

Audio MARKETING SECRETS



How To Choose The Right
Product To Market



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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How To Choose The Right Product To Market

This is a consultation that I did with a gentleman named Octavio from the country of Chile who recently purchased my Audio Marketing Secrets course. He currently has a corporate gift business. However, because there is a lot of competition in the corporate gift business in Chile and the margins are decreasing, Octavio contacted me for advice on what other types of businesses to get into as well as ideas about topics for an Information Product – something that would yield higher returns for him.

This consultation will be interesting to you because not only do Octavio and I discuss creating Information Products, but we get into strategies for other types of businesses that could produce lucrative profits if done correctly.

I begin by explaining how creating an audio Information Product can yield high returns, how he will have total control, and how the margins can be astronomical. It is important that Octavio choose a topic that he has a passion for and an interest in. After choosing a topic, Octavio should interview experts on the topic and create his Information Product.

You will hear me encourage Octavio to create a product whose topic is a business opportunity. Creating a great Information Product which provides a high ticket business opportunity could be very profitable.

An example of a high ticket business opportunity would be a franchise. Octavio should look for very popular franchises in Chile and develop a marketing campaign for the franchise by creating an Information Product comprised of interviews with experts as well as an informative sales message about the franchise opportunity

Here are two other great ideas for products and businesses:

- Find a product that is popular in Chile but not in the United States. Approach the company and ask for exclusive rights to market the product in the US.
- Conversely, find a popular product in the United States and ask for exclusive rights to market the product in Chile.

Listen as I coach Octavio about how to obtain the rights to market a product. There are several essential points that we discuss that you need to know if you wish to look into this.

Along the line of obtaining exclusive marketing rights, if a product is only being marketed offline, you can negotiate obtaining the rights to market it online. You can turn this around and negotiate to market a product currently marketed only on the Internet using Direct Mail. Really, the possibilities for negotiation of marketing rights are endless!

Getting back to the creation of an audio Information Product, we discuss:

- How the simplest way to create your Information Product is to do audio interviews
- Components of the Audio Marketing Secrets course that will assist you in creating an Information Product
- Where to get transcription and/or translation services and equipment
- Online and offline resources that I have found to be invaluable in choosing topics for your product and developing your interview format
- Types of Joint Ventures that you can engage in and tips for negotiating

If you're stuck choosing a topic for your own Information Product or need information about great resources that will assist in developing your content, then this is an interview that you cannot miss!

Michael: Hi, it's Michael Senoff with Michael Senoff's www.hardtofindseminars.com. Here's another Flash recording with one of my audio marketing secrets students, a gentleman from Chili who's in the specialty advertising business. He had emailed me asking my opinion about his specialty advertising products and what other types of businesses I would advise him to get into and, obviously, I encouraged him to get into developing and creating audio information products using digital audio interviews. And in this consultation--it lasts about an hour--we cover a lot of ground here. I talk a lot about some of the inside negotiating tactics that I use to set up joint venture ideas and to find and develop and create audio information products. I think you'll find a lot of value in this consult. So, without further ado, let's get going.

Octavio: Hey, thank you for your advise on the corporate gift business that I have here in Chili. Actually, I've been very successful. I have one year here, but I like the idea to move to another business, so I would like if we can use this time to know a little more details about the audio business of your developing. How can I apply your idea here in this market in Chili? What kind of industry should I focus? What kind of services should I _____ companies? What kind of idea? So, that is the main point that I would like to discuss.

Michael: You've been doing the corporate gifts for how long?

Octavio: For one year.

Michael: Are you importing or how does it work? Are you a distributor? Tell me how you have this set up.

Octavio: I developed this web page here in Chili. I import from China. I have alliances with three companies in the U.S., the three largest, and then I have 50 companies in China. All combined, I have over 116,000 products, but usually I have imported 200 of them, of the whole list. Then I go to companies here. I offer the product and once I have the purchase order from my client, then I go and do the import. So, I actually have no _____. I just need 30 days, which is the time since I do the import with China or the U.S. until I collect here in Chili.

Michael: So, what kind of inventory are you sitting on right now?

Octavio: Right now I have \$15,000 in inventory. Most of them is electronic products that I sell very often. So, that is the only inventory that I have. The rest I do the import once I have the purchase order from the client. So, then I don't have any inventory for the rest of the products.

Michael: In one year how have sales been going for you and what are some of the challenges that you've experience?

Octavio: I started last year in _____, which is just the right time to start this kind of business because _____ for Christmas are very important. I start with ten clients and now I have over 500. And from those 500 customers, I have 10% who buy more than once a year. I have had almost one order every month from these same companies and they are very good.

Michael: So, you've got some nice clients.

Octavio: Yes. One of the most interesting clients are in healthcare, people like Merck, _____, _____. Also, they buy once a month not only for the Christmas gift for the client.

Michael: Are you doing imprinting on them or are your sources doing the imprinting in the U.S. and China?

Octavio: If I have the time, I do it in China. Usually I don't have the time, so I import the goods and I outsource the imprinting here.

Michael: You haven't had any problems with quality coming from China or anything like that?

Octavio: No, I have no problem because we send them the sample. I print one sample here and send them by mail. They check the quality that I am looking for, plus they have all the freehand pictures.

Michael: So, is there anything that you don't like about the business? What makes you want to consider another opportunity?

Octavio: I feel that it's much competition in this business at the moment in Chili. It's very easy to set up your company and start doing the same thing that I am doing. I think the margins are going down and down, so I need to focus and more research going to look for more companies with cheaper prices. So, I prefer to move to another industry with higher return.

Michael: Were you born in Chili?

Octavio: I was born in Chili, yes.

Michael: How old are you?

Octavio: I am 33.

Michael: You're 33. And what were you doing before this specialty advertising? Were you in school?

Octavio: I am a civil engineer. I worked seven years in a construction company. I worked three years in the U.S., in Dallas. _____ construction company does _____ for office buildings and _____. They do the same in Chili. I finish with them a year and a half ago. Then I have not been involved in the construction anymore. I feel that the construction is a very difficult market and the construction companies in Chili, they are very _____ with the details and they are very slow to pay. So, I prefer not to get involved with the construction anymore at least in Chili.

Michael: Margins with your specialty advertising and giftware, they're really commodities, especially where anybody can access the same type of items from China and you understand the margins are going lower and lower because anyone can do it. So, you have no exclusivity and you're always going to be facing new competition and new markets. It is a hard way to live. And the real advantage of audio or creating and controlling your own product--first of all the main advantage is you are in control. If you interview 10 different experts on a subject, you're voice interviewing them, it becomes your product. No one can rip it off. You could have someone to try and create 10 audio interviews, it's a lot of work, but most people won't go to that trouble. But the biggest advantage, I would tell you is that you are in control and it is your product. No one can go around you

and steal it from you because it's your personality, your voice. Does that make sense to you?

Octavio: Oh, sure.

Michael: That's number one. Number two, obviously, and you've probably seen from my audio marketing secrets, the margins are phenomenal. You have no inventory whatsoever. You can deliver your audio message or your audio product or your transcripts of your audio via the Internet. Except for your production cost and your time involved in creating your product, you have no expense. You have no hard cost at all and that is just such a tremendous advantage because the margins can be just astronomical. No other product or service can bring in these types of margins for the amount of time involved. So, your time involved in creating your product or developing you product, there maybe a lot of time on the front end, but once it's done, it's done and you're able to sell and distribute and duplicate that product without any restrictions. And really except for your marketing efforts without any additional time. And you understand that, right.

Octavio: Oh yes. That's why we are talking now.

Michael: So, here's a very tough question. With so many things to sell and so many different markets, you've got to decide what am I going to sell? And one thing I tell people is, if you look at all the audios on my website and all the things I'm doing, I'm only doing things that I'm really passionate about and really interested in and interested in learning about. So, I would ask you this, what are you passionate about? Are there any other kinds of subjects or anything you do that you have a high level of interest for that if you decided to create a product around those interests, you're never wasting your time. You could be learning at the same as creating a product. Do you have anything like that, that really interests you, some subjects or topics that you've considered? I'm sure you've thought about it a little bit before we talked. Anything?

Octavio: Oh yeah. I really love to try to learn more things, to search the Internet for courses. That's why your website it a great place for learning. It is like a university. You have too much material. I would love to spend a whole life reading those materials and new approach and new books and giving some advice to other people. So, consulting is a very interesting topic. And so, I need to think in a very specific kind of consulting what are the sites that can be develop all your products in marketing consultant for the Spanish/Latin America market. I need to think much bigger than Chili only because Chili is very small country. So, I need to go for the whole Spanish _____ that are on the Internet. So, I would like to know more about your company. How you got there. You have a lot of material from Jay Abraham. How did you have the permission from him to do this kind of

promotion the courses they have. Some of them are free and they are Internet, but _____ super expensive seminars that you offer.

Michael: Well, if you read my bio and read the whole story of how I got started, I don't have the rights or the license to sell his stuff. The way I got started was, I had a list of people who went to his expensive seminars and I called them on the phone and asked them if they'd be willing to sell their old Jay Abraham seminars. So, I was buying the original seminar material from people who had already paid for it and then I was buying it inexpensively and then re-selling it up on Ebay. That's how my whole website started. But you can get a more detailed idea of how I got all the Jay Abraham stuff by reading my bio up on my website. I'll let you do that on your own time and maybe we can spend more of the time talking about you on this call.

But a lot of the products that I have on my website, I have about 18 different products and the Jay Abraham stuff, I knew that was going to be limited because there were only so many people I could buy stuff from. It wasn't an unlimited thing. Now, he owned the rights to that. He could produce as many as he wanted, but I wasn't duplicating or copying them on the copy machine. That would be illegal. I would only be able to sell the items that I could find and buy and re-sell. And that was a lot of work.

So, I knew that I had to create and develop my own information products because I wasn't going to always have access to Jay Abraham stuff and then his stuff wasn't always going to be popular to everybody. So, that's what got me motivated to create and duplicate my own products. And as you know the easiest and fastest way is to be able to do recorded audio interviews or to do recordings because if you wanted to write a book on electrical engineering, it could take you years to sit down in front of your blank computer screen and start organizing and writing a book. But you can find several experts on electrical engineering, interview them within a day, and transcribe that and you can have basically the meat of a book on electrical engineering. Do you see what I'm saying?

Octavio: Yes, great.

Michael: Very fast and easy process and you sound very intelligent, you're articulate, you have the ability to talk. I'm sure with your company, you have no problem inviting experts to do an interview. You just have to get your equipment, a little inexpensive digital recorder. I'm sure you can handle that. And then you have all the tools to capture a digital recording.

But I knew I had to create my own information products. Now, you've listened to some of the ones on the marketing consulting, the HMA System?

Octavio: Oh sure. I love the program you have, the web page, which is the _____. It's very good stuff and there are many even from Jay Abraham. You have done a very good marketing program there, so what about this? I will write down some of the more interesting _____ that I can think of, _____ more passion to interview people. I will send to you by email so I can have some _____ to you. I will try to quantify the market here in Chili, also in South America and see what is your opinion about it.

Michael: Sure. We can talk more about it right now. Now, I want to just give you an example. The HMA product, you've heard some of the audio recordings and you're describing that page. I'll tell you how that came about.

I did not position myself as the expert. I found that guy. That guy, Richard, that I interview about marketing consulting, he was the expert on marketing consulting and he already had a product. He had a set of videos that taught a system that he learned. Now, he was one of the guys who went to Jay Abraham's first big seminar and it was a seminar Jay taught that taught you how to be a marketing consultant. Well, Richard was one of his students. And he went out and tried to do what Jay taught, but he failed because Jay was already a multi-millionaire when he was teaching these seminars. Most people who went to the seminars could barely pay the rent. They didn't have millions of dollars and all these contacts. So, Richard went out to grow his consulting business and became very successful, but he had to develop his own system and that's what those videotapes were.

So, when I met him, he had a set of videotapes that taught a system and when I talked to him, I looked for the story. So, it was something physical. He had a product to sell related to marketing consulting. So, you would be selling an opportunity. Now, I want you to think about, when you come up with an idea or product, I always recommend selling an opportunity. What would you rather pay more money for? Would you rather pay more money for an opportunity that teaches you something like how to be marketing consultant where you could go do it and feed yourself and your family for the rest of your life or would you rather be interested in just a product that you could use one time that doesn't really offer you knowledge to make more money?

Octavio: Oh sure, the opportunity. You can sell more over and over again.

Michael: You can sell more over and over again, plus you can get more margins. People will pay more money for a business opportunity that's going to teach them how to make more money. So, from the producer of the product point, you don't have to, but you want to stick with an opportunity

because your margins will be higher and the perceived value of your product will be higher from your businesses.

Here's an example you can consider and it's something I've been considering and want to do. It takes the same amount of energy to sell someone a product that costs \$50,000 as it does for \$5,000. There are people in Chili and all over the world you have \$50,000 to spend on an opportunity and there's people all of the world and in Chili who have \$5,000 to spend on an opportunity. There's people who have \$10 to spend on an opportunity. So, the money is out there. It depends who you're marketing to. Wouldn't you rather market to someone where you could sell an item or a product or a service or an opportunity that would sell for \$50,000 where maybe all you had to sell is one or two or three a year to make yourself a good living?

Octavio: Oh sure. Now, let me ask you this. When we are starting and offering this other place, this is a better strategy not to start with a \$5,000 product. I would have more _____ with a \$50 product and then in the future improve the product, improve the idea, and then you increase the price.

Michael: I'm sure you studied and read and heard people talking about bring your customer up through the funnel. I don't necessarily agree with that because there are people buying cars all over the world for \$50,000. But those people never had to buy \$100 or \$200 cars. If you have the money and you have an opportunity or something in front of them that appeals to them, you could skip all that and go right to a \$50,000 product or a \$20,000 product or a \$15,000 product. I'm kind of diverting a little bit from creating your own information product that may sell for \$100 or \$200 because I sometimes forget this myself. Think how many \$300 products you would have to sell to make \$50,000. I think I'm giving you some advice that I should even be taking myself. I would be looking for selling an opportunity that maybe sells for a big-ticket amount. You could surely find franchise opportunities in Chili. Is that correct? There are people who have franchises and opportunities that they're selling for large dollar amounts.

Octavio: Oh there's plenty of them. Many of them are American companies.

Michael: Most of them are American companies. We're going to talk about a few different ideas and then we'll kind of get back to the information product. But this is an idea that I think has an incredible amount of opportunity if you can use audio recordings to automate the sales process. You can look for very popular and hot franchises in Chili that are going on and you can find out who has the rights for Chili. And you can contact them and present yourself as a marketing expert and see if they would be willing to allow you to develop a marketing campaign to help sell their franchise

opportunities. And if you were to do this and you could find something that sells for a lot of money--\$30-\$40-\$50-\$60-\$100,000-\$200,000--you could develop a website or a marketing program that consists mainly of audio interviews, whether you're interviewing the existing franchises in Chili or different parts of the world talking about their successes. You could interview the founder of the franchise. You could put together a series of audio interviews all based around that franchise opportunity and you could do marketing and use the Internet to try and sell that opportunity. And if you sold that opportunity, you could negotiate yourself a nice \$20-\$30-\$40,000 commission. That's one idea.

And something else I want you to think about because when you're using audio there are products that are selling for very high dollar volumes that still need salespeople. Everything that's sold still needs salespeople and anyone who controls the rights to that product or to that opportunity is always interested in more sales. So, consider a high dollar product. It's very nice when you can sell a high dollar product and you only need to sell three or four a year rather than selling hundreds and hundreds of smaller dollar products, which take a lot of time with customer service unless you automate it all online. There's an advantage to selling high tickets. I want you to keep in mind high ticket dollar opportunities as something that once you learn about how to do the audio and how to create selling messages through audio interviews, that maybe a nice opportunity for you.

I'm going to divert a little bit and we'll get back to the information products. Another opportunity you can look at is things that are very popular in Chili, things that you know about that most companies never sell outside of their country. And you could approach someone who has a concept or a product or an opportunity or something that's very strong in Chili that you believe the international market may be interested in. And you could ask for exclusive rights to market that product or service or opportunity to other countries like the United States. As owning the license or the exclusive rights to market a product, service, or opportunity to the United States, you could come in and market to the United States market something and you would have total control in a whole entire country to sell a product, idea or concept to. Do you know what I'm saying?

Octavio: Yeah, very powerful idea. I will think about it. Chili is a copper mining company. We also have some tourist industry. Right now because it is so far away from everywhere, it is kind of like _____ country to go and _____. I will try to think about for the foreign market. It would be very interesting.

Michael: And I understand Chili and the United States have a great trade relationship right now.

Octavio: Through NAFTA.

Michael: Yes. They have a very good trading relationship due to the NAFTA, right?

Octavio: Right.

Michael: So, it's easy to do business with Chili.

Octavio: Yeah, we have free trade agreement, so we don't pay any taxes in custom for _____ product _____ with other countries like Argentina or Peru.

Michael: Another idea is to look here in America and see what's very popular and to approach an American company for the rights to market to Chili. You may be better off going the other way around because the American market is a larger market. But depending on what your product or opportunity is, that maybe something to consider, as well. You can obtain the rights to products just by asking. Almost 90 something percent of all American companies do not sell outside of the United States and if someone from Chili contacted them and asked them for rights to their product or service, they would say yes as long as you present yourself professionally. You could tell them that you would perform and generate X-amount of sales or you could ask for the rights for a year or two years. If you didn't perform, you could forego those rights and give them back. But the rights for international products and services and concepts are there just for the asking. So, those are some things to consider.

I keep bringing up rights and maybe licenses because you want something that you own and control. So, if you control the rights to a product in Chili that's very popular and you control the licensing rights or the rights to market it in the United States, you actually don't even have to be the person selling it. Now, you can approach companies in the United States and sell those rights to them. Do you see what I'm saying?

Octavio: That is a powerful idea, yeah.

Michael: So, you can go to the hustlers who understand the market and explain that you have the US marketing rights to this product developed in Chili or this opportunity or this concept. You could give them some statistics on what it does here in Chili. People are pretty much the same all around the world and we would bet that if you brought this into the United States, you would have a hot product. I mean just look at Pokémon. Have you heard of Pokémon?

Octavio: Yes. Now there is a couple of Pokémon and Sudoku games.

Michael: Yes, that's right. Someone owns the rights to Pokémon for the United States. Look for things that are really hot in Chili that you can approach

and it takes some work. But if you could secure some rights for a country or any kind of rights, you can have Internet marketing rights or you could find products that are very popular on the Internet in the US or in Chili or anywhere in the world and ask for direct mail rights. When you have something that's very successful online, in many cases, you can bring that offline and use direct mail and make it very successful. There are also hundreds of thousands of companies who have successful businesses offline that are using direct mail that have never considered taking their product or service online. And just by transferring the offline marketing to online, you could tie up and ask for worldwide Internet marketing rights for a product that's only being sold offline. But the real value is getting the rights and tying it up and you being the main source. It's called a toll position. When you go through a toll road, everyone has to go through you and put money in your pocket before they can take a piece of that product. So, no matter what happens with the success of the product, you're going to get paid something.

Now, back to information products. Those are just some bigger concepts, but certainly for creating your own information product, again, you've got to come up with something that has great profits in it where you can leverage your time and is something you're definitely interested in. So, as far as creating the products, it's really as simple as doing audio interviews. And in the Audio Marketing Secrets course, you've got all the recordings on how to do that and the equipment you need and things like that. It's a pretty easy concept on how to do that. Would you agree or are there some things that you're not clear on how to do the interviews and create audio content?

Octavio: The concept is very easy. I appreciate all your details you have provided. I would like to ask you how to transcribe these to be Spanish because you do very well in English. Your software can do this in Spanish?

Michael: I don't use software. I have a transcriber, a couple of them, who I've known for years. I met them on Elance. Elance is a website.

Octavio: I know.

Michael: So, that's where I found them. I put up a job. I needed a transcriber to transcribe audio recordings and you have people bidding. If you just do a search on Google, transcription service, you'll find tons of them. Internationally you'll find them in India. You should only pay anywhere from \$30 to \$50 for an hour's worth of audio. And there are services that will transcribe and have them back to within an hour. I don't use software. I just hired out to people to do it for me. I just have to provide the audio recording, the MP3 file and they download the MP3 into the transcription

software and then they do the transcription for me. Does that make sense?

Octavio: Oh yeah. You do everything by phone, right?

Michael: Yes, all from phone. Just like we're talking now, you're on Skype. You're coming in pretty good, but there's a little bit of interference. But if you're talking to people within your country, you want to make sure you're on a phone that has a cord, a corded phone. No headsets and in most cases no cell phones because you want a good quality recording. You just use a digital audio recording device and you need something to record the calls. I don't know how your phones work there in Chili, but we use something from Radio Shack that allows you to record the phone calls.

Octavio: Okay. I will check it out.

Michael: Do you have a Radio Shack there?

Octavio: Yeah, we have.

Michael: Okay, so you just call your Radio Shack and tell them you want to record phone calls.

Octavio: I have four interesting ideas from you. One is the popular franchise. Another one is the right of Chilean products to market in the US. Another is rights of American companies to promote here in Chili. And four is all your interviews that I can sell in the Internet. I think the four ideas are very interesting. I will take a look further and estimate the money involved in these four ideas and then I will go back to you.

Michael: Okay. But I will tell you this. With the rights, I don't want you to pay any money for rights. When you talk and negotiate and you approach someone, you explain to them you're not to pay any upfront money for rights. You're going to be paying for your time, all your marketing expertise that you have, all your production of audio content. That's where you pay. And they get paid on a percentage of sales based on what you sell or you get a commission on what you sell. And I would tell you to negotiate and be obnoxious when you ask for money.

Let's say you approach someone. Ask for a lot to where you're almost embarrassed that you're asking for so much because they have nothing to lose and everything to gain. So, if you feel like you're being greedy and you ask for too much, that's what I want you to ask for because you can always negotiate back. And that confidence, what's the difference between someone who asks for 3% royalty on whatever you sell compared to 80% royalty on whatever you sell. What's that difference

there? It's confidence. So, if you don't have any confidence right now, I want you to pretend that you do because that step in negotiating and asking for a percentage is going to make all the difference. You want to ask for a lot. If you can't get a lot, there are all kinds of opportunities out there and soon enough you will get a lot.

For instance, I learned this the hard way. For years maybe my confidence wasn't as high and I would approach someone and say I'd like to sell your product and I didn't know what to ask. I would say, well would 20% of whatever I sell be good. And I'm now at the point where if I do a joint venture and I take an expert and he has a product, I now ask for 80% of all the profit and they gladly give because it's business they would have never ever had. Do you see?

Octavio: I understand.

Michael: And another note, creating the audio information products, whatever rights you get or whatever product or service you get the rights to sell, everything should be centered around using audio interviews or audio content to sell that product; also, the transcripts of the audio. So, you'll use audio just like I have audio up on my website and I encourage you just to copy what I do. Imagine that my website was audio content related to a \$100,000 franchise that you sell and every recording was related to the opportunity based around the opportunity rights that you have to market. And you can copy the format I have. The description. You can have the green player button, the MP3, the transcripts. I've got over 150 hours, but even 10 or 15 hours. Just look at what I've done and why we're talking now. We're talking now for the first time, but how many hours of audio have you listened to me before we actually talked on the phone.

Octavio: Over 12 hours.

Michael: So, 12 hours. Look at the leverage of my time because I had it online, you're in Chili, I'm in the United States; you've listened to me basically educate you and sell you for 12 hours and now we're talking. We're talking now because you're sold on me. But all that selling was done on your time, not my time. It took time for me to create the audio, but do you see the leverage there?

Octavio: Absolutely.

Michael: So, you're going to do the same thing for whatever product, opportunity, license, or service you have. Obtain the rights or make a decision on what your selling, create the audio content that sells, get it online, and do your marketing to get prospects to it and let them sell themselves on their time,

not yours. You should only be talking to them once they contact you basically.

Octavio: How do you sub out the YouTube revolution and now all the _____ could be out of date and use the video.

Michael: Oh, because of the video? Yeah, video is very powerful and if you took two sales messages and you compare the selling power of video compared to audio, video will outsell because if you can keep that person's attention, you're using their eyes and you're using their ears. You have more senses that are involved. Video is definitely more powerful selling medium, but audio is more convenient. With audio people can listen in their car. They can listen while they're driving. They can take your audio on a digital iPod or recorder. They can listen while they're exercising. It is more convenient. They can listen now on their cell phones. I mean I just purchased a new cell phone. You can download audio. You will have a better chance of getting your audio in front of that prospect by using audio compared to video. Now, let me ask you this. The 12 hours of audio that you listened to, tell me how did you listen to that audio, in what manner?

Octavio: I used most of them in my MP3. I listened in the morning when I was in bed or at night also because I don't like to listen when I'm jogging or when I am in the car. I like at the beginning of the day or at the end of the day.

Michael: Okay, fine. Another YouTube video is very powerful, but I think with audio you've a better chance of getting your sales presentation one-on-one in front of that person without distractions compared to video. If all my recordings on my site were the same thing you hear, but you're just seeing me sitting at a desk talking and you have to be stuck to the computer screen to watch me talk, that doesn't offer the viewer or listener any more value. The information is still the same. You just see my face with my lips moving.

Octavio: Right.

Michael: Look at the information being delivered. If your information can be delivered through audio compared to video, you're doing your listener a favor. You're making it more convenient for him. You're giving him the ability to take you with him compared to video. It's not necessary to be seeing me talking behind a desk. Or in the case of my interviews, if they're interview related, think of an interview on TV. It's just two people in the chair with the camera going to one face and the camera going to the other face. I'm not saying there's a place for it, but I think audio is a better way to go, less expensive, less time consuming, and more convenient for the listener. You're doing them a favor.

Octavio: How do you look for, in the US, for new, interesting topics to interview people? Let's say more profitable or a business to do in other place even though I already have some ideas from you to apply?

Michael: Well, you want to think of things that you're interested in, but a wonderful way is going to www.amazon.com, the bookstore. Go look at the best selling books on Amazon or on Barnes & Noble. See what books are really selling. All these publishers spend tens of thousands of dollars developing a book. They go on book tours and 99% of them never go anywhere, but look for hot selling books. And then what you have is you have an entire outline. Have you been to www.amazon.com?

Octavio: Oh sure.

Michael: So, let's say you find a book on how to cook with Chilean fruit and it's a best selling book and you go to Amazon. You can look inside the book. You can see the entire table of contents of that. You've looked inside a book on Amazon where you see the table of contents?

Octavio: Oh yes.

Michael: This would be a format for an outline audio interview. You could contact that expert. You can say I saw your book on Amazon or I see that you have a new book. You contact the publisher. You can explain to him that you're an expert interviewer, you'd like to interview the author of the book for your Internet show and you can have an Internet show. You can have a web page. You want to position yourself as the potential of getting publicity for the book. And you have the entire outline of a book that's already been done. So, you have a format for questions to ask that interviewee. Does that make sense?

Octavio: Yes.

Michael: When you find a book, your job is basically already done. You're looking at the outline and then when you ask your questions you just follow the outline or pick the subjects out of the outline of the book that are most interesting to you and it should be a very natural process. Whenever you do an interview, you want to ask for the rights to record the recording and to be able to use these audio recordings in your marketing, as well. You just explain to them you may be selling it as a product down the road. It may be on your website. So, you need to just ask them while they're on the phone before the interview that you'd like to be able to use the interview for your benefit. And 99% of the time they'll say no problem because it's free publicity for them. Do you see?

Octavio: Yeah.

Michael: You want to look in the news. If you go to Google News, you can type in a subject and Google will notify you whenever there's an article related to a certain topic. Look at the newspapers. See what's hot. Do you have Wal-Mart out there?

Octavio: We do not have Wal-Mart, but there is another huge supermarket _____.

Michael: You can go walk the aisles of stores. See what's selling. The thing is there's so many different products and services and things. And even if something isn't hot right now, it may not be hot because they may not have good marketing. Look for good ideas and good products, quality products and services or product quality opportunities that may have very poor marketing.

Here's a great way. Let's say you search on Google for a particular subject like how to make money cleaning homes. If you search on Google, the top listings will be the best marketers usually either because they're good at SEO or they're good at marketing or they just got lucky. But if you look for how to make money cleaning homes, if you look at the eighth and ninth and tenth page of Google, you can bet that these people aren't getting much Internet business. Actually, that's a great strategy, too, to gain the rights of a website that isn't doing well because if you type in the search engine's subject and you look for the pages that are not ranked very good at all and they're way in the back of the line, you can bet they're not getting much traffic at all.

Another great way to find products, there are tons of people who create e-books. You've heard of ClickBank?

Octavio: Yes.

Michael: ClickBank is a place where you have people who have developed products and they've gone to the effort of creating an information product. Most of the time they're e-books that include no audio. Now, I'm even looking into this now.

There's a great piece of software that I would recommend you get. It's about \$49 and it's called Affiliates Alert and it's by an Israeli named Maayan Marzan. It's a piece of software that allows you to search through ClickBank and it ranks all the different items by different category; business-to-business, home, health, family, stocks, gambling. There's thousands and thousands of products on ClickBank. Some of the people who developed the products are good marketers, some of them are not. It will tell you the number one selling products in those categories. So, you

can search it by the best selling products and they rank the number one selling products based on the number of sales. So, you will know which products in which categories are the best selling products. That will tell you what the marketplace is looking and wants.

Now, you can approach these product owners and they may have an e-book that sells for \$20 or \$15 and you can get the rights to that or you can work a deal with them and you could increase the value of that product to hundreds and even thousands of dollars just by adding audio. They may have a very detailed outline of the entire book and you maybe able to get 12 hours of audio all related to the product. If you've gone through my Audio Marketing Secrets, we talk about that, how to increase the value of an existing product. And you maybe able to bring a product that's sold for \$20 where they're paying out a \$10 commission and you could work a deal with them. I'll give you an example of a deal I worked out just now for a new product where you can increase of that product to several thousands of dollars and ask for the rights to market it and you can negotiate something.

Now, I'll give you a perfect example of something I've just done. Have you seen some of my interviews on Wal-Mart?

Octavio: Yes, I listened to one. It was very interesting.

Michael: I found an expert who has sold \$45 million worth of his own products and inventions to Wal-Mart and I wanted to create a new product on how to get your product into Wal-Mart. Now, I came across this gentleman and he's very knowledgeable, he's a great expert, but he never produced a product. He had an entire outline because was going to produce a product. So, I said to him well why don't we produce a product. You've got the outline. You're the expert. I will produce the entire seminar by doing a series of audio interviews with you and I negotiated rights where instead of me producing the product and selling it and paying him a commission, the way I negotiated this, I go look you're a big boy, I'm a big boy, I'm going to go to all my efforts, I'm going to produce this product. We're going to do a series of audio interviews. I'm going to pay for the production. I'm going to pay for the editing and I'm going to put all my expertise into creating a great product. So, he agreed and then our agreement is he gets to sell his version of the product and keep all the money of whatever he sells and I get to sell my version. So, I'll have complete rights to sell the product that we've produced and he'll have complete rights to sell the product that I produced, but he cannot sell the rights to anyone. So, there's only two people in the world who have the rights to this product; him and myself.

So, we did about eight hours of interviews. We just went right from the beginning of his outline all the way to the end and it came out to about

eight hours of content, which was already outlined. He just talked and I asked questions. So, it was very easy to do. And then we're editing all the sections. There were like 20 different lessons in the entire seminar and then there's about six hours of audio interviews with other experts related to Wal-Mart, which will be included in the product. And so, this product is going to sell for about \$3,500 and I don't have to pay him any royalties. So, what he got out of it was an entire product that he can sell and I have an entire product I can sell. We both have the rights and then I don't have to pay him anything and he doesn't pay me anything. It'll be my name on the CD. On his version he'll use his name. And it's a great win-win. So, now I have an intellectual property with an expert that I can sell and keep all the profit to do whatever I want with.

Octavio: The strategy is very good.

Michael: Yes, it's a good strategy. Now, that only came with confidence because there's been deals before where my HMA Marketing Consulting System, I negotiated a pretty good deal. I get 80% of the sale. He gets 20%. But I do all of the work. All he has to do is be willing to do an interview with me and let me ask him questions. So, that was a very good deal, as well. But even deals before that, I've done 50/50, which is still a good deal, but when you have the confidence to ask for more because you really know the value you're bringing to the table, you'll ask for more and you'll get it. It's a real leverage on your time because it is a lot of work putting the product together, but three years down the road when the product is selling, it would have been the best negotiation I ever made because even though he has the rights to market it, there's a chance that he'll never do anything with it as there is a chance I may never do anything with it. But I don't think that's going to happen on my end. I may end up being the only one selling it anyway because he may get busy or get side tracked doing something else.

So, my point is, this Affiliate Alert and ClickBank will show you e-books and products that experts have put together that you can increase the value of those books to thousands of dollars. If you ask ten people how much does a book sell for, it sells for \$20. Everyone knows a book sells for about \$20, right.

Octavio: Right.

Michael: When you create your information products, never use that dirty word book. Books sell for \$20. Trainings sell for thousands. Seminars sell for thousands. Systems sell for thousands. Do you see?

Octavio: Yeah.

Michael: Really, my marketing consulting, the expert that I interviewed wrote a book that was available and published. My \$1,000 seminar is basically the same information in the book, but we've just created it into audio and transcripts and I've offered more value. It's now deliverable online. But the main concepts are all there in a book. So, you can take any good book out there that teaches someone something, an opportunity, and turn that into a \$1,000 product or \$2,000 product or \$5,000 product doing it very easily through audio, through interviewing the expert. And then to really add value, just like I did with the Wal-Mart product, I not only interviewed the expert, that's the main course, but I interviewed other experts related to Wal-Mart. And that's what you'll see on my website, these interviews. Now, these other expert's interviews will be used as promotional interviews to promote the product. So, once our product is done, I will add at the end and in the middle and in the beginning of each one of these interviews a promotion for the Wal-Mart product. Does that make sense?

Octavio: Oh sure. Michael, you are really the best. I really thank you for sharing these good topics. Let me get back to you to let you which of these ideas I will apply first.

Michael: Very good. I'm going to just leave you with one other concept. I'm giving you my best information and it's because I know that I'm recording the call and I want to use this call because I'm thinking of my listeners down the road and I want to come across sounding good. I want to give those listeners value. And when you interview an expert, this is the magic of doing a recorded interview. The people you interview will give their best because they know that the recording will possibly generate sales for them down the road. And doing audio interviews like this, you naturally are positioned to get the best out of that person your interviewing and to get the best out of you doing the interview.

Octavio: And also it's very interesting because how interesting it is to talk to clever people and get the best from them and I know you have because of all the topics you have in your web page. You have interviewed so many interesting guys that way. They're all wonderful ideas. It's a wonderful job really.

Michael: You're never wasting time as long as you stay within something that is interesting to you and that you can make money with at the same time. It's a great living. It's a great way to spend your time.

Octavio: Sure. Thank you for your time. Thank you very much.

Michael: You have a good day and get back with me and I hope I've given you some good information.

Octavio: Thank you for your valuable ideas. Thank you very much. Bye Mike.

Michael: Bye-bye.

That's the end of my consult with this gentleman from Chili. I hope this has been helpful and I hope you use some of the ideas that I have in this consult and use them for yourself. So, please make sure you listen to some of my other audio recordings and thanks for your time and listening.
