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HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How to Find All The Leads
You Need... And
Make a Living Selling Them**

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 Find All The Leads You Need... And Make a Living Selling Them

Alan and his partner have been selling leads for more than 10 years and, in the height of their career, they made \$15 million a year doing it. But it was a frustrating business with no control over the quality of the leads. That's partly why they developed a software program that finds quality leads at the click of a mouse.

The software works like a search engine, but will scan Internet wanted sites and compile the information onto a spreadsheet including prices, locations and email addresses. And what you can do with that information is amazing – from selling leads for a nice profit to outsourcing work as a go-between – the possibilities are almost limitless. And in this audio, you'll hear all about them.

You'll Also Hear...

- Exactly how to sell leads and how this software makes it simple
- How you can use this software to connect people who are looking for something with the people who have it – and make money just by being a matchmaker
- How compiling this type of information can also help you save on accountants, attorneys, painters, and other professional services
- Ways to make money finding people's lost items
- How this software makes bulk emails look like individual ones – so you can send emails to 500 people and make each one look personalized

Alan and his partner made their fortunes selling information, so they know exactly what kind of information is valuable and how to sell it for top dollar. And they share all that in this audio.

But even though you'll definitely get a feel for how this software works just by hearing the audio, you really need to see it in action

Michael: You guys have been working on a piece of software that definitely caught my attention and I wanted it and so I wanted to know more about it. I'm interested in possibly marketing it, but I'm also interested in learning all of the uses that you guys have been playing on how I can make money with it because I am a lover of Craigslist I love it, it's a very powerful platform, and you can find anything you want and I'm into finding stuff and then selling stuff.

So I know that if I have a tool that I can find stuff on a national or international basis and then I can find buyers for those things that I find I'm sitting on a gold mine and it's all about tools and it seems like that you've developed a pretty powerful tool. So why don't you just first take me back a little bit how you got into all this, where did this all begin?

Alan: It was back in '97, '98 I met Dave over the phone we were both in the MLM business, or network marketing business, and I became one of the top salesman for the company he was working with. To sell travel books. I did very well with it but the company he was working for wasn't paying me. And then somebody in Chicago, I can't remember the fellow's name, but he said you ought to get into the mortgage business and start selling mortgage leads as an up and coming industry. And we just pooh- poohed it all we didn't want to really get involved in it. And then after about a couple of months we decided to get into it so we did and it started to escalate. It was such a great market that now Dave and I were put into our niche of negotiating and getting as many leads as possible. So we started to contact e-mailers, and back then the email industry was excellent you got a very great response from your email campaigns. And so Dave and I started to make contacts with a lot of different mortgage Companies and pretty soon we're dealing with 20, 30 mortgage companies and it was getting a little horrendous for us because we were buying the leads, developing some leads, and then selling. So Dave and I decided to go and turn the wheels on that and go to people like us and start to wholesale to other distributors.

Michael: When you're in the multi-level business and you became for the travel company one of the top distributors how did you do that, did that have anything to do with the leads?

Alan: Oh absolutely, in fact that was the starting point of knowing what a bad lead was. We were getting leads; we called them Step-On Leads because they were stepped on so many times it was like calling out of the Yellow Pages.

Michael: So you are buying the leads.

Alan: We're buying the leads.

Michael: From the MLM company.

Alan: Yes that was my experience. And then we started to go outside and buy leads from other companies and we found them to be very,

very weak. The leads were weak and we must have work from 8:00 in the morning until 10:00 at night everyday trying to go and develop clients from these leads. Now you would call 100 leads and maybe get in touch with five and they're really bad, let's put it that way, they were really very weak leads.

- Michael: So when you got in that business was the point getting into to selling the equipment and the accounts or did you get into it specifically for generating leads for others who were in the business?
- Alan: At the beginning Dave and I worked for a company Tunnel Merchant Services and we actually started to sell the merchant account equipment. We sold the equipment that he actually did the swipe and we also sold the online to VeriSigns and those types of gateways, so Dave and I became aggravated we were buying that lead and then reselling that lead to these companies.
- Michael: How did that go?
- Alan: It did very well except we had no control over the quality of the leads. We didn't know if we were being sold once, twice or ten times. So we experienced the fact that there were some weak leads there also and we didn't know what else to do at the time. And we went from that point to doing a decent business.
- Michael: What's decent?
- Alan: Merchant account Dave and I were doing about \$200,000 thousand dollars a year for ourselves that was only about \$100,000 each.
- Michael: Was that gross or did you keep that?
- Alan: We kept that. So that went on for about almost a year and then we got involved in, like I said before, someone we were dealing with that we're selling as a merchant account leads he told us to get into the mortgage lead business.
- Michael: Why do you think he said that?
- Alan: Because he was selling us merchant account leads and he knew we were good at what we do, we were good salespeople, so he wanted to go and of course multiply his opportunity by selling us mortgage leads also. Now we were sort of like handshake partners

with this person then we found out through investigation that he was overcharging us for things.

Michael: So he was selling you mortgage leads right.

Alan: Merchant account leads and mortgage leads yes.

Michael: He said to you, you guys should get into the mortgage leads so he could sell you more mortgage leads and then you were turning around and reselling them right.

Alan: Yes we were. He was telling us, we'll just say the price was \$10 dollars a week and that was his cost, so he says "Being that we're partners and whatever you sell them for we'll split 50/50." Then he went up in his price and then we found out that he was just adding more money to his side. And Dave and I, you know, we're straight shooters and we wanted to work with somebody that was honest so we found out where he was getting those leads and Dave and I made a couple of phone calls and met the person who was doing the emailing for him and that person did not want to take us on as a customer he was already booked. But we told him our story and he had compassion on us and he says "Okay, I'm going to help you guys become millionaires if you can sell." That's exactly what he said to us.

Michael: And what did you guys think when he said that?

Alan: We were very, very happy to hear that because Dave and I are decent salespeople. So what happened was a week went by and we started to buy some from him. Our prices went from \$10 and went to \$12 down to \$3. And of course we were selling these at \$15 and \$20 dollars apiece.

Michael: So this guy was generating most of his leads through email promotion.

Alan: Ninety-nine percent through email blast I mean millions.

Michael: This is when Spam was probably legal.

Alan: Yes.

Michael: So he was spamming generating leads for the mortgages.

- Alan: Thousands and thousands a day.
- Michael: Okay. So he had tons of leads and then you were reselling. Got it, go ahead.
- Alan: We started reselling them and we started to see our income go quite high. In fact, the first year I think that we were in it we did about I think somewhere around \$1 million dollars gross with the mortgage lead business, so we're very, very happy with that. That was around 2001 to 2002 and so started to get a reputation that we were the guys to come to from the other wholesalers like ourselves to buy leads from.
- Michael: Were you giving them a better price?
- Alan: Oh yes I was giving them a very, very good price and we were able to get the quantity. At the time it was frenzy 2002, 2003, 2004 the mortgage industry there was frenzy. Ameriquest and Bank of America and all the other big companies could not get enough leads, Quicken Mortgage Company; they just could not get enough leads.
- Michael: When they bought a round of leads, a big company like that, how many would they order?
- Alan: They would order as many as you can give them. I'm serious about that, in fact, Ameriquest would actually pay you in advance \$100,000 to \$500,000 dollars.
- Michael: So they cut you a check for \$500,000 grand.
- Alan: Well I never did it with them because we decided to get out of that and sell just to the wholesalers that had those accounts.
- Michael: Oh I see. Okay so when you were selling for the wholesalers did the wholesalers cut you upfront money?
- Alan: Most of them did except this one fellow who was a young guy who we taught the business too, in fact Dave and I talked the business to a few people, he was a very nice fellow him and his partner and we said "You know, we got a break let's give them a break." So we allowed them to pay us weekly and they came to the point where we showed them a lot and they still call us their mentor, they were giving us checks of \$100,000 a week.

Michael: You couldn't believe what was going on.

Alan: No. It was like money was just growing on trees and we were getting bigger. And then some of the bigger companies I mean five of these guys were starting to buy \$50,000 dollars a week and another \$100,000 dollars a week, and pretty soon we were doing \$350,000 dollars a week average.

Michael: In leads so there's a pretty a high markup because you were only paying \$3 and you're selling these things for what?

Alan: Well, now the person who's developing the leads became our friend, took us on little vacations of Hawaii and different things, very nice fellow but he wanted more money. What we found out Michael was this it was not a very safe thing to do was to buy leads from anyone because you were getting sometimes old leads. It's just a funny story, this is very funny. One time I was actually golfing and I got a call from one of the lead generators and he said to me "You got to take these I got 1000 leads for you to take" and we were selling 5000 leads a day. And so he says "You got to wire the money" and I wired the money over to him we got the leads and I gave them to some of my people and we got such a rash coming back because they were leads that were developed from kids that were on the Disney.

We went from there and we started to grow even bigger and I guess our best year was around \$15 million dollars. And pretty soon Dave and I both got tired because what was happening.

Michael: Were people were really starting to just sell you junk.

Alan: Pretty soon we were finding it really hard to deal with these people and so Dave and I was starting to give up on it. We went from \$15 million to \$10 million to \$7 million and to \$5 million, which is still a great living, but pretty soon it came down to the point that we didn't like the aggravation.

Michael: Move me onto the next stage. Real estate, obviously the mortgage market and the real estate market bombed, and then what are you guys doing then?

Alan: Dave and I we're trying a lot of different things on the internet. In fact just to give you some credibility, also in our life is that we came to you and we bought a course on becoming a consultant. And so we gathered a lot of information from that and we did a little bit of

consulting work, but it was wonderful to gleam all the information we did but we loved the lead business. And so Dave and I decided to go back to the lead business, we said “You know what we’ve been in the lead business that was our success let’s get back into it, but we can’t do it the same way we did before, we need to be able to control the quality of the lead.” And so we started coming up with a self-aware product that was able to do all the extracting of the leads for us; target leads. But the thing that really turned around was this, Dave and I started to look into directories like Craigslist and Kiji and Backpage.com and these were places where people were actually doing the initiation of I want this, I’m looking for this, or I have this to sell.

And so when realized this, although we’ve all used Craigslist, but it became like the eHarmony of business to me here was someone who had something to offer and then there was somebody out there on Craigslist also, or these other directories, that wanted to buy it back but the two of them never got together. So when we decided to go and built the software we built it on that premise that here were people looking to sell things, here were people also looking to buy those things and we found a way to put the two together and so we started a business out of it. That’s basically how we got into building the software.

Michael: Alan, what is this thing you developed in simple terms? You got a piece of software that does what? What is it?

Alan: It’s a search engine like Google and what we are able to do is actually target certain things. Like if I were to input a ’57 Chevy inquiry to Google what would happen is I would get all these Web sites but I wouldn’t really know if these people were selling the Chevy or just putting it up as a display. I would have to do a lot of work I mean it would just be so cumbersome that I don’t know if I’d ever get to the bottom of anything. And so in Google I would not know if I was getting a good lead or a bad lead. In fact there would be probably very little information, I would have to do a lot of research, and I would have no idea if these people have anything to sell whatsoever.

And Michael you know when researching on Google it always brings me back to the fact that when I was in the mortgage lead industry that I could never control what I was getting, I wasn’t sure of the quality, it was very depressing when I would get the type of lead I would get from them, and I would look at it as the same way as if I would be going into Google and getting them leads. So when I go and use the software that we’re talking about I ask people that

are actually in these directories saying “I have a '57 Chevy it does this, it has this color, whatever it is” and it excites me because these people are absolutely looking to sell. And we can extract these leads out within seconds we know we’re getting in top quality leads because we’re dealing directly with the people that are selling that car that own that car and they’ll put that ad in and they’ll say “Please someone out there here’s what I got for sell, do you want to buy it?” And this is so fantastic. We had to stop the software at times because it was extracting so many leads so quickly. It’s amazing because every one of those leads to the buyer is less when we’re extracting we know there’s a buyer out there. Now we can turn that thing around, and here’s the exciting part, we just press who’s looking to buy '57 Chevys.

Michael: Alan, define a quality lead for me.

Alan: Michael I’m glad you asked, because quality leads are in fact the key to the success of any lead brokering business. When we started to develop this software, we knew we had to go beyond just the search aspect, the results we were looking for was to secure a quality lead not only someone interested in whatever that lead represented, but the timing of that lead was just as important. The quicker you can contact that person or lead, the greater possibility of earning their business. So we decided to expand our horizons way above and beyond search. Here’s what we felt we had to accomplish. 1. Naturally find the person that is willing to initiate the actions we desire, 2. Insure that the lead is a highly targeted, focused and ready to do business now person. 3. Since we were asking for it all, we also wanted to find a way to have each lead generate other leads. 5. Then develop a way we could have those leads come to us wanting to business as well. I know this was a tall order but this is what we wanted to accomplish.

Michael: Is it even possible to make this happen?

Alan: We had to search out a multitude of software system developers to help develop the product we wanted, Michael, let me explain what we did and you tell me if we developed the product to accomplish this. 1. We can search the entire internet in every city in the world and find people making the request for just about anything. 2. Even if the search only produces a handful of leads but our desire is , we want more, we can construct multiple search routines and have them run 24/7 automatically until they produce the amount of leads we need. 3. Now we can determine the quality of these leads by our classification system, We break them down into 3 classes,

Class A would be, in the search we find in the body of the post, the primary keywords of the search, a name, (IE: it looks for "Contact XXXXXX at @ phone number) and email, class B looks for either a phone or an email address and has keywords in body, Class C has keywords and only can be contacted through the place they posted the ad. 4. Now we can contact them instantly in these three fashions, depending on the class of the lead, you can either A. Send them a compelling email to start the sales process, or B. If you feel the lead is hot enough to want to contact them right away depending on the classification, the lead can be sent directly to your cell phone. Or you can have the leads RSS fed to your email.

Michael: How did you get prospects to work for you generating additional quality leads? And how am I going to make money with your software?

Alan: One of our developers wasn't comfortable with just getting the leads to the door, he felt in order to get the masses desiring to do business with us, we had to come up with something that would turn those leads from being a just a lead (even though they ask for the product or service) to an extremely warm prospect eager to do business. We felt we needed to give them something of extreme value. So we developed a professional interfaced web based template system that allows the user to quickly and effortlessly generate an eye appealing extremely user friendly interface that gives the prospect just what they need to accomplish their goal.

Example lets say you, Michael want to sell your home yourself, so you go to the internet and post your home on every free listing you can find, this is what most sellers do. The only thing I see you did wrong was you just placed you home in a sea of homes just like yours which means your in a lottery.

Well that's the chance you take when you post for free, right? Wrong, you could have had some one on our system that found you're posting build you a personal professionally built website absolutely free. Not only that, it has a phone number you can call into and tell the world in your voice and your words just how special your home is. This is all absolutely free.

Now Michael, wouldn't that make every one that is trying to sell their home eager to do business with you?

Michael: I've got a feeling there is lots more to this.

Alan: Michael, you are so right, now think about this for a moment, only one person can and will buy this home, and until it sells, the home owner is going to be working feverishly to get people to this website. While we are desirous to make more money from this free website we just put up for this person, we came up with this, while he is driving traffic to his website(IE: Working for me). I can put a button on the page that says, Get Pre-Qualified for This Home Now. [[This is a hot mortgage lead, you can't get any hotter of a lead than a person trying to get qualified for a loan to buy a home right at the moment, they push the button.]] That is a very salable lead. And I can also put a button on the website that says, Get an Insurance Quote on this Home Now, another saleable lead, How about Title Policy, Or an Attorney or an Appraiser all of these are great quality leads. *(Oh by the way this is a template driven system that anyone can build in a matter of minutes.)* Turning this system into a massive lead generator.

Michael the fantastic part of this is the system can work for anyone who is trying to sell expensive items on the internet. Cars, Boats, Motorcycles, Expensive Jewelry, Land, Businesses, you name it. Anything people are trying to sell, we can assist them in doing so. In the process, we develop a massive set of leads for just about anything that the big lead brokers are dying to get their hands on. Because of the quality, and combine that with the speed we can contact these prospects, this should be a win, win for all parties concerned.

Michael: How can this help affiliate marketers?

Alan: Michael they can use this search and template system like a CPA or Affiliate site. Simply set up the keyword driven search routines, let them run 24/7 extract the leads, redirect via the emailing system. Track and test their emails until they get the one that converts and sends them to the review site *(IE: Your template system)*, Let the sites take over from there just sit back and collect their pay check. If they want more money just set up more campaigns. Just remember every template site that goes up, is a lead generator robot for every product and service sold that is tied to the subject matter of that site, only your imagination is your only limitation as to how to get this to cash convert.

Michael: Can we cover some other ways to use the software.

Alan: Yes, we can also go into the buying end of it and just put buyers in there of '57 Chevys and we're going to extract all those people who

are looking to buy. Now we're the matchmaker we're like the eHarmony of this business transaction. When eHarmony first came out, even now it's even getting bigger and bigger because people, one side they're looking to date, they're looking to find a mate for themselves, they're looking to get married, we'll just say that's the girl side. Then there're men out there that are also looking to find someone that's compatible to them and they want to get married. And, of course, eHarmony brings these two together, they can see one another, they can talk to one another, they can get together with one another, and eventually it's either they got a match there or they don't.

Well we're the same type of matchmaking situation between a buyer of a '57 Chevy and the seller of a '57 Chevy. This is before the software imagine me being in the business of restoring '57 Chevys, they just got to understand that here I am, I have a garage, I like '57 Chevys, I have plenty of buyers for them, but the way I was doing it before the software would be go out to Craigslist and maybe I'd find one person in my area if I was lucky because I caught it at the right date before somebody else bought it or I'd go into eBay and look for it, and so it's a slow process doing it that way. That was before I got the software and of course my opportunity to make money was also slow because I could only maybe grab one or two a month or maybe one every three months.

Now when you're buying in any business you're always looking to buy low and that's when you really make your money these better opportunities to buy at the lowest price gives you a lot more margin.

It would be like in the real estate business I buy low and I have buyers that buy at a certain price that's when I make my money sell. Of course when I'm going out in the old way I'd be doing one at a time or maybe if I was in a real estate business I'd be doing just one purchase a month or something like that if I was lucky. But with the software I can no go into an area, put in a date range, push the button, find what happens with the software within seconds it will extract, with the server we're looking at the State of California, every person that's looking to sell a '57 Chevy in California I will get all those listings within seconds. They will have the type of car, it'll be the person that has it, it'll be a little bit of description of what he car is all about and it'll put it in an Excel file for me all organized. Everything is going to be there if they have a phone number that's phone number is going to be there or an email address or if it's a directory it allows me to go and just give back to them and their email address it sets everything in one place

for me. It's a complete list of every '57 Chevy and it could be 500 of them.

Now remember the old way that I did this I would have an opportunity to maybe deal with one person in a month. I had no way of being competitive in my purchase price because they want a certain price I could negotiate with them but I have really no legs to stand on if I wanted that car. That was the old way it was very hard to go and negotiate, very hard to go and turn something down if I needed it in order to make money. So remember that buying low is where the money is. So now with the software I'm able to go and get hundreds and hundreds of people that are looking to sell me those cars in seconds. Now I can pick and choose. Now I can buy them at the price I want. I have a much better opportunity to than I ever had plus in quantity, if I can handle five cars, ten cars, twenty cars and refurbish all of them a month I have that opportunity to buy them at this point. And so it's so much easier to do than before.

Now once I have these listings all within an organized file, now the old way when I wanted to email somebody and possibly buy their car I would have to first copy their email address and I'd have to create an email I would have to put everything that I was looking for in that email. Now I would have to go and send that email to one of those queries and wait for a response but I have one person that was all I had to deal with. With the new way and the software all I do is create the email I pop it into the software. When I push send this email goes to each individual person that was looking to go and sell their '57 Chevy. They don't know that I'm sending it to all these different people out there they only know it's a personal email to them looking to buy from them. I have the criteria that I put into this email. These people who are interested in selling their '57 Chevy to me they're the only ones who are going to respond to me and that's about as easy as I can make it. And each one of them now knows that I'm interested in their car and once these people were looking to sell me their '57 Chevys get my email, and it's an individual email it looks like an individual email even though I'm sending it out to maybe 500 people, so I'm really in charge of this whole negotiation.

Now when those who meet my criteria are willing to go and sell me their '57 Chevy will get back to me through an email or through a phone call. And I'm really in charge of what I'm going to pay and I'm in charge of who I'm going to buy from, but I have so many choices it just makes it so easy for me. And of course again when you're buying low you have a better opportunity to make money and I think this offer is just so fantastic. I don't have to do anything

by hand anymore just a click of a mouse and it's all done for me. And remember if I was doing it the old way it would honestly take me days to be able to go and do what I just did in seconds. First of all, searching for them would be hard enough and getting them in the right time would be hard enough. Now when these people, if I put in my criteria of the last three days I get in contact with them before anybody else does just about. And if I did it the old way, obviously, I would miss many, many, many deals and I wouldn't be as competitive as I am now.

Let me give you an example, of being able to make the first initial contact with somebody that gives you the upper hand. When a person's looking to sell his '57 Chevy there's a reason for that I mean he wants to get rid of it and the first person that comes up with the money is willing to negotiate they sort of shutdown to everybody else and that person has the best opportunity to buy that car. Now with this software that's what it does for you it puts you in people's faces faster than anybody else can do and that gives you the upper hand and the opportunity to be first and to buy at the lowest price; that's what the software does. Now I know that we've been talking about '57 Chevys that was just an example to give you an idea of how the software worked and what an advantage you have by using the software.

Michael: Alright Alan can we talk about some different ways that one can make money using this software?

Alan: Absolutely.

Michael: Alright first you've got here home-based businesses, tell me about that.

Alan: Well there are people out there looking to go and work from home. We know that's becoming a big industry, especially in this economy right now. And then there are people who have home-based businesses that are looking for people who are absolutely looking to get into that business. So if I was able to go with my software and extract everyone that was looking to work from home, and on these directories there's lots of people are looking to work from home, now I contacted the people that actually have these home based businesses that are looking for clients, are looking for people to get involved with these businesses I put them two together. After I do everything like I did with the '57 Chevy and I'm able to go to the people who are looking to sell home-based businesses or get people involved with their home-based business now I get all these people that are looking to get involved and work from home. I can

extract all those leads. I can now put a price on that lead and go to the person who's selling it and say I have people who are actually initiating on an ad that they are looking to work from home I can get these over to you for, and then I have a price tag on it.

Michael: Alright so you're talking about selling the leads.

Alan: Selling the lead.

Michael: Generating the leads this offers puts them out into an Excel file, organizes them gives a contact email and a phone number if available and then you go to the people looking for home workers and you sell those leads so they can contact them.

Alan: Absolutely.

Michael: Bingo. Okay. Ticket brokers, how can ticket brokers use this to make money?

Alan: If you're going to and say work with ticket brokers who sell tickets for all kinds of large events it doesn't matter what they are, it could be football games, basketball games, it could be concerts, it could be anything. So what you do is you would go onto, we'll just say Craigslist, where people can't make those events so these tickets are available. Now what we do is we tell these people "Yes we're interested in buying them tickets." Now what we can do is we can wholesale them to a ticket broker or we could also go to individuals also on Craigslist saying "I'm looking for Charger tickets for this weekend. I'm looking for some kind of concert ticket for this weekend and you can negotiate between the two and you can make money that way.

Michael: How can I make money dealing with the real estate market?

Alan: The real estate market is always looking for listings, obviously, and the real estate is actually in some areas in a downturn market. But on Craigslist or other directories people are looking to either rent apartments, to buy homes, to sell homes buy owner, whatever it may be and the real estate person he's out there putting his money on the newspaper, in the radio, or in the Yellow Pages, or whatever, looking for listings. We already have those listings, we'll just say that a person is looking to rent a three bedroom apartment I can extract that, in fact, I could extract lots of them say in the San Diego area, and now I go to a real estate broker and I tell them I say "I have people that are looking for a three bedroom apartment in San Diego, do you have that? Well I'm willing to sell that lead to

you for” and that’s where I’d come up with a certain price and now they have a direct contact with this person who’s already establishing the fact that he absolutely needs to rent a three bedroom apartment he can’t find it on his own, he’s waiting for somebody to get back in touch with him and now I’ve contracted this real estate agent and they are now calling these people up. Or have this person from the apartment I give them the name if I make a contract with the real estate agent if they’re calling the real estate agent.

Michael: Any other ways we can make money with real estate?

Alan: Oh yes there’s plenty.

Michael: Tell me.

Alan: Now there’s a lot of people that are looking to sell their homes on site a Sale by Owner but they’re just putting these little signs out there Sale by Owner and they’re really not getting a lot of contacts because people that are driving by maybe will see it but we have real estate people who already have people that are looking to buy homes. So what they can do is they can initiate, well I’ll initiate, or they can use the software to initiate that seller by owner person who will now be dealing with a real estate agent because a real estate is saying to them “You know what are you having any luck with it because I have a buyer for you.” And so now I can put those two together like the eHarmony thing I told you about before I could put the buyer and the seller together. So I can do that through the software.

Michael: Any other ways we can make money with real estate?

Alan: Let’s say a person is looking to rent a house or looking to rent their apartment. Now also on these directories there are individuals that are looking to rent their apartment, rent their room, I can bring those two together now. Say I’m the guy using the software I’m saying to the person looking to rent their apartment how much are you looking to get for it, \$1000 dollars we’ll say? And the other person now I can get in touch with them and they’re looking to spend \$900 dollars or maybe \$1200 dollars for the apartment. I negotiate the price between the two of them. Normally I’ll make the spread from the person renting the apartment. It’s a one-time deal or maybe I can make a residual deal, however I can go and create that.

Michael: Tell me what it outsourcing for profit. How can I make money with your software doing this?

Alan: There are many, many persons they're web developers or they're FCO companies that are looking for work. And then on the other hand there's people putting up Web sites and they're looking for FCO people or Web site builders to help them to get started in their business. So what the software can do is go out and say "I can negotiate prices and say to outsourcing whether it's in this country or other countries and say "What's your monthly fee or what do you do for a person who's looking to get FCO help." I'll get a wholesale from them now I can go back and actually go to that person that's looking for that FCO work, private label myself or however I want to do it, and go and sell that for the price that I'm looking for. I've seen people that are willing to go and say build a five page Web site for a \$100 or \$200 dollars and I know that I can go out there and say to people that are looking for that Website to be built from and say "I can build that Web site for you for \$500 to \$1000 dollars" and I can actually make that spread between them. And I don't do any work whatsoever except just make the connection between the two. No one knows the other person I'm the one I'm the middle man just moving in like a distributor.

Michael: Okay custom software design.

Alan: Well on the custom software design is like I said before even with the FCO a person may give me a price in custom software they'll build software for companies or for individuals that need certain things done for their business. Now they'll give me a price of so much an hour or so much a project. Now I go to the person who is looking to buy that and I ask them what they're looking for and they give me their budget or whatever it is. I go back to the software developer and say "Hey I can pay you this much for that." For an example, we'll just say a person is willing to spend \$2000 dollars to build software for whatever situation he needs it for. I go back and say to the software person who absolutely needs work and say "You know this is the job I need completed, I need it completed in this certain amount of time, and I'm willing to pay you \$1000 dollars for it." Now he may negotiate with me and say "No I can't do it for that, I need to do it for \$1500." I tell him "Okay, let me get back to you" I get back to him I tell them "Yes", I make \$500 just for a couple of minutes worth of work.

Michael: Outsourcing jobs in labor, how do you do that?

Alan: There're many, many people who could use some renovations on their homes or whatever, or maybe they need a roofing job, or they're looking for somebody to do some painting, and again I'm saying to the person "What do you need done" and they're telling me I got this to do and I'm looking to spend this kind of money. Now I go back and I'm going to outsource. I go out into these directories and then there's people like painters, roofers, siding installers, people put in windows, whatever, it could be washing windows and I negotiate the price that I'm willing to pay them. Because I'm a broker they can get lots of work through me I know where to go get the people who are looking to get work done and they may have a hard time, they may do it the old way, you know, just the newspaper, putting a little ad in the back of the classified or something like that we paint, we do this, we do that. I'm able to bring those two together now. He gets what he wants, this is the contractor, and the other person who is looking for work he gets what he wants, and again I make money being a broker I'm like a toll gate between these people.

Michael: You're a toll gate and you're a matchmaker.

Alan: Yes.

Michael: Okay. How to find legal and professional services in seconds?

Alan: This is another beautiful opportunity. Just say a person is going bankrupt, I'm going to use that as an example, I know that some bankruptcy attorneys charge quite a lot of money for doing it, especially if you are in trouble and you can't pay your bills anymore and you're saying "I need a bankruptcy attorney and you go search maybe on Google or you'll search them in Craigslist, or wherever, looking for an attorney well you're subject to his pricing. Now imagine going out there and saying "Going bankrupt, don't have a lot of money, need somebody to do it for me for less than \$400 dollars." And then all of a sudden you get all these attorneys that are willing to do that because they need work to just like anybody else and they come in at that price for you. Now you have your choice. You have made a competitive situation between attorneys and instead of spending thousands you get it done for \$400 dollars.

Michael: And would this be the same for accountants?

Alan: Accountants is the same thing. Let's say I'm looking for an accountant now you look for your local accountant, you deal with him, he's a nice guy and everything else he's charging you

something and you don't know exactly if you're doing well or not for having him to become your accountant. It's like you going out there and saying "Hey, everyone out there all you accountants, I'm looking for somebody to help me but I want the lowest price person." Well you know within seconds you can get competing pricing for yourself and you decide between the pricing and the quality of the accountant who you're going to use. In fact, if you use it in everything that you need, whether it's fixing your house or accountants or lawyers or whatever you're going to get the best possible prices out there in seconds. I just want to make sure and I want to remind you that it may seem like we're doing a lot of work but not with the software.

With the software all we're doing is whatever niche market we're looking for we find it within seconds we now create an email which takes us one time in seconds, we pop the email in, we push send, it does all the work for you, it's got all the criteria that we're looking for, and only those who are interested in doing business with us because they're willing to go in and take the money ruling offer or they have the service that we're looking to go and purchase. And it's done within seconds there's nothing more to do except a click of a mouse the software does all the work for you. And I'm going to say this is that what happens normally when you send out this email I'm saying within hours, I'm talking about people who are willing to respond to you, you get back about a 40% to 70% response, which is fantastic. They have no idea that it's software doing this work. They still believe it's just one individual contacting them and seeing if they can negotiate whatever they're looking for, but it's the software that does it and the software does it in seconds and it does it multiple times.

Michael: Jewelry, how can I make money with jewelry?

Alan: This is the beauty of directories, especially with Craigslist. Remember that there's at least 50 million people a month that go on Craigslist because it's free to put their ad in there, whether they're selling this or they're selling that. And when it comes to jewelry right now you have gold is at its highest. We'll just talk for a second about what they call the Junk Gold which you're willing to sell. And imagine being a jewelry store and with the software being able to grab hundreds and hundreds of people that are looking to sell very bold jewelry for pennies on a dollar and this jewelry store the only way they get people to go and sell them any jewelry is when they walk by or they see an advertising in the paper. And yet now with the software within seconds they can go and have their pick of all the jewelry possible.

We'll just get a little bit more elaborate and say you're looking for a Rolex watch. You put in Rolex in our directory and you push that little button that says find I mean hundreds of people are looking to go and sell their Rolex watch for almost nothing because they need the money and that's why they're on there. And now if you just say if you as an individual were looking for a Rolex watch you can get almost brand new Rolex watches from people that just can't make ends meet so they're selling off what they can to make as much money as possible. So now you can get items for pennies on dollars, especially jewelry.

Michael: What about identifying buyers of jewelry can we use it for that?

Alan: Yes indirectly it's like Craigslist or stuff. Not only people can list what they're selling but there's also a place where people are looking to buy certain things. They may be looking to buy a wedding ring they don't want to go to a jeweler, they like to buy to somebody and a lot of times its heirlooms, people are looking to sell. So what you do with a keyword say 'heirloom' or 'two karat diamond wedding ring', whatever it is, if you put this into this software and push find automatically within seconds you're going to get everybody that's looking to sell that piece. Now with an email, like I said before you create the email of what you're looking to pay and what criteria, you push the button automatically these people are contacted and either they call you back immediately and you negotiate with them or they email you back, but it's all done in seconds. And you can go and target anything you're looking for any kind of piece of jewelry because there's thousands of different type of things that people are selling on Craigslist.

Michael: Quickly identifying lost items like dogs and cats for example, can we make money with that?

Alan: Yes. Here's something that maybe a lot of people won't think about but a lot of people lose their dogs and we're just going to say about making money with finding things that are lost. I'm going to use dogs for example. There are companies out there that actually help find people's lost dogs or cats. Now this is an example that I know that we've used before where there's lots of people who have lost their dogs we'll just say in the San Diego area, and we have contacted the company that absolutely does a great job in helping people find dogs. Imagine you go around where your car, you're running around looking for your dog or you're yelling out the window and stuff, you're asking a couple of neighbors. This

company actually goes out and scours the street for you and all your neighbors and everybody that could possibly think about, police station everything else that are looking for this dog, and more than 50% of the times they'll find the dog before you will and they charge a certain amount of money. Now if I bring that to your attention as the person who lost their dog and you go contact that company I'm like an affiliate of that company I get a percentage for doing that I get a commission and that's how that works.

Michael I love the lead business. Leads are customers they're actually people, these are people who are looking to buy or sell something and that's what a lead is. Every industry, every company, every store, the pizza parlor to dentist, the lawyer, the candlestick maker, everybody needs leads, but before I was never able to control the quality of the lead because I never knew what I was getting. But with this software I'm actually getting involved with people that are absolutely saying to me and to the world I need you for this or I'm looking to sell that are you interested in buying?

Now when I go and target that lead, and I'm targeting that lead to the ninth degree I know exactly what I'm looking for and that person is in that directory. And now when I grab that lead I have a absolutely viable person that's looking to spend money or to go and sell something. Like I said before, I'm the toll gate I bring that lead, that customer to that store, to that service, to that individual that's looking to pay for it or buy it from them or whatever it may be and I'm able to make money from that.

Now I can just extract thousands and thousands of leads. If I wanted to do this on a full time basis I'd make more money than I made in a lead business back when I used to be able to buy from emails and that wasn't even a quality lead. Now that I have a quality lead I can do much more than I did before. A person that would get involved with this now, whether they want to do it on a part time basis for individuality because they were, just say an antique dealer, before the antique dealer would go to the shows and go here or go there, now he could just say what he was looking for and these things would be extracted right from the different directories and he would have his choice of this item. Without leads no company ever makes any money they need customers and we're able to bring them customers through this software in seconds.

Remember the story I told you about the fellow who was selling his leads back when for \$3 dollars apiece, he was in the catbird seat, he was the one controlling the price, he was the one controlling the quality, he made whatever money he wanted to make because he was the one who had the lead. How would you like to be that person now and be able to go and use this software to develop leads by the thousands to be able to be just like him charging what you want but now the lead quality is even better than when he had and be able to develop, we'll just say an email list from him.

Michael, I want to just give you another example of the power of this software. Just say I'm in the business of buying high end mountain bikes. When I go and extract these people that are looking to sell these mountain bikes and they get back to me with an email. And remember when I went out to these people who were looking to sell their high end mountain bikes all I did was create one email, remember, all I did is push the button, out went my emails as if it was an individual speaking to each one of them, once they got back to me and they sent back their email address, sent their phone number or whatever it was so that I would contact them I'd build a list.

This is the part that I haven't spoken to you about and the power of this software. Building a list means that I have people now that we know are mountain bike enthusiast but what else do they buy? They buy the equipment, they buy the clothing line, obviously they're people who eat, they have so many things that now I can resell them because they're an opt-in, they've opted-in to contact so that I would be able to talk to them about mountain bikes and that's given me an opportunity to go and sell them other things. One person, if anybody's ever done this for themselves or been in business or anything else, just say the individual like you Michael, what are you worth all the people that you buy product from? I mean whether you pay your bills, whether you take your kids out for food or whether you go and buy cars or whatever it might be you happen to be a lead, you're a lead that can be sold many, many things. Now if I have you as my lead, obviously, and you like me and you've already done business with me in one sense or another or I've contacted you in one way then I'm a trusted person because they've already gotten in contact with me at one time. I now offer you other things that you may be interested in. One person could mean thousands to me.

Now just imagine that one mountain bike enthusiast and how much he is worth to me now that we already know that he's interested in high end mountain bikes. What is he really worth to me? Now just

think of this I can expect thousands of them a week. Now from that point they buy other things. So I'll just say this they're worth \$1 dollar, even just \$1 dollar has a lead. Now that 41 dollar that's a thousand in one week that I've gotten of mountain bike enthusiast. Now imagine all the other things that I can go and possibly sell to them or offer it to them to buy and then he becomes a \$2 dollar person or maybe \$5 dollars. Imagine what you can do with something like this and putting your imagination and the amount of money that each lead is really worth to you once you get them onto your list. And this software does it all automatically for you. There's really nothing that you have to do except push that button like we said before.

And I want everyone to know that I'm giving a lot of information on what this software does and people might be saying to them-selves "How am I going to get to be able to use it?" We have a complete 24/7 support system for you. We want you to be successful so we're going to actually back you up in every way. We're going to train you we're going to give you all the support that you need until you become successful at it. And as you get going with this software you're going to go and develop more and more things I haven't even thought about. And to help you even more, just so you know, is that when you buy this software we're even going to throw in a bonus package for you and help you to identify different niches.

Michael I just want you to realize that at the peak of my lead business, every time I go back to what I use to do and when I was at the best I made \$15 million dollars a year, \$15 million dollars in the lead business. And when I compare what I was doing back then and all the work that had to be done and not having control and not knowing the quality of the lead-in and what I have now and how many different niches I can use instead of just the mortgage industry I have thousands of niches to get involved into now. Now I know this sounds crazy but I can see 10 times more money than I saw before. The software it does so much more than I was able to do before that it makes me so excited I just can't wait to get people involved into what I'm doing right now and to help them to develop the business and to make a fortune with just a click of a mouse. I know that it may sound confusing to everybody about what I'm talking about.

I could talk all day about how much money you can make and how it works and what I've done with it, how much money I made, but nothing will compare to what we've done for you unless you can actually see this working. What we've done is put together a demo video and people can go online and actually view exactly what

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we're doing and we'll be able to show them exactly how this software works. And so whoever would be interested in seeing exactly how it works and seeing what I've been talking about I would love to have them go online and demonstrate exactly what the software does.

Michael: Alan this sounds incredible. I can't wait to watch the demo video and play with the software myself. As I said, I love Craigslist I have saved a ton of money buying things off Craigslist and I'm looking forward to doing some brokering as well. But even though you'll definitely get a feel for how this software works just by hearing the audio, you really need to see it in action.

Go to <http://www.hardtofindseminars.com/Leads.htm> and enter your name and e-mail to see the video.