

**REVISED &  
UPDATED**

# **ACCELERATED PRODUCT DEVELOPMENT**



**FLASH CONSULTING SERIES**

**\$100,000 Opportunity Selling  
Information Thru The Mail**

**by Michael Senoff**

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

## \$100,000 Opportunity Selling Information Thru The Mail

Here is a consultation that I did with a gentleman named John. John had purchased Jeff Paul's product on creating information products. He was almost overwhelmed with the volume of information that he received. Even so, John came up with a few ideas for information products and began to develop them. He wanted my opinions and advice on the steps necessary to successfully market his products.

The information product that would be most profitable for John was how to seal asphalt driveways

Listen in as I give John step-by-step instructions about how to develop and market his driveway sealing information product.

The steps that I outline for John can be applied to just about any information product that you can think of.

The second reason that I encourage you to listen is that you will realize how the steps to success are many and that they can become confusing in terms of what each step consists of and the order in which they should be executed.

There's a ton of great information in store for you in this recording so let's get started!

*Hi this is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com). Here's an hour long recording with John. He's been sealing driveways part time for the last twenty years. He had called me because he ordered Jeff Paul's product off the television on how to make money sitting at your kitchen table in your underwear, and he said there was a lot of material there. It was quite overwhelming for him, and he had some ideas of creating his own information product. In this pretty detailed recording, John and I go back and forth and I'm showing him step by step exactly how he wants to position himself, how he can use his own expertise and his father's expertise with a combined forty years of sealing driveways to create and turn that information into an information product that he can sell.*

John: Good afternoon, John.

Michael: Hey John, it's Michael Senoff.

John: Oh, you're kidding me. Hi, how are you?

Michael: Good, how are you doing?

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

John: Excited right now.

Michael: Good, I just got your email.

John: I'm busy here at my j-o-b.

Michael: No problem. Let's start from the beginning. Tell me your name.

John: My name is John.

Michael: Okay, John. Now, what is it that I can help you with about Jeff Paul? Just tell me the situation here.

John: Okay, right now with all the information that I received, I am going crazy on what to put where.

Michael: Did you order something from Jeff Paul?

John: I received his package. Yes, I did.

Michael: What package did you order?

John: "How to Make Money Sitting at Your Kitchen Table in Your Underwear."

Michael: Okay, I'm familiar with that. That was one of his first products. And, is this the first time you've been exposed to him?

John: Yes.

Michael: Have you been exposed to any of his other marketing stuff before?

John: No, but I tried different things along the course.

Michael: How did you find out about the Jeff Paul stuff originally?

John: Info-commercial.

Michael: You saw it on TV?

John: Yes.

Michael: Okay, great, and you got it at a great price because that infomercial was way after he was selling it for a few hundred dollars. So, it was forty-something bucks.

John: \$29.99.

Michael: Great, so, you received that package in the mail, and you know what? I've ordered it off TV myself because it was such a great product and the material in there is solid. You've got a great record.

John: That's why I'm going crazy.

Michael: So, where are you going crazy?

John: There's so much material on there, where to grab the right one. I have my ideas. I already did certain things to get that ready, and my next step is to putting it out there.

Michael: What do you want to do? What kind of ideas do you have?

John: The first one that I have already typed up is a homemade secret donut recipe. I'm going to try with something small.

Michael: So, you want to create your own information product.

John: I have them in my head already, yes.

Michael: So, the idea is you want to sell information. You're sold on that idea about selling information?

John: Every time I listen to your tapes something new pops up. Yesterday I wanted to be a consultant.

Michael: Okay, great. Well, information, there's nice margins in it. It's paper and ink. You don't have to inventory. There's so many advantages. As you know, I feel pretty strongly about it, and that's what I do. I sell information.

John: Do you prefer consulting?

Michael: I prefer the information where I don't have to be physically involved.

John: Same here.

Michael: We only have so many hours in the day. If I can sell a donut recipe a million times for a dollar and I don't have to deal with the customers or do any of it, and it's all set up on an automatic system. I don't mind managing people who are doing all the daily activities and watching the business. I'd rather do that.

Consulting is great because there's such a high margin, and if you do it right, you can get some great accounts with some great potential for growth by looking for the hidden assets, probably you've heard me talk about.

John: The guy with the cheesestick. I just listened to him.

Michael: Yeah, the string cheese guy. All that was really a demonstration on how to use that opportunity analysis, how to take a business through, his business and trying to find out where the hidden assets were.

Now that string cheese guy, he didn't have a lot of hidden assets in his business. He would not be someone I would ideally want to consult with because he was somewhat of a start-up.

John: From what I heard, you took care of that damn good.

Michael: I sold him on the idea of doing a USP project, and that's something that he did need to do, but I'm telling you, there's easier accounts out there. There's easier businesses that you can help that can make your life easier, and probably make you a lot more money than his business. But, it was really an example to demonstrate on how you can ask a series of questions for any business and really get into the nitty gritty of the business, see what they're doing, and find out where the money is.

John: I mentioned trying these different things – not marketing or consulting, other things – buying real estate with no money down and stuff like that. My wife seen me go through the years and not doing anything. She hasn't backed or helped me. "I don't want to know a thing about. Do what you have to do. Don't be spending money that doesn't need to be. Try to do it with as low a budget as possible."

Michael: I can relate. So, over the years, has that been your pattern? Like a lot of people, you will try different things, you order courses, and you just won't get moving on implementing some of this stuff, or you'll give it a little bit of a try and nothing will happen, or what?

John: I really never ordered a course. I'd just pick it up from someone who didn't do it, and I'd try to run with it. I did get a house with no money down, and we moved in.

Michael: That's great.

John: But, I got out of it in six months, and it was just a little too high for me.

Michael: Did you use the Carleton Sheets method?

- John: Yes, Dave Deldotto.
- Michael: Yeah, Dave Deldotto. He was great. I loved those infomercials. I ordered his stuff off TV, too.
- John: I have a product that I'm working on myself. I do driveway sealing.
- Michael: You do driveway sealing?
- John: Yes, part time. I'm almost at the phase where I'm going to tape myself and put it on DVD. Everything else, step by step, how to start your own business.
- Michael: Doing driveway sealing?
- John: You got it. Then, I get to the point, how do you throw it out there, and at what price? Is that with research?
- Michael: Well, you'd be selling a business opportunity. Let's talk a little bit about your business. How long have you been doing the driveway sealing?
- John: 21 years I've been doing it.
- Michael: How did you get started with it?
- John: My father taught me.
- Michael: Are you sealing it with asphalt or a clear sealant?
- John: Like paint, driveway sealer.
- Michael: What do you charge to do a job?
- John: It all depends, ten to fourteen cents a square foot.
- Michael: Okay, so an average driveway, what are you going to make?
- John: \$230-\$240.
- Michael: Profit?
- John: Maybe \$200 profit.
- Michael: So, the materials are nothing. How do you get your accounts?

John: Advertisements. I do want to put a sign up that says Driveway Sealing by John, and that's it.

Michael: And, where are you located again?

John: Massachusetts.

Michael: Will this work on any asphalt driveway, any cement driveway?

John: Asphalt only, that's in my papers, asphalt or blacktop.

Michael: All right. Where would you advertise to get your business? Over all these years, how have you been getting all your business?

John: Oh, it's not full time. It's part time. Word of mouth, and the sign that I put in the people's front lawn.

Michael: And, that's it?

John: Yes, we did a whole street before. Everyone, all you seen was yellow buckets.

Michael: All right, you can knock on doors and do a direct sale, and you work the referrals.

John: Yeah, I can also put a big headline, "How I Made \$600 in a Day."

Michael: All right, well, I'm just trying to get an idea how you've done it part time over the twenty years. How many driveways have you sealed over the last twenty years?

John: About a hundred, maybe a little more.

Michael: Oh, about a hundred of them?

John: Yes.

Michael: So, if you need some extra cash, you'll go out there on demand. Can you go out today or tonight and go prospect and get a couple jobs?

John: I should have no problem doing that.

Michael: If you wanted to and you got off your butt, and if you start knocking on doors or whatever, you can make yourself four or five hundred bucks a day sealing driveways.

John: Yes.

Michael: Do you need any special equipment?

John: You need the mixers and all the other stuff. Yeah, I have all the materials right now.

Michael: Do you mix everything on your truck or at home?

John: Right at the site.

Michael: So, you mix it all right there. Do you need a special truck?

John: Something to carry the driveway sealer. They're in five gallon buckets.

Michael: So, you order the sealer from a supplier. You do the mixing right there, and you've got like a trowel and some tools to seal it, right?

John: A drill with mixer on it. Yeah, I shop right from one hardware shop, and I get ten percent off.

Michael: So, you get five gallon buckets of this stuff. How far will this stuff go? Like, if you're going out on a day, and you've got all your materials on your truck, how many driveways can you do without having to go back and replenish everything?

John: You have to go back. It depends on the size and how old it is because if it's an older driveway you need to put more down. Instead of using three or four, you might need five or six buckets.

Michael: And, how many gallons is in each bucket?

John: Five gallons in a bucket.

Michael: So, you may need twenty gallons for a driveway.

John: Twenty, yeah, easily. We've done them with fourteen buckets.

Michael: So, what does this material cost, the buckets?

John: Anywhere from twelve to fourteen.

Michael: So, if you need ten buckets, you've got \$240 right in your materials and that doesn't include your labor. What are you going to charge for a driveway like that?

- John: It depends. You've got to measure it and do all that stuff, and all that.
- Michael: So, your margins aren't that huge.
- John: I take a big mark up on them.
- Michael: There is a big mark up?
- John: I think it is.
- Michael: What does the average driveway? How many buckets is it going to take? So, what are your material costs?
- John: Three buckets, and I'm going to make about \$240.
- Michael: Are you going to make \$240 and then minus the cost of your materials?
- John: Yeah, it's probably going to end up right around \$170-\$165 per an hour and a half, two hours.
- Michael: Now, can you have all your material to do that two bucket job right on site without going back?
- John: Piece of cake, three buckets.
- Michael: So, the average driveway, you go out. You ran the job. You have enough materials on your truck to mix it, to seal it, to get paid, and you're done. So, you could probably do without going back, I'm just looking at the hassle factor. Let's say your ten miles away from where all your materials are.
- John: They'll store them at the store which is cool.
- Michael: They'll store them at the store for you?
- John: I buy them buy the pallet, and they'll just put it aside. There's 32 in the pallet.
- Michael: What kind of person do you think would be able to do this business?
- John: Anybody. I taught my wife, my kid, brother, three friends how to do it.
- Michael: Did they ever go get jobs themselves?
- John: No, they went with me. I pay them \$10 an order.

Michael: What's the pitch? Like, if you knocked on my door, and I opened the door and you're sitting there. I know there's cracks in my driveway. What are you going to say to me?

John: I haven't did that yet. I never went cold calling.

Michael: So, you've never done any cold calling?

John: Nope.

Michael: How did you get your first account?

John: I got a call from my father and he said, "Hey can you help me?" I said, "Sure" I helped him. He showed me how to do it. Next thing you know, "Hey, I got this person. Do you want him?" He gave me his customers, and it took off from there.

Michael: Was your dad in the business?

John: Yes.

Michael: How long did he do it?

John: He does it today.

Michael: Has he been sealing driveways for years?

John: Yes.

Michael: Part time or full time?

John: Part time. It was his business landscaping and driveway sealing.

Michael: Okay, that's great.

John: Now, I'm spinning off. I think of going to these landscape companies and say, "Hey, I can improve your business in the fall and the spring."

Michael: Absolutely, that's right. That's what you could do. I was just kind of analyzing the product. I think it's a great idea. I think it's a great opportunity for anybody. Do they need any kind of special license to do this?

John: I hope not. I never had one.

Michael: This is kind of what like I used to do. In the earlier days, I used to put address numbers on curbs, and the door viewers, putting the door viewers in the doors. That's something that you can teach anybody to do.

John: I have my son, his girlfriend had a kid at a young age. They're 20. The child was born in October of last year, and a matter of fact last night he called me, and he found a studio for \$800 a month where he's living. He can't come up with the first month/last month, and he doesn't make that kind of money. It's just for a studio. I'm saying, "I'm coming down this Friday. I want to talk to you."

Michael: He's 20 years old?

John: Yes, so I'm going down this Friday to go talk to him.

Michael: Why don't you guys go knock on some doors and do some cold calling?

John: I'm bringing all my information because my father's there too. I want to have him go over my kit before I put it out there.

Michael: I think it's a great product. I really do. You haven't even done it aggressively. Just with a little bit of effort doing some direct sales, knocking on the doors, you can even use a direct mail letter. I can show you how. Let's say you scoped out a neighborhood that had a lot of potential driveways, old driveways.

John: Put it in my head. I'm going crazy. I go by these multi-million dollar homes in the town that I go through to come to work, and they need it.

Michael: Here's what you do. Let's say you find a neighborhood that has a few hundred houses or a hundred houses. Instead of mailing, you're going to drop 50 cents a letter if you're mailing, and that could get expensive, but you get the people who deliver the fliers, like the pizza fliers, and there's all kinds of companies who do delivery of fliers and door hangers. They distribute paper. Do you see what I'm saying? They hire a crew and they go put it on the door.

Now, I've tested this. What you do is you make up a number ten envelope, and you have your sales letter that sells the service of having their driveway sealed, and that is a whole nother subject in itself getting the right simple one page letter that sells the service.

John: I have questions and answers. I went over it with my father over the phone.

Michael: All right so you have that letter, and you fold it into a white number ten envelope, and you hire these guys to distribute it, and you may pay them \$90 a

thousand. So, they'll distribute your letter that you put in folded and you have it all set up with a print house or whatever, no stamp, nothing on the outside of the letter, just a blank white envelope and you have them drop it right on the front door.

John: I've got to find these companies that do that.

Michael: Yeah, if you see a house that has a door hanger or a flier on the door, call the pizza company or call the stucco company and say, "Who does your flier distribution?" And, then get the guy who does it. Then say, "I saw your flier. I'm looking to have some distribution done." And, they'll canvas different neighborhoods on different days.

So, you just talk to the guy, and you say, "Look, I'm willing to bring you on and have you do some distributing for me." And, let them test a thousand for you. Don't do five thousand, but you want to make sure the guy delivers the thing first of all.

For about \$150, you can get a thousand letters out, and how many deals do you need? And, you've got a whole neighborhood right there.

John: Now, this isn't for me to do it. This is my instructions on how to.

Michael: You want to use it for yourself, or you can put this in the kit with your selling information product. What you want to sell is a turnkey system that shows the buyer of your business opportunity how they can get all the accounts in any neighborhood at any time they want, and go out and make \$500 a day, everyday sealing driveways.

John: I got you.

Michael: So, really what are they buying? They want something turnkey. They want something proven, and they want to be able to do it without outlaying a lot of cash. That's going to be a lot better than knocking on doors. People don't want to knock on doors.

You want to show them a way that they can get accounts without lifting a finger and by them stuffing the envelopes, having a letter that you already had.

John: Like me.

Michael: I'm just trying to give you a real low cost way before you've got to outlay 50 cents a letter going through the mail. You just drop it out. You heard the thing. The key is a blank white envelope. "What the hell is this?" They're

going to pick it up. The curiosity factor, they open it up, hard hitting headline and a simple letter introducing the benefits of sealing your driveway. You'll be in the neighborhood on Tuesday and Wednesday the fourth and fifth. To schedule your free estimate or whatever. That's exactly right.

John: Then, I'll have to seal them. Right now, I think I'm a little confused. I have my information on how to do it step by step. Okay, that's the information kit that I was going to put in the newspaper and landscape magazine. How to seal a driveway, get free information, email or call this number.

When they send it, I'm going to send them this question and answer form, along with an order form if they want to order.

Michael: In Jeff Paul's stuff, he would recommend against. You want to do it two-step. So, you have a publication you want to try an ad in, and it's a landscaping publication?

John: Yes.

Michael: Is it regional in your area?

John: Yes.

Michael: A little display ad, or a classified ad?

John: I didn't even look where I'm going to put it. I just seen the magazine I'm going to run it in.

Michael: So, you haven't checked price or anything?

John: No.

Michael: Well, you want to find out what the distribution of the magazine is, how many do they send out. You want to get that number. How many do they send out? And, don't let them fool you. They're going to tell you readership. Readership means they say, they may send one out, but five people read it. You want to find out how many are printed and what's the distribution, not readership. Find out how long they've been in business. Find out if it's a paid circulation. Do people pay and buy the magazine, or is it one of those freebies where they stick stacks of them anywhere and everywhere?

John: Well, any design magazine that you see like People and like that.

Michael: You may want to call some of the advertisers in there and say, "How is this magazine pulling for you? Are you getting calls from it? Does the advertising

seem to work?” But check out the publication because the advertising could be expensive.

John: Yeah, I’ve been looking at some of those.

Michael: They may charge you three or four hundred bucks just for an ad.

John: Yeah, one was three months for \$455, a thing called Coffeehouse News. People put their advertisement on it. The lady folds it up and puts it in shops in four regions around my town. Or, you can go up to all her regions which is \$1,600.

Michael: Your idea about approaching a targeted list is going to be much more powerful. You can try the ads. Before I get off the subject, the Jeff Paul method is, let’s say you choose that that is a good magazine, and it’s going to get a good distribution, or you’re going to test out a small classified ad or a little display ad that says something like, “Make \$500 a day part-time sealing driveways. Call a 24 hour recorded message.” Then, you have your phone number.

Now, this is your automatic selling machine. So, you have people call the 24 hour recorded message, and then you put your message up on a voice mail. So, people are calling it, and you’re going to write out – and you should see all this in the Jeff Paul material. Follow what he does in some of the examples he gives you in the material.

So, you want to set up a 24 hour recorded message.

John: I’m working on that now.

Michael: All right, “So, this is John, blah, blah, blah. How would you like to make \$500 a day, everyday, sealing driveways? When I was broke at one time, my dad asked me to come help him. He had been landscaping and sealing driveways for twenty years, and he asked me to seal a driveway, and just by accident he got me into the business. For the last twenty years, I’ve been sealing driveways part time, and here’s what it’s all about.”

John: Oh, it’s a message.

Michael: Yeah, you can have your message up for 60-90 seconds, absolutely.

John: I just thought you’d leave, “Thanks for calling. For free information.”

Michael: Let’s pre-sell them while you can. Let them know a little bit about yourself. You have 60-90 seconds to talk to them and build some rapport.

John: They want to trust me.

Michael: Yeah, just tell them a little bit about yourself, what you're doing, and you'd like to send them a report that goes over all the details of how I can show you how to make \$500 a day sealing driveways part time everyday.

John: With that recording, is that just selling the whole thing?

Michael: No, it's just selling them on leaving their name, their address, their phone number and their zip code. You don't even have to ask them to leave their phone number, just name and address so you can mail them this free report.

John: Okay, and then after they get that then it comes back within the next day.

Michael: Your free report is your sales letter.

John: Questions and answers.

Michael: Questions and answers, what's in it for them? What are they going to get? Who are you? Why should they trust you? How long have you been doing it? Is this system something that really works? Have you tested it? Do I have to go knock on doors? Do I have to do personal selling? Do I need a license? What kind of equipment do I need? Do I need a truck? Where do I get this stuff? You're going to show them how to do all that. You're going to answer every objection and every question they have about it, and then you're going to invite them to call you or order.

The key is you're selling them to buy your information product that is going to teach them how to do it. So, after they get that letter, that letter is selling them on the idea that they want John's How-to Course. They're going to buy your product, just like you bought Jeff Paul's product off of TV.

After they pay you the money for the product, \$500 for the course or the seminar or whatever, the training that teaches them how to get into the driveway sealing business, they pay for that and you ship them the product. So, your product is what they're paying for.

John: I think that's where I'm losing you.

Michael: Where are you confused?

John: I have my step by step directions on how to do it all.

Michael: That's your product.

John: Why you should, why you shouldn't. I have nice papers written up. Everything's truthful. I've done everything like it says.

Michael: If I had this in my hand, can I go start this business? Or is this just going to tell me a little bit about the business and what's in it for me?

John: It's going to walk you through step by step to do your driveway.

Michael: For me to do my driveway.

John: Not to start a business.

Michael: Oh, I see.

John: That's where I'm getting mixed up.

Michael: Okay, so you want to sell an information product that teaches me how to do my own driveway.

John: You got it.

Michael: No, you don't want to do that.

John: No?

Michael: No, I don't want to do my own driveway. I want to pay someone to do my driveway.

John: That's why I'm lost.

Michael: Okay, well, now I'm trying to straighten you out.

John: I was going to put the DVD in this and sell the whole package.

Michael: What you're going to give me that's going to teach me how to do my own driveway can be used as your product to teach others how to do driveways and make money doing driveways. Are you with me?

If you show me how to do my own driveway, you've really given me enough information for me to go do other driveways, haven't you?

John: Yeah, that's where I'm getting lost.

Michael: Okay, so people don't want to seal their own driveways. I don't want to go finding all this shit and getting a mixer and being in the hot sun sealing my driveway. That's why I'm going to pay you. But, show me how I can pay my \$800 rent next month, and how I can get started in a business that'll feed me and my family for twenty years. Show me how to seal driveways and how to run this as a business and how to seal a driveway everyday and make \$200-\$300 a day everyday part time, that's something I'll pay for. Are you with me?

John: I went the wrong way.

Michael: Yeah, you went the wrong way. Now, people will pay a lot more money for a business opportunity than they will for a product that's going to show me how to seal my driveway.

John: I'm going to be taping a DVD of me sealing one.

Michael: Okay, then that's your product that you're selling. Let's say that kid you're going to talk to who doesn't have 800 bucks for his rent.

John: That's my kid.

Michael: Okay, that's your kid. Let's say your kid is in a coffee shop and he flips through that magazine that you've got an ad that says, "Need rent money? Learn how to seal driveways and make \$500 a day everyday. Call 24 hours recorded message." He needs rent money. It caught his attention. He needs a way to make money fast. So, he calls your 24 hour recorded message. He hears, "Hi, I'm John. I've been sealing driveways. After my dad taught me 20 years ago, I've sealed 200 driveways in the last whatever, and I want to show you how you can make \$500 a day everyday sealing driveways part time. You don't need a lot of equipment. You don't need a lot of money to get started. After I show you how in this free report, you're going to be able to go out and make money yourself and pay your rent." I'm just ad-libbing, okay.

John: Yeah, I understand.

Michael: So, he orders your free report, and then you mail it to him, or you can direct them to your website if you have a website.

John: I'm not even two weeks into this.

Michael: That's fine. Start out with your free report. So, he asks for your letter. He's interested. You mail him the letter, and the letter is a sales job about you, your story, how you've been sealing driveways and how you want to teach others how to seal driveways, too.

John: Don't send the question and answer one?

Michael: The question and answer, is that on how to seal your own driveway?

John: No, the question and answer is "Will it protect my driveway?" "Yes."  
"When's the best time to do it?"

Michael: Okay, great. That is going to be part of your training that teaches your son how to start a business sealing driveways because he needs to learn how to seal a driveway. That's going to be covered in your DVD when you're showing them how to do driveway, right?

John: Yes.

Michael: See, all I need to know is how to go seal a driveway, properly and quickly so I can get onto the next job. That's all I'm paying you for. I want to know how do I do it without screwing up the driveway. Show me how to do it. I need that information in my head, and if I can do my own driveway, then I know I can do other driveways, and now I have the ability to go make money. But, now you need to show me how I'm going to get accounts.

What you need to teach your person who's paying you \$500 for your course or your seminar on how to get into the driveway sealing business – how to seal a driveway properly fast effectively and how to get people who want their driveways sealed. If you can cover those two things, you've got a great product.

John: You make it sound so simple. So, another information write-up, all I have is six questions and six answers.

Michael: You need someone like me to interview the hell out of you on how to seal a driveway.

John: You're good. I'm picking on your brain on the computer listening to all this stuff.

Michael: It could be confusing.

John: And, the guy with the air freshener. He's making money driving away.

Michael: That's right.

John: I like the way you talk.

Michael: That's what I tell anyone, don't waste your time. Does this make sense? You're not going to teach people how to seal their driveways. People don't want to know how to seal their driveways. They want it done for them, just like the consulting. When we sell consulting training, people don't really want to build and improve their business. They would really rather pay someone and have them do it all.

So, now that I've got you turned around, your job really right now should be creating a very complete DVD, information product that shows someone how to seal a driveway, any driveway.

John: Yeah, I'm doing my own. When I go down to see my kid this weekend, I'm going to see my father, and as a matter of fact, he's giving me his clients that he can't do. He had a heart attack two months ago. He'll give me his clients I can do the work, but I'm like, "No, I'd just rather tape me doing one." I have a nice camcorder.

Michael: Can your wife videotape you doing a driveway and talking at the same time?

John: Her, no, not until I show the green.

Michael: What does it cost to go out and videotape a driveway?

John: Oh, nothing, I have all the equipment to tape. I just have to put a tape in it and do it, she might tape me at my house doing ours.

Michael: Will your son do it?

John: Yeah. I'm not worried about getting tapes.

Michael: Well, I'm saying get that product all put together.

John: I'm putting at least two hours a day getting information. I went online, called up driveway sealing. I wanted to see if there's anything I need, legal things. I got some good information on it, but I think my way's better.

Michael: Do it the way you've done it, just based on experience. So, there's not much research. You have your contacts, your phone numbers where you get the sealing, how you want to tell the people to make sure when they buy this stuff to see if the store will leave it on a pallet so you can drive by and just pick it up as you need it so you don't have to store it at home.

John: Should I mention the driveway sealer company?

Michael: In the product, you've got to show me where I'm going to get the stuff from.

- John: I mean the brand name.
- Michael: Brand name? Yeah, why not? You just say, “I used this brand, and here’s why.”
- John: Should I call that brand and see if they’ll help me out like a back-end for them?
- Michael: Tell them that you’d like to refer business over to them. Ask them if they need anymore sales rep. Tell them you think you can sell a ton of their sealer, and would they be willing to pay a commission on the five gallon jugs of every one you sell.
- John: My father told me to ask that.
- Michael: Yeah, absolutely. See if you can make money on the back-end.
- John: I said, “You know this stuff Dad?” He was, “Nope, but here’s what you need to do.”
- Michael: Good, then listen to him. Another great thing to do would be have him tell you all about the business.
- John: You said on one of your things, “No matter what you say, record it. Get their permission, record it.”
- Michael: Yeah, tell your dad that you want to teach people how to seal driveways and you couldn’t think of anyone better to interview than you, and have your dad tell his whole story, and that will be a great addition to your product. They’re going to be learning from a second generation driveway sealing guy.
- Your product is an information product, a seminar, a training on how to make money sealing driveways. That’s what people are going to pay you for, how to make money. Do you think your son wants to know how to seal his driveway, or how to make money to pay his rent?
- John: How to make it, because he’s telling me, “Everyone down here needs this.” He knows what to look for. He’s done them with me. I said, “Why don’t you run an ad? Tell them you’ll do it.” No, that’s work.
- Michael: So, number one, you’ve got to get your product together. Now, number two, you need a simple system that is proven that shows someone how to get jobs, how to get people calling them. Take 200 number ten envelopes, blank ones,

make up a letter that you can drop on 200 doors and see if you get a phone call for sealing.

John: Quick letters on why you should seal, or information about me.

Michael: Not information about you. Let's say I buy your system, okay? I now know how to seal driveways, but I don't want to go knock on doors, and I want a system that will show me to get people with driveways that need sealing to call me to hire me to come do their driveway. So, you need a letter that will get me to call. I'm the customer who wants my driveway sealed.

Look, let's you just bought my package on how to seal driveways and you know how to seal driveways, right, but you don't do knocking on doors. You don't cold call. So, what are you going to do? You need to know, well, okay, I know how to seal driveways, but how do I get a customer. You've got to show these people who buy your opportunity how to get a customer without knocking on doors because it's going to be much more appealing for them to buy it if they don't have to lift a finger to get a customer.

What would you rather do, knock on doors or pay someone to go drop a hundred letters on door steps?

John: Yeah, I'd rather have them drop them off.

Michael: Okay, so you can just sit on your butt, and you're going to show them how to hire a flier distribution company to go deliver.

John: I think it just clicked. I'm going to write them a letter how to make money on sitting on their butt at the kitchen table in their underwear like Jeff Paul says.

Michael: That's right, to get the customer saying, "I got your letter on my doorstep. You're right, my driveway is cracked to hell. I need someone to take care of this before it costs me \$5,000 to repave the thing."

John: My mind's going crazy now. A bunch of information talking to you.

Michael: I'll send you this recording so you can relisten to it. I want you to have this straight in your head. I know it's confusing.

All right, the letter is the system that gets the customers to call the people who buy your system.

John: Right there I lost you. You're saying the letter is the system?

Michael: Okay, you just bought the system from me. You now have my DVD. You now have everything you know how seal a driveway.

John: Before that, I'm lost at the letters.

Michael: I'm going to get to that. You want to start from the very beginning how it works? Let's just do this. It won't take long. Let's say you have no money for rent. You're sitting in a coffee shop. You're flipping through this ad that says, "Learn how to seal driveways. Make \$500 a day everyday." You call the ad. It's a 24 hour recording that says, "Need money for rent? Well, here's a way to earn \$500 a day sealing driveways everyday. Call 24 hour recorded message. So, you call the number, and it tells you a little bit about you and how you can make money sealing driveways. Leave your name and address and phone number and I'll mail you this free report."

So, you leave your name and address. Two days later, a letter comes in the mail. This is a letter that says, "You had requested information on how to make money so you can pay your rent sealing driveways. Here is a whole training that will show you how you can go make money everyday sealing driveways." So, this is the sales letter that sells you on the course. It's going to teach you how to make money sealing driveways. This is your product that you're going to sell for \$500, your information product, your training. Are you with me there?

John: Not really. Information letter that I'm putting out that I think I'm getting all mixed up. Talking about on my system, I'm here at my j-o-b.

Michael: That's all right. The product that you're going to sell to make money is a training that's going to teach people how to make money sealing driveways. That's your product. That's what you're going to make. That's your information product. It's a training on how to make money sealing driveways.

You know how to make money sealing driveways, don't you?

John: Yes.

Michael: You've done it for 20 years part time. That's what you're going to go to sell, your expertise. You're going to package it up into a course. That's why you're going to make the DVD. That's why you're going to list all your suppliers, where you get your supplies.

John: I can handle the course.

Michael: Okay, so that's your product. That's what you're selling, right?

John: I can handle the course.

Michael: Okay, so that's your product. That's what you're selling, right?

John: That letter that I'm going to be sending out.

Michael: I don't want you to get confused with the letters, but how are you going to sell your information product. You've got to sell it through a letter. A letter is going to sell the course for you, and that letter is sent out after the guy calls your 24 hour recorded message.

Let's start from the beginning. How are you going to sell your information product? You've got this course put together. It's all in a box. You've got your DVD. You've got your supplier contacts. So there, you've got your course, right?

John: Yes.

Michael: Well, how are you going to sell it? You're going to run a small classified ad in that paper you were talking about right?

John: There's a couple, yes.

Michael: You're going to get people to call. They're going to hear your 24 hour recorded message. Then, they're going to leave their address so you can mail them a letter. The letter is selling them on why they should buy your course. That's your sales letter that gets them to say, "Yes, I want your information course that you put together based on your years experience. Here's \$500."

So, they pay you \$500 for your course, and you mail them the course – the DVD, everything, right?

John: Okay, I think it's coming into play. The system you're talking is the letter that I send out after they inquire.

Michael: Yeah, the letter they send out after they inquire is what's going to sell them on your course.

John: Okay, now that's going to have stuff with me and how long I've been doing it, why and why not to do it.

Michael: Yeah, now the letter that made you buy Jeff Paul's information was an infomercial. He just did it through an infomercial. That was the sales pitch that got you to pick up the phone and buy it, right?

John: Yes.

Michael: Okay, you're not going to do an infomercial, but you're going to sell through a letter in the mail. You see, you inquired for Jeff Paul's stuff after you saw an information product. His was a one-step. You've turned on the TV. You saw this infomercial. There was an 800-number. You ordered, one step.

Yours is different. Yours is a two-step. You're going to do a small classified ad that gets them to call, raise their hand, says, "I need money." Then, your infomercial is the letter you send out after they leave their information.

John: So, I don't tell them how to do it on this letter?

Michael: No, no. You tell them what's in it for them. Why should they give you \$500 for your course? Why did you give up \$29 for Jeff Paul's course?

John: Because I know I can do this.

Michael: Do what? Make money, right?

John: Yes.

Michael: You bought it because you want to know how he did it. You want to know his secrets. You want to know how he made money in the information product business, right?

John: Yes.

Michael: Well, you're selling the same thing to somebody. People want to know how you did it, how did you make money sealing driveways? And, that's what they're going to pay you for.

John: Should I put a good day that I have that's truthful on there?

Michael: In your sales letter, you want to tell stories, absolutely. You want to tell them just based on your experience.

John: I got it. It all just came to me. Tell them how we did the whole street.

Michael: Say, "Listen to this. If you don't believe that you can make money sealing driveways, listen to this story." Tell me the story how you did the whole street.

John: We started with one driveway.

Michael: Where were you?

John: Franklin, Mass.

Michael: Was it a sunny day?

John: It was in the fall. They were playing a Patriots game in Foxborough when they had Foxborough Stadium.

Michael: Who were you with?

John: I was with my father.

Michael: Were you on a job?

John: My father has a landscape business, and we were doing driveway sealing, and he called me up and I went up with him for the weekend to do some driveways, and he was showing me how to start to seal driveways, and we started with one, and then he had a customer he was doing a lawn cutting for, lawn maintenance.

After he finished the lawn maintenance, the gentleman came out and said, "Hey can you seal the driveway?" He said, "Yeah, I do that." So, we sealed that.

Michael: Right there on the spot. You had everything on the truck?

John: He went out and got it while we were finishing up the lawn from the local hardware store.

Michael: Was this the first one you had done with him?

John: Not the first one I had done. It was two after.

Michael: How old were you?

John: I was probably 17 or 18.

Michael: And, you didn't have a regular job at that time.

John: Just part time jobs making ends meet.

Michael: All right, and you were working with your dad.

John: Yes.

Michael: So, that's pretty cool. You saw your dad make some quick money doing a lawn and making some real good money sealing a driveway.

John: I think the amazing part is when we got back and started doing it, we were almost finished and the neighbor came over and wanted their's done. So, we looked at the clock, "Hey, it's 11:30. Let's do that."

Michael: Now, how did the neighbor know what you were doing? Was there a sign in the yard?

John: Yes we put a sign up, "Driveway Sealing by Scott" which is my father's name.

Michael: So, your dad knew that having a sign in the yard while you were doing the job could bring you additional business?

John: He said a business with no sign was a sign of no business.

Michael: That's awesome. So, your dad probably learned that lesson a long time ago.

John: Yes, he's been around.

Michael: Does he have a sign on his truck?

John: He puts a magnet one on the door.

Michael: There you go. So, you're doing the driveway. The neighbor walks out and inquired about it, and did your dad sell him on the spot?

John: Yeah, they didn't even worry about the price. They just wanted to beautify and protect the driveway.

Michael: Do you remember how much they paid even though it was a long time ago?

John: The second one or the first one?

Michael: Let's say the first one and then the second one.

John: The first one was \$310.

Michael: So, were you able to make at least \$200 net profit to put in your pocket on that?

John: Yes, sir.

Michael: And, then the second one, how much was that one?

John: The second one was about \$210-\$220. I'm not sure on the second one.

Michael: And, how long did it take to do that first one, to seal it?

John: The first one, maybe an hour and a half.

Michael: So, in an hour and a half, you and your dad worked on it together?

John: Yes.

Michael: In an hour and a half, you guys each made about a hundred bucks.

John: Yes, after the materials.

Michael: Then, the second one, you had all the materials all there and ready to go. Did you knock the second one out right away?

John: Yes, because he likes to pick up extra because you buy them buy the pallet at the local hardware store, so there's no inventory.

Michael: All the sealant?

John: Yes.

Michael: Now, does this stuff stink? Is it strong chemicals?

John: It's non-hazardous. It's like a latex. You can wash it with warm, soapy water.

Michael: So, then you did the second driveway. Did your dad move the sign from the first driveway to the second yard?

John: I don't remember that.

Michael: Were there cars driving by while you were doing the driveway?

John: Yes, it's a regular road. People just driving. It wasn't a busy, busy road, but like a side street. They just drove by. And, when we were almost finished with the other one, then the next neighbor came.

Michael: Right next door?

John: Yes.

Michael: What time of day was it? Do you remember?

John: It was around one, one-thirty. It took us about two hours.

Michael: Was it on a weekend?

John: Yes, on a Saturday.

Michael: So, on a Saturday is a good time because people are home.

John: Yes. We ended up doing a total of seven houses. It was just amazing how we pumped out seven.

Michael: Seven houses, the neighbors kept coming out?

John: Yes. Some were quick. Some might have took a little longer. I don't remember how long it took, but we started around eight in the morning, and we were done when it started getting dark.

Michael: So, how much did you guys make that day?

John: Maybe \$2,500 to \$2,800 to three grand for that one day.

Michael: That's awesome. So, do you think anybody can do this?

John: Anybody and anyone.

Michael: Once they know how.

John: As long as you don't have a bad back.

Michael: Can you tell me what are the benefits for someone who owns a driveway? Why should someone get their driveway sealed, and what is sealing a driveway? I've never even heard of it.

John: If you seal your driveway, you're going to protect it and make it last longer, at least another ten years anyway on the basic manufacturers when they first put a driveway in. Most people don't seal it until it's too late. If it rains and water gets underneath, it will puddle up. It will freeze and cause damage to the driveway on top. Before you know it, you're have to replace the driveway.

Michael: How much does it cost to replace a driveway?

John: Years back, maybe five or six to resurface, plus \$1,500 to two thousand to add an inch, inch and a half of tar in a regular standard driveway.

Michael: When you're looking at a driveway, what are some of the warning signs that says that this driveway needs to be sealed fast?

John: If there's little cracks in it.

Michael: Little cracks are sure signs of wearing.

John: Yes, if there's grooves in between – if you put water on it, and it starts puddle up, it could be soaking in there causing severe damage.

Michael: What's this sealer stuff? What's this gook you're putting on it?

John: It's driveway sealer. You can get it at any hardware store. It's a latex. It's clean. You can wash it with warm, soapy water.

Michael: Is it clear?

John: No, it goes on brown and dries jet black. It looks like a brand new driveway.

Michael: Okay, this is only for asphalt driveways?

John: Yes.

Michael: What about cement driveways? Do you do anything for that?

John: Nope, I haven't touched cement driveways yet.

Michael: But, maybe down the road, you could show someone how to do cement driveways?

John: Yes, and nowadays, they have colored. So, if you want color in your driveway, you put dye in it.

Michael: Oh really? So, could you do a cement driveway if I said, "I want this thing sealed." And you can do a tan color? Can you do that over cement?

John: I don't know about the cement.

Michael: Okay, so this is really for asphalt.

John: This is for hard top.

Michael: Now, where I am, there's a lot of cement driveways. I don't see too many hardtop asphalt.

John: You're in the palm trees.

Michael: But, where you are, it's all asphalt?

John: I'm northeast, yes.

Michael: Are all the driveways like that?

John: I'd say 90 percent. So, I'd take that ratio, nine out of ten houses.

Michael: So, you see what we did. You just told your story. Now, I'm going to send you this recording. You can have it transcribed. So, as you were talking about your dad and that first time that you sealed all those driveways, and you got seven of them, you want to have that transcribed, and you can include that story in your sales letter.

John: Okay. Also put his stuff that I'm going to tape in it?

Michael: Oh, absolutely. You want to just tell stories in your letter. You want to show people and demonstrate how you've done it in the past. A great way in demonstrating is just telling stories from your own experience, and that's a great story to include.

By the time you get to the end, you just basically say, "I know you've read some of my stories about sealing driveways, and it's probably hard to believe but it really is that simple, and if you order my course I'm going to tell you all my other stories. I'm going to give you a list of all my suppliers. I'm going to walk you through it step by step, exactly how to do this business. In fact, I'm going to even include a one hour consultation certificate where you can call me on the phone, pick my brain. If you have any problems, I want you to know I'm here for you. You can call me anytime, and I'll walk you through this easy business if you're willing to follow my instructions." Does this all make sense now?

John: Yes, it does.

Michael: Now, I'm going to send you the recording. You listen to it again, and it will even come clearer. One thing we did leave out that you were getting confused on, and I want to touch on this because this is really going to be important. If someone's going to pay you \$500 for your course, they don't want to go knocking on doors. Their biggest question in their head is, "How do I get

customers?” Then, I asked you how, and you said, “Well, my dad had an account.”

Well, the guy buying the course doesn't have a dad who's already in the landscaping business. He needs to know how is he going to get customers from the time he's ready to seal driveways. How's he going to get business, and this is really critical that you answer this question and come up with a simple method that can show them how to do that.

So, when I was giving you the example of taking a number ten envelope and putting a letter. This letter is not designed to sell your course, it's designed to sell the homeowner on getting their driveway sealed or calling for a free estimate. This is the letter that's going to get people to call you, but anyone who buys your course can copy and go put in envelopes in their own neighborhood to get the people that dropped the letter off at to call them to seal their driveways to get them business. Are you with me?

John: Kind of.

Michael: When I buy your course, you showed me how to seal a driveway, but you haven't showed me how I'm going to get business, have you?

John: No.

Michael: What are you going to show me that's going to get me business? And, I'm saying you need to go test what I'm telling you. You've got to put a letter together that's going to sell the homeowner on why they should get their driveway sealed. So, they call me. If I own your course, and I want to know how am I going to get business, but you showed me in your course this letter, and you tell me to go put them in these envelopes and to call a flier distribution company to go put them on the doors of the neighborhood I want to potentially work in so the homeowners will call me, and then I go do their driveway.

I think if you relisten, you'll get it. You've got to show me how am I going to get business.

Let's just start over. In the course, you're going to show me how to seal driveways, that's fine. But, I want to know how to get business, and how are you going to tell me to get business?

In Jeff Paul's course, Jeff Paul shows you how to create and sell an information product once you go through that. He shows you how to do it. He teaches you how to get people to call you.

But, in your course, what are you going to show me that's going to teach me how I can get customers for my business.

John: Okay, this all boils down to the letter that I give to the people at first.

Michael: No, that's for selling your course.

John: That's the information letter.

Michael: That's your product that sells your \$500 information course.

John: I mean the letter that I'm going to put these people and mail out.

Michael: You're talking about the letter to sell your training, right?

John: Yes.

Michael: Okay, that's separate. That's fine, but now that the person bought your training, we're past that. I've got your letter. I love the idea. I paid you \$500. You sent me the training. I've got everything here in my box, right?

John: Yeah.

Michael: I've already bought your system. You got your money, right?

John: Okay.

Michael: So, I've got your DVD that shows me how to seal a driveway, but you haven't showed me how I'm going to get customers. What are you going to tell me in the course? How am I going to go get my customers?

John: Like you told me. See who is delivering the fliers. Get a hold of the company who's uses them. Ask them who's distributing. Get a hold of them and let's try with 200 number ten envelopes and put our information in that and send it out.

Michael: The information is what?

John: That's where I'm losing it.

Michael: Okay, that information in that envelope is the letter that gets the homeowner to call me saying, "I got your letter. My driveway is cracked. I'm interested in having a free quote on having my driveway sealed." All the people buying your information product, you want to be able to show them how to get all these homeowners calling them to have their driveway sealed, right? Or

what's the point of buying your course? If you don't show me how I'm going to get business, then what's the point of me buying your course?

John: Then, I do 200, and I get 20 responses back saying I'm interested in getting my driveway seal. I don't go and do it, do I?

Michael: If I was the guy that sold you the course, then you bought the course from me – let's say you needed money for rent.

John: I'm just going to run an ad. I'm not going to put anything else on it.

Michael: Don't get confused with selling your course. You're getting confused. Let's start over. I already bought your course. Just pretend with me. I already bought your course. I own it. I paid you \$500. You made money already. That's what you're selling. You're selling an information course. Are you with me?

John: Yeah, I think it's slowly-

Michael: Your product is your course. It's your information product. I paid you \$500 for your DVD and all your information.

John: I got you.

Michael: That's what you sold. So, you made \$450. That's in your pocket. Now, that's what you're selling. You're selling the information on how to make money sealing driveways. Does that make sense?

John: Yes.

Michael: Okay, that's your product.

John: When we were talking about putting the 200 envelopes, I thought that's what I'm going to do next.

Michael: No, that's not for you.

John: Oh, okay. That's where I was losing you.

Michael: Now, I want you to understand this. So, you sold me the product. I paid you \$500. You put in your pocket \$450. That's your information product. That's what I'm encouraging you to develop and sell, an information product on how to seal driveways, okay?

John: Yes.

Michael: So, you've got your money now. Now, here I am. I'm the customer. I bought your course, right?

John: Yes.

Michael: Now, you've taught me how to seal a driveway, but you haven't taught me how am I going to get customers.

John: I understand you.

Michael: Okay, so that letter we're talking about is for me to use to go get customers for my new driveway sealing business.

John: You're absolutely right.

Michael: There you go.

John: Now, when does that letter go out?

Michael: Okay, well, I've bought your course. I've watched your DVD. I learned how to seal driveways. I know how to do it. I've done it on my own driveway. I'm gung-ho. I'm ready to go. What I do? Well, I need to go get some customers. I'm open for business, right?

John: Yes.

Michael: So, in the course, you showed me a great technique that's going to get people calling me who want their driveway sealed, and this technique that you taught me in the course is you taught-

John: That goes in with course.

Michael: Yeah, you're going to show me how to do it. You're going to give me a master of the letter. In the course, you're going to say, "Well, here's the letter that you want to take and photocopy 200 copies. Then, you'll go get number ten white envelopes, and then you have your letter folded. Then, you insert them in the envelope. Then you lick and close the envelope. Then, you call a flier distribution service and you have them come pick up your 500 envelopes or 200 envelopes, and you get them to drop these letters off or you can do it yourself on the front door of the neighborhood you want to target. Then, you sit back and wait for your phone to ring."

John: That letter that you just talked about goes in with my information.

- Michael: Yeah, that's part of your course because you're teaching me-
- John: Sorry for tying you up.
- Michael: That's okay.
- John: I thought that's what I'm doing.
- Michael: No, well, let's think about it. Doesn't it make it more attractive for people to buy if you've given me a simple way I can sit on my ass and get people calling me to have their driveways sealed?
- John: It saves you from even writing up an ad, going to the post office and doing all that other stuff.
- Michael: That's right. You're teaching me one powerful way to get clients, and you may have five or six. There's many ways to get clients, and what I'm saying to you now is you should try this yourself to see if it works. Even if you don't want to seal driveways yourself, go put out 500 envelopes with a letter inside that sells the customer on sealing the driveway.
- John: I thought I was following it pretty good on the steps. Like I said, I was using the 800-numbers, and what to do. I took that donut recipe just something to get me going.
- Michael: Forget the donut recipe. What are you going to sell a donut recipe for?
- John: \$4.95?
- Michael: Forget it.
- John: \$4.95, and it's on Real Time DVD. My mom's going to make them.
- Michael: Do you know what? There's not enough margins in it.
- John: Okay.
- Michael: Do you think your son who needs rent, \$800 this month or he's going to be out on the street, is more interested in a donut recipe or how to make money for his rent?
- John: Yep, the rent. It was just something I was going to start with.
- Michael: It's a good idea, but what I'm saying is you've got a great product already within you from your experience. You've got stories. You've got proof.

You've done it for twenty years, and your dad can stand behind it, second generation driveway sealer. You get him involved. You guys do it together.

John: How do you come up with a price on an item like this?

Michael: Your market will determine it. Jeff Paul should have some sample letters in his course. If you see, he usually offers a Deluxe Package and a Basic.

John: Those packages you've got to pay for to get more stuff from him.

Michael: That's right. So, you can have a Basic Package for \$379. You're got to figure what's your cost of the product? To put your product together is nothing but a three-ring binder, your DVD. Your product cost is only going to be about ten bucks, maybe.

John: Yeah, that's what I like about it.

Michael: So, you sell it for \$379 for the Basic, and then for the Deluxe, they get the DVD and they get two hours consultation with you if they need you.

John: But, don't offer the DVD at first.

Michael: That's going to be your main how-to. You need to offer that. I'm just saying make a Deluxe and make a Basic. The Basic will give them everything they need, but the Deluxe will have some added bonuses.

John: I've got you.

Michael: Let's say you get your kid to go videotape you doing five driveways, just add more value to your Deluxe. Are you with me?

John: Yes.

Michael: Your next step should be why don't you go check this publication that you're thinking about, this landscaping publication, go see what it costs to run a little classified ad in the back, and find out when it runs and run it. Make the ad like this, "\$500 a day, part time, sealing driveways, call 24 hour recorded message."

John: Should I put 24 hour?

Michael: Yes, you want 24 hour recorded message because it's going to be a voice mail. You need to set up a voice mail.

John: I'm working on it.

Michael: So, once you get your voice mail number, can you get an 800-voice mail?

John: Yeah, right now I've got to get some money to get that together.

Michael: Okay, well get some money to get an 800 voice mail, and then once you have your 800 number, you put it in there. You want 24 hours because people know there's not going to be a person selling them something on the other end. They want a non-threatening recording. Yeah, 24 hour toll-free recorded message, and have the 800-number there. "Just call 24 hour free recorded message." That's it.

So, "\$500 a day, part-time, sealing driveways, call 24 hour free recorded message."

John: No email?

Michael: No, just the phone number.

John: I like me email I got.

Michael: Don't worry about your email. There's time for that later.

John: Okay.

Michael: That should be your ad. Find out, if it's \$20 or \$30 to run, run it, get your 800-number set up and let's see what happens before you even shoot your video and stuff.

John: Okay, I'm going to probably be calling you back or emailing you.

Michael: All right, call me back. We'll do a case study on this, all right?

John: Thank you for your time today.

Michael: All right, I'll email you a link where you can relisten to it. I'm going to edit it, and we'll use it somewhere on the site. It will be a good one.

John: Thank you very much.

Michael: All right, bye.

*That's the end of this recording with John Carty on how to create an information product sealing driveways.*

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