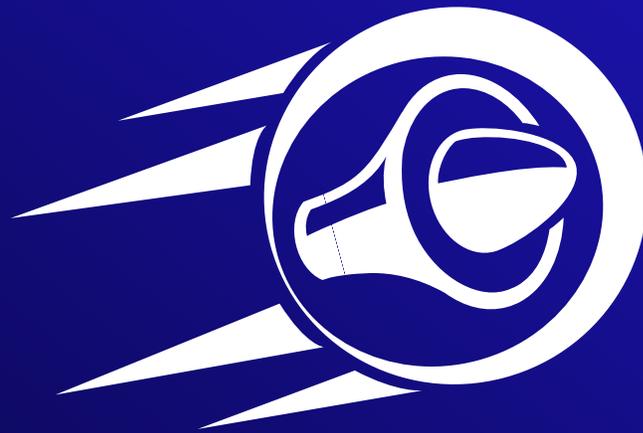


**REVISED &  
UPDATED**

# ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

How To Use Audio Interviews  
To Get More Sales

by Michael Senoff

 Michael Senoff's  
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

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## **How To Use Audio Interviews To Get More Sales.**

In this short audio, you'll meet Tony. Tony thought that face-to-face meetings were the best ways to generate leads. Of course, this meant he was chained to about an hour's drive of his house. And the worst part was -- once he'd finally get to the businesses in his area, he'd often find that the decision makers were busy, in a meeting or weren't even there. So, his long drives were actually getting him nowhere.

A while back, I suggested he automate his selling campaign by creating an audio infomercial and using it to generate leads.

So Tony interviewed his boss and created a hard-hitting audio infomercial. And that audio led to a whole new home-based approach that now includes the Internet, a letter-writing campaign with a free incentive CD, faxes, phone calls...and absolutely no driving!

And, it's working better than he ever thought possible.

He's already doubled his income, he's freed up his time by doing a lot less work and he's looking at new and exciting ways for expansion -- all from the privacy of his own home and mainly because of that audio infomercial.

And he says the best part of his new business approach is that he's only dealing with people who are already interested in his services. He's no longer trying to force people to become interested.

So sit back, relax and listen to how a simple audio helped one man turn his whole life around. Enjoy.

If you have the knack for giving advice on marketing and business, then becoming a marketing consultant might be a good fit for you. The worse our economy gets, the better the opportunity for well trained consultants. Why not get paid for the advice you're giving away for free?

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Here's a short recording with a gentleman that perfectly illustrates the power of an Internet Audio Infomercial. Now you're going to hear this gentleman talk about what an automated selling system has done for his life. I think this recording is particularly applicable for you if you're interested in leveraging your business and the best way I know how to do that is to create a hard-hitting audio interview. In this recording you'll see examples of what this can mean for you. So I hope this illustrates a point. Get ready and let's go.

Michael: Since we've talked, why don't you give me a before and after picture; before we talked what were you doing to sell your services and take me to now, what does your business look like now and how has it freed you up. Give me some of the benefits of automating your selling process.

Tony: Okay, before I guess I was bound geographically because here in the Hampton north area, the only businesses I could call on were businesses that were in driving distance. So businesses, say within an hour radius of my home. And the way that I used to do it was, I would drive to a business and I would look at the facility to see if they were candidates for saving money on their electricity and I would go and walk in the front door with my card and I would try to identify the decision maker – the President or the CFO or the Facility Director – and pretty much every time they would say they were not here, they were busy, they don't want to see you, whatever. And that was no big deal. I say just give me their contact information and I'd get it and then I would go home and I would call and I would try to schedule an appointment to drive back out there again to do a 15 minute or so presentation and try to sign the contract. But if they didn't sign, then I'd have to drive back out there again to try to pick up the contract. So it was a lot of just driving around. After you've driven down one street and you've taken notes on the facilities that are there, you're done; your circles have to keep becoming wider and wider and you're driving farther and farther and farther every day for people to say they're not there, or no, or whatever it is. And so that's what I was doing. And since I spoke with you, you told me we have to get you off the street; we have to automate your lead generation at least, and what I did was I started to build a web site where I would put my Power Point presentation onto my web page and that actually didn't work too well because the file size was so colossal it was taking forever for it to load. But what I did end up doing was I started a lead generation campaign and I just came up with a two-page direct mail sales letter, you know the headline and my picture and just basically going through the benefits we can save you some money

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and if you're interested, call me back or fax me your request and I'm gonna mail you my free information kit.

Michael: Tell me your first use of that. How many did you send out; who did you select to send it out to; how did you send it out; who did the licking of the envelopes and the stamps, etc. and what happened?

Tony: Okay. My first mailing was to about 110 or so people and these guys are Presidents and CFO's and business managers of private schools in the state of Virginia.

Michael: Where did you get the names?

Tony: I pulled the list off of a web site. I went to an association of Virginia Private Schools web site, and you know, if you click around it will say "member schools" and you click on that and then it gives you, boom, all the information there. So I just cut and pasted and downloaded it into Excel and pressed the data and I had a list. And this list has about 110, 120 of these Headmasters and Facility Directors and people who make the decisions. So I had the list, I had the letter, and what I did was I found a person here locally from either [www.elance.com](http://www.elance.com) or [www.guru.com](http://www.guru.com), I can't remember, but I found someone that was willing to do just basic administrative stuff. So I found her, I screened her, I called her and said I'm gonna email you this Word document, I'm gonna email you this Excel spreadsheet. I want you to go to the store, buy stamps, buy envelopes, buy paper, whatever you gotta do, and I want you to write my signature on this letter, but print it off and send it the way that I'm telling you to. And I did it Dain Kennedy style, so you know, live stamp, handwritten #10 envelope, that sort of thing.

Michael: And how much did you pay her?

Tony: I paid her \$8.00 an hour. And so she went and did that. She mailed them all for me. She licked the stamps, she handwrote the addresses, and mailed them. And I ended up getting a 6% response off of this lead generation campaign.

Michael: How many did you send again?

Tony: I sent like about 110, 120. And I got like six to eight responses.

Michael: How did the responses come; by phone call or fax, how would you split it up?

Tony: Both. My call to action at the end of the letter was either call my toll free number, give me your name and your address, your title. Or you can use my easy fax-back form. And it was designed like a coupon, yes I want my free information kit. Send it to such and such address, here's my name, number, email. You collect all their information. 80% of the respondents, respond by fax. The other 20% will respond by calling the toll free number. So I'm just sitting at home all of a sudden, my fax starts going off and boom, here comes these orders I guess asking for my information kit.

Michael: Okay, what were you thinking at that point?

Tony: I was thinking, SWEET. This is cool because one, I'm not bound geographically anymore. I'm not bound to within one hour of my home; I can go all across the state of Virginia just by mailing a letter. So that was cool. The second thing was, WOW, this is pretty cheap because all I did was pay her \$8. Obviously I had to pay postage and my envelopes and that sort of stuff, but if you were to drive to each one of these places and cold call each one of these places and everything else, I mean it would have cost me thousands of dollars. So to be able to do that was awesome. And then the other thing was that I found people who were interested. Instead of trying to make non-interested people interested, I found the ones who were already interested. They raised their hands; they contacted me instead of me going pounding the pavement and trying to convince them.

Michael: I remember talking to you. You were getting pretty burned out. And I also remember you had a very high closing ratio when you actually got in front of the person. And so, how did you handle these leads? Take me through the process from after the fax came in or the call came in, how you pre-qualified them with your presentation.

Tony: Well, this has evolved over the last four or five months. It started out as just a three step letter campaign. They would send in their request and then I would send them my free information kit which was a 13-page special report on the five myths on your electric bill and if you believe these myths it can be costing you thousands of dollars each year. And then I also did a Michael Senoff. I called the President of our company; he's a former power company executive. I called him and said, can I do an interview with you about these overcharges that the electric company has? He said sure. So we got on the telephone and I recorded an interview between me and him and he just went into all of the details about why these overcharges are on the bills and why the power

company doesn't want you to know, and blah-blah-blah-blah-blah. And so I titled the CD, "Insiders Perspective, The 5 Things That You Might Be Missing Out On Your Electric Bill". It was really cool.

Michael: This guy was an insider.

Tony: Exactly.

Michael: Okay, so he was game for the interview. How long did the interview last?

Tony: It was about 40 minutes.

Michael: Good job.

Tony: Yeah, and I went back and I edited it and did all the stuff and I put a little header at the front and just like you do. It was like, "Hi this is Tony Millett, your energy advisor, and you're about to hear a special insider interview with such-and-such, a so-and-so from Utility Management Services. He's going to reveal to you – boom, boom, boom"– and then at the end of it I said, "if this has been a great interview for you, you need to contact me at . . ." and gave my contact information, so I did it just like you do it.

Michael: Good job. And you put it on CD?

Tony: I put it on a CD and that was kind of like my bonus on the lead generation letter. The lead generation letter was all about you gotta get my free information kit. But then the P.S. was, hey if you respond today I'm gonna throw in this insider interview. So once I got the lead, I'd send them the information kit that would have this special report, have the interview, it would have some just glossy brochure-y type stuff, it would have the agreement that they need to sign and then it would have my irresistible offer. So it had my irresistible offer, which is a free trial. Let us audit your bills absolutely free, no risk, no obligation, for five full business days. You get the chance to look at our audit and our findings. If you'd like it, great, don't do anything; we'll go ahead and take care of the charges. But if you don't like it, just give me a call, email, fax or whatever you wanna do, and we'll cancel it. So that was the irresistible offer. But anyway, it had that in it and it also had a nine-page sales letter and that was the first step. And then the second step, after about 10 days, if they didn't respond the second step was another letter that said basically what's going on? Don't forget your trial offer is about to expire in about another 14 days. And then if they still didn't respond, they got another letter that said have

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I made a mistake; have I done something wrong because you asked for all this information. I gave it to you, and I gave you this and this and this and this, plus my free trial offer, plus all this stuff and you still haven't responded. Maybe I've made a mistake. Please give me a call and let's work this out.

Michael: Alright, how did this sequence work with responses?

Tony: From probably 80% of the people, who respond, respond off the first letter. And only 20% respond off of letters number two and three. But out of that first six, the first six responses that I got out of 100, I ended up closing two, which is about a little bit less than 2% of the letters that I mailed. But out of those two, I made about \$3,000 just off of those two sales that I did doing nothing.

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

Michael: And you saved all that time, all that driving, all that wasted opportunity cost. And did you have the girl doing your entire letter sequence?

Tony: No, I just had her doing the front end and then I would do the back end. And that's the way that I'm still doing it now. But eventually I'm gonna turn it all over to her.

Michael: Alright, so how many are you up to now? How's it going now?

Tony: Well, now I just did a mailing of about 600, just last week. So far, I've gotten about eight or nine responses.

Michael: Who did you mail out to?

Tony: This one was still to other new Private Schools that are on the list, and then I went down to North Carolina; I didn't go, but I'm mailing to all the City Managers for every city in North Carolina. I pulled the list there again, from another association web site that had all the members on there and I just pulled it right off. I've already to that list once and the response was like 6 or 7%. So it's still coming in as we speak and I'm expecting it to be right around 6% again. My sequence is now an 11-step sequence instead of a 3-step so basically within 30 days they're getting touched by me about 10 or 11 times between my letter, my information kit, I'm calling them on

the telephone, they're receiving emails from me, they're receiving faxes from me and it's just like a blitz for 30 days.

Michael: That's awesome. So are you using the Internet to present any kind of presentation or is there an audio recording or a download or anything like that?

Tony: That's a good question. Yes. Here's what I did. I put together a landing page, which was basically my lead generation letter on-line. It's got my picture on there, a headline, call to action, same thing, you need to get my free information kit. Put all your information in here and I'll send it out to you. The only thing is that I even ran a Google ad work campaign for about a month, but it flopped big time because no one is looking to solve this problem because they don't even know they have this problem. And what I've learned is that people look for problems that they know they have. Like, if you've got a leaky faucet, or your toilet is stopped up, you'll jump on the Internet and you'll look for the solution, but if you don't even know that you're being overcharged, you're not looking for that solution on-line. So that didn't work. But the web site is still up and active and when I go in and see a client face-to-face, if I do that, I do a bill evaluation. I look at their bill and I let them know their risk level in having overcharges. Because I can tell whether or not they're being overcharged. I just can't tell how much they're being overcharged. So we run the simulation. What I did was I put together an on-line presentation to show people how to do that and I put it on U-Tube and basically it's a little video. And they click on it and there's a power bill in front of them and it says, hey listen, here's how you can look at your bill to find out whether or not you have overcharges. And it's about a four minute presentation and at the end it says, if you've done this and you realize you've got overcharges, you need to call me. And again, I give them my contact information. But what's funny is that just two days ago a high school teacher from a different city in Virginia emailed me and said, I just saw your video on U-Tube and asked me do you do this for residential customers. And we don't do it because there's not enough money in it, but it was cool that she had seen it, she watched it, she contacted me and then I told her, no we don't do residential, but we sure do the high schools, just like you're working at and if you pass on my link to the Principal, you never know, you could be a hero. The other thing that happened is, Dominion Power, the company, and they're one of the top 10 largest power providers in the United States, and our company does have a working relationship with them but they found out about my web site and they got ticked off. And they contacted the President of my company and said hey, one of your agents has this web site out

there. We're gonna threaten legal action unless you get him to take it down. And I reviewed my site and it doesn't say anything untrue; nothing derogatory, it just simply states the facts. I said, well I'm not gonna take it down until they tell me why. And then about a week later they came back and they said, well we're not gonna pursue any legal action; we guess you can keep it up.

Michael: Yeah, don't worry. You're not doing anything wrong.

Tony: Yeah, but I mean it's just been exciting. Because I think the biggest differences are, I used to drive all over the place. Now I do not drive anywhere unless someone calls me and says, come and see me. Then I might drive to you because even then, I say what you need is my free information kit first. And then they get my information, if they're still interested, then I'll drive and go see them. And the second thing is, I'm working with people who want to know what I'm doing. No more am I, hey do you want to save money on your electricity? Well, no. Well, why not? You need to be. Don't you want to save money? No, I'm not interested. Know what I mean?

Michael: Yeah, you're only working with qualified people and it's a lot less stressful and makes it more pleasurable, doesn't it?

Tony: It does, it really does. The third thing is that I'm able to target who I want to talk to because there's good customers, there's better customers and then there's great customers. And now with my direct mail campaign, I can target the exact customers that I want that I know are gonna save a ton of money and those are the only ones I'm dealing with. I'm not dealing with the Mom & Pop restaurant that's saving whatever, a thousand dollars a year on their electricity. Now I'm dealing with Universities and I'm dealing with factories and big places that are saving tens of thousands of dollars a year on their electricity.

Michael: That's awesome. So you're starting to make more money now than you were when we talked last?

Tony: Yes, I'm making more money than I was then. Back then, I might have been making \$30 back then; now I'm at least making \$50, but I'm not working nearly as hard.

Michael: Well, that's a great testimonial to the power of audio and the power of direct mail and leverage and your life is much better because you're not wasting your time with people who aren't interested in what you have.

Tony: That's right. So yeah, thanks. I wanna just thank you for doing that interview with me that day because you gave me so many ideas that day that just stuck in my mind and I ran with some. Some worked, some didn't work and I just kept going and going and going. But the whole concept of get off the street, have people come to you. That idea was so powerful that eventually, it took time and it took a lot of work and my income dipped for awhile. I told my wife I'm just not doing it anymore. I'm not going out beating the streets. And my income dipped until I got the whole thing built and started piling leads into it and then the money came back in again.

Michael: Good for you. Now the hard work is done. Now you want to automate your mailing process and all that stuff. And you may want to consider checking out the United States Post Office's web site because they've got some great tools. You can design your letters, 8 ½ x 11, window envelopes, you can go 11 x 17, upload your data, boom, they've got a service provide that does everything. You will sacrifice that personal envelope with a typed address, but sometimes having that automation and you not having to do any of that makes it worthwhile. The personalization, it's not a huge thing. It's a small thing that may make a difference, but if you give that up and go for some automation in getting your letters and campaigns out, you may really benefit from that.

Tony: Yeah, I've checked it out and that is the reason why I stayed away from it up until now was just the personalization, but I'm definitely open to testing it once I get a little farther down the road.

Michael: Yeah, I'd test it. I would.

Tony: What I really wanna do is, eventually put this into a system and sell the system to other people that are out there pounding the pavement just like I used to do.

Michael: Why don't you, the guy you interviewed, how many other people bought into the little franchise thing?

Tony: Well, no, you don't have to buy into it. It's just like being an affiliate. We're all independent contractors.

Michael: How many are there around the country?

Tony: There's about 18 or so in our company; we work all up and down the South/Southeast United States. But there's a lot of other

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companies nationwide doing what we're doing with their own sales force.

Michael: Absolutely, you should package it. Keep getting some results and package that entire thing. I could help you with that because I have an entire system that was put together by Dan Kennedy and a Dan Kennedy student about seven years ago and I bought the rights to this thing and it was a course on how to get more clients. I've got like a 300 page workbook, my sales letter. First it was for the Karate studio; how to get more clients for your Karate studio. Then it was modified for the gym industry, but it's all Dan Kennedy-style stuff and you can modify it and have an entire course with all your letters and all the stuff that's worked for you with some audio recordings. I could help you put something like that together. And I've got a lot of the intellectual property that you can just modify. It would take work but the meat of it's done.

Tony: That's exactly what I'm looking to do. And I think you're right. I need to get more results and make it more repeatable before I roll that out. But that's definitely the direction I'm going in. And I bought Dan Kennedy's Magnetic Marketing Course, which is great. And I've bought a couple of other courses as well that helped me along the way, plus listening to all the stuff on your web site. And I've just been a junkie for direct mail for the last year or so now. I've just been eating it up and applying everything that I can.

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Michael: Good job; well that's great.

That's the end of this recording with Tony. I hope this has been helpful and I hope it's given you some ideas on how you can automate your business; make your life easier and more fulfilling and fun. If you'd like to set up a time to talk to me for any kind of consultation, please give me a call at 858-274-7851. Also listen to some of the little bonus recordings that we have after this recording that will give you some ideas about the tools and services that I offer at [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) that can help you and teach you to do this yourself. Thanks for listening.