

Audio MARKETING SECRETS



How To Position Yourself As A
Non-Expert...And Make More
Money Than The Experts Do

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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Published by:

Michael Senoff
JS&M Sales & Marketing Inc.
4735 Claremont Sq. #361
San Diego, CA 92117
858-274-7851 Office
858-274-2579 Fax
Michael@michaelsenoff.com
<http://www.hardtfindseminars.com>

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How To Position Yourself As A Non-Expert...And Make More Money Than The Experts Do

AMS student Vivian has been trying hard to position herself as an expert in her field. She knows a lot about the health industry, has put together a health-related newsletter, and has even started writing two books. She's hoping to make about \$2,000 a week selling information products.

So in this half-an-hour interview, you'll hear my consultation with Vivian where I let her in on a little secret – sometimes, it's actually better not to be the expert. If you position yourself as a non-expert (just an average person who happens to be really interested in a specific topic and wants to learn more), you can make more money than the experts do – especially when it comes to audio information products.

As a non-expert, you'll be able to interview a bunch of different experts, package those audios, and make your living off of their expertise. And that's a lot easier than actually being an expert yourself. And in this consultation you'll hear exactly how to do that.

You'll Also Hear...

- Why you'll want to pick one specific area to focus on and ideas for narrowing your search
- Strategies for marketing your products that will keep you in the minds of your customers
- How to get big-name experts to agree to interviews
- Ways to package your interviews and promote yourself as a non-expert
- Ideas for getting commission by directing listeners to your experts' websites – and make even more money off your interviews

Like many fields, the health industry is a tough place to establish credibility in. If you're not a doctor, people are going to be very skeptical about what you have to tell them. Fortunately though, you

won't need to worry about that. The best part of being a non-expert is: the more experts you interview, the more you're going to be perceived as an expert yourself. And it won't take long for that to happen.

So stop wasting your time trying to prove your reputation when there's a lot more money to be made as a non-expert. And in this audio, you'll hear all about it.

Vivian: Hello?

Michael: Hey, Vivian. It's Michael Senoff.

Vivian: Hi, Michael! How are you?

Michael: I'm good. How's it going?

Vivian: It's good.

Michael: Good. I just got your message. I got your email. Okay, you had mentioned you have a meeting at 11:30 and will be available the rest of the day. So you have a meeting. What time zone are you on?

Vivian: I'm in Eastern. Where are you located?

Michael: Oh okay. I'm in Pacific. I'm in San Diego.

Vivian: Okay.

Michael: So you're done with your meeting?

Vivian: Yes, I am.

Michael: Well, you want to do it now?

Vivian: That would be awesome.

Michael: Alright, let's do it, let's do it. I want to record it, okay? And I'll be glad to provide a recording.

Vivian: Okay, I'm going to put my pen down because I already read that.

Michael: Okay, great. Now, I got your letter. Wow! I mean, I really appreciate you taking so much time. I know that took you a long time to write unless you're a super fast typer.

Vivian: Well, you know, it did and you passed my test too because actually I'm with the Dan Kennedy group. The leader of that group is my sister – and I'll be real quick – my sisters in a meeting, there were 17 of us. Some of them are millionaires, some of them are working their way and there are a couple of people like me who are just starting. I listened to everybody complain about couldn't get their websites built timely and all of these things they needed done. I got home and I got to thinking, geez, I could do all that or what if I just manage to get that done for them? So I sent out an email to him that day and I was like, am I crazy? You know, I see him market here, you know, I see all these needs and he never responded.

Michael: He never even got back with you?

Vivian: No, because he just went to this Mastermind meeting and they told him to work less and make sure that this is all the hours you're working. And you know, don't play around with any emails or phone calls or anything. If you have a Mastermind group, it's six hours and that's it.

Michael: Oh, I see.

Vivian: So I thought, oh! So when you responded, I'm like, okay, we've got a little bit of connection here.

Michael: Yeah, now that's ridiculous. You know, there are a lot of these marketers who set four-hour work weeks so you don't respond to email. They have these automated. You know, this is a people business. You got to talk to people.

Vivian: The very first meeting we had – we were supposed to meet up the first Friday of every month – he cancelled because he wanted to play golf. And I actually felt, oh, I'm not important?

Michael: What a joke! He cancelled it?

Vivian: Worst of all, it was \$397 but I only get 40 minutes. There are so many of us. You know, we stay there six hours and we each get 40 minutes.

Michael: Wow! It's six hours.

Vivian: That's \$10 a minute and first of all, the first time he cancelled the meeting was because he wanted to play golf. And then he couldn't respond to me. Now, I didn't go. Today was the meeting. I emailed him and told him I wasn't coming. I don't know if I'm locked in to the price for a year or not but those aren't really kind people and even though he's really, really great with marketing.

Michael: Yeah, who is he? What's his name?

Vivian: Ron Ipach.

Michael: Oh, that was Ron Ipach. Okay, yeah, he's the ...

Vivian: Yeah, on Phenomenon, you've seen that probably?

Michael: Well, I haven't seen that but he's the Dan Kennedy student who does the auto service information products.

Vivian: Yes, he is.

Michael: Alright. Well, I guess, you know, I don't know what to say.

Vivian: He's the one that knocked down my 'billion dollar' idea too.

Michael: He knocked down your billion dollar idea?

Vivian: Yeah, totally.

Michael: Yeah.

Vivian: Remember I told you I left all my groups in the list?

Michael: Yeah?

Vivian: He was that reason. I was like, no, because I can't keep up with my mind being corrupted by people.

Michael: Just in a nutshell, what was your billion dollar idea?

Vivian: Well, I know for a fact because I definitely deal with holistic and natural products and I've done this for 18 or 20 years. They're organics. All the natural sections and all the stores, including our Health Fix stores, there's nothing natural about it. There are actually really dangerous

chemicals in them just like in the regular foods. And I know that if this one person would just take this idea and say, you know what, we're going to say, there are no blah, blah, blah of these eight chemicals that are actually causing cancer to people, if they can actually drag all of us people in, because even the Health Fix stores were all complaining.

Michael: Are you there? Vivian?

[Attempts to reconnect with Vivian]

Vivian: Okay.

Michael: Alright. We got disconnected. I don't know. Was that on your end or mine?

Vivian: I'm on a land phone.

Michael: I am too. I have no idea how that happened. Okay. Alright, so you were saying that if someone would say that our product doesn't contain these eight or 10 chemicals ...

Vivian: It would be their USP.

Michael: I see. And then you'd list the chemicals and start educating the people about how bad they are.

Vivian: Right.

Michael: And what they're used for.

Vivian: Absolutely, but you know, I live in northern Kentucky which is 20 minutes from Cincinnati, Ohio and from there I could draw and attract all of those people.

Michael: Yeah, people don't like chemicals in their food. So what is the alternative? Is there food available without these chemicals?

Vivian: There is and it's also a problem with natural products – your shampoos, your cleansers, your soaps. Johnson's baby shampoo and Downy has chemicals that actually have been proven to cause cancer.

Michael: Really?

Vivian: Yeah. It's just the marketing that's good.

Michael: Yes. So you've been studying all this stuff?

Vivian: Yeah, this is what I do. This is what I live for.

Michael: Did you get sick yourself? I mean, is this a personal thing?

Vivian: Yeah, I have had to undergo trials myself and I had to figure all this out about myself.

Michael: Okay. Your idea, I can understand, that's a good USP but what would you be selling? A food line that would contain none of these chemicals?

Vivian: Well, no. I'm interested in hitting the natural section with the shampoos and the toothpaste. Toothpaste has problems. It's very dangerous and it's also in all the toothpastes – the Crest, the Colgate, all of them.

Michael: Yeah, what is it?

Vivian: It's actually called lauryl sulfate and the word is disguised a little bit differently but you can test the word lauryl or sulfate.

Michael: Yes, sodium lauryl sulfate.

Vivian: Yeah.

Michael: That's all in the shampoos too.

Vivian: Yeah.

Michael: That anti-freeze, isn't it?

Vivian: Yeah.

Michael: They de-ice airplane wings with that.

Vivian: And you know, there are in all kinds of things, even make-up.

Michael: Have you ever heard of the multi-level company called Neways?

Vivian: Yeah, I have.

Michael: Are you a distributor for them?

Vivian: No. But it sure is funny you mentioned that. One of the guys I work with sent me an email a couple of months ago because I work with all types of men and they really like to have their [unclear 8:03] every time we meet. And I keep trying to but they know my homepage. So he emailed me, his wife does that. I wasn't sure. I tried to get her to meet with me but she said a couple of things that ... what I wanted to do was to get together because with the essential oils we make or the products we use – Young Living Essential Oils – they're organic and therapeutic. We make our own antibiotics and things.

Michael: Yeah.

Vivian: So I thought, hm, her healthy market and my healthy market. Well, what she said to me was, "Well, I'm not really sure I'm into that. I got burnt really badly a year ago and I'll talk to you about that." And I thought, oh, I'm trying to clear my mind and my [unclear 8:47] I haven't met with her yet. Non sure where their products at.

Michael: Did she get burned with Neways?

Vivian: I'm not sure.

Michael: Well, Neways is very vocal about their shampoos and stuff and Tom Mower – he's the owner – and that is their USP. Their shampoos contain none of the sodium lauryl sulfates. He's a chemist by trade and he understands the dangers of these. I remember the promotional. That's what they educate people on. I'm sure the company's been around a long time. They're out of Utah and their products are great.

Vivian: Do they just do online or they in any store?

Michael: I don't know. I think they are in some stores. You know, I met a man when I first came out here, like 15 years ago, and he was a distributor. He turned me on to their products. I still use that mouthwash. It's that mouthwash is called Eliminator which is a stabilized chlorine dioxide mouthwash. This stuff is incredible. I've been using this stuff for 15 years and their shampoos and their lotions are all incredible.

Vivian: You know everything talking about then.

Michael: Well, I don't know it by heart but I know some. Yeah, I got an idea what you're talking about. That's the USP that's really driven that company and they have done very well. They're still in business. You can research them online – neways.com.

Vivian: With Young Living, we have the same products too. We do work in the distributor type thing. You know, your \$49 [unclear 10:25] to join and then all the stuff and you build a downline. I'm not really crazy about building downlines and things but I did read from Mike Dillard's Magnetic Sponsoring or something and this little book is fantastic on how to just build a business but you don't try to build a business. You bring them in through their needs, say perhaps some peppermint oil [unclear 10:58] ants if you have them in your house. So if it's the ant season, that's the only thing you're talking about. Once they start using the products, then instead of trying to get people to buy it ...

Michael: You know, you got to bring them in but it's got to be a product-driven sale.

Vivian: Yeah, we actually have a product you use that actually gets rid of the gray hair and the reason why it does is because sulfur's missing in your body and that's why your hair turns gray.

Michael: Really? And it really works? Because I'm getting so much gray.

Vivian: I'm in gray hair stage now. I want to take a picture of it because I just bought a new bottle of sulfite. Yeah, I got it four times. Four times, I ran out of the pills and my gray hair comes back.

Michael: Oh, so your hair starts growing again but it's not growing gray?

Vivian: Exactly.

Michael: Really?

Vivian: Yeah.

Michael: And so as we get older, our sulfur diminishes in our body?

Vivian: Yeah, and well, I don't have that mentality but most people have the mentality that they're getting old enough the way it happens. No. This is the fourth time I've got gray roots.

Michael: And you've seen a lot of case studies where it really works? No BS?

Vivian: Yeah, in our Young Living group, in our Essential Oil group. That's how I got the idea. Somebody wrote a testimony like "Ever since I started using sulfite, I haven't had gray hair" and I was like, wow!

Michael: I want to take a look at that.

Vivian: I thought that sounds like ego [unclear 12:25] but I went ahead and did it and I was like, whoa! [unclear 12:29] take over. This works.

Michael: Email me something on that. I'd like to see it.

Vivian: Yeah, yeah. This is the fourth time. The fifth time, I'm going to let it grow out a little bit more and get a picture.

Michael: Okay. Do [unclear 12:41]

Vivian: [unclear 12:41] a new bottle of sulfite, yeah.

Michael: Alright, we don't have a ton of time. I can understand you got a lot of ideas. They're pouring in your head and it just can be really debilitating. This can be thing that keeps people from focusing in on one thing and producing results and it sounds like you're in that category.

Vivian: Yeah, that's what [Ellen 13:04] was telling me. She was trying to [acquaint 13:06] me what to do with all this.

Michael: You got to make a decision. You have only so much time and you cannot do them all. You have got to draw a line and a stand and decide that this is what I want to do, this is the project I'm going to work on now, these are the steps I need to take to accomplish what I want.

Vivian: What am I going to be? Who am I? What is my product?

Michael: Yeah, what do you ...

Vivian: Do I have to break it down to a small niche and build it up? Or how am I going up?

Michael: Well, we got to decide the audio marketing product. Look, first of all, I know you really love this stuff and you love teaching and you love

creating and stuff. But are you in a situation where you got to still make some money from this?

Vivian: Right.

Michael: Because you got to make some money, you know. So starting out, what would you like ideally and realistically like to bring in from your online business, whatever you're selling, whether it's an information product or a service or whatever? What do you have to make? Do you have to make a certain amount? Do you have to make \$500 a week? \$1000 a month? \$2000 a month?

Vivian: It's \$2000 a week.

Michael: You got to make \$2000 a week?

Vivian: Yeah.

Michael: Okay. Alright, so you got to make \$2000 a week. So let's say that that's your goal right there. So you need to sell something and let's say five days a week. You need to sell 400 bucks worth of something everyday, right, if you're going to work five days?

Vivian: Right.

Michael: Okay. So you got to make \$400 everyday selling something. Now we got to figure out what are we going to sell to do that. I know there's so much on there but have you listened to any of the consults or anything that I've done with other people?

Vivian: Yeah.

Michael: Okay. What ideas do you have of a product that you'd like to create that we could sell? Any ideas of what you want to sell or what topic it's going to be on? Or are you open to anything?

Vivian: I'm open to anything and I want to tell you why. Because I know once the money comes in, just one piece of money, that feeling is created where you know you just move on.

Michael: What do you mean? Once it comes in, you feel like ...

Vivian: Once you get that first money that comes in.

Michael: Yeah?

Vivian: That first sale. Once you do that, that's when you get that motivation and inspiration to move on. See, I'm in limbo now. I tried to put all these, well, actually I [unclear 16:17] website but I'm working on putting all these things together. But there isn't any money coming in and I know how that works. Once the money comes in, I know that it's [unclear 16:25]

Michael: What are you working on now? What do you have put together?

Vivian: Well, I'm in conversation with [unclear 16:31] because I know ways that they can move their organic produce.

Michael: Well, you told me about that.

Vivian: Right. I mean, I see marketing mistakes every single day, especially even in the checkout line. I never get charged organic prices ever and I've saved all those coupons and those kind of things.

Michael: The supermarkets are undercharging you?

Vivian: Oh yeah. The cashiers just ...

Michael: They don't know that it's organic.

Vivian: Even when there are purple tags on it and purple rubber bands, they're not paying attention.

Michael: I see. So the supermarkets are losing big money.

Vivian: Yeah, they are. And because they don't have preservatives, they need to move it within a week and they leave laying there all rotted and shriveled up. And I know where you can move that too because there are some recipe cards and some little information telling people what they can do with these vegetables. Most people only know what to do with the apple, banana and orange or something.

Michael: Okay, got you. Okay. What else have you been working on?

Vivian: I actually last week created a small newsletter for my family and friends and I did that because I realized that I should sharing this information with my family because on Memorial Day weekend, I saw they just

didn't know a lot of things. So I started that just on the side. Where I was going with that is maybe four weeks and see how they like it and then I thought maybe that I could grow that but I don't know if there's money there.

Michael: Well, you know, your expertise on these topics – on health, on nutrition and the chemicals and all this stuff – didn't you mention in your email that you're writing a book?

Vivian: Yeah.

Michael: Is that all about that stuff?

Vivian: Well, I have two books started and yes, one of them is about that. There's just one thing I wanted to ask you about. Do people really want to know all of this chemical stuff and that the FDA is not watching out for them and the FDA is really their enemy? Do they really want to know that stuff because I want them to know it.

Michael: Well, I think that absolutely there are lot of people who'd want to know about this stuff. Yeah, like when you were telling about how dangerous the microwave oven is. I'm like, man, we use our microwave all the time. Some of the stuff I knew – how when you're microwaving vegetables, you're killing all the content but what some of the stuff about microwave that – you did describe some of this stuff but what does it actually do to the food?

Vivian: It actually destroys the food. It actually creates kind of [unclear 19:10] actually what it creates is unknown to humans. Whatever it is ...

Michael: It creates something in the food?

Vivian: Right. First of all, synthetics do not belong in your body.

Michael: Oh no, no, I can understand when you're microwaving with plastics and stuff like that in the microwave, that is not good.

Vivian: Let me ask you a question. When you were growing up and to your children, do you tell them to get away from the microwave, they'll be looking at it, it's going to get in your eyes and say shhh?

Michael: Yeah, sometimes.

Vivian: Think about it. Whatever you just told them to do.

Michael: That was your intuition.

Vivian: That goes into your food.

Michael: Yeah.

Vivian: And you eat it anyway.

Michael: Yeah. I see what you're saying.

Vivian: There's one. Do you drink bottled water?

Michael: I don't drink.

Vivian: Do you have a filter?

Michael: Yeah, I have a filter at home.

Vivian: Do you have a filter on your shower?

Michael: No.

Vivian: Okay. Your skin is the largest organ of your body which covers 70%. So that 10-minute shower in the morning is more than 10 glasses of your tap water.

Michael: Oh really?

Vivian: Yeah, because everything that touches your skin gets absorbed into your body. So your chlorine and your fluoride are all [unclear 20:35] to everyone.

Michael: Yeah. You see, I didn't realize that. Okay, that's good.

Vivian: I have all kinds of that kind of information.

Michael: See that stuff's really good.

Vivian: Okay. Can I use that?

Michael: Absolutely. Yeah, you can use it now.

Vivian: How will I market it?

Michael: Well, my whole thing, how to turn a \$28 book into a \$3900 information product, you want to add more value to it. So let's just say for instance, you did a topic every month and you wrote about it. Or let's say you maybe interviewed an expert about it. Like where did you learn all of it? Do you know of an expert who's a true expert on the dangers of microwave ovens?

Vivian: Yeah, a lot of people, the people I hang out with.

Michael: The thing is you got to have somewhat, like let's say you're selling that information. Let's say you're selling an hour-long interview about the dangers of your microwave or about filtered water, safety and hazards of chlorinated tap water, whether it's in the shower or drinking, like you just brought that thing up. You absolutely, totally proved to me, look, I've been drinking filtered water but in the shower I'm not doing anything about filtered water. So it's just like nullifying the effect, right?

Vivian: Right. Nobody really thinks. That's the way I think, Michael. I know I'm different.

Michael: Okay, so that's great. So those are two things. You illustrated very quickly about two things that I'm doing in my home, even with my kids, that I haven't really thought about. But you've got to credentialize yourself. So if you're going to sell me an hour interview all about this – hidden facts about your microwave or hidden facts about unfiltered chlorinated water or whatever – who is Vivian? Are you a credible expert? Okay?

You don't have to be the expert. You hear me say this over and over again. But I guarantee you, you go to Barnes and Noble or www.amazon.com and you go search these topics and you will find scientists, you will find experts on this that you can interview. Even though you know it's all true, that's fine. It would be nice coming from you ego-wise because you're positioned as the expert. But let's look at the leverage. I'd rather see you interview Dr. Norman whoever who for 50 years has been studying chemical reactions in food due to microwaves, one of the first pioneers ... You know, you can find expertise like that scientist and people who have probably written reports and books.

So when you describe what you're selling, this interview on the dangers of the microwave, you have that instant credibility. You're

leveraging off his 50 years of research on microwaves and all this research and he's got a book out in this and you secured an exclusive interview with him. Okay?

Now you've got something really valuable that you can sell and it's not Vivian saying, "I know all this stuff about the microwave and you should buy it from me," because anyone listening to that, they're going to say, "Oh yeah, sure, she just wants to sell something." But if you say, "I know some of this stuff and it interests me but I sought out and found the foremost expert on the dangers of the microwave and on this research. Here's why he's an expert." And you leverage off his whole lifetime research on the subject. Then you've absolutely proven that you've got something really valuable to sell – that hour-long interview that you've done with this guy.

Do you see what I'm saying?

Different positioning and then you've got something that definitely can be sold.

And let's say you did a series of these audio interviews on topics that are dear to your heart or that you're concerned about, really interesting stuff. You can create wonderful interviews and before you know it, if you have five, six, seven, eight, nine, 10 of them, that stuff can be sold. It can be sold as a monthly audio newsletter or just like you see on my site. Once I do these interviews, they are transcribed, then you have the written transcripts. Soon they can be packaged into a book. After you have 10 or 12, you can package all the transcripts into a book and then you have a book. Then you have the audio CDs that could be sold. You've heard in some other places all kinds of things you can do.

My expertise with this Audio Marketing Secrets is interviewing experts and then selling that information and getting the right information off it. It's a big deal. People love doing interviews. A guy like that who has been researching for 50 years and it's his passion and it's been everything and maybe he's been divorced over because it's all he was interested in. Not many people probably really take an interest and you approach him and say, "I'd love to interview you about your life's work and your research." People love that. They'd love to do that. Not everyone. You may have to contact five or 10 people to get one or two but all you need is one or two. There are so many experts out there on different fields, you'd never run out of people to contact for an interview.

That's easy because all you're doing is you're finding the experts and you're asking and inviting them to do an interview. And when they say yes, that's valuable. When I get an interview with a big name like Tom Hopkins, one of the number one brands in selling, or J. Conrad Levinson, number one brand in marketing, because he's already the number one guy in the industry, just getting that interview and spending an hour and a half on the phone or an hour doing an interview with him is so easy and it's so valuable because so many people know who they are. You've heard me talk about it, just being associated with them increases your level of expertise just by the law of association.

So my whole Audio Marketing Secrets product really is all based on interviewing experts, getting those things done, edited right and produced right and recorded and then you've got valuable intellectual property that no one else has. Now you've got something tangible you can sell. Because it's in an audio interview format, it's more valuable than just a book or paper newsletter. It appears more valuable. Because it's in audio, you make it more convenient for the listener. They can listen to it, they can read it, they can download it, you can put it on a CD, you can create a CD package with all 10 of them and do some nice packaging which is very inexpensive. It's all about packaging but it all starts with that interview.

Does that make sense?

Vivian: Uh-hm. I have several topics myself.

Michael: What are some of the topics? You got the microwave.

Vivian: I have hundreds of things like that.

Michael: Well, you can't do them all. You got to pick out the top 10.

Vivian: That's what I was getting ready to ask you because do you think working on three or ...?

Michael: You know, you can make a living off just one, believe it or not. Sometimes when you focus on one thing, yeah, I could see just one topic. One topic can do it.

Every damn home in the country, at least here in the US, just about has a microwave and we're using it on a daily basis. I mean, if I told

you how many times in the morning, getting the kids ready for school, I use that microwave to kind of, if they're having frozen waffles or whatever, I have to defrost them. I heat my milk up in there before I have tea. I do it again for coffee. I mean, you know, people are using that microwave five, six, seven, eight, nine, 10 times. I remember when the kids were young, yeah, we heated the baby milk up in the plastic baby bottle.

Vivian: That's scary, isn't it?

Michael: Yeah, it is. Hey, if you targeted just mothers, new mothers, you could get that mailing list of new mothers who are just getting ready to have babies and that market is huge. You know, you could get a mailing list of single new mother. Do you know anybody who has a baby? You can get them even before they have a baby. You can mail to them.

You know, when my son was born, we started a playgroup in the neighborhood and I found the mailing and I got the mailing list of all the new mothers who had a baby around the same age as my kid in our [unclear 30:16] geographical zip code and I'll mail them a letter with a picture of my kid and you know, I had it coming from my wife and we put together a playgroup. We had the phone ringing off the hook with new mothers who wanted to have a playgroup with us.

But you can contact all new mothers. There are mailing lists, maternity lists. You could target them in areas. And I can see a newsletter, an audio newsletter or a website for new mothers. You can target a segment. You could be as targeted as mothers who use the microwave. You could be the microwave lady. You could become the expert on microwaves and the results it has on its food and pick one thing.

So when you pick one thing and you stick with one thing, you're easy to remember. Rather than being the lady who educates on microwaves and water and shampoo and stuff like that. When you just pick one thing, you are the expert on that one thing. You don't know anything else. "Don't ask me about shampoo, don't ask me about lotions. All I know is microwaves and I know how bad they are for you. Here are some solutions on how to use your microwave safely."

You know, you can make money selling that information but you want to also look beyond that.

Hey.

Vivian: I did find a little turbo oven that can be used.

Michael: There you go. I was just going to say, hey, how could you make money? Maybe there's a special microwave that works or heats your food just as fast but doesn't give you the harmful effects.

Vivian: It's not just as fast but it's faster than the oven.

Michael: Really? What is it?

Vivian: It's called a turbo oven.

Michael: Is it expensive?

Vivian: I think it was 2-something.

Michael: That's it? Or you got one that sits, be mounted or does it sit on the counter or what?

Vivian: I don't know. I know where to find it out though.

Michael: Turbo oven?

Vivian: Yes, something like that. Look it up.

Michael: Look it up. See, I'm interested in the stuff you're telling me too.

Vivian: I know and I do that everywhere I go. But when the guys told me that they needed a subscription site, that did not feel right.

Michael: A subscription site?

Vivian: With this information.

Michael: Oh, a membership site.

Vivian: Right. So how are you going to pay for something that you don't know? You know what I mean?

Michael: Yeah.

Vivian: It isn't like you're joining a group of people that microwave, you know. This is with tons of information. They could never feel ...

Michael: Yeah, I know, I know.

Vivian: That's the work all the time. I don't have to always be researching trying to find more new information to put in there.

Michael: Yeah. See you could do interviews on microwaves, multiple interviews, and become that expert but you're real business is in selling ovens. I'm serious. I mean, you don't have to touch them. If you've got a turbo oven or if you've got an oven that really solves all these problems and you educate the people of the dangers and the problems of the microwave, then you got to give them a solution.

Vivian: I agree with you.

Michael: That's an idea too. But so what other topics are you really passionate about, like what we've been talking about that you could sink your teeth in?

Vivian: One of the things that is probably one of my major things is all of the artificial sugars.

Michael: Uh-huh, yeah, that's big. You know what I put in my tea and coffee is Splenda.

Vivian: Well, they're very dangerous. They're actually toxic ones that enter your body.

Michael: Really? Well, what if other people say that's nonsense, it's been tested, blah, blah, blah.

Vivian: No, it's not been tested.

Michael: [unclear 34:08]

Vivian: Not really, no. And I have all that documentation too. I have how dangerous it is and how it's making our body sick.

Michael: What is it doing to people? Is there proof on this?

Vivian: Yeah, there's lots of it.

Michael: Uh-huh.

Vivian: The FDA really isn't watching anybody.

Michael: No, I know, I know.

Vivian: And because you see, sugar is a commodity, the government actually pays farmers to grow sugar and refined sugar is a synthetic. Believe it or not, those five-pound bags that you pick up are synthetic. They are not real food. And they say Splenda and stuff have ...

Michael: Real sugar?

Vivian: A piece of sugar, well, it's really not because once they process it and melt it down to this heat, this is when all the chemicals and toxins are released. When they go into your body, believe me, they do the same things because all of those – the pinks and the yellows – none of those are sugar. Not even the five-pound bags, they are not sugar. They are all synthetic. They all have chemical reactions once they reach your body.

Michael: Okay. So tell me a good solution. Honey?

Vivian: Well, it depends who you are and where you live. Raw sugar.

Michael: Raw sugar is good.

Vivian: And of course, organic.

Michael: Uh-huh.

Vivian: And then you also can go with something called Blue Agave. It's like a liquid but it tastes like ...

Michael: Does it taste bad?

Vivian: [unclear 35:37] because they don't give the blood sugar. You know how when you eat sugar, you get this high [unclear 35:43]

Michael: Yeah.

Vivian: These sugars that I'm talking about don't do this. They actually keep your blood sugar level the same. So you would go with organic raw sugar or your organic Blue Agave.

Michael: Organic raw sugar does not increase your insulin stuff?

Vivian: No, and it's real food.

Michael: Really?

Vivian: Raw sugar is real food. Those five-pound bags in the store are not. And then you can also go with grade A. I'd have to look it up. If it's grade B, it's maple syrup. And that actually has nutrients in it; that's good for you. There is one more thing. There are actually four. I don't eat sugar. I eat a little bit.

Michael: Uh-huh.

Vivian: There's one more.

Michael: Okay. Gee, that's a big thing too, man.

Vivian: It is because you know why everybody has cancer? Do you wonder where all those came from in the last 10 years? Sugar.

Michael: From the sugar or from the Splenda and Nutrasweet?

Vivian: Splenda does a lot. Yeah, that does it too. First of all, you have these little happy souls just all going around happy. Well, sugar is not a food. So once the sugar hits, you yourself will start moving slower, slower and make it real thickly and they like to stick all together. Sugar actually increases the cancer in the cells.

The food industry knows that sugar is addicting. This is the number one thing. If people think of cigarettes and alcohol and even marijuana and stuff, but sugar is very addicting and all the food companies know that, so they put that in all their food. Even companies like McDonald's French fries are coated with sugar because they know you will keep coming back for more.

Michael: Yeah.

Vivian: Because sugar is addicting, you're always looking for sugar foods.

Michael: Well, yeah, I believe it.

Vivian: And it's not the real sugar. They're putting there synthetic sugar.

When I grew up, people used to say when I was a child, I remember they'd say, yeah, look at that beer belly. And you would automatically know that with the man down the street, that drunk [unclear 38:00], right?

Michael: Yeah.

Vivian: Well, the reason why you have the beer belly is because of that sugar that's not real sugar, that's synthetic sugar and because sugar in those five-pound bags is not real, there's no way for your body to digest it, so it just lays in your gut. And your gut gets bigger and bigger and bigger because there's no way for it ... your body doesn't know what to do with it. It's not real.

Michael: Okay. That's a big thing too.

Vivian: Did you read the part, I did that on purpose, of course, about the little chemical companies who discovered how to pull out your taste buds?

Michael: Oh yeah, yeah, I read that.

Vivian: Is that not sickening?

Michael: That is sick.

Vivian: Macaroni and cheese is what all parents pick for their children.

Michael: Yeah.

Vivian: And they're always by Kraft because the TV tells us to.

Michael: Yeah. That is sick.

Vivian: That is sick. I really think people need to know this stuff.

Michael: Well, you know ...

Vivian: You're like me, you're like, "How do you do this?"

Michael: No, you can do it. You can do it. Now, for instance, what I would do to make it easier on you, I wouldn't position yourself as the expert. I'd find an expert on these topics and interview them. You want to give it to them and you want the best chance of getting it to them. Are they going to listen to you because you're telling them about all this stuff?

Because a lot of people hear this. I totally believe it. I'm one of those people who believe this stuff but there are a lot of people who think there are crackpots out there and it's conspiracy theory and stuff like that. There are a lot of people who would pooh-pooh it. So what are your chances? Are you going to have a better chance with you preaching this stuff because you want people to know it? Or you delivering the information and having your best chance of having that listened to by interviewing the foremost expert on the subject?

Vivian: Okay, let me ask you a question now that you've got all this going in my head. Wouldn't it just be better if I just be an interview person and this way, I don't have to stick with microwave.

Michael: Yes.

Vivian: This way, I can deliver all this information that I really want people to know.

Michael: Yeah, yeah. That's exactly right.

Vivian: I have to have that one [unclear 40:56] so I can do it all.

Michael: That's right. Well, look at my site. I'm just the guy who does the interview. Now, the Audio Marketing Secrets is one product that I position myself as the expert in. But my marketing consulting, I'm not positioning myself as the expert; Richard's the expert. My business buying system, I'm not the expert; Art Hamel's the expert.

Vivian: Right, right.

Michael: The Audio Marketing Secrets is the only one I'm positioning myself as the expert. That's right.

Vivian: I'm so happy because I think you've just figured out a way for me to get all this information without spending all those time trying to prove my reputation.

Michael: Yes, stop proving your reputation.

Vivian: [unclear 41:08] create a website, write a book because you have to do all these things.

Michael: No! Bypass all that. There are people who spent their whole life doing this.

Vivian: Oh.

Michael: Do you see what I'm saying?

Vivian: This is good, and because there are more things I want to address too. I tell you I have hundreds of things that are truly really good for people.

Michael: Like give me another idea.

Vivian: Are you familiar with things like acid and alkaline foods and how they actually work?

Michael: Yeah, I've heard stuff like that, how your body's in a normal base [unclear 41:52] or ...

Vivian: Right. Well, here's a little thing. Every time I tell this story, this moves people to understand a little bit more why I eat the way I do. Don't get me wrong, I like a glass of wine and I love pizza too but I only do it occasionally.

First of all, thickness and disease cannot live in a healthy body. You cannot be sick if you have a healthy body. It's impossible. So therefore the more you keep your alkaline up, when your body gets acid, that's when sickness and disease comes in. Your acids [unclear 42:31] are all over the place. You know. You're intuition tells you that you should not be eating all these things, these processed foods, these pizzas, everything else people throughout the day.

So what actually happens is when you eat these—and I always use pizza because I can testify to that. When I eat pizza, I won't stop at one, which I'm getting better at that but I want to get it bad because literally you've just shot your alkaline level down, your sugar level drops and you're tired. What actually happens then, when you have that tired feeling, you want to go to sleep and go to bed and don't do anything, your thoughts, your energy, you have the lower energy, therefore you don't have any good thoughts. And it works just vice

versa because if you eat a lot of high alkaline foods, and I do juice, I juice with a lot of greens. But when you have your alkaline level up, you have lots of energy; therefore your thoughts and your feelings are all in a happy kind of mood.

Michael: Yeah. You know, I remember listening to an interview. I remember his story. He was depressed for a long time and he was fighting ... Are you still there?

Vivian: Yeah.

Michael: Okay. I thought we got disconnected. I forgot the guy's name. I can find it. He sells information on how to go raw food diet. But he talked about nothing could help his depression. And then when he went on just started eating fruits, it started eliminating his depression.

Vivian: Right.

Michael: And he's the raw food guy. I can find him. He's on my mailing list.

Vivian: We have a meet up group in Cincinnati. We have a raw foods group. We have another nutrition group that actually shows people how to read the labels.

Michael: Well, this is all great stuff and there are huge markets for this type of information. But I'm hoping I think you're getting it and I think you just said it. Stop trying to prove yourself. You don't have to prove yourself. Don't be the expert. Be the person who interviews the expert. Just like what I do.

Vivian: I'm going to be [twofold 44:37]. That way I will be able to get the information.

Michael: You'll be able to get the information because you have a good understanding. So you're controlling the interview. So you know that right questions to ask. So when you do the interview, you're going to be able to produce a good interview because you have a lot of knowledge on these subjects and you want to make sure you can dig into that interview and really grill this guy based on what you know and you may even have additional questions. You can give him a challenging interview because you're knowledgeable about the subject. You can even do more if you want to do more research before the interview.

- Vivian: Do I start a quick little website or [unclear 45:22]? Don't you have a way to get the information out about interview, right?
- Michael: Yeah. You've got to have your product put together first. Whether it's one interview or two.
- Vivian: I'm not worried about that. First, I see what I can do with the interviews and I take a couple of topics.
- Michael: Get a topic. I would start maybe with the microwave stuff. Start with the microwave one. Go on in the way you do your research. Google dangers of the microwave.
- Vivian: Well, I know several people already because that's where I got that information from, right?
- Michael: Okay, yeah. Yeah, exactly.
- Vivian: And then how do I set up the interview?
- Michael: You simply contact the expert and you introduce yourself.
- Vivian: No, I understand that part.
- Michael: Oh, how do you set it up?
- Vivian: Yeah, the actual interview.
- Michael: Okay, what you need, you've got to have a tool to record the interview digitally. So you need a digital recorder.
- Vivian: I do have one.
- Michael: Do you have one? There's an audio interview – Audio Marketing Secrets – that covers all of that. Then you're going to go through that book. Look at the transcripts. I'll give you the model number that I've been using for years because it's probably the better one. I use this simple Sony digital recorder I got at Circuit City for 90 bucks. You could probably get them for 50 bucks now. And you need that recording device from Radio Shack. You have a Radio Shack by you?
- Vivian: What? What do you call that recording device?

Michael: It's this plug that plugs into the back of your phone and then you plug it into your digital recorder so you can record both sides of the conversation.

Vivian: Oh okay.

Michael: Any Radio Shack. You say, "I need that thing to record telephone calls."

Vivian: Okay.

Michael: There's one with the suction cup. Don't get the cheapest one. It's a suction cup that you stick on the phone. You don't want that. There's one that's got a little black box and it's a switch on it. They have different models.

Vivian: Okay, because I'll have a look but I think my recorder only takes the USB cable.

Michael: Oh, if it only takes a USB cable?

Vivian: Yeah, right. It wouldn't have anything to do with the phone.

Michael: Oh, your USB cable? That may be to get the recording off the device on to your computer.

Vivian: It is.

Michael: Okay.

Vivian: I'm just saying I don't know if I have another slot on my recorder

Michael: All you need on your recorder is a plug for your microphone because the device from Radio Shack has a little microphone plug that plugs into your recorder. So I'm looking at my recorder right now. It's operating on batteries and the only thing that's connected to it right now is the plug that plugs into the microphone port of your recorder. Okay? So I'm recording it and that plug leads to the device from Radio Shack. It's kind of confusing but once you get it you'll see. When you get the black thing from Radio Shack, there's a ...

Vivian: I understand. I just want to [unclear 48:43]

Michael: Now your USB, after I do this recording with you. I turn the recorder off, I plug the USB thing into the recorder and that's how I get the recording off of the recorder on to my computer.

Vivian: Fine. That's what I do too. I don't know. I do have [unclear 49:04] that I don't use. So maybe I don't have to buy a new recorder.

Michael: You may not, so play around with it.

Vivian: Yeah, I will do that.

Michael: It's kind of a pain getting set up and make sure you got a good recording, play with it or practice on somebody and make sure it's coming in on both sides. So that's how you'll capture your interview.

Vivian: Okay.

Michael: Okay. So you'll definitely need that tool. And then there's editing software that you'll need to edit the interview. That's a process in itself but if you're willing to do this yourself. It's not hard to do. It's probably no harder than editing when you first learned how to use Microsoft Word. But you'll get it down and it's fairly easy to do but you should learn to do it yourself first and then if you really get going on this and you have the ability and the time to produce a lot of audio interviews you can hire the editing out, like I have an editor who does all my editing, at least the first part of it.

And then even if it was unedited, you could still sell an interview. If you capture a raw, once-in-lifetime interview and it's not edited and it's not as polished as some of the stuff that I put up, it's fine. It's still valuable. It has a raw kind of ...

Vivian: [unclear 50:27]

Michael: Yeah, and not as easy to listen to but still it's the information people want and if they can get it from a renowned expert on a subject, they're willing to pay.

But first focus on getting some product which is going to be your audio interview. So once you have the interview down, then you can get it transcribed and that's going to be important and valuable to get it into transcript form. So there are people who you've given the ability to read it.

Vivian: What do I do with the interview person? What do I offer him?

Michael: Let me ask you this. When you see someone go on Oprah, what's in it for that interview person? When Oprah interviews Tom Cruise ...

Vivian: Oh!

Michael: He's got a new movie coming out, he's got a book. They don't go on to Oprah for nothing.

Vivian: Exactly.

Michael: Okay? So you explain to him. In your marketing efforts, you're going to expose his expertise and his book and his stuff to people who nearly don't know about it. If he's got a book on Amazon, he's saying, "Hey, I want people to know about me." Everyone understands. Anyone marketing understands the interview, it's promotion. He knows if he's selling books. You know, his interview with you is a chance to sell more of his expertise and his consulting services and what have you.

If you can really establish and forge some good relationships with these people and if you're able to get this interview out to a lot of people, you can negotiate commissions. If he's got something good to sell, you can make a deal with him and say, "Hey, for anyone I bring to you through my interview, would you be willing to pay me a piece of the action." That's that but I wouldn't focus on that yet. I'd focus on just let's get a good interview that you can sell.

Vivian: Right.

Michael: So it takes the pressure off of you trying to establish yourself as the expert and you borrow a person's lifetime of expertise and credibility and that's what's going to sell it. You're just the presenter. Just like Oprah when she brings these experts on. She's not an expert at anything except interviewing in her show. She is really but she is not positioned as that. She brings the experts on. She brings Dr Phil, the relationship expert. She brings Dr Oz, America's doctor. She brings the divorce guy. You know, she's just bringing the experts. She's finding the best she can. She's doing pretty well for herself, huh?

Vivian: Yes, indeed.

Michael: So you don't have to be the expert.

Vivian: Okay.

Michael: And I think that's a good shift for you. That takes pressure off you. Is that a big shift in your thinking?

Vivian: Yes, I don't have to go try to get all my paperwork together and memorize them.

Michael: Yeah, forget that.

Vivian: Because sometimes, I just know things. I purposely don't try to memorize. I just make it like I read it and I was like, oh, I can't believe that, I'm not going to do that anymore. Even with the microwave, I have to look for all that stuff up all the time. But I just know that I don't use it anymore. You have to go back and look what [unclear 53:58]

Michael: Yeah, then you outline this stuff so the interview is going to be a pleasure. They're gong to be interesting for you too.

Vivian: Yeah, it just comes to me.

Michael: Alright. Look, I'm kind of out of time.

Vivian: Yes, you are. Thank you so much for your time.

Michael: You're very welcome. And please send me the information, I'm like so interested. I want to know about the turbo oven. What else are you going to send me? The turbo oven and all the Neways stuff you can find on your own if you wanted to check that out, some of their products.

Vivian: [unclear 54:33] yeah, that's the same as my family.

Michael: Yeah. Turbo oven ... there was one more thing I forgot.

Vivian: Oh, the sulfite. Do you have grey hair?

Michael: Oh yeah, yeah, yeah.

Vivian: You're going to be my testimony too?

Michael: Yeah, send it to me, all of that. Yes, just send me a link on that.

Vivian: Oh, I'll send you the testimonies. [unclear 54:57]

Michael: Well, where's the product? Where can I get the product?

Vivian: It's Young Living.

Michael: Can I get the stuff at the drugstore?

Vivian: Heck no.

Michael: I mean, I can't get this at a health food store?

Vivian: No.

Michael: No way?

Vivian: No. You can get it from me.

Michael: I know the multilevel stuff sells for a lot. You know, is it inflated price-wise?

Vivian: It's \$50.

Michael: 50 bucks?

Vivian: Yeah, and it lasts about two months maybe.

Michael: Two months' supply.

Vivian: Right. I'm thinking, I just got a bottle today. I'm thinking there are 180 tablets in it. See, I first tested it when I read that because there are just lots of testimonies because we, Young Living, have lots of groups. When I first came in, it was like, "Ever since I started taking sulfite, I don't have grey hair." Well, a friend of mine, her daughter actually is actually is a Young Living distributor also and she does hair. So when I told her the first time, this has been two or three years ago when I read and I started taking it, she said, "Yeah, all my hair magazines say that sulfur is missing in the body for gray hair." So with hers and mine, we started doing it. When I would run out of the tablets and when you run out, you know, you keep thinking, I'm going to order, I'm going to order and you don't, well then, a month and a half later, you got gray roots again. But this time, I'm taking pictures of it because I [unclear 56:24]

Michael: Yeah, alright. Okay, good. Well, send me a link on that, I'll take a look at that.

Vivian: And even if it doesn't work for the gray hair, what the whole product actually does is to help digest the carbs.

Michael: Oh okay.

Vivian: The carbs in your body, you know.

Michael: Alright, very good. Well, look, I want to use this interview. I'm going to clean it up, edit it, I'll write a description and all that and I'll get it to you.

Vivian: Thank you very much. You have a wonderful day.

Michael: You too. Take care.

Vivian: Thank you so much. Buh-bye.

Michael: Buh-bye.