

Audio MARKETING SECRETS



**A Motivational Writer Learns How to
Promote His Book With Audio**

**Michael Senoff Interviews Flash Consultant
Andrew Brown**

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.hardtofindseminars.com

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Any perceived slights of specific people or organizations is unintentional.

A motivational writer learns how to Promote his book with audio

About eight years ago, Andrew Brown was hit by a car and nearly died. After he woke from his coma, he had to learn to walk and talk again. Recently, he wrote a motivational book about the accident and how anyone can overcome anything in life if they just believe and try. Andrew's book is already published and his website is up, www.decisiontodestiny.com, but he contacted me to find out the best ways to use audio to promote his book and his story.

So in this interview, you'll hear my consultation with Andrew where I give him advice on how to enhance and market this existing product.

Some of what you'll hear...

- How Andrew can add interviews to each of his chapters – and sell his book for more than 10 times what it currently sells for
- Ways to promote a book using Internet infomercials – it'll be like selling to customers one on one, 24/7
- How *raising* prices can improve your sales and work to your advantage
- How adding audio can increase your profit margin so that you're making the most off of every sale
- How to use audio to market your book – and never hassle with affiliate programs again

Andrew's book currently sells for \$16.95. As time goes on, that price isn't going to increase unless he does something to enhance the book's value. Adding audio to an existing product is an investment that's easy to do and pays off quickly. And this interview shows you exactly how that works.

So sit back, relax and learn how to enrich your book and your bank account. Enjoy.

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

[music]

Hi! It's Michael Senoff with Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com). Here's another flash consult for some of the students who have ordered my Audio Marketing Secrets product. Andrew Brown was hit by a car, almost left for dead. He's made a miraculous recovery and he's written a book about his story. He has contacted me to learn how to use audio to increase the value of his book and also to create an information product or seminars. He wants to use audio to learn how to promote himself and his story. That's what you're going to hear in the next 45 minutes of me consulting with Andrew Brown. I hope you learn from this consult, now let's get going.

Andrew: Good morning, Andrew Brown.

Michael: Hey Andrew, it's Mike Senoff here returning your call.

Andrew: Hey Mike, how are you doing today?

Michael: Pretty good, how are you?

Andrew: I'm doing well.

Michael: What's going on with you?

Andrew: I just came across Your Left Side by Jim Daniels.

Michael: You're a Jim Daniels student?

Andrew: Yes, I'm a Jim Daniel's student. I'm really excited about that particular offer. I'm looking to take my book to audio. I want to do some audio stuff this year. I have a couple of ideas. I just want a few more [Inaudible 0:01:30.2] that you were considering to really help make a great audio product.

Michael: What's your book on?

Andrew: My book is on near fatal accident that I survived.

Michael: What happened?

Andrew: I got hit by a car as a pedestrian.

Michael: You got hit by a car? How long ago was it?

Andrew: That was eight years ago.

Michael: What happened?

Andrew: A car broke down in the expressway. Me and my friends got out to check it out to see what's going on. And if other motors stop to give us some assistance, about 10 minutes later I was zoomed by another driver came down the expressway on it hit back into our car and I was lying down the expressway. All of a sudden, here come my other two friends they come on the expressway to see what's going on. They come down to do the medical [Inaudible 0:02:14.9] the ambulance and the paramedics got there. I was put in the helicopter and shipped into the hospital. And they called 13 hours later, broken hip, dislocated leg [Inaudible 0:02:25.5] it was a real bad situation. Mom got notified, doctors took her to the emergency room, whole day in there. They said I only have 24 to 72 hours chance to live before they sign a death certificate, and before they signed a death certificate, they prayed for God to wake me up.

Michael: Were you in a coma?

Andrew: I was in a coma.

Michael: And you came out of it.

Andrew: I came out of it. I was three and a half weeks on a catheter. I had to learn how to walk and talk again. I'm a military officer [Inaudible 0:02:52.9] 5 minutes and 38 seconds, so from a very progressive life, we've gone through challenges. I've been the first one to graduate from college and the first to achieve the level of success in my family (I'm sergeant of the military) to now being faced with near death and now being faced to start life all over again.

Michael: So you had to learn to walk. Did it erase your memory?

Andrew: I had a cranial hematoma, so it really put a lot of pressure and strain on the brain. They had to go in and drain blood out of my skull. I had

six screws drilled in my body, 40 in my skull, 7 in my mouth, 1 on my eye and 12 on my hip.

Michael: So your book is about that experience, and then that journey getting back to health?

Andrew: Yeah, that journey and getting back to health, and the leadership that's required of life's challenges. The title of my book is "Overcome Adversity, Your Dreams Matter" and the subtitle is "You can overcome anything if you believe and try."

Michael: You've got it all written and everything?

Andrew: It's already written and already published.

Michael: Published on hard copy or just digital?

Andrew: The hard copy. I have the soft cover on it now.

Michael: Can you read me the outline? How many chapters do you have?

Andrew: There are five chapters in the book.

Michael: What are the chapter titles?

Andrew: The chapter titles are: Chapter 1: The Accident Life, Chapter 2: Influences of a Military Career, Chapter 3: Trial: A Decision to Destiny, Chapter 4: Breakthrough Boot Camp: Lessons Learned, and Chapter 5: Dreams and Destiny.

Michael: Have you been selling the book currently?

Andrew: Yeah, I sold the book and currently, I have sold 450 copies. My first print was 500 and we'll get back to printing to get another 50. I went to the National Association of Black Government for their conference. I've sold some in the elementary schools, high schools, for now we're going to have a book tour this summer in Chicago. I'm going to get out and do the libraries, do a couple of meetings and do my own seminars.

Michael: Can you gauge the response on how people received the book and the story?

Andrew: They loved the book. They starting reviews currently inside of the book, it's been reviewed by past presidents of the National Speakers Association.

Michael: Who were the past presidents?

Andrew: Nilo Kobeng [0:05:04.7]

Michael: So he wrote you a nice thing for it?

Andrew: Yes, and I met him in 1999 at the Western Conference in Atlanta, Georgia. He was really wonderful to work with and I sent him a copy as thanks for the support. Ricky Sullivan of Sullivan Services in Arizona, and you know Danny Walters? Danny has been giving me some great ideas. Then I have CEO, [Inaudible 0:05:31.0] from the World Financial Group and health care professionals, Betty Anderson, Pat [0:05:36.4] is the principal for the Washington State Board of Education, and we got black will from [Inaudible 0:05:43.2]. I just had a cousin who just retired from the Marine Corp., Sgt. [Inaudible 0:05:49.6] the Pacific [0:05:48.8] for the Marine. I just met with him two weeks ago and he was just excited, he's like, "Oh man, I could refer that to five majors of the Marine to give this out for you. See how we can fit this in for the soldiers coming home."

Michael: Did you write it all yourself or did you have some help?

Andrew: No, it's self-written. There were four revisions, it's very well written. It's in a conversational format and it's written as the highest goal could be obtained on word perfect. On readability, it scored the highest score. It's like 8.6 for the advantage of how they read it. There's a workbook that goes with it. Right now, I'm just working on getting it out.

Michael: Are you involved with the National Speakers Association?

Andrew: That is my next goal.

Michael: To go promote it.

Andrew: To go promote it. I know there are lots of people in this Speakers Association especially in Chicago. I was just there meeting here and there the first part of April. I was just there, met some other speaking professionals. I have laid out a wonderful foundation so when it's time

to go, I can go on and I have to come back and just restructure the foundation.

Michael: What else can you sell? You got your book. That's just the start. Have you thought past the book?

Andrew: Yes, I have trainings that I do.

Michael: Ok, tell me about that.

Andrew: I got a training called "Leaving From the Top." It's for the college market. Actually new professionals can use it too, but it's about graduating then taking your gifts and talents in the information due line and finding the market for them. I'm trying to give you some insights about the possibilities and the potentials of who you are, what you are doing, how you do things and how to see the marketplace clearly.

Michael: Have you put some of those together?

Andrew: It's already gathered.

Michael: Have you done one?

Andrew: Yes.

Michael: What do you charge for that?

Andrew: For that workshop? \$5,000, but I do it in the college market so I reduce the price to \$3,500.

Michael: So you'll do it for \$3,500 and you'll have a group of college students there?

Andrew: Yes.

Michael: What did they paid to go?

Andrew: Well actually, the college picks it out.

Michael: How many of those have you done?

Andrew: I have only done about three of those.

Michael: Did you ever videotape or audiotape it?

Andrew: I have it on video and audio.

Michael: How many hours is it?

Andrew: It's just one hour.

Michael: Just one hour training?

Andrew: Just one hour training.

Michael: Do you have a workbook for it?

Andrew: I'm going to process that workbook. That's one of my projects.

Michael: Did you use PowerPoint with it?

Andrew: Yes, I got a great PowerPoint presentation.

Michael: So you got a one hour training, what else?

Andrew: I have a keynote called "Overcome Adversity, Your Dreams Matter"

Michael: Is that all related to your book story?

Andrew: That's all related to the book story.

Michael: Do you use PowerPoint on it?

Andrew: Not PowerPoint on that. That's more intimate, but I have an outline for it.

Michael: Have you done some keynote stuff?

Andrew: Yes, I got a lot of keynotes.

Michael: How many keynotes? So where are you making your money? You do the speaking, you're doing these trainings...

Andrew: And I teach.

Michael: What's the teaching part?

Andrew: I teach reading to junior high students.

Michael: Good job.

Andrew: It's seventh and eighth grade. So when I'm not out training or working for an organization, I'm teaching. And I worked last year for Community Service Organization while building the leadership program for them and worked with about 85 students. That was last year, but I worked for over 5,000 students since I started this whole process.

Michael: How old are you?

Andrew: I'm 38.

Michael: Do you know a guy named Jeremiah Philips [0:09:12.1]?

Andrew: Jeremiah Philips?

Michael: Yeah, he's in Chicago. I haven't talked to him in so long. He's really involved with inter-city schools. He won an award a couple of years ago with [Inaudible 0:09:21.6]. He really gives back to the community. So why did you call me? What do you think you want to do?

Andrew: Well this is what I want to do, I'm working on my website and it's up and running in a couple of weeks. I'm going to put in all the information and get the books so I can go through it and make sure my website is already up. It's just a matter of tweaking it and getting the presence as far as the blog...

Michael: What's your website called?

Andrew: It's called www.DecisionToDestiny.com.

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

Michael: Ok, so you got your website going. Go ahead, what do you want to do?

Andrew: I'm a graduate from De Paul University. I just did a college radio interview the other night, which we'll going to have the guy get that together then shrink it down and put it online. Then I'm going to have a promotional video, which we're going to get shrunk down and put it online. Then I want to go ahead and start doing audio products. I have about six great workshops that I want to put in audio. Then I want to

take my book to audio because a lot of men don't read a hardcode book. So I want to put it in audio so the can pop it in the car, podcast, whatever. I do workshops in Chicago called "Barrier Breaker Boot Camps", it's a leadership camp. I do trainings in the classroom and then I take them to a military leadership camp, then we do some military stuff.

Michael: It's a real military stuff?

Andrew: Real military stuff.

Michael: Is it within the military or just modeled?

Andrew: It's just modeled. It's here in Illinois, and I'm a retired military officer so...

Michael: So you understand?

Andrew: I understand what we're doing. So when I went to your website, I read about how you do interviews and you can create audio products with transcripts and things of this nature.

Michael: You're doing great. Sounds like to me you've got the ability, if you knew what to do, you could do all this stuff yourself. You don't need me to do it for you. You just got to learn the basics. Now I have a product called Audio Marketing Secrets which is about all of this stuff. It's about how to record. It's got outlines and ideas for creating audio products -- which would fit with any of your trainings that you developed -- with headline ideas, how to record, how to edit, it gives you the software to do the editing. I have a full time editor because it takes so much time, but I used to do it all by myself. It's good to do it yourself so you'll know what you're doing.

It talks about how to build the team, how to get set up doing what I do. Every audio interview by the time you get it, edit it and transcribed is going to cost you between \$100 and \$150 because you got to pay a transcriptionist (this is if you're farming it out, not doing it all yourself) you got to pay someone to do the editing. Do you have someone who helps you with your website?

Andrew: Yeah, I got someone.

Michael: I do too. You got a webmaster who helps you do some of the technical stuff, converting the files into flash, getting them up on the site. Do you do any of this stuff on your website? Do you Front Page or any other website software?

Andrew: I know nothing.

Michael: Your web guy does it.

Andrew: Thank you so much Michael. That's my aspiration, I have a goal I need to set. I'm working with an International Speakers Network down in Tennessee. Primarily, while we're looking at customers, I really need to be more proactive and go out and say, "Hey, I'm the marketplace." I need to get motivated and bring people and talk to people who need to hear me, get them encouraged and get them excited about buying and participating and becoming part of what [Inaudible 0:13:32.8] change the lives of people. Give them tools and resource they need to make breakthroughs in their lives.

Michael: Your website's going to be a wonderful tool. You've got it one-dimensional right now where you can read. But adding audio interviews – whether there are other people interviewing you, and being able to add content and develop product on the site – being able to do that, that's really important because it's the easiest and fastest way to add value to a product. For instance, you've got your book there and it sells for how much?

Andrew: \$16.95

Michael: All books sell between \$16.95 and \$25 right? because that's what a book sells for. But once you took each one of the chapters and have someone interviewed about each chapter and turn that into an audio book, not only do you get a book but you get a five-hour audio interview with you explaining the book, but someone interviewing you about all the happenings in each chapter in detail. Then you've built the value and now you've got a little seminar that you could sell for \$299, \$497, \$597, I keep increasing the prices of my products over the years and the higher you go, sometimes there's no difference in sales, but the higher the price, the more qualified customers you have. Audio is the fastest and cheapest way to increase the value of a product.

It sounds like you talk well and think well, you just need someone to interview you. You can find an expert to do that. I do have that service as well and that's called an Internet Audio Infomercial. It's designed to

sell something. Whether it's designed to sell you and your book, or one of your leadership trainings, or one of your keynote speeches, you and I would develop an outline for interview. I would interview you, question and answer style and just edit and create a hard-hitting interview. Introducing you, your history, your story, what you have to offer, why someone should be interested, what they're going to get out of it, the guarantee, what makes it unique compared to everyone else out there, the price, all the details. Then it's up on your site and you can send someone to it. Make them listen to it or even put it on CD and you can use direct mail to mail out a CD, so they can get to know who Andrew is all in one sitting. That's a \$2,000 service but that is extremely powerful.

I'll give you an example, I sell a product called an Art Hamil (it's a guy who teaches people how to buy million dollar businesses) and I've been interviewing him over the last three years. And we've got about 15 hours of free audio interviews up on that site. Then I had it emailed and I sell a course. He used to sell his course all over TV back in the 80's. Put a hundred thousand people through his trainings and he's now 75. I got the rights to his course, we agreed to digitize it and we keep adding interviews to add value to it. And then if I have a guy email me saying, "I'm thinking about moving to San Diego, can you tell me what are the best schools and stuff and help me out? And by the way, I bought a business using Art Hamil's seminar" when I heard that, "Tell me everything you want to know, if you tell me how you bought the business using Art Hamil's seminar (the seminar that I sell)" so we did an audio interview and he told me in detail how he bought the business. Over the next five years, it'll make over \$2 million with the business. We just did an interview on his story and then I posted that up on the website, sent it out to my list, and it's been worth over \$10,000 at one interview.

Audio is so easy to do. It's so powerful and you know most people don't finish books. They start them or they buy them, but they never get through them. Audio gives you a chance to do that. So people exercise, they're putting them on. We're in a world of convergence. We've got technology: iPod, shuffles, celphones, PDAs, everything is going to be playing audio. In ten years from now, delivering audio is not going to be a problem. 99.9% of everyone will be able to hear any kind of audio so having it on your website is really important. It's such a great way to leverage and it gives you the opportunities to sell yourself, your idea, your product, or your training one-on-one to somebody because they can pop it on a CD, in their car, or in their iPod when

they're exercising. So with audio, you'll get more people to listen to your message. Therefore, you'll have a better chance to sell what you want to sell. You're devouring this stuff? So are you ready to go through some more information about this stuff?

Andrew: Well, yeah. I'm writing down, taking notes and everything. You definitely confirmed it that I'm already knowing. I putting the price together for what it's going to cost because I know you said you had a cost to go and do what you're doing.

Michael: This is what I'd recommend; I would definitely recommend you take me up on a 30-day trial on my Audio Marketing Secrets. You don't pay anything. It's a digital product, unless you decide to keep it after 30 days. It's \$297, that's three payments of \$97. If you decide it's not what I say it is, you just email me or call me and say, "Mike, you don't charge my card. I don't want it." It's a digital product. I would get that. I've got 15 hours of intense interviews like I'm doing with you. There are all kinds of people just like you, they have books, ideas, they want to create and use audio to increase the value. So you'll get my consultations with these people and you get the actual course which will give you ideas on exactly how to do it. You'll have to go through this stuff but it'll be invaluable. And I'll really stress the importance of audio, how you can use it, we go over what kind of digital recorder you need, the software for editing, you get the links, you get all that. It's a pain in the ass going through but go through it will be extremely valuable if you grasp the stuff. Just bust your body and get through it in a couple of weeks and study it.

That's what I would do first. Then you can consider if you want me to do some interview services with you. You'll have links in there that show you about the Internet Audio Infomercial and then even my Product Development, but I'm starting to get away from that because sometimes working with a client or product could take 6, 7, 8 months. It's a very time-consuming but once you have it, it's a little money-maker because it's done.

Andrew: So you're saying with audio interviews...

Michael: Audio interview, we can knock out. That's no big deal. We can do that in a week (the Internet Audio Infomercial). But some people come to me and want me to work with them to create entire audio products.

Andrew: You said that is very time-consuming...

Michael: Yeah, very time consuming because some day you got 6, 7, 8, 9, 10 hours. There's editing involved, transcripts, you schedule and someone can make it. It's very expensive. I charge anywhere from \$20 to \$40 thousand for something like that, but a good product that sells for \$2,000 or \$3,000. Once it's done, it's an investment. Some of my products all make \$100 thousand each year and you only have to create it once, then everything's on auto-pilot. Once it's done, it's done.

Look at this, if you order my Internet Audio Infomercial for \$300, I created it two years ago but all I got to do is send you a link and there it is. Do you understand? What are my margins right there?

Andrew: That's 100%

Michael: It's 100%. I don't have to ship anything. I don't have to pack anything. It's a digital product but the value is there and the offer is risk free. That's what we're talking about. You can't get margins like that on a book, but your book is really important. Your book is a good thing. You've worked hard on your book. Your book is going to be very valuable because that's the start of everything. That gets you the interview, you're interviewed for the book and that starts to funnel of letting people know about you, building credibility, you're already respected, you're a published author. That's very good that you did the book, but it's just the start.

Andrew: So Audio Marketing Secrets.

Michael: Are you in front of your computer?

Andrew: I am, I sent the questionnaire.

Michael: For the CD?

Andrew: I've got your destiny.yahoo....

Michael: I got to get it changed. That's probably why I'm not making [Inaudible 0:21:14.5] it's u2breakthru@yahoo.com. Are you in front of your Yahoo right now? because I'm going to send you the sales letter. Tell me if you get it. It says, "Andrew, Internet Audio Infomercial"

Andrew: [Inaudible 0:21:33.8]

Michael: Real good.

Andrew: I really enjoy these sales letters. It was really nice.

Michael: What did you get from Jim Daniels?

Andrew: I got "Making Money Online"

Michael: And then my stuff was in the bonus right?

Andrew: Yeah, that was in the bonus.

Michael: Yeah, 12 audio recordings and everything.

Andrew: That's what I got.

Michael: He had that offer. I never talked to him personally, but at one time I was offering people to use my recordings as a bonus. I think he overstated that probably told people they have the rights to resell them and stuff, which they definitely don't.

Andrew: I'm not trying to resell them.

Michael: I know, I had another guy call me about that. Have you taken the tour? If you've gone to HardToFindSeminars.com?

Andrew: Yeah, I went to HardToFindSeminars.com and you talked to us a little bit. After that, you filled out the information on air then you showed us different stuff. I listened to one of the interviews about Wal-Mart. That's one I was inspired that one day, I'm going to be able to go to Wal-Mart and have my church [0:22:36.8] and when I go with that...

Michael: Absolutely, that's a product that someone else had an outline for the product already. A guy that I interviewed, we came into an agreement to create that product together. So we used his outline and create the entire product. That's a \$3,500 product we sell. It's nothing but 42 audio CDs, transcripts and a workbook. You got to have a great product, a great expert and great value.

Andrew: And I'm excited. All this stuff coming together, I really worked hard this year with my students and had this idea. There's no reason why I shouldn't be on the net. I missed a lot of conference calls. I've been around with Matt Basic. I met Matt down at the Omega Bookmark in the university. He's a different Matt from when I met him in 2004. He's doing really well and I was like, "Wow! This is really good." He said well

Andrew you know, he gave me my first book: Conversation With Millionaires by Mike Litman. He gave me that book and then I said, "All right, let me have a quality of life that's really tangible." And when I saw your product I was like, "I need to talk to this guy because he really has something here."

Michael: There's so much free stuff on my site, but the whole idea is you have to sell something. I got products to sell as well but even if you didn't buy anything, you get good education just on the free stuff.

Andrew: And I'm just glad. I like your stuff and your service and you called me right back with the information. So I got Audio Marketing Secrets...

Michael: Click on that link, How to Turn a \$28 Book Into a \$3,900 Information Product. This is what you want to read. This is the Audio Marketing Secrets product. If you're happy with that and you want to go further and talk about me doing an interview with you that's designed to sell Andrew and the production or training, we can do that. That's a couple of grand, it's a little more pricey.

Andrew: Let me get in front of these people here, but this is the step that I needed here because I need them to have the audio.

Michael: You got to look at all of these. This is an investment. This product, to put this together – you see this letter here? I had a professional do it. I had help putting the product – cost me over \$6,000, but I've already made that money back and now it's all gravy. That's how you got to look at your audio. I keep doing more and more audio interviews because each of them – for instance, I'm doing an interview with a tax expert tomorrow, and not all of them straight on free interviews, I'll give the information to whoever site, they can go check it themselves, I don't make anything. But some of my interviews, I set up back end deals. So this tax expert, he's got a \$300 product and I'm going to be an affiliate. I'm going to do the interview with him for free, but I have a back end. We're going to be selling "How To Save Money on Taxes" on my list. So the interview's going to stay up there, then that interview turns into a little money machine because the audio recording with the transcripts works even better than a sales letter alone.

Andrew: That's a small affiliate program, like you allow me to do affiliate with one his product. But how could I leverage that we can do an affiliate program together?

Michael: I don't have an affiliate program put together. I guess I have this fear that it's going to be a pain in the ass and it's going to be all these people you got to manage. Plus the thing that worries me about affiliates, you can't control everything they're saying about you. I don't want to take any chances people making claims and get in trouble. That's why I don't have an affiliate program. If you can get the marketing down yourself – affiliates are great, I'm probably short-sided because I can probably get a lot more sales if I set all this up. But I don't want to deal with the hassle, I want to keep control of everything.

If you understand marketing and get it down, you get a hard-hitting recording that sells Andrew on a product, service or training or whatever and you test it and you know it works, it's just mathematics. You get the names or you set up tele-seminars and you don't need to worry about your affiliates. You can control your own destiny.

Andrew: I think that's good. You just said the magic word: tele-seminar.

Michael: Or a recording, just like on my site. People can go 24/7, they don't have to call up on a phone line, they don't have to be there, they can go get it any time they want.

Andrew: This is something I would definitely consider. I just thank you for your time. I would definitely be in touch.

Michael: You're very welcome.

Andrew: Ok, have an awesome day today.

That's the end of my consult with Andrew Brown. I hope this has been helpful. If you have any questions or want to consult with me in reference to your information product, please contact me by phone at 858-274-7851.

Hi it's Michael Senoff with Michael Senoff's [HardToFindSeminars.com](http://www.hardtofindseminars.com). Here's some information on my HMA Marketing Consulting System, I'm going to read through the sales letter, this way....