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★ 7 pc Glass Table Cast Aluminum Patio Set - \$895 (Clairemont Mesa) ☒



That's my 15 year old son who made \$800 cash using my Money Shot System

The Money Shot System



1) The Money Shot System—A Summary of the “Big Picture” of What It's REALLY All about



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My name is Michael Senoff. I am a father of two teenage sons, Alan, and Joseph. And with our iPhones in our hands and my 1977 Chevy El Camino, we are in the business of buying & selling anything we can turn into a fast and easy profit.

We hunt, restore, and sell our finds each month and document the entire process. You'll read our stories and meet and see the people we meet along our exciting journey. And now, you have a life-time opportunity to join in on our never-ending real-life treasure hunt. Inside The Money Shot System you will find and learn all the skills you need to do the same.

Below is a history about how it all started out...

It all started when I moved from Nashville Tennessee to San Diego California. I wanted to go west like our earlier settlers and strike it rich in California. I grew up listening to the Beach Boys and singing and memorizing the words to the hit song 'California Girls'.

Oh yea. That's what I dreamed about and wanted.

Here is a link to an early history of my trip out to California with photos.

Go to <http://www.hardtfindseminars.com/aboutme.htm>

I was living in this one-bedroom apartment down in Pacific Beach in San Diego, California. I was broke! I had a \$3,500 phone bill when long-distance phone calls were still very expensive. And I was trying to market and hustle a skincare product called NuSkin I've learned about in a multi-level marketing industry.

I knew I needed a product I can fully control and something I can hustle on my own, whether it was door to door sales or through selling over the phone.

And I thereby got into the pen business. I had seen this pen that could detect counterfeit money. You take this pen, you swipe it across a US dollar bill, and if the mark turned yellow, it meant it was a genuine bill. If the mark turned black, it was a counterfeit bill. And I thought, "If I could figure out how to make this damn thing, I could simply go anywhere and sell these things for \$5, \$10 or \$20 bucks."

I ultimately figured out how to make these pens, and I started selling them. Then, like anyone who has a business, I needed to fully understand and learn the essential concepts of marketing. I've always been a student of personal development. I've studied all Zig Ziglar's sales secrets and Bryan Tracy's "The Psychology of Closing the Sale."

I was already somewhat of a learner, but I haven't buckled down to what marketing really was all about. And when I did some research on the subject, I came across Mr. Jay Abraham.

I found something from the early days on the internet and took the plunge to call Mr. Abraham's office. I ended up buying a set of four videos called "My Life and Marketing."

The videos were Jay Abraham's whole story about marketing. I also received a video about Jay's concept of business optimization. It was a presentation given by him for Tony Robbins students. And while watching that stuff, *the lights went on*.

I knew I've found the key to what I was looking for. Keys that went beyond the secrets of closing the sale. It was marketing. Because marketing was everything. It's all about how to get the message out and to do it correctly.

I've learned that this Jay Abraham guy had a \$15,000 seminar. But I had no money. I've gained and learned so much from the first set of videos I've purchased from Jay Abraham that I badly wanted to get the seminar to further my marketing education. And so I ended up doing some networking. I found a guy who attended one of these \$15,000 seminars, and begged him to send me a fax with the names of the people who attended the workshops in California. So, I got the names and the phone numbers of the

people who paid \$15,000 to attend this Jay Abraham 5-day seminar events. When attending a Jay Abraham seminar, you get printed transcripts and copies of the workshop on audio cassette tape. You will arrive back home with a massive box of invaluable stuff.

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I thereby got on the phone, and tracked someone in San Diego who had all the tapes, all the books, all the videos, and all the manuals they've paid \$15,000 for—in perfect condition—and I was able to buy everything for \$50.

I started devouring the material; learning it, studying it, filling my mind, and soaking up all these informative concepts of marketing.

About a year later—now engaged and soon to married—I wanted to buy a big blue barbeque grill called a Kamado. It goes back to Japanese cooking, where they cooked with coals in the ground. You probably have seen the Green Egg. It's a smoker and also a cooker that cooks with propane. And it was a costly grill that cost about \$1,700.

My fiancé at the time did not want me spending the money on the grill, and I said: "Well, I am going to sell my Jay Abraham tapes, and I am going to put them up on eBay." At the time, eBay was kicking butt. Digital cameras had just come out. I had just purchased the very first digital camera. It was called a Sony Mavica. It was an expensive camera costing me \$1,000. This was a camera into which you could slide a hard disc. You could take the picture, and it would transfer the digital image onto this disc.

I was now getting into selling stuff on eBay. I made up set as part of the Jay Abraham materials I've paid \$50 for and put the set up on eBay. It was my first eBay auction, and I sold it for \$1,700 to a guy named Piero in Australia. I think he is still on my list, 20 years later, and then I just did this over and over and over again.

I ended up getting the list of all 900 people who attended the Jay Abraham seminars. And I jumped on the phone calling them up, one by one, saying "I know this is a weird call, but do you by any chance have the Jay Abraham's stuff sitting around?" Because most people who would attend

the seminar, would arrive home with all that Jay Abraham stuff and do nothing with it. This is how I started buying and reselling old Jay Abraham seminars on eBay, and why I named my web site

"HardToFindSeminars.com." In its origination, it was just a one-page sales letter talking about how I had all these costly retail marketing seminars for pennies on the dollar.

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If you search the internet for 'Wayback Machine', you can search websites going back 15 to 20 years. You are able to see what sites looked like from their origination. Anyone can go to the 'Wayback Machine', type in "Hardtofindseminars.com," and find my original letter. I remember, I had no idea how to even put up a message. I had no clue. I had to hire and pay a coach to help me get that letter up, and then he disappeared. End of story... I ultimately just had to learn to do all this stuff on my own.

I wanted to learn how to market my counterfeit money detector pens, my invisible ink marking pens, my vanishing ink pens and my spot remover pens. And I kept studying marketing and needed to build a library of interviews. I will say that the ultimate goal of the conversations was to bring traffic to the site. But primarily, I would interview people about stuff I was interested in, and then the traffic just started building, and the relationships just started growing.

I didn't see anyone else out there who was as crazy enough to try and take on what I was doing because it takes a lot of time and a lot of money. I just built up a small following over the years and that's where I am today. The marketing I've learned helped me a great deal in selling the pens and I applied those marketing strategies to sell them. I still have accounts that buy my pens from 25 years ago that generate income until this day. The tools, including the eBay auction site and my Sony digital camera, helped me make thousands of dollars 26 years ago. And I knew I was selling only one specialized product. eBay was selling millions of items online back then. I was fully convinced a great living could be made by selling online. This is where my love for online selling began.

I eventually got married and started a family. After my two sons were born, I would take them with me on weekends to garage sales, swap meets, and into and out of thrift stores to teach them the art of buying and selling. It gave us something to do and look forward to each Saturday morning. I would explain the valuable lessons for each find and each sale we've made. I would teach and encourage my boys to negotiate with sellers. I would show them how to ask for what they wanted. It was all good fun, and the kids loved to go out and buy stuff with their Dad. I knew their futures would be uncertain and no matter what work they could find or not find that they could always go out and make money buying and selling. I dearly want to thank my two sons for all of this. Because if it was not for them, you might not be reading this now.

Every day turned into an exciting treasure hunt, and the money was good too. And so I started taking our transactions to the next level. I stated to the money shot to document our finds, have fun along the way, and I now have all the stories here for new students like you.

You can tell your story about a sale, but nothing demonstrates the proof more than a photo of the buyer holding up the cash. And, we've called this the Money Shot. I was a little uncomfortable to ask to take a picture, but most people had no problem with it. I wanted to show you the authentic PROOF that what me and the boys have been doing works like gangbusters. And I could not believe how simple and fun this activity could be. Everyone should be doing this. But... everyone is NOT doing it. They don't understand it. They don't know what to do. They don't know where to start. They need help. And this is the story of why and how I started the Money Shot News.

At the time of this writing, my boys are now 17 and 20 and mostly busy with School. Buying and selling and making great money is NOT that hard. My wife Shelley likes to join me on my rides and she loves the hunt and the extra cash too. The flipping formula is all the same. My stories and case studies will increase your BELIEF that YOU can also do it and that it's possible to sell just about anything if you are willing to take the time. I know

this sounds crazy, but I will prove it to you in my collection of stories waiting for you.



Special Offer from Michael Senoff

I would like to make you a onetime offer.

I understand that getting started with something new can be nerve-wracking.

There are certain people out there who need a coach. They want an expert to run ideas by and want one on one help in growing their business.

I would like to offer this help to you.

Enjoy one full year of personal one to one coaching from me, Michael Senoff for a onetime fee of \$1997.

You will have my cell phone number in hand and can call me for my undivided attention to ask any questions by phone Monday through Friday.

Anything you need, and I will be in your corner to help.

Have something you need to buy?

Need help selling something?

I will review and provide on-time feedback to you.

Any phone calls can be recorded so you can listen to my advice later.

Use me to help close deals, make referrals, or generate significant leads.

If you are at all serious about having me, Michael Senoff in your back pocket for your buying and selling activities for one full year, text or call 858-692-9461

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OR email senoff.michael@anymail.com

Only one great sale pays for the cost of my coaching.

Sincerely,

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Michael Senoff

Michael Senoff

PS. This offer is NOT a long-standing offer. I have the right to decline to work with you. I can only work closely with a few clients per month, and this same offer is going out to other enthusiastic Money Shot System members.

So, don't wait....

It's time for immediate action!

To reserve your spot now, TEXT or CALL 858-692-946!