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FLASH CONSULTING SERIES

**What's Your Best Chance To Make
Money On The Internet?
The Answer Below May Surprise You**

by Michael Senoff

 **Michael Senoff's
HardToFind Seminars.com**

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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What's Your Best Chance To Make Money On The Internet? The Answer Below May Surprise You

Bruce is an attorney who owns and operates a business to sell the documents necessary to file for uncontested divorces in any state. He has three or four competitors who provide the same service. Although Bruce's business is profitable, he wants to take it to the next step by implementing some marketing techniques in order to increase his revenues.

He found www.hardtofindseminars.com through a marketing forum and liked what he saw in the way of the immense cache of free materials that I have available. He was also very, very curious about this Jay Abraham fellow who I talk about so much. Bruce decided to give me a call to learn more.

In this recording, you'll hear about Bruce's business, his competition, how he is using pay-per-click services on search engines to drive people to his web site, and how those pay-per-click charges are really eating away at his revenues.

Bruce is my perfect customer. He is a business person in need of good advice and great marketing techniques that he could use to grow his business and to beat his competition.

You will hear me discuss just a few of the techniques taught by Jay Abraham that make so much sense and that are so doable. Bruce becomes so eager to purchase some of my pre-owned Jay Abraham materials that he practically makes the sale himself. All I had to do was to be a good listener, give some good honest advice, and talk a bit about some of Jay Abraham's successful techniques!

See how easy it is to sell consulting services and products to the right person – a person hungry to grow his or her business and who is open to learning and implementing new ideas. I hope you enjoy it.

Michael: If I put together a custom package knowing that you're a beginning Jay Abraham student, I could put a combination of reading material, a combination of video, a combination of audio tape that I feel would give you all Jay's major contributions to marketing. Would you feel comfortable investing a thousand bucks if I could put together a stellar package?

Bruce: I would.

Music

This is Michael Senoff with HardtoFindSeminars.com. This is a short recording with a gentleman named Bruce.

Michael: Hey, Bruce. It's Mike Senoff here in San Diego.

Bruce: Hi Mike. Thanks for calling. How are you?

Michael: I'm doing pretty good. Is this a good time for you?

Bruce: Yes it is.

Michael: How'd you hear about me?

Bruce: I got a course from John Reece, and in this course your name was brought up as somebody who has great archives and he gave us your website and I went on it and I looked at it. I become interested some of things, and I just thought I would give you a call.

Michael: Oh, man that's awesome.

Bruce: It really wasn't initiative to talk about this thing. It was that his students were talking and part of the course that I got from him was a forum that he created, and on the forum, several of the students brought up the fact that you had archives plus Jay Abraham, and that's the stuff that really got it.

Michael: So, that's on the online forum.

Bruce: Yes.

Michael: Good. Did you go through his whole course yet? I have one coming. I didn't buy it from him originally, but I bought a used one that's on the way to me.

Bruce: I've gone through about half of it, and I've got some good things from it. But, the main reason I wanted to give you a call, Mike, was basically to find out if some of the stuff that Abraham has would be beneficial to me.

Michael: Okay, tell me what are you doing? And, what are you trying to do?

Bruce: I have been on the Internet for two years in January, and I have really a specialty niche. I have a law background.

Michael: You're an attorney?

Bruce: Not practicing, but I am an attorney. What I have done is I have developed a website called Docupro which basically offers uncontested divorce documents to people who are looking for uncontested divorces so they don't have to spend big money with attorneys.

Michael: You have a website that offers all the paperwork for someone who wants a quick divorce.

Bruce: That is correct. What they can do is they can go out to website, they order the service. They fill out a questionnaire. Then I have a staff of people who take care of the documents because I have purchased and have all the state-specific documents for each state in the United States. I prepare these documents and email them out to them. They can download them, sign them, bring them to the court, file them, and get their divorce. I do all this for \$167.

Michael: Were you a divorce attorney?

Bruce: No, I was just a general practitioner at the time. I haven't practiced law in 25 years.

Michael: That sounds like a great idea. How is it going?

Bruce: It's going well. I'm averaging somewhere between 15 and 18 sales per day. My gross income for last year was \$350,000. I'm netting about \$125,000, and as I say it's doing fine, but I really want to get to the next step in marketing to see if I can double, triple and so forth. That's the main reason I'm calling to see if I can get some marketing ideas, and to see what you might suggest.

Michael: How have you been getting your existing business over the last couple of years?

Bruce: Primarily with pay-per-click advertising.

Michael: Where are most of your expenses, your advertising?

Bruce: Yeah. The advertising budget right now is about \$25,000 a month, Michael.

- Michael: Give me a search word on Google where I'm going to find you.
- Bruce: Divorce.
- Michael: Okay, divorce. Okay, and I'm over in the sponsored links.
- Bruce: That should be one of the top ones.
- Michael: There it is – Docupro – complete divorce service. We are fast, easy and cheap. It's risk free, and guaranteed - \$167. Okay, \$25,000 a month. What's it costing you per click on these Google ads?
- Bruce: The Google ad is roughly between a \$1.70 and \$1.90. It depends upon the ups and downs of it. Overture is costing me about \$1.60 a click, and I'm on pay-per-click links.
- Michael: Yeah, I've heard of that.
- Bruce: The whole thing is running about \$25,000 a month, and I'm grossing somewhere between \$50-\$55 a month.
- Michael: You're grossing from what?
- Bruce: I'm doubling my income. It's \$25,000 a month that I'm spending on advertising is grossing me \$50,000 a month.
- Michael: Oh, you're doubling. I see. How much testing have you done with your pay-per-click links?
- Bruce: Quite a bit recently. That's the main thing that I've got from the John Reece collection – testing and doing testing, and I can assign a track which is a tracking program. I've been following it for the last two months, and my ROI as I mentioned is about 210 to 215 percent for the last three months.
- Michael: Okay, I've got you. Have you studied any Jay Abraham stuff before?
- Bruce: I have not. I have been looking over the last couple of days at different things that you have, and I was interested.
- Michael: How do you like to learn best? Are you a reader, audio tape, video or what or a combination?
- Bruce: Combination yes. I do a lot of reading, but I have been listening to all of your audios, and I can do that. I can do videos. I can do them all. There's not one better than the other for me.

Michael: Are you in the car a lot?

Bruce: No, I'm not.

Michael: You're not in the car. Okay, so either way. Did you go to John Reece's seminar or you just bought it?

Bruce: I did not go. For just under a thousand dollars, he offered me the course, and I bought it from there, and I've been following it through.

Michael: Okay, you want to take it to the next level. You want to increase your revenue. What else is frustrating about this business, if anything?

Bruce: What's frustrating to me about the business is I'm in competition with four other companies doing the same thing, and I'm right up there with them, but the cost of the advertising goes up with the competition with each other. That's one of the things that I like to do is try to keep the marketing that is unique to what I'll be doing compared to what they're doing.

Michael: Is your competition Legal Zoom? Is that one of them?

Bruce: Legal Zoom is one of them. Complete Case is another one of them.

Michael: Rapid Law?

Bruce: Yeah, those are the three major ones that are in competition with me, that are out there that offer quick two to four week divorces. There's Nevada Law, but that's really not my competition.

Michael: Is anyone using the public records or direct mail to do any of this?

Bruce: I'm not aware of anybody doing that. That's one of the things that I saw that I might have an interest in, and I wasn't sure.

Michael: So, do you think all these guys are just using the keywords to generate their business?

Bruce: I do, yes.

Michael: You've looked at your competition. How do you compare? What do you think? Is it all pretty much the same stuff?

Bruce: Yeah, it's the documents that you get that are all basically the same because they're state specific documents. My price is 35-40 percent lower. The others

charge \$250-\$300. I charge \$167 for mine. That gives me a little bit of an advantage competitive wise, price wise.

Complete Case is a conglomerate that when I was the first one on the Internet doing this, Complete Case basically called me four years ago when I was first starting asking information, and then they got an endowment from a company for a million dollars and they automated their whole system. I'm just a one individual person. I couldn't afford that type of thing. So, I take three to five days to get my documents done by human beings. They've got an all automated system where they plug in the information, and it's automatically put on the document and they get it back in 24 hours.

Michael: So, let me ask you this. When someone signs up with your service, it's \$167, or if someone signs up with any of these services, what are some of the challenges they're going to have by using this service? If they use Complete Case because it's automated, are they going to have some problems that could potentially arise?

Bruce: Yes, I've talked with customers and a lot of the problems that they have is that because it's an automated thing that's doing it, changes that have to be made can't be made because the documents get printed to them and they have trouble getting back in there and doing the documents over, where I have human beings that can take care of them. So, that's there biggest problem.

Michael: And, you have telephone support if someone needs to talk to someone?

Bruce: I have telephone support, live chat. They can call and that's one of the areas that I have. Customer service is much more available with me than some of these other couple of companies.

Michael: Well, you know what? Just from my initial impression here, it's like you've got four people competing on price. It's almost like a commodity now, and you're just fighting over the clicks. And, I'm telling you if you start understanding the concepts that Jay Abraham teaches and has been teaching so well, you'll have a whole new world open up to you where you will be able to position yourself not as a commodity.

One very simple way to increase your revenue is to increase your price. It's just as simple as that, but you have to show people why you're more expensive. Have you ever tested a higher price before in the past?

Bruce: I have. I was where the other companies where for a while, and because of their automation, I found my sales dipping a little bit because of that.

Michael: What price did you go up to?

Bruce: I was at \$249.

Michael: You were \$249, and so the overall gross was dipping even though you were the higher price?

Bruce: It stayed the same. It's the same now as it was at \$167, it was the same as \$249. I was getting less sales, yeah.

Michael: But, you were doing probably less work at \$249. I mean if you were making the same 50 grand a month, and you were at \$249 instead of \$167, you were actually making more money because you had less work load. Do you know what I'm saying?

But, there's all kinds of things. Jay Abraham's really big on testing, and believe it or not, you may be able to go up to \$375, and take on less work, and outline some unique benefits that your service offers that all of this competition doesn't offer, and to set yourself apart. It's called a Unique Selling Proposition. Have you ever heard of that?

Bruce: I have not.

Michael: Unique Selling Proposition is something like Domino's Pizza. Domino's Pizza when they came out, they said, "Hot, Fresh Pizza delivered to your door in 30 minutes or it's free." – as simple as that. The same thing with FedEx. Remember the old FedEx commercials like, "When you absolutely, positively have to have your package the next day call FedEx." There's simple things that stick in the people's mind. It's one unique benefit that separates you from your competition. Once you claim it, your competition can't claim it or they'll look like copycats.

It's concepts that he teaches that are all intellectual that can be implemented in a great way, and if you've got the eagerness to study this stuff, and if you can follow through and implement the ideas, there's no doubt you can do some great things with the business.

Bruce: I have the eagerness to do that, and I have the time, and I would like to do exactly that, and what I would like if I can is a recommendation of what ones I can get from you.

Michael: Okay, why don't I do this? If I put together a custom package knowing that you're a beginning Jay Abraham student – I can put a combination of reading material, a combination of video, a combination of audio tape that I feel would give you all Jay's major contributions to marketing.

He keeps doing seminars on and on, but 70 percent of them are the same. You can only slice this and dice this stuff up so much. But, would you feel comfortable investing a thousand bucks if I could put together a stellar package?

Bruce: I would.

Michael: I'll put together a package for you. I've got your website. I've obviously got your email, and not only do I offer the books and tapes, I'll even consult with you. I'd be willing to give you my two cents on some things you can do also.

Bruce: That would be fine if you could compile that for me.

Michael: Okay, you've got it. I'll email that over to you later tonight or tomorrow morning, and we'll go from there.

Bruce: Okay.

Michael: Talk to you later, bye.