

Audio MARKETING SECRETS



How To Pick A Niche And Find A Market:
An AMS Consultation

Michael Senoff Interviewed by
Audio Marketing Secrets Student

Dear Student,

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

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Pick A Niche And Find A Market: An AMS Consultation

Damian wants to put together audio products but hasn't decided on a niche yet. He really likes the sales-coaching market but knows that sales managers don't really spend a lot of money on their educational products.

He also has another market in mind that came to him while he was waiting for his wife to get ready one night. He knows this market is red-hot with potential, but he's not personally interested in it. So he's come to me for direction.

So in this 30-minute consultation, you'll hear my advice to Damian about whether it's better to be interested in your products or if you should just "fake your enthusiasm" and capitalize on a hungry market.

You'll Also Hear...

- Ways to come up with topics to discuss in your interviews
- How Google can be the perfect measurement of the demand for your product
- How to use trade shows to find not only the topics to talk about for your products but also the experts to interview
- Specific ways Damian can package the audios once he's done with his interviews
- Ways to find a niche – don't guess at what to pick, do some quick research

The bottom line is: you need a product to sell. But if you have a hot market, your marketing can be terrible and you can still make money. However, in order to make quality audio products, you should also be interested and enthusiastic about your topic.

So if you're the least bit undecided about a niche for your products, this is the audio for you. In it, you'll hear how to make the best products and pick the best market.

Hi, I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years I've interviewed the world's best business and marketing minds. Along the way, I've created a successful publishing business all from home 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 on-line, downloadable, MP3 audio business interviews. I knew

I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years and today I'm going to show you the skills you need to survive.

Hi, it's Michael Senoff with Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com). Here is an audio consult with one of my audio marketing secret students. His name is Damian and Damian called to ask me what I think should be his market. We discuss a lot of tips and a lot of advice on choosing a market in a market with a high passion index and high demand. Wait until you hear the market I recommend and get Damian to commit to all because he was watching his wife get ready one evening. I hope you enjoy this interview and let's get going.

Damian: I meant to ask you, a lot of your recordings I know you do it over the phone but even when you are doing, "Here's Another Tip," I know you've kind of interjected that into an interview and it still sounds like you were doing it on a telephone.

Michael: Yeah, some of those tips are old and they don't sound as good as they could, but yes; what I'll do is I will turn my recorder on so I would use my phone and I would call into like a voice mail system where let's say I wanted to leave myself a message and then when it would beep I would do my recording and say, "Hey..."

Damian: Oh, oh I was wondering how you did that.

Michael: Yeah, that's how I did it.

Damian: Like if you were recording it by yourself it would be a dial tone, you had to be calling somebody. Like you were calling your own voice mail.

Michael: I'd call my voice mail.

Damian: Actually, I like that better almost than the studio. A little something to it and I can't really put my finger on it, something about it.

Michael: It's like the studio stuff is like a guy in a four piece suit, salesman trying to sell you. It sounds almost too good, you know. If it doesn't sound perfect it kind of has to make people kind of lean forward a little bit. Like almost when you're overhearing a conversation or you're looking through a peep hole, it kind of brings you into it and makes you kind of listen a little harder.

Damian: Did you consciously do that?

Michael: For a long time I was using this piece of software called Modem Spy where I could record calls on the computer but I was having all kinds of problems. That quality was really bad and I was talking to a guy who was using a digital recorder and you know digital recorders have been around for a long time. I just didn't know how to do it, I was clueless. So when he told me that and then I did exactly what he said, I got a digital recorder and I got the little device from Radio Shack that allows you to record the calls and I was off and running. I had a reliable way to record interviews and conversations on the phone and be able to save those and edit the files.

You just pick yourself up a digital recorder on eBay...

Damian: I actually have a good one.

Michael: Yeah, okay. You just need the device from Radio Shack.

Damian: Yeah, that little black thing with the little button that has the one end that goes into the jack and the other goes into the phone.

Michael: That's all you need. They are \$20. You can order them on Radio Shack online or just go to a Radio Shack.

Damian: Yeah, okay. I just wanted to make sure it was the right thing, because I wasn't sure.

Michael: That is. It's the black one and it's got a little, square box attached to the wires.

Damian: That's what I saw. Okay.

Michael: That's what I use. They may have a nicer one, but that's the one I've been using.

Damian: Good deal. Well, I'm saying this a lot, but I don't really like my voice and that's one reason I'm really hesitant about audio being a good fit for me. You know I sound a lot younger than I am and I don't know I've just never really liked it. You know, it's one of those things that's not about me, but at the same time...

Michael: You know, I think your voice sounds fine and no one gives a shit. You know, your voice is pretty normal sounding, you know and when I call people on the phone they always think I'm a lady or a girl. I mean not on my interviews and stuff but I don't dislike my voice but I would not even worry about it.

First of all, if you're marketing something and you're doing the interview you're not going to be doing most of the talking. You're going to be interviewing someone unless you are teaching or training. But I think your voice is fine and I really don't think people will even give it a second thought or care. What they want is the information. There is nothing irritating about your voice at all.

Damian: Okay. Well, I don't know if you like an agenda for these types of calls. I mean I have questions but I wanted to kind of make sure that we use our time in the most efficient—

Michael: Yes, give me your question and I'll answer them the best I can and we'll just see how it goes.

Damian: Okay. Well, I'm still trying to figure out exactly what and I have specialties in so many different areas and trying to narrow it down to what I could offer my clients via audio that would be an additional beyond the common stuff that is out there that someone can search on Google to find whatever answers they really want for something.

So just figuring out why audio and what could I do that someone couldn't just search and find for themselves. That is the kind of thing I'm wrestling with.

Michael: Well, I wouldn't wrestle it like that because lets say it's something really popular, just for example, diet pills or diets. There are hundreds of thousands of people selling diet potions and formulas and things like that. There is a reason there are a lot of people and the reason is because it's such a hot market. There are people on diets that the demand for diet products is absolutely incredible, always has been always will be.

So let's just say if that's the niche you wanted to go into why should you get into that niche? Number one, the most important thing you get into is your market. You absolutely want to get into a market that is ravenous about something and diet aids and diet products is such a market. You would never run out of people to market your product to. That is very important that you have a hot, hungry, very emotionally charged market with a huge universe. A universe means the potential buyers for your product or service, okay?

Damian: Okay.

Michael: And why audio? Well, most people are just lousy marketers, okay? Even if you look at all the diet marketing product and services out there their

marketing is probably poor to mediocre. You may find some very savvy marketers that are doing a great job. But there is still room for you because it's such a huge market and why audio? Because with audio, as you've heard in the Audio Marketing Secrets, you can out market them and you could put your marketing campaign in your educational material and your promotion and all of that together a lot more simply than what these other guys are doing.

You'll be able to out-market them, you'll be able to reach your potential customer in a more intimate and personal way, you'll be able to build credibility faster, you'll be able to educate faster and you'll be able to get the higher dollar volume sale compared to everyone else.

Damian: Well, one of the things that I was considering and actually, there are two things I was considering marketing with maybe an information product like that. One of the things I do is sell coaching. I have a methodology that is a bit different than most other coaches and wanted to help other coaches and managers get better performances out of their affiliates.

But, when I was thinking about it, it will be for sales managers for the most part to get a better performance. But most managers are notoriously cheap and most of them don't read about sales, much less listen to audio or anything. I did when I was one which is why my performance I felt was better than most, but for the most part they just wing it. And they don't really look for any help and they kind of shun anyone trying to assist them in any way. They just do what their boss tells them and—

Michael: All right and that's not a good market for you and you know that market because you were one and you've got an intimate knowledge about the market so why swim upstream?

Damian: Yeah, good point.

Michael: You know when you've got such a hungry, ravenous market sometimes your marketing can be just absolutely terrible and you can still make a fortune in it. You can because it's the desire. You're not going to create desire; you're just going to channel the demand. The demand is already out there, all kinds of demands for all different products, all different services. Some demands are a higher level than other demands and your job is to get in front of the flow of that demand with your message and audio is just a wonderful way to do that. That is just one way.

Audio is cheap. I mean there are better ways and you can do infomercials and television commercials and radio advertising and stuff like that, but

that all costs a lot of money. Producing audio and a little digital recorder that costs you \$49.

Damian: I was actually surprised I hadn't seen you on YouTube because your stuff is on YouTube in audio form, but you don't do any video?

Michael: No, I don't. I don't do any video. You know, having a picture of my face on there is not going to actually do anything different for the message.

Damian: Yeah, good point.

Michael: It isn't. You know, if you see a picture of me on the sales page and you see a picture of me on the video, it's still me on the video but really my picture may sell somewhat, it would make it a little more credible but people want to listen to the message.

Damian: Yeah, okay.

Michael: So that market you're thinking of and you're probably thinking of it because that's what you're in and you're comfortable with but you have to start thinking outside of that sales manager market.

Damian: And that gets me to the second thing. You know, some of these pop out at you at the craziest times and not even thinking about it. I was talking to my wife and I was laying on the bed in the bedroom and I was watching her in the bathroom. She is a hair care buff, I mean she is a maniac and she knows everything there is to know about hair. And I was asking her, "Why do you do this that way?" And she just went into this long explanation and she knew everything about it.

I said, "Well, do other women like you know this?" And she said, "No, that's why their hair is messed up and this and this and that." I said, "Maybe I should interview you and get that out to people so they can be educated on the best way to care for their hair?"

That market, when you said, "ravenous," I mean she is part of a hair care forum and they have tens of thousands of members and those ladies are just crazy about hair. I don't understand it.

Michael: Well, we're not in it, you know, but that's right. That could be a very good market and you could research it and absolutely, that would be a great start of an interview; interview your wife and everything she knows about hair care, but you have to come up with something to sell.

Damian: Yeah, that's the thing. Trying to turn that into a product, that's the hard part, because there are hair care products out there.

Michael: Well, what if you did interviews with some of the best hair people in the nation. That could be valuable and you could give away one free interview and say for nine other interviews.

A ravenous market, they'll consume anything. They'll consume it in written form, they'll consume it in audio, they'll consume it in hair care products. I mean you can ask your wife. Let's say you interviewed nine other hair care experts and there is a market and a niche. So let's say you went into hair care and then you interviewed 10 different experts on specific niches of the hair care market, okay?

One could be straightening your hair; you could interview the foremost expert on straightening your hair without damaging it. You know, there are experts at coloring, there is a world renown color expert that some of those famous people will go to. Their specialty in hair care niche is hair care color, how to color your hair. You could do a hair care expert on hair extensions, on wigs, on dandruff, on alopecia.

Damian: Even if it's something I myself have totally no interest in? That part doesn't matter? It's really how it comes across on the audio.

Michael: It would be nice if you did something you were interested in because that natural curiosity would come out. You know, if you've got a hot market and a very passionate market and this is business and your job is to glean and bring the most up to date information that is not available on these niche markets related to the hair in a series of audio interviews, you could be interested in it because you are going to make some money from it.

Damian: Yeah.

Michael: But your job is really the conduit to bring the information to your market so your job is to ask every question you can think of and I don't want you to think of the questions, I want you to do your market research because those questions are out there right in the forum.

You go into your wife's forum and look at the questions and look at what they are talking about and you will come up with the topics that your niche should be about. I promise you that you will find experts within each one of those categories. Tons of them.

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- Damian: It would be great if my wife could do the interviews, but that will never happen.
- Michael: She wouldn't do it? Well...
- Damian: She's shy and really and I mean I will do it and will have to get my data from her and she would have to be my guide and help me out.
- Michael: Well, you don't need her. You can ask her what forum she belongs to and you can get all of your research there. You can go onto Amazon.com and type in hair care, hair coloring, hair extensions and you will find experts, you will find publishers who have published books, you will find products around that market. Your research is right all in front of your computer.
- Damian: Good point. So you just call those people up and say, "Hey, I want to interview for one of my files." I mean, what do they get out of it?
- Michael: I'll tell you, and I know there are a lot of recordings that I definitely talk about them, some of the consultations? Yeah, what do they get out of it? Well, if they are in business and they've published a book, most publishers make very little money if any money on their books. They'll be absolutely honored that you want to interview them about their book because that book is probably been their baby, they've worked on it for probably three years, they probably eat, sleep and drink hair care, whatever their niche is. So when someone calls to say that I found your published book and I'd like to invite you to do an interview, and you introduce yourself and you're putting together a compilation of the foremost hair care experts within the world and you'd like to interview them to be part of that so that they get the notoriety, they get to talk about something they're passionate about and you can give them the rights to the interview that they can use to promote their own business or product. There is nothing wrong with that because you're going to be selling a compilation and like I said the market is so big you would never be a problem, you know what I'm saying?
- Damian: Yeah.
- Michael: What you could do is once they do the interview with you, and let's say you have the other 10 and they have a list of people, if they have a list of people and if they have customers, you could offer them the rights to resell your product to their customers. There is definitely something in it for them to do the interview. I mean they feel like a star, they get to talk about what they love and they get a great finished promotional piece that they can use in their business to educate and get clients and build trust and rapport with potential prospects and clients. Does that make sense?

Damian: Yeah, that makes a lot of sense, Michael. I appreciate that. You know its one of those things where I'm trying to figure out exactly what to market in a tough market. And again, finding that ravenous market and then getting the niche within that is the key. It looks like I may be on to something.

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Michael: Hair care could be good, and try and dig into it a little bit.

Damian: The reason you may find doubt in my voice is because I'm just not into it. It just would tucker me out and hearing about and going into that kind of thing whereas my wife can live and breath that stuff. I don't know, maybe its something that I could look at doing but maybe there is something else that I'm more interested in that could, you know, I could be a better interviewer.

Michael: That's fine, and hair care we're using as an example, okay? But the market is there, okay. You go onto Google, and if you go to [Google.com](http://www.google.com) and you type in hair and there will be a drop down and Google will show the amount of searches per month on these keywords.

I've typed in "hair" and you get about 10 drop downs. You've got "hair style" and you've got 9,500,000 searches for hair styles a month on Google. You've got "hair cuts," 4,600,000. Hair styles 2008 pictures, you have 5,000,000. Hair color, 29,000,000, okay, 29,000,500 searches. Hair color is big; I mean that's bigger than all of them. Almost all of them put together. So what does that tell you about market piece, that hair color could be a very hot niche right there. Hair extensions like I said, 3,000,000, hair spray, 7,000,000. Hair loss, I mean there are experts, there are doctors who specialize in hair loss for women and hair loss for men, but you niche it for women. Hair cuttery, that applies to cutting hair. Hair style 2008 and hair straighteners, like I said, is another niche.

Damian: Well, the market is certainly there.

Michael: Yeah, and you're in sales, wow, sales is even bigger. Sales jobs, 38,000,000, sales tax, sales genie, sales training, sales promotion, sales techniques. Look, women will spend anything on their hair and their nails and on looking good. On makeup and on creams and stuff like that. It's just a huge, passionate market. Now, I'm not saying that's the one for you, but I'd look for something with a high passion index like that.

Damian: And the way that you determine the high passion is use these tools like Google and others to see what people are really—

Michael: You see what people are looking for and it's a perfect measurement of the demand, yes.

Damian: Is something like 30,000,000 I mean that's a lot to me, but is that really what determines if it's a passionate market or not, just the sheer numbers of it, it's a barometer.

Michael: Yeah, that's just a barometer. Certainly, that's a barometer. You can do more in depth market research for any product or service even with hair color, I guarantee there is an association related to hair color, whether it's the beauty salon association, see it's associations within the hair industry that they belong to are great resources for you also to research on your market places.

Are you a member of any sales management associations?

Damian: Oh, yeah.

Michael: What's it called, do you know?

Damian: It's actually AMA.

Michael: Okay, so AMA. So AMA, American Marketing Association, they have trade shows every year, right?

Damian: Yup.

Michael: And they bring in experts and speakers for those trade shows. You can go into their Web site and you can look at their upcoming trades shows and you can look at all of the events from the speakers who are going to be speaking there and you can pretty much determine the real problems within the market for those certain associations.

For instance, for the hair, let's see here, American Hair Loss Association. Okay, so let's say you went to the American Hair Loss Association, but every Association will have a trade show. First of all, you can see where the problems with the industry are so they are only going to bring speakers to attract members to their association and you better bet that these associations want to make sure these speakers are talking about topics that their members are interested in. So you can find everything all within an association trade show, not only the topics that you want to

develop your products around, but you can also find the experts that you can interview, all in one. Its right there.

Anything you are trying to do has been done before. Someone's paid for the research and paid for the marketing. These associations live and breathe in their market. They know what's hot, they know what their members are looking for, they know the questions their members are calling and asking for; that is their business.

Damian: Damian: I'll definitely look into that then.

Michael: That could be within any niche. Are you into anything else that would be really interesting?

Damian: Well, I love what I do and it's all about sales and sales training and coaching. But like I mentioned before, it's the market for information on that and I really don't think its there. I sell to the CEO and the head of the company and the sales manager they look at me most of time as the enemy because they're afraid I'm going to expose their lack of progress.

Michael: Let me give you an example: Have you seen my interview with Ben Gay, III?

Damian: Yeah.

Michael: Have you heard of the book called The Closers?

Damian: Yeah, I've heard of that book.

Michael: Okay, this is the guy who owns the rights to The Closers. Jim Pickens is the guy who wrote the book, this guy Ben Gay got the rights to that book and it's the largest selling sales training methodology in the world, is The Closer series. The hottest topic in all of sales from market research is what people want to know most about is how to close the sale.

The training, this guy named Ben Gay, III and I've got a whole two hour interview with him and you can hear the whole story, he's a sales trainer and speaker and he sold over 20 million of his books. The books is just the start. He has all kinds of sales training that he sells, as well.

You are into sales, I mean you could pick a niche, remember, within sales, you could pick a niche like cold calling, you could pick sales scripting, you pick one of them, you could pick closing, you got to niche into your market and you stick with the one.

There is another guy doing very well on line, Arie Gelper and he sells a sales training methodology for cold calling.

Damian: Yeah, that was actually one of the better ones that I listened to. I remember when you had on Arie and he's pretty impressive.

Michael: Yeah, and that's just one niche. That's all within the sales module.

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Damian: The most hilarious interview I've heard with you was Uncle Morris.

Michael: Yeah, wasn't he good?

Damian: I couldn't buy a toothbrush from that guy, but I know he sole millions of dollars of stuff and I'm sure he's a great guy. He is incredibly cantankerous and you really showed great restraint through that whole thing because there was a couple of times there, oh no.

Michael: No, it was fun. He was like an old crotchety guy but it was a great story.

Damian: Yeah, and actually the vending thing was great but he kind of lost me with the cruise ship thing.

Michael: Yeah, yeah, I know, he was promoting that. I hear from him every once in a while.

Damian: Yeah, I just have to find a niche within my segment that I think is the most appealing to the market. It is one thing to find a niche, but it's another thing to—

Michael: Don't think what it is, do the research. Go do the research. Go to the Sales Association, do your research and find where is the biggest market demand and I can tell you cold calling and sales closing is—I just talked to another guy and he puts on seminars all through Australia and he's got a product. I asked him out of all his seminars what's his number one and he says its a cold calling information product.

Damian: Cold calling and closing are the two main areas that people are interested in from the beginning of time but it's actually the one that you least worry about because people worry about closing and they can't open. But at the same time it's not about what I think people should do it's about what the market is demanding and doing the research into what they want because it doesn't matter. If you can't sell it what good is it?

- Michael: Right, the thing is you'll never run out of a market because there are always going to be sales people. You know how many come in and come out of the business, so you have a constant new turnover of fresh people who want to learn the skills and make money at sales and want to be good. The demand is there, you just have to get in front of them. If you create an audio product I mean, I have enough interviews just from sales experts. I've got two interviews on sales scripting, I've got probably three interviews on cold calling, I've got several on sales management. I've a whole sales series of recordings and I've been giving them away for free but I'm going to take them and package them and sell them.
- Damian: You should. I mean its really good stuff. So instead of 117 hours, you'll go down to 100 hours.
- Michael: Yeah, I'll go down, that's right. You look on the home page and I've just changed it to 157.
- Damian: Oh, good. I don't see how you have time to do all of those interviews.
- Michael: It's been over the years, I mean I'm doing a recording with you now, which I may use because I think its coming out pretty good, you're asking some great questions.
- I've been kind of cooling it on the interviews for the last month.
- Damian: And I understand you went the University of Alabama?
- Michael: Yeah, where did you go?
- Damian: I went to Alabama A&M.
- Michael: Oh, you did?
- Damian: Yeah, I'm from Alabama, originally.
- Michael: Where are you from?
- Damian: Birmingham.
- Michael: Okay.
- Damian: Well, I was born in Mobile.
- Michael: Very good.

Damian: But I had a lot of friends that went to the University of Alabama.

Michael: How old are you?

Damian: I'm 34.

Michael: Okay.

Damian: How old are you, Mike?

Michael: I'm 43.

Damian: 43! My goodness.

Michael: Yeah.

Damian: You are a lot older than you sound.

Michael: I know, I sound young.

Damian: Yeah.

Michael: Yeah, it's going by fast, its crazy.

Damian: I have a one year old son.

Michael: Yeah, that's great.

Damian: Michael, I appreciate it and I guess what I do is I can figure out what I want to do and what I want my niche to be and I'll just get back with you and give you the \$697 go from there?

Michael: For more consulting?

Damian: Yeah, if you want to do another consult we can do that, but you are going to get a lot of that if you listen to all those recordings in there. All those consultations. It's all there but I'll be glad to take your money.

Damian: I thought it was part of developing the Audio Secret Series.

Michael: Oh, if you want to develop a product with me?

Damian: Yeah.

Michael: If you want me to develop a product for you, is that what you are referring to?

Damian: I guess I was confused about that because I was reading that on your site and there was like a series of five audio CDs that you have produced—

Michael: Yeah, yeah, that's right. That's me creating a whole information product like if I did it for you.

Damian: Oh, I got you. I got it.

Michael: You know, you can do this. Don't sit and wait around to decide on something. You know what I think you should do? You are going to hate me for saying this, but I think you should do one just for the hell of it for practice on the hair care. Give it to your wife as a product to market. Just do three interviews. Okay, here do this; just do five interviews with hair color specialists. That's it, just on hair color. If you can find the best hair colorist and just say that you are doing a compilation from the world's great hair color specialist and you'd like to interview them about their salon and the development of hair color and look, I don't know what to ask, but you do the research and the forum and find the questions that are being asked about hair color. Go on Amazon and search hair color and go on the blogs and search about hair color, go to the salon Web sites and look at the questions and answers about hair color and compile your questions.

You only have to do this to interview one. You have all the questions in front of you but you are just doing it with five or six different people and they'll all end up being different interviews because all of them will have a different perspective.

Damian: Good point. I'm going to do that, Michael, and I'm going to let you know how that works out.

Michael: I'm telling you, even if you get the raw footage and you don't do any editing, go get your stupid little recorder and your Radio Shack thing and get permission to do the interview and you'll have to contact, I'm going to be conservative, you'll contact ten hair color experts to get one to let you interview.

Damian: Really?

Michael: It may be better than that but I want to under promise and over deliver. So 50 emails or 50 calls will get you five interviews. You tell them you'll give them the interview that they can use for their salon to promote their own salon or their own agency or consulting or whatever and they'll do it. You

set a time and just do it. Have your questions in front of you and just ask them the questions and just shut up and let them talk. Then you can get their whole bio and experience and they'll write that for you and send it to you.

Say, "How would you like you and your salon to be described on the packaging of their product. Can you send me a bio on yourself?" They'll do it.

Damian: Good deal. I really appreciate that, Michael. That really got the juices flowing in an area that I really didn't think—

Michael: Even though you may not be in love with it, look it, this is a business, a product and the market demands are already out there and if you get it going it'll just be like a little money machine, you know.

There are a lot of unscrupulous people and I'm not saying this is unscrupulous but there are a lot of people out there who go into business for the money and you may find that look, what we have here, what I'm in and what we're talking about is business.

Damian: Yeah, it is. At the end of the day, that's what it is.

Michael: We don't have to be in love with the market but you can be in love with the process and how to create and market and publish a product within a specific industry.

Damian: Well, it helps people.

Michael: Absolutely and they want help. The demand out there shows you that there is a lack of help within the market place.

Damian: So the product will be the giving you know, just out of curiosity it will be giving away one of the interviews and then the rest of them they can purchase or would the product be like a product, like I'll have to develop a product.

Michael: All of the above. You know, those five interviews you can give away 20 minutes of them and then sell the rest of them individually. You can give one away and say we've got five more with these five experts and describe the five experts and you can have the remaining five interviews for X amount and when you do the audios and have each one transcribed, you put them in a three ring binder. Each one of your interviews you can offer some added value. Let's say your interview guest wants to offer a

free \$50 gift certificate for hair coloring in her salon or whatever. A book, whatever, you know you add value to the product.

You could just outright sell all five of them and what you do is when you transcribe it you can put together a little sales letter that describes it and if you are not a copywriter and you don't know anything when each one of your five guests give you the descriptions of the interviews and you describe what this interview is about, just like my descriptions, you just say here are five interviews with some of the most renown experts on hair color and you list the five people and you have headline in the description for each one and then you can have a price at the bottom. You don't need a sales letter for it because the demand will be there and you are giving them a 60 minute audio interview with each one of these experts on hair color.

Damian: I want to do that. I'm actually going to do that and commit to it and get it done and I will let you know how it works out.

Michael: Yeah, I wouldn't even tell your wife about it.

Damian: No, actually I want to surprise her with it. I mean I kid her all the time about how stupid the hair care thing is, but she loves it so I think she'll be shocked that I will have done all these interviews with these experts.

Michael: That would be great. Well, I'll pull this up later and I'll send it to you. You need to relisten to it over and over again.

Damian: Yeah, I'm sure I'll love my voice on here.

Michael: Naw, you sound fine, really.

Damian: Thanks a lot; it was great talking with you.

Michael: Talk to you soon.

Damian: No problem.

Michael: That is the end of my consult with Damian. I hope you found it helpful and shortly you are going to hear me making some cold calls to some hair coloring specialists. I'm going to show you how easy it is to get them to agree to an interview. You'll hear it word for word. Hang on and thanks for listening.

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