

Audio MARKETING SECRETS



The Story Of A “Love Guru” Who Uses
Audio To Find Mr. Right

Michael Senoff Interviews Mary Blair

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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The Story Of A “Love Guru” Who Uses Audio To Find Mr. Right

This is a consultation I did with a woman named Mary Blair. Three years ago, Mary put a website together just for fun that was supposed to help her find Mr. Right. The site became an instant success, and before she knew it, she was doing 3-4 interviews a day with the media.

Now Mary wants to help others find meaningful relationships. Calling herself the Love Guru, she’s in the process of using Audio Marketing Secrets to create products that will help single women feel good about themselves and find their Mr. Rights. But she’s got some questions about how to package the audios for her products, how to write a compelling USP, and how to get good testimonials. So in this 45-minute interview, you’ll hear my advice to Mary about how she can make the most of her new business.

You’ll Also Hear...

- Ways Mary can differentiate her business from other Love Gurus – and the compelling USP that will come naturally after that
- How long her audio CDs should be – is it the quantity, the quality, or a little bit of both that matters?
- Why it’s important for Mary to get a book out there – and suggestions on some quick, easy and cheap ways to do that
- How Mary can negotiate the rights to her interviews without ever having a client sign a paper agreement again
- Ways Mary can get great testimonials for her site – even though most of her clients are reluctant to give out their names and stories
- Ways she can find good, inexpensive help for her website and her business

Mary has already done the hard part by getting herself out there and started. Most people just talk about making products; Mary has actually made them. So sit back and listen to how she’s taken her knowledge of the dating industry and made some exciting products for her site.

I was on CNN. I was on MSNBC. I was on Life and Style, they sent a limo for me, picked me up and sent me into the city, and that was a day time talk show. I was on G4 Tech TV, which is like a lower level, whatever, but they flew me out to L.A. to be interviewed on their show and that was fun. Inside Edition, I went to their studios. MSNBC, same deal they sent car service for me to go to their studio. Fox 5 and Good Day New York, they just did the story without me there or anything like that. Channel 9 in Chicago; I called in for the interview. ABC 7...

Michael: Hi, it's Michael Senhoff with Michael Senhoff's Hard to Find Seminars.com. Here's a short consultation I did with one of my students, who ordered my audio marketing secrets product. This is a lady named Blair and she is a love and relationship expert. This consultation and interview is somewhat two parts. The first part is a great story about how Blair had put up this website and got bombarded with all kinds of media. She scrambled to put some products together for her TV appearances to sell. The second part of this interview is me answering questions on how she can package the information products that she has been working so hard in putting together. I think you'll find this consultation both an incredible story about the media and helpful with me fielding her questions. Let's get going. Let's get going.

Blair: I've been playing around more with my USP and my current one; learn how to effortlessly attract the one and no settling allowed. I don't really think its that strong.

Michael: In developing a USP, there's definitely a process, do you want to separate yourself from other love gurus. How are you different than all these other guys like Dr. Phil and Dr. Laura Schlesinger and with John Gray, isn't he a relationship guy?

Blair: Yeah.

Michael: So you need to work on your USP. Have you listened to any of the recordings on USP?

Blair: I have notes down, here's the thing; girls come to me, I'm not teaching them just how to get dates, you know to have something to do on a Saturday night. I'm teaching them how to like align themselves with attracting their husbands to them, like the best match for them and its

not about settling, its not about getting married to like a good provider, its more of a really connected relationship. And I teach them the laws of the universe, which also increases the wealth that they're making and things like that. But I'm not giving them dating advice like what outfit to wear or how they should pick up a guy, like how they should give them a look or whatever. I'm really teaching them how to use their internal power because most of the time, women are going out and they're looking online or they're going to single's events, that's [indiscernible 03:59] actions, that's like a lot of Disney works and its frustrating to a lot of women, it doesn't work. You could either not do it at all or you pair it up using your internal power, which has to do with working with the laws of the universe, like meditating or visualizing, its more in-depth from that, but that's what I teach people.

Michael: So what are some of the other stuff like meditating, visualizing your perfect mate, like what other kind of things?

Blair: I teach them how to make this vision board, how to flow with a relationship, a lot of times people get attached, they think one guy is great, and they're in a relationship with him and they think he's so wonderful and they'll get very attached to that relationship. So I'll teach them on how to separate themselves from the guy and be committed to the goal of finding that ideal match. The relationship, if its not going well, have enough confidence and self esteem and to know intuitively on when to leave.

Michael: From the other gurus out there, you're offering something a little different, than what everyone else is offering?

Blair: I think its deeper stuff because if you go to Mars and Venus guy, John Gray, he's talking about how women and men are so different and also like that book, The Rules.

Michael: Yeah, The Rules. Yeah.

Blair: Oh man, I use to hate that book, they're teaching you very...

Michael: Surfacey things.

Blair: Yeah, that's not what I'm about and the girls that are attracted to what I teach, I mean I'm teaching them to really have a deep connection with themselves.

Michael: How did you get there? How did this come about?

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<http://www.hardtofindseminars.com>

Blair: Its all I ever think about, or at least when I was young, ever since I was young, I use to always be very obsessed with relationships and then studying all the books, reading all the books, learning everything I can, asking all these different teachers, and then throughout life I just ended up in this love field, like I use to be a match-maker for Warner Bros television show. So I was around a lot of singles and couples there, finding out what works and what doesn't and I ended up consulting for Match.com and running they're events and just working with singles there. I was always searching for the secret formula of how to attract the one and then through my journeys, I started working one on one with people and as long as they were taking my advice, I saw that they were getting happier and happier and feeling more confident and not as fearful. It's all about getting them to be more relaxed and that they're on the right path. A lot of women feel like that they know what to do, like we're never told by our parents what are the steps to take to attract the one. We're given very mixed messages by society and basically just saying, oh, dating is a numbers game. Well it's not a numbers game; you don't need to go out on a million dates to be finding the one for you. You know, you could just be going and walking the supermarket and happen to meet guys that way or going hiking, doing something that you enjoy. But it's at a deeper level than that, becoming magnetic so that you're drawing these people into you. So basically, I was just all frustrated about this and around 3 years ago, I think its been 3 years, I put up the Mary Blair website and this was just a private project that I thought would be just for my friends and family, and I was like, hey you guys...you know this was still at the point, I was still searching for that secret, you know, how do you find this guy, like I've tried everything, I'm able to help other people, like what the heck is going on. And I put up this website and it got out to the whole world and within 2 weeks I got an email VH1 and I was going in and having a meeting with them, that they wanted to do a reality show with me finding my guy.

Michael: What happened with that?

Blair: With VH1 or with me finding the one?

Michael: With VH1.

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Blair: I'm interested in doing a dating reality show, so I told them no. I've still been talking to them, the idea hasn't come to me yet on how I want the show to be formatted.

Michael: The Mary Blair website in a nutshell, what was that website? Was it a blog?

Blair: It's a site that went up that basically said, "do you know my husband?" You know I'm going to be 27 in a couple of weeks here...

Michael: It was just for you, personally.

Blair: It was basically just an online profile about me, this is me, this is what I like, you click to the next page, this is about my bio, and the next page is this is who husband is and I wrote all the information about who my husband is, the next page with pictures of me, how I'll look when I meet my husband, how I'll look when my husband asks me to marry him...

Michael: Is that all still up there still?

Blair: No, I don't have the original site up.

Michael: Ok. You put that up and did you promote it? Or was it just up?

Blair: No, it just got out into the world. I have no idea...

Michael: And you got a call from VH1 about 2 weeks into it?

Blair: About 2 weeks later, well at first, I was still building the site, it wasn't done and this was like the third day into it, I had 50 hits on it. And I thought that was me because I was fixing up the website. The next morning I wake up and it was something like 2000 hits and I'm like what's going on here, something must be wrong with this counter. Then I started getting floods of emails and people were writing like, what are you doing are you crazy, you know that's so desperate of you, putting that up there. And I got tones of emails from women saying, I feel the same way, I'm so frustrated, I'm ready to get married...

Michael: So you just poured out your frustration on what you were looking for to the world, you were just journaling.

Blair: Yeah, but I didn't think the world was going to see it. It was just for like my family, they'd be like ok, fine...let me pass this around to my friends and match her up with somebody...

Michael: Ok.

Blair: Because I was like, I'm not dealing with this anymore; you guys can take care of this for me. I'm not doing anything anymore, I've tried my hardest, also 2 weeks into it, I got an email from MSNBC...

Michael: So you started getting all these emails and you found that there were all these women out there that were frustrated just like you, who identified with what you were doing.

Blair: Yeah, I always thought that I was alone in my search, in my frustration to find the one. So I was getting emails from women and men, from all over the U.S., writing the emails saying that they were feeling the same way. I got tones of emails from guys saying, I'm looking for my wife too, do you want to go out with me.

Michael: Uh huh.

Blair: Oh, and there was another page, that you can apply to be my husband. So I said send in your picture and sent out these certain details and then I would put you up on the website and people would vote on you for that week, if they think that I should give you a chance.

Michael: Ok.

Blair: That was like the entertainment, I'm very into entertainment person because that I've been working in TV since I was in high school, I mean its just like its in my blood.

Michael: Did you meet some guys through there?

Blair: Yeah, so they would vote on them. I'd put they're profile up and then everyone had so much fun, like I would get over 2000 votes in the polls each week. So it's a yeah, he's a keeper or a no throw him back.

Michael: Ok, how long ago was this?

Blair: Well, I'm 30 now and it was just before my 27th birthday, so it was like 3 years ago. So while this was going on, I was getting tones of press request, so I was on MSNBC within 2 weeks into that and you can see the press clip if you press on the videos up there.

Michael: So how did they contact you? By phone or email?

Blair: Everybody sent me email...

Michael: What'd they say? They say hey, we saw your site; you want to do an interview?

Blair: I think I must have printed out the email somewhere; I have a whole scrapbook of my memories of that.

Michael: Ok.

Blair: Yeah, it was like; we heard about your site, are you really looking for your husband? And the whole kicker here was, what the themes seem to be was that number one, that they couldn't believe someone was saying, that they wanted to get married because that it seemed like...and this goes along with the whole testimonial thing that I was telling you about before...is that this is something that people are like, usually embarrassed of or shamed that they want to get married because you're suppose to be either single and happy and confident that you're playing the field or that you're not ready to settle down because if you say that you want to get married, then its looked at like its kind of sad, she wants to get married and she can't find a guy. At least that's how society looks at, women have more pressure on them. So mostly girls are kind of quiet about that, they go, oh, I haven't found the right one. Most girls don't share like I'm really frustrated and upset and I want to be having kids when still young, and I really just put it all out there.

Michael: Did you save all that?

Blair: Yeah, well I have down on my to do list, I want to print out the original Mary Blair website, have it on a cd, I think its all going to go into a book, like my journey with love.

Michael: But you really hit a cord that you're identifying with a lot of people. So like the press, when they interviewed you, was it really about the story about you looking for love and the desperation of it? What was attracting the media to that site? What do you think? Was there a common denominator?

Blair: Yeah, I mean the common theme was, here's an attractive girl, which you never hear because usually again you think that if someone's going to be saying that they're looking for a husband, "oh they are just so pathetic" probably not good looking.

Michael: Yeah.

Blair: So this is an attractive girl, saying that she wants to get married. How come she hasn't been able to find a husband, that was one part the other part of it, is that I work in the love industry, I help other people have better success with dating and being on that right path, finding the one and how come I can't find it for myself.

Michael: Right.

Blair: That was the second part of it, I was doing 3 to 4 interviews a day: Inside Edition, ABC...

Michael: Did you go on Inside Edition?

Blair: Yeah, it's awesome.

Michael: Wow, is that video up on your site, the Inside Edition?

Blair: Yes, it is, I think it is.

Michael: Tell me some of the media you got? Because this is good, you got Inside Edition; you went on and did a segment.

Blair: I was on CNN. I was on MSNBC...

Michael: Did you go out to these locations?

Blair: CNN, yeah, they taped a segment with me on location in the city.

Michael: Yeah, was that a good experience?

Blair: Yeah, I love it, again I'm a TV person, so it's a lot of fun for me.

Michael: Uh huh.

Blair: I was on Life and Style, which is a show that's not on anymore, they sent a limo for me, picked me up and took me into the city and that was a daytime talk show.

Michael: Ok.

Blair: I was on G4 Tech TV, which is like a lower level, whatever, but they flew me out to L.A. to be interviewed on their show and that was fun. Inside Edition, I went to their studios. MSNBC, same deal, they sent car service for me to go to their studio. Fox 5 and Good Day New York, just did the story without me there or anything like that. Channel 9 in Chicago, I called in for the interview ABC 7...

Michael: When you were doing these interviews, you were really promoting anything but was it mentioned to go to the Mary Blair website?

Blair: Yeah, I mean that was like the one thing that I had my big lesson about press, they were interviewing me basically me as a personality, this is what Blair did, this is a basic thing other people should hear about this, something like that. So it was like everyone go to the Mary Blair website, everyone promoted the site, that was in the New York Times, that was in the New York Sun on the front page, which was awesome, right next to stuff about the Iraq war, was my picture.

Michael: Wow.

Blair: Yeah, really cool stuff. Since then I've been written up in the daily news as one of the 30 entrepreneurs under 30.

Michael: So were they categorizing you as an entrepreneur?

Blair: That's the whole thing a lot of people heard about me. That we're talking about next [indiscernible 14:42] event planner company.

Michael: Were you doing that then? The classes...

Blair: Yeah.

Michael: Ok.

Blair: I've been doing everything for several years but really came out...I mean I had got press on my company before but it really came to a whole other level. I mean I've done over 80 press interviews world wide, I mean I was written up in the Israeli paper twice, I was on an Italian website or two Italian websites all over the place

Michael: Wow, ok. Did you check stats for your website when you were getting all this press? What was happening to this site?

Blair: Yeah, it was insane. I don't remember what the numbers were right now but I was getting loads of visitors and loads of emails. I mean I really could not keep up on everything and that was very surprising to me because I was getting a lot of emails of how I was inspiring women, that I was really speaking up and sharing my truth and once that site went up, my whole dating life changed because I always had a problem before of attracting guys who really wanted a commitment, who wanted to settle down. I was never attracted to guys who wanted a commitment. And now I was finally dating guys who did want to settle down. It started by me dating them through the website. For years now, I was in a long-term relationship not too long ago but those are only the guys I date now, those are only the guys that I meet now. Everybody wants to...but then they are very honest and open about their intention, so the website was inspiring all these people, I was just [indiscernible 16:06] and sharing my experience so at first it started by "ok, I'm going to go to this single's event. Oh I didn't meet anybody"...

Michael: You're Jewish right?

Blair: Uh huh.

Michael: Were you just doing the Jewish singles or you didn't care?

Blair: Yeah.

Michael: You wanted a Jewish guy.

Blair: Yeah, uh huh.

Michael: All right, there were a bunch of nerds there...

Blair: Whatever, same deal, but you know it was just when we go out because now I'm not just looking for the one for myself. I'm here...all

these girls are writing and all these guys are writing me that I'm inspiring them...ok now I have to step up my game because I don't want to let anybody down. You know it became like such a bigger mission than just me. And then through that, something changed in me. All of a sudden, the secrets to find the "ones", that secret formula it came to me, like the answer that I've been looking for my whole life, it came to me...

Michael: What was it?

Blair: It started with me... number one claiming and being proud of my desire...my desire was to get married. I was so afraid to tell a guy that. And most women are, you know that's a big thing. Most women are afraid to have these deep conversations with a guy because they don't want to ask for too much, they don't want to seem push, they don't want to seem like they want something before he's ready. And that's how women are brought up, either we're told that by our moms, or we're told that by our friends or just by media in general, like don't scare a guy, which is total bullshit, it doesn't happen. And I became a love guru...[laughter]

Michael: Uh huh.

Blair: You know it was really like a transformation and my relationships went to a whole new different level that I was operating. Everything made sense to me on how to go about navigating my relationships and how to go about attracting them. And I was like "you know what, I hate these online sites and I stopped that, I don't do that anymore". And you just have to be flowing in a certain way and putting out a certain energy that it attracts to you. I mean a lot of people teach you about money, but people don't really teach that there are, like you know, the Secret... you saw that movie?

Michael: Yeah.

Blair: Yeah, people teach you a lot about money, but no ones really out there teaching it about love. I'm thinking about this one lady, Cathy Preston, but other people don't really teach it and plus I think I'm also the

youngest of the bunch and I don't speak 100 percent to the spiritual community, I'm more mainstream.

Michael: You've done with the Jay date and the match and all that?

Blair: Maybe I'll be up there one day but I don't think so.

Michael: What don't you like about that approach?

Blair: I'm not anti-it, I just don't think its right for me. I mean there's a whole story, with the whole USP that was where it kind of all started from, they'll know how to phrase that...

Michael: What you can do is, when you play back this recording, re-listen to yourself and you may find a USP out of what you've just said and you'll be able to rephrase it probably better than me, like where most websites focus on tactical approaches to finding your mate, we focus on teaching a internal approach using the laws of nature or whatever. You know you got to have something that separates you from everything else.

Blair: My issues with that is that is... I think mainstream people are not really drawn to that because they are like what are universal laws, that's like too, hoody-doodo whatever for me. You know.

Michael: Well, look at the Secret; people are attracted to the secret.

Blair: Yeah, but that's just because they were on Oprah.

Michael: No, no, it was going even more before Opra.

Blair: That was the spiritual community. I'm mainstream person.

Michael: You don't want to position you, as that spiritual [indiscernible 19:31]...

Blair: No, no I feel like I am a spiritual teacher, but I really enjoy helping mainstream, Cosmo reading girls.

Michael: All right then you got to go mainstream concepts, mainstream morales, mistakes most people make on online dating services, you know, things that most people are doing.

Blair: Ok.

Michael: That whole thing could be a great recording within your package because there are so many people going the online dating route.

Blair: Yeah, I mean I have a lot of products to make. [laughter] Keeps me busy. Well basically, I've put together, I think its been 4 audios so far off of your notes

Michael: Audios that you already have?

Blair: No, I've decided to just put a side the products stuff that I already have. And I said let me just start fresh using your program. So I taped 4 things, my first concern was just like a minor thing, I guess, I think it adds up to like just a little bit over an hour for the 4 recordings. I noticed on your program is a little bit over an hour and you're selling it for this certain price. But it was just my concern of like, "hey am I keeping this as a digital product" which I guess I am rather than putting it on a cd and mailing it to people. Because I would like to separate the 4 different CDs because they have different titles. It'd be kind of cool to get a cd with each name on it but when you put it on its only 15 minutes.

Michael: No that's ok. So what you've done is you've gone through the course and you are implementing and putting together and creating an information product that you can sell. So you've got 4 different titles, total audio adding up to about an hour. What are the four segments? The four recordings on?

Blair: The main title is, I call myself the Love Guru. So it's the Love Guru's best kept dating secrets, proven ways to meet men everywhere you go and attract the one. Audio one is 8 guaranteed techniques to meet the man of your dreams. Audio two is 11 fatal mistakes that will keep you single and wondering why.

Michael: Great.

Blair: I happen to like that one. Number 3, seven answers to the most frequently asked questions about dating. Four, which I took from your queue, the fast track dating guide: 11 ways to get you attracting dates in the fastest time possible.

Michael: Good girl, I am proud of you.

Blair: I think they were fun.

Michael: That's great and you've just recorded a monologue, recording into a microphone?

Blair: Yeah.

Michael: So, you're looking at what, around 15 minutes apiece?

Blair: Some are longer than others, I think total it ends up being an hour and twenty minutes or something.

Michael: I think that's fine. Sometimes the quantity of information is important but it's the quality of information, you know if you're giving good information, if someone pays for your product and they're looking for love, and you know what an emotional thing that is, I mean people will pay a lot of money to look for love or tips on how to find love. You can't put a value on that and if your giving them valuable information that is going to help them get there, as long as your delivering the goods, regardless whether its 2 minutes or whether its 2 days, you're ok. I wouldn't worry about it not filling up the whole cd. That's ok. But you can still add value to your product by adding more interviews, and more recordings, like for instance on audio marketing secrets; 15 consultations, that came over time. When I first started selling the product I didn't offer all those consultations, but as I did them I put them in there to increase the value of the product. And I did increase the price, when I first started selling the product; I was selling it for \$97. And you're going to be able to do that, so you're really never done with your product, but you've got a great first start.

Blair: Ok.

Michael: So that's fine, the most important step is, you've got off your butt and you did it. And you've gotten started, so you've got 4 cds...don't worry that they're only 15 minutes each, that's ok. It all really has to do...when you're selling is packaging, it has a higher perceived value that you have 4 different cds with these 4 different subjects broken down than just one cd, advice from the love guru. You've packaged it better.

Blair: This spills into another like host of questions.

Michael: Let's do it. Go ahead.

Blair: Ok...

Michael: I think that fear that you have that you're not offering value based on the length of the recording, I think that's just a confidence thing and its just in your head and I wouldn't worry about it.

Blair: Uh huh, I mean its related to that another kind of confidence thing, which I try to work through this stuff a lot, when I'm offering my own products because I really want to give people a lot of stuff. Another cd I put together, I did a while ago, I have so much information on there and I go into detail...

Michael: This is one you did previously?

Blair: Yeah, I have to re-vamp that 2 cds its \$14.99 and they get a lot of information and its priced so low.

Michael: Ok.

Blair: So, I'm a little bit torn because with that product, those other 2 cds that I've been selling, there's all this detailed information, where as this, is not so much detail, its packaged very nicely, its very flashy, with the titles and then I go through each topic briefly like number one, fatal mistake...it's a little bit out of character for me because I usually talk, talk, talk...it might be sometimes information overload.

Michael: That's possible. What is your ultimate goal here with your business? How would you really ideally like to see your business going? Do you want to be booked up doing consultations by phone with people? Do you want to put on these classes? Would you like to just kick back and be an information marketer, preferably online where you're selling digital information, where you don't have to deal with any of the shipping or any of the hassles and stuff like that? What do you want?

Blair: Well, I'm building an empire here, I mean that's like an umbrella for the whole thing. Basically, I use to work in TV, I'm planning on going back into TV, like getting my own talk show and my own radio show and

that's where I want to be spending my time, doing love stuff in a public arena.

Michael: Preferably on TV?

Blair: Yeah, and since the Mary Blair website went up, I've been talking to television production companies, I've just been waiting for the right offer like certain things have not been lined up yet.

Michael: Right.

Blair: And a lot of it has to do with products. I plan on having tonnes of products, I have so many ideas...

Michael: Yeah, but before you go and get more notoriety, you've got to have something to sell.

Blair: Yeah.

Michael: Ok, I've got you.

Blair: So, this is that part of it. So its not so much working one on one with people, although I do like doing that, its like I'm a Doctor Phil on TV and then you have all these different cds and I take you through different love programs.

Michael: Ok, I'm with you.

Blair: I'm writing a book and all of that.

Michael: When's you're book going to be done?

Blair: Well, it's like a work in progress. I don't have a date on it; I have different things written down, I did have an agent, which I haven't really been in touch with lately because again I want to have all these other products in place.

Michael: Ok.

Blair: So, I'm a little bit gun-shy, you could say, because I want to have a lot of products in place before I go bigger.

Michael: Well, getting a book out there, even if its self published, I think its real important and a simple way to do it is...for instance, you can take that

real detailed interview, that you were just telling me about that's on cd the 2 hour one, you can get that transcribed and maybe edited down a little bit and maybe just create an outline for it and that could become a temporary book for you.

Blair: Ok.

Michael: you can always add to that, you can do a collection of 4 or 5 consultations with clients of yours and transcribe those consultations and put them into a format of a book. There's lots of books out there that are very, successful that are nothing but a collection of interview transcripts, you know it's a work in progress, its very hard and time consuming writing a book in you're traditional way. But banging out 5 good consultations with students of yours that cover different topics and transcribing them and putting them into different chapters and creating a book...and forget the publisher route, just self publish, you do your own title, and your self publish and there's your book. You know what I mean, if you feel like you need that hard cover look of a book, there are small independent publishers that can print you up and direct ship, one book at a time, or in orders of one, five, ten, fifteen, twenty and no one would ever know that it didn't come from a major publisher.

Blair: Yeah, yeah, I definitely have dumped a lot of research on that. I'm interested in that. I want to zoom in a little bit, when you're talking about these consultations; I had that down as one of my questions.

Michael: Go ahead.

Blair: This goes hand in hand with testimonials, finding love and being single and saying that you're unhappy being single. It has a stigma that you're a loser, something to be embarrassed of possibly; I mean that's how society looks at it.

Michael: Right.

Blair: So, number one, with testimonials, no one ever wants their picture up there, they don't have a website to promote like they're running a business, you know its different from business consulting. So I'm

looking for like, what kind of information can I ask from people with it seeming questionable that I'm using initials and locations, age...

Michael: Are you saying that you want to get testimonials from your clients for the website?

Blair: I have them already; I want them to be better testimonials as in, like "oh, this is actually a real person". You know, people usually put a face up there, they put a real...

Commercial break

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Michael: You can have a picture of their face and you do a simple digital audio testimonial, so you can call them up and say, "Blair, hey its Michael Senoff here"...and first I'd get your permission to do a testimonial and you can just get they're story and I can say "Blair, you and I met 12 months ago, and you paid me for some consultation services, you were single at the time, we spent x-amount of time on the phone and tell me what happened?"

Blair: They don't want their picture up there and they don't want their names up there either.

Michael: Oh, well then if you have people, who don't want that, then they're not going to be a good testimonial for you. Do you have any raving fans that you've helped that are willing to share with others?

Blair: Yeah, but that's what I'm saying, I have many raving fans but nobody...

Michael: No one's willing to do a testimonial for you?

Blair: They'll give me testimonials but they only want to use they're first names...

Michael: They say, "I don't want my full name up there?"

Blair: Its embarrassing to say that you're single and...

Michael: But you've done consulting with them, do you have any testimonials that went from single to love, to boyfriend or girlfriend to marriage?

Blair: I have stuff, I mean I don't follow it through to marriage, that's kind of like they take it into their own hands and I've worked with them for a period of time and stuff like that.

Michael: Your raving fans, the ones that you really helped, who love you to death, should be willing to give you one of those. You know what I'm saying? I mean if you can maybe go back and kind of think, is there anyone, that you really helped and you may have to do research on it, that went from single and lonely and desperate and then they met you and you really impacted their life, they made changes and now happily ever after. I mean this is the promise you're selling. You're selling solutions to loneliness and being single to finding the love of your life and hooking up with that person and living happily ever after. That's the kind of testimonials you'll need on your site that fit with your promise and what you're all about, right?

Blair: Uh huh, I know I'm just have trouble with that, these are girls that are just starting on this path, you might not find your husband, it might not be for 6 months, a year, 2 years, because they have to follow certain...

Michael: Ok. So look if you're just starting at this thing, then let this be a goal, you don't have to have all these testimonials now, if you don't have them now, you just don't have them now, but you just go with what you have. If you have some written testimonials and they are only willing to do they're picture in there and they're initials, then just...

Blair: No pictures...

Michael: No picture?

Blair: That's what I'm saying, people don't want to be identified that they needed help finding love.

Michael: You're the boss, ok. If someone wants your services, you're going to set the ground work and your agreement with them, you can state...just like publisher's clearing house, when someone enters that sweepstake and they sign it and there's all this small print at the back,

that says if you win this sweepstakes you have to show up on our commercials, you have to show up on our TV shows, there's conditions, you can set conditions that if someone consults with you, and uses your services, whether its one on one consulting or they buy a product or whatever, they have to agree that once they find love, they have to agree to a testimonial where you can use their picture and their name and a recording or a story about how it happened. You don't need hundreds of them, if you get 5 or 6 good ones for your site, that's good enough.

Blair: Uh huh.

Michael: So you set the ground work, so if you have negotiate and maybe you can trade, you can say, "I tell you what, I'll give you a free session, if you agree to this". You can barter your services in exchange for a great story.

Blair: That's what I was going to do. That's what I thought would be the route to go do that...

Michael: And as you continue on, you just keep in your mind, that these great stories help sell and promote you. I'm doing it all the time, like with my marketing consulting. Let's say I get an email and I get a success story from one of my consultants, which I got two emails over the weekend, two of my HMA marketing consultants, said, "hey, I just got a new client and here's the deal, I close them for \$3000 a month for 4 months, but here's the problem". And then I say to them, lets set up a time and talk, I want to get a recording of how you got your first story, are you willing to do that? He said, "yes", and I'm going to give him a little consulting time on the phone. So I'm trading a little consulting time for his permission to say, "go ahead Mike, I'm going to tell you how I got my first client as an HMA consultant or how I got an additional client"...and I'm going to turn on my digital recorder and I'm going to record it, that recording is going to go on my site as listen to how others get clients using my HMA marketing consulting. So I've got a recording of the story, absolute proof, great testimonial, and great promotional tool to sell, what I'm selling, which is my marketing consulting program. You can do the same thing. So, as you're consulting with people, let them know, you are looking for stories. You know, Reader's Digest, years ago and probably even today, even the

National Enquirer, will pay for your story. Let your site visitors know, we'll pay for your story, you know, offer them \$10 or \$15... You may have to pay for a few at first and I think a very powerful way is an audio recording, a simple digital audio recording, and you ask for their picture. If you can get a recording, that's all you need because you can transcribe their story and you can take a quote out of what they've said and put that as text on your website. So set a goal for yourself, five good testimonials in the next six weeks.

Blair: I can do that. I mean in setting that up, here's the thing, say they get on the call with me and I give them the free consultation because I've been thinking about that since listening to your website.

Michael: Yeah.

Blair: Then usually what happens is that it gets pretty emotional on a lot of the phone calls, so you know, the girl might be crying, she's upset about this or upset about that... and you know again, "please don't put that up" or "I don't want my information to be up there or embarrassed at"...

Michael: Ok, so what you do is make an agreement before you do the consultation that you're allowed to record the consultation and do what you want with it before you start. You have their permission, and you get on the phone and you start recording, you let them know, so its not emotional at the beginning. And then you just tell them to relax. What you can do is say, "if we use this consultation on my site or any of my products, and you feel uncomfortable about me using your identity, I won't use your name. But you can still use the consultation, and if they get emotional that's great drama.

Blair: Then they're not going to want they're picture up there either.

Michael: Here's what I'm thinking, you're going to offer these people free consultations as a way to build value to your product, right?

Blair: Yeah.

Michael: Ok, so say you have ten of these consultations, where you're really giving them your best advice and these are real life stuff, they're

emotional, they're crying, they're getting to root issues of where they're at and why...that's the meat, that's your product. People listening don't care who the person is.

Blair: Oh, I know that.

Michael: They want to hear you and your advice and your solutions to them, because they want to listen in and maybe use that advice for themselves. So yes, some of them you may not get a testimonial and be able to use their picture, some maybe you will. The real value is you've got these great consultations, in real life demonstrating your expertise as a love doctor or what have you and you've built value, you've got a product, you could take those and put them into a book. You could put each one onto cd, you're building value for something you can sell for like you said for when you get some larger exposure, you'll need something to hustle and all of this is product material that you can sell. If they're name and identity isn't on them, it doesn't matter, the value is still there.

Blair: Ok.

Michael: The value is in the content, not they're name. If someone's brave enough and is willing to let you use they're picture and you can get an agreement before hand, you're giving them a free consultation...get that in an agreement before you start and you know, a deal's a deal. But if they're so against it, you leave it alone because you know you've got the content and that's the real value. Some of them you might not get that picture, but some you will, not everyone's going to say no.

Blair: Do I need to have them sign off on an agreement or just record that it is ok to record this?

Michael: If you're dealing with them signing off on an agreement by paper, its going to slow things down. What I would do, when you're on the phone and you have the recording going, you just let them know, like I say "Blair, you know we're doing a recording"...just like I said to you, like I have your permission. I say, "Blair, you know now that we're going to do this recording, you say the date, I'm trading my time, I'm giving you \$200 of consulting time by phone, you agree to let me use your story in my promotional efforts, whether its in my book or on my website and if

its ok, I can use your picture and all that” and you just get them to say, yes.

Blair: Ok.

Michael: Because they want the consultation so they’re going to say yes most of the time. If they really have a problem with it, move on and then you get into it and you just say, “relax, don’t worry” because once they get into it, you can’t possibly thinking about two things at the same time. You can be spilling your heart out and thinking about them being recorded. Once they get into it, they’re going to forget they are being recorded.

Blair: Uh huh.

Michael: Ok, it may take 5 minutes, or 10 minutes or 20 minutes but eventually, you’re doing your job, directing them, and asking them the right questions and getting into their issues, they’re going to forget and they’re going to relax.

Blair: Ok.

Michael: That happens.

Blair: All right.

Michael: You may be thinking about the recording more than them.

Blair: Ok.

Michael: After all, they’re talking to you because they want solutions to they’re problems.

Blair: For example, I had this dating boot camp starting tomorrow...

Michael: What is that is that a physical location?

Blair: No, its through the phone, its 6 weeks for an hour, an hour and fifteen, then I’m meeting with the girls and taking them through sets, which I’m going to package that and then sell.

Michael: Ok, so you going to record those?

Blair: Yes.

Michael: Good.

Blair: So here's the thing, I was thinking about...because I get a lot of materials, it really becomes magical, once you get people's comments and you get into it and they're feedback, whatever. So I had sent them paperwork, its just like some initial stuff for the dating boot camp to sign off on and one of the notes was check here if you want your voice to be removed from...which I guess, I shouldn't have given them that option, I guess...

Michael: Yeah.

Blair: And everybody checks out, that they wanted they're voice to be edited out.

Michael: How many girls do you have for it?

Blair: Five.

Michael: Did they pay you already?

Blair: Yeah.

Michael: I'm curious, how much is the dating boot camp for 6 weeks?

Blair: Five-ninety.

Michael: Five-ninety?

Blair: Yes.

Michael: You know what you can do. When you get them on the first call, just explain to them that you girls are really lucky because we're going to use your case studies to impact millions of women around the world and I'm going to really count on you to open up because we're going to record these sessions and these are going to become official dating boot camp product. You know, you could play hardball, you can just say look, its either this or you can wait for the next one, but I think you can do this. I think if you just explain to them, and say this dating boot camp is going to be a product, it may be turned into a book and your stories is going to really help women from all over the world and we're

going to record these and I need to let you know that these are going to be recorded and possibly used down the road. If anyone's uncomfortable with that and would like they're money back, please say so now but I'd really appreciate you guys participating in this.

Blair: Oh man, oh damn. [laughter]

Michael: What's the big deal? You make five phone calls; I think they'll say its ok. Or if your hesitant, wait for your next boot camp, just do your boot camp like you were going to do it, you've already been paid, you'll have to record the next one.

Blair: Well, I don't know when I'm going to do another one...

Michael: Then you got to go for it. You got to ask for permission. Don't worry about signing paperwork, that's going to be very hard. Once you start the boot camp and everyone's on the phone and you let them know, that this is being recorded you can read your terms and conditions, they don't have to sound like an attorney. You can say, "welcome to dating boot camp, as everyone knows, we're recording these sessions, we're going to be using these in promotions and maybe some of the clips on the website down the road". What you can do is tell them that you won't use they're identity, you won't use they're name if you're more comfortable with that?

Blair: Yeah.

Michael: You can explain, that in the promotions, if you're uncomfortable with me using your full name, I won't use your name and your identity will be concealed. Just let them know that, they just don't want them to know who it is...you know.

Blair: Yeah.

Michael: So solve the problem that way, be flexible, but I'd stand your ground. I'd record these and let them know that these may be used in promotional purposes on the website, and on a product and if anyone does not agree with that, they need to let me know now and maybe we can reschedule them for another boot camp.

Blair: Hmm, yeah that's hardcore. I had a question about you having an audio up on your website. But then I noticed that there is a password there, so there was different ways I was looking at it...if I should signup for an account with click-think or with payload.com...

Michael: Uh huh.

Blair: Or if yours was doing it a separate way or if I should get a program in order to do a password protecting, whatever was the easiest...

Michael: For when you develop and sell the product?

Blair: Yeah.

Michael: Click-think is really for affiliates, that's if you want to get other people selling your products for you.

Blair: It says its for digital products.

Michael: Well you can deliver it, Click-think that's fine, I mean I don't have a tone of experience with Click-think, I mean I have one product up there. Click-think will automate everything for you. Click-think does make it pretty easy, but once you have your audio and wherever you host that audio...just like that's all hosted on my site...I just have it in a password protected folder, that's all.

Blair: How do you get that?

Michael: You need a webmaster to do it and I can direct you to a website that you can find very inexpensive web experts that will do the stuff for you very cheap, kind of like an auction site, so you can say, "hi I'm Blair, I have a series of audios, I want to put up on my website, but I am just clueless on how to create a user name and password for where I put these audios, who could help me?" and people will bid on it and you'll get people who say, "I'll help you for \$5 or\$10"...

Blair: Elance, you talking about?

Michael: Elance is a way or rent a coder. R-E-N-T-A coder, C-O-D-E-R.com or put an add in Craig's list under gigs. Have you ever done anything on Craig's list?

Blair: Yeah, I use that a lot.

Michael: Just run an ad in gigs...I need a good Webmaster, I need some simple help on my website. Get a kid, who's in your area, who can come over and do it with you right there, while you're in front of the computer, so you can show him what you want to do. Sometimes its good to have a local person right there.

Blair: Oh, ok. So what shopping cart are you using?

Michael: I have my own. I've got a Webmaster that did it all. I'm not using anything specific.

Blair: Oh, ok.

Michael: You know, if you can only have a couple of different products, you can Paypal...

Blair: Ok, have that.

Michael: You can do simple Paypal buttons to work for you. Paypal has the ability to redirect to download page once payment is confirmed.

Blair: I have Paypal and I also use Miva and I don't know if Paypal, I think...lets say I have item A and item B, I think it has to direct you to the same page.

Michael: Paypal is a whole shopping cart system, the problem is you got to go through and learn how to use it.

Blair: Right, ok.

Michael: Was this helpful?

Blair: Yeah, thank you. Thank you very much.

That's the end of my consultation with Blair, the relationship expert; if you have any questions whatsoever, please contact me at 858-274-7851.

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