three or four people from San Diego who went, and I was able to – I said “Hey, did you go to that seminar from Jay Abraham?” and she goes “Yep, I sure did, I've got all the stuff sitting right here.” So when you came home from a seminar you got the tapes, you got when he was doing CDs you'd get the

CDs, you'd get the big 3-ring binders, he would load you up with so much content you'd come home with a 50 pound box of material. And I went over and bought all that stuff from her for \$50 dollars so I got my first \$20,000 seminar for \$50 dollars. And my main purpose was just to study the material to learn marketing it was my quest for more knowledge. And so then – should I keep going - Alright, so then what happened was I had heard about eBay, eBay was just – the stock was skyrocketing, I had no idea what it was and I learned that you could sell stuff on an auction format on eBay. And then I had always wanted a digital camera. I had gone to a tradeshow and I bought a Sony Mavica Digital Camera where you could insert a floppy disk into the camera and you could take the picture and you could take the digital image from the floppy disk and put it into your computer.

Michael: Yep.

Michael S: So I had one of these cameras. And then I wanted to sell something on eBay that's actually how it all started I wanted to market and sell a product on eBay but I didn't know what to sell. And then after I had studied all my Jay Abraham stuff I put an auction up on eBay for the Jay Abraham protégé training seminar that I bought for \$50 dollars and I sold it for \$1500 dollars to a guy out of Australia and then I would piece the seminar material up and then I'd put an auction up on Amazon's auction and I sold it for \$900 dollars and there was a huge demand for marketing material on eBay and this started my HardToFindSeminars.com business. HardToFindSeminars meant that I was selling hard to find seminar material and primarily it was Jay Abraham pre-owned marketing seminars that people paid \$15,000 and \$20,000 dollars for and then I would break the stuff down and resell it on eBay and sell them for \$1000 bucks or, you know, I could pay a \$100 or maybe \$200 for a whole set of the stuff that people pay \$20,000 for and in the good old days I mean I could make a \$1000, \$1500, you know, \$1600 sometimes more per set. And then I ended up calling everyone who went to that protégé training buying and selling as much pre-owned Jay Abraham material as I could.

Michael: And is that market still strong Michael or has things changed?

Michael S: Yeah things have definitely changed the market is not near as strong. I think I was one of the first people doing it. Since then Abraham when he puts on a seminar he makes the people sign a licensing agreement so they actually are forbidden to sell it, they can't resell their stuff. So the market has changed, of course with our economy the market's, you know, over the years it's slowly

went down, it would go up and it would go down. There were other people who came into the market place, but yes the market for that stuff has changed and I knew it was going to change and so I made plans to make changes. As a matter of fact, the main reason I started doing all these audio interviews in my existing business was that I was limited I could not go and run off copies of Jay Abraham's material. What I was doing was legitimate I was buying it from someone who was an original attendee and reselling it. I wasn't counterfeiting anything, I wasn't making duplicates, so my supply of that material was limited and I knew it would run out, you know, eventually because there were only so many people who went to these seminars and there were only so many people you could get a hold of by phone and there were only so many people who were willing to sell their stuff. So I had to get control, and I knew this, I had to get control over my own product and this is one of the biggest lessons that I would tell any of your students, you've got to have control over your own product, you don't want to sell someone else's product unless there's, you know, unless you know they're totally ethical unless you know you can make some good money, but you're always going to be better off when you are the main source for your product and...

At no cost, no obligation, no commitment you're invited to preview my home study system for online marketers, publishers and speakers.

It's everything I know about making money with audio interviews.

http://www.hardtfindseminars.com/Audio_Marketing_Secrets.htm

Michael: What...

Michael S: Go ahead.

Michael: did you decide to create then Michael? You wanted to control your own product, you wanted to build a business whereby nobody else could call the shots, like Jay Abrahams couldn't just suddenly bring in licensee agreements and say, you know, you can't resell this. So what idea did you conjure up then and what lesson did you learn from people like Jay Abrahams that kind of build into the business model?

Michael S: Well, what I needed to do I needed to first get people to come – when I had Jay Abraham stuff I was slowly creating and developing

some of my own products by doing audio interviews. So the main reason I started doing audio interviews on my Web site was to give people a reason to come to the Web site. It was a lost a leader. I would do an interview with a marketing expert and I just started putting these things up one after another and people liked them and it got people to the site, it gave me a chance to build some trust and rapport with the visitor to the site. It got them back to the site and then once I had them at the site then I could introduce what I was doing, you know, they knew that I was buying and my main focus of HardToFindSeminars at that time was buying and reselling pre-owned seminars. And at that time it wasn't just Jay Abraham seminars because when I find someone who had a set of Jay Abraham seminars I soon discovered that these guys not only had Jay Abraham seminars, they had Gary Halbert seminars, they had Dan Kennedy seminars, they had all the seminars that the other marketers would do joint ventures with. So I would end up finding loads of other seminars and that's how I started slowly getting introduced to other great marketers like Gary Halbert and Dan Kennedy and Bill Meyers, I was introduced through the inventory that I would buy from these people when I originally went after a set of Jay Abraham seminars. But because I knew all this stuff was limited and I couldn't duplicate it and resell and because I was competing with them I started creating my own product. So there were several ways that I would create products, I would do joint ventures with someone who had an existing product. For instance, there was a gentleman named Lewis Arouse who had developed a product on joint ventures and it was a joint venture manual and it was pretty well and I still sell it on my site, but what I did is I built value into that product instead of just selling a digital manual and we would also print it and mail it. I wanted to increase the value of it and then so I did interviews on the subject of joint venture with joint venture experts. So I could take a manual that would ordinarily sell for maybe \$39 dollars which some people would just call an eBook and I could do five or six interviews with other experts on the topic of a joint venture and I could create transcripts for those and I could put the audio online, I could create an MP3 download, I could have HTML transcripts, I can burn CDs and I could package it – I was packaging it just like Jay Abraham and all the other marketing stuff that I bought that's how I knew how to do it and so that was a 50/50 deal.

So when I first started I was joint venturing with people because, you know, it takes a lot time to create a written product and I certainly – I could do it but it's very painful and very time consuming, but what was really easy for me was recording and interviewing people. So slowly the site built up with audio

interviews with other marketing experts, main reason to bring people to the site to sell my pre-owned marketing material but slowly getting away from that and creating and developing my own information products. And I have about 13 or 14 different products that I sell on the site and all the products, well almost all of the products, are based around the interviews that I did with experts. So if I did expert interviews on joint ventures I could give those interviews away for free to get people to the site, but I could also take some of those interviews and package them and include them in a product to sell, whether it was on CD or digital format. So...

Michael: After you finish...

Michael S: Yes.

Michael: I was just going to ask Michael, how did you manage to get these interviews in the first place? I mean it's a wonderful business model but I mean how do you encourage people like Gary Halbert and so on and so forth to interview, I mean did you have any kind of advice on is anyone thinking of doing anything similar?

Michael S: Well, the first interviews really weren't with these great marketing masters. You know I was kind of nervous to approach these guys I didn't at that time I really didn't have the confidence to do that. A lot of my interviews were just guys like me in the trenches who wanted to learn marketing or who had made something work and it was a progression but, you know, a lot of these interviews I may come across someone online where they email me or I email them and I say "Hey, you want to do an interview." So I was looking to build interviews. How do you get them you just ask and, you know, I wish I had more confidence early on because I would have had, you know, bigger and better interviews. It's just recently, maybe in the last year and a half that I've been going after bigger name interviews and there's a lot of value in that if you go after bigger name interviews. So, you know, anyone who asks themselves how do I get an interview it's just real simple, you just ask for it. And most people are really nice and most people would love to talk about their expertise and what they love doing and you'd be really surprised at how many people would grant you an interview, plus if someone's selling or marketing something and you ask them to do an interview and you tell them that they can give out their Web site or they can talk about their product or they can leave their phone number that's free advertising for them, you know. You asked me to do an interview for your Standing on the Shoulders of Giants and I'm doing this for the students because I love helping other people out, but let's face it, I'm also doing this for free advertising. I want

to give all your students exposure to the resource I have at HardToFindSeminars.com. I could candy coat it but the absolute truth is I'm doing this because this is good business because I know some of your listeners are going to like what I have to say and they're going to say hey, I better check out this Michael Senoff guy's Web site HardToFindSeminars.com and there's a lot of value there and some people are going to do that and they're going to end up being some of my customers down the road.

Michael: And I think, you know, Michael it's the fact that you're so honest and frank about it. I think, you know, you talked about this whole idea of trust from looking at your Web site you go out of your way to build trust with people by being very honest and I think, you know - I was going to ask in fact from a psychological point of view what is this whole thing of kind of giving a lot of information out and I don't know giving of your entire - all your [inaudible 29:28] in order to build trust. What's that all about, Michael, in terms of internet marketing?

Michael S: Well, you know, I'll tell you that's one of the most common questions I get, why do you give all this stuff out? Why do you give all - and there's two answers. It's self-serving, Number 1 I really do want to give great valuable information and Number 2 I know that the more you give the more you get it's just a universal law and you have to believe in that, you know, you have to give until it hurts but it will come back. It's a universal law give and you will get it's as simple as that and I absolutely believe in that. And you may not get back right away but in time you will somehow somewhere you will get back. You and I are talking and you have the potential - your Shoulders of Giants Program has the potential of putting me in front of a lot of people. And you know what, that would have never happened if I said "I'm not giving any of my interviews out I'm going to just only sell them, I'm going to hold them to myself." We're only talking today because I gave away a lot of free stuff. And another reason is people love free stuff and especially they, you know, a lot of people say a lot of free stuff isn't worth anything but I know that the free stuff that I give is worth a lot and I know people who consume the free interviews that I give on my Web site know that to be true and that comes back. You know a lot of people feel guilty, you know, they say to me "I'm going to buy something from you soon", you know, when I talk to them or they email they go "Man, I love your site and I'm going to buy something from you soon"; they almost feel guilty for taking all that free stuff. So it's that right of reciprocation which is a kind of a nasty trick, you know, like the hoary Christeners you know when they were trying to raise money and they would go up to them and give them a flower and people

would feel guilty they'd like to have to donate some money it kind of works like that. But two intentions to build trust, to be the only guy giving the most value out there on the internet, that's good marketing for me, that's good buzz that gets keep back to the site. There's true value there, but I am in the business of selling and marketing products too. So those people who want all the free stuff and maybe don't have the money or would never spend money online they can have the free stuff because maybe down the road, down the line I'll have them as a customer. And if I don't I'll still have had the chance to impact them with one of my interviews in some way where they may tell someone about it. You just never know where your business is going to come from. So that's...

Michael: And Michael another question for you would you suggesting that then? Doing audio interviews with people is a kind of business in its own right or you think it's better as sort of an add-on business? I mean can you create a business purely out of doing audio interviews?

Michael S: Absolutely. You can create a business I believe you can create a business out of audio interviews. And it's a simple s finding a market, finding a subject that has a demand and then finding experts within that subject interviewing them, which is very easy to do. I mean we've talked for about 40 minutes now and we probably have probably about 35, 40 pages of written content. Can you imagine how long it would take you to sit down and write a little eBook or report 40 pages. We've done it, you know, I'm talking with my mouth not writing with my hands it's very easy to build content and to get valuable content using audio interviews. You're just simply talking. And I've got a book coming out called "*Talk Yourself Rich* you really can do that if you find the right market, a hungry market, and if you provide good value, quality interviews you could give those interviews away for free and then you can up sell a product you could package those interviews and sell them digitally where you never have to ship, print or mail anything and a lot of my – almost all my products now are digital where I'm not shipping packaging any of my products. I think it is the best business in the world and the margins are astronomical. When you can do an interview and sell an information product an audio interview for \$59 dollars or \$97 dollars and someone places an order and all you have to do is send an email to a link of where they can digest it and where you're truly adding value I cannot even think of a – I cannot find a better business model than what I'm doing now. So I would absolutely tell anyone to explore the possibility of creating information products by using audio interviews.

Michael: And just to kind of plug into that Michael and get a bit of behind the scenes as to how you personally run your business. I mean are you a guy that you have offices and do you hire staff and do all that kind of stuff or do you like working from home and just – I mean you got a very good product in terms of it's deliverability, it's an audio product, it's a digital product, and I'm guessing from what I've read about you that you're a lifestyle kind of guy too.

Michael S: Oh yeah, absolutely. I do work from home. I do have available to me if I need a quiet place to do an interview - I've got two young kids a 6-year-old and a 9-year-old and sometimes when you're home with the kids and the wife and you need quiet no interruption you need to get a place to do that - so I do have availability, a resource to come to somewhere where I need quiet to do an interview. But my business its' all done from home, it's all virtual, it's all online. The internet is just a miracle when I need to deliver my product and its audio information products MP3 recordings all you need is the internet and you need a place to host your content. It's so inexpensive to be able to distribute your information when it's digital it's incredible. Now, as far as my team I do have a virtual team and I will tell any of your listeners if you're doing audio interviews at the level that I'm doing and at the quantity that I'm doing there's no possible way you can do it all yourself. Now, I started doing it all myself years ago. I did all the editing, I did all the writing. I will admit I didn't do the transcription, I never did the transcription, but I do have a virtual team of four, five, six people that I'm constantly in contact with. I have a Webmaster who've been with me for five or six years, my transcriptionist who does all my transcripts has been with me probably longer than that. I have almost a full time assistant who helps me with anything I need who's been with me for five or six years. I have someone who now does the writing of the descriptions and the headlines for the audio interviews.

So I have it down to a system because I'm pumping out a lot of audio content and building value into other information products. But to start all you need is one interview and you don't have to have transcripts to be able to sell an audio interview you can do an audio interview with somebody and it can be totally raw, you can mess up, you could have static on the line and you could still sell that information. You know I use an analogy, if you're dying of thirst do you care how the information comes to you when you need to learn where the water is? It could be scribbled on a napkin, it could be written in the sand, you know, it doesn't matter as long as you get the information so you know where to get the water and that's real

important when you decide what is the market? This is probably the most important thing and I'm probably not a real good example because the market I'm in is a very tiny market, people who want to learn marketing and information marketing and advertising and stuff there are markets with a lot more demand than the market that I'm in. So I would tell any of your students before you do your first interview come up with a plan but you need to decide what market am I going to be in? What market am I going to create interviews about because if you have a hungry hot market your interviews can be terrible, you don't even have to edit them, if the demand is high enough, you know, you can do very well without any of these other things that I'm talking about.

Michael: And I heard a comment recently Michael that in 10 years or so most information online, from information marketers are putting out there it's going to be free and we're no longer going to need to pay for it. Do you think that's really going to be the case and if so what are people going to sell?

Michael S: You know there is a lot of free stuff out there I must admit, but I don't think – I think that everything can't be free and there's, you know, sometimes free doesn't mean quality. I think that, you know, I wouldn't agree with that. I mean I agree there are more people giving away stuff for free, I maybe a pretty good example of that, but there are just, you know, the minute you say there's nothing else to sell is the minute you say that no one else has any problems and when we're selling information products we're really selling a shortcut to people's problems, whether it's a shortcut on time to educate yourself about a new industry or a new job or, you know, how to play an MP3 on your iPod. You know selling information you're selling solutions to people's problems so there are always going to be problems out there for people and it's a big world out there and so I think there's always going to be room for information products that you can sell and you can sell for a lot of money.

Michael: And eventually it's some fascinating people from across the world, brilliant business people, great marketers, PR experts, you must have picked out personally some incredible knowledge. Who of all the people you've spoken to has really inspired you the most? Can you think of any particular people?

Michael S: Oh boy, you know, it's like when I interview them – you know, actually when I'm doing the interviews with them for the first time I'm pretty much concentrating hard on the interview and asking the right questions, probably as you are right now Michael, and I'm really like after I do the interview, I really like to relax and re-listen

to it so I can listen as a listener and soak it up. But I just love learning from everyone, there's always someone out there that you can learn from if you're willing to listen and that's what makes this business such a joy. I mean I'm interviewing people on stuff that is interesting to me for the most part. So as I build my business and do these interviews I'm never really wasting any time. I'm able to learn from experts who would charge thousands of dollars to spend an hour with you on the phone. But I will have to say they are a couple of interviews that are my favorites. One is an interview with a guy name Jim Camp and Jim Camp is a negotiating expert and it's probably one of the most listened to interviews on my Web site. There's a lot of stuff out there on the internet win-win negotiation, this guy takes a totally different approach and has studied some of the true masters back in history from battle heroes and just have a huge depth of knowledge about personal negotiation. So there is an interview if you got to HardToFindSeminars.com it's called the Jim Camp Interview or it's also titled Negotiating skills for beginners and I've listed to this interview probably 10 times. And then there's another interview, I could probably keep going on and on. There's an interview with a guy named Glen Turner and Glen Turner back in the days before Tony Robbins was around he was like the Tony Robbins before Tony Robbins and he was born from an unwed mother, he was born with a hair lip. He didn't have much education at all and had a real tough upbringing and started this huge multi-level marketing company COSCOT and he wrote this book called "*Con-Man or Saint*" and he built this huge multi-level marketing organization. But this guy was one of the most dynamic speakers I had ever heard, I mean the passion that comes through his voice when he speaks is like nothing else I've ever heard and he really loves people and try to build people up and, you know, he was really made fun of as a kid and so he had a real compassion for people and he had – I actually interviewed him probably about two years ago but I was able to take one of his most famous speeches, it was about a 29 minute speech it was called "*The Red Suit Speech*" and this one speech he had done over and over again when he was building his multi-level marketing company it was called – another one he spun-off into – was called Dare to Be Great, but this one speech earned in today's money probably a billion dollars, just huge money, and if you hear it and hear him orate this speech it's just incredible and that's for free on my site it's called "*Take Back Your Mind*" and he talks a lot about, you know, how people are afraid, they're afraid of what their friends will think and if you had a wife that, you know, had a backbone instead of a wishbone you could do better. He really tapped into people's emotions like you wouldn't believe it's just – and I love listening to that one over and over again.

There's so many, I mean I have probably about 200 hours on the site at the main page of HardToFindSeminars.com, there's a 157 interviews right there that you can dive into and many of them every time you listen to it you can learn something new. So there's just a wealth of information there at the site in these interviews, but Glen Turner and the Jim Camp on negotiating those are two fantastic interviews I think anyone would love.

Michael: And what about for you personally, Michael, what have been the kind of big marketing lessons that you picked up as you've been talking to people? What's been the kind of biggest thing that you've learned and be able to apply to your own business about the whole area of marketing and PR?

Michael S: Okay. The whole area of marketing and PR the biggest thing I've learned is leverage and I talked about when I had studied all the sales great. I could sell door-to-door when I was selling pens by phone, you know, I was on the phone for maybe 10 hours – maybe seven or eight hours a day selling pens by phone, you know, doing telemarketing. I could do it but I was limited by my time and by my energy and the biggest thing I've learned through this whole Web site is you need the combination of spoken word audio and the audio interview format and the ability to deliver that audio and distribute it through the internet is just such a massive form of leverage. Right now you and I we're talking one-on-one, let's say that this is me selling it's a sales call, and it is a sales call I'm selling those listeners the entrepreneurs around the world I'm selling them on me and I'm selling you out there listening I'm selling you on the idea to give me a chance, go to my site, that is what I'm selling you. I want to sell you that it's going to be worthwhile to go onto your computer or your cell phone and to type in www.HardToFindSeminars.com and to give me a chance. Take a look at what I've put together. So I'm selling one-one-one right, but everything I've learned once this interview – if we do some editing and let's say when you're doing your marketing of your Standing on the Shoulders of Giants and you take this interview and you distribute it out to let's say you project you have 72,000 people in the next 18 months and you can take that interview, then I'm selling to potentially 72,000 people, right. And I don't know how you're going to do your marketing but you may have it up on the internet to deliver it. So what you're doing with this interview or with your series of interviews is exactly what I've been doing and it allows you to sell one on many. And as I look at my Web site here a 150 hours of audio interviews right now we're talking one-on-one but I could go into my control panel of my Web site and I can see that

there's probably 100 to 200 people right now from all over the world downloading, listening to my interviews, reading transcripts, surfing my site. So right now as we're talking one-on-one I'm selling to at least 100, 150 people all over the world.

So the biggest thing I learned is you need that leverage and you should take advantage of the internet to distribute your selling information. So each one of these interviews is a sells message, a sells presentation, but being able to multiply that sells message by delivering it and distributing it through the internet and through and audio interview is the biggest thing I've learned and has incredible power.

Michael: Wonderful. Well, Michael you've been incredibly generous with all your information and very honest too, which I really appreciate. Thank you very much indeed, Michael Senoff.

Michael S: Michael, no problem. Thanks for having me, I really appreciate it.

Michael: You're very welcome.

At no cost, no obligation, no commitment you're invited to preview my home study system for online marketers, publishers and speakers.

It's everything I know about making money with audio interviews.

http://www.hardtfindseminars.com/Audio_Marketing_Secrets.htm