

# How to Interview Experts and Make Immediate Sales

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# How To Interview Experts

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## Intro

This is perhaps the easiest, quickest and simplest way to make money online.

See, people want and will pay for information. Especially expert information. And you don't have to be an expert to interview one.

Here's the simple fact: most people who write and publish a book end up making about \$10 an hour for their effort. We're talking about dog trainers, stock investors, fitness experts and so forth.

At the same time, those who make much more money are typically more marketing savvy - and they WANT to be interviewed because they realize it's a good deal for them.

Either way, it's amazingly easy to get an interview because of these facts. The first group includes people who spent all this time writing a book... and are getting little money or exposure from it... but who are intensely passionate about the subject...

And the second group welcomes with open arms interview opportunities.

So here's the plan.

## Creating a Product the Easiest Way Possible

The first thing you want to do is come up with a "hook" for your product. What is your product going to consist of? An interview series of 7-10 experts, each sharing their knowledge on that topic?

Let me give you some examples.

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Internet Marketing - an interview series on "What I'd do if I had to start from scratch and pay my bills within 30 days just from Internet marketing"

Weight Loss - an interview series "On women for women... what women can specifically do to lose weight without using drugs or starvation"

Real Estate Investing - an interview series with several short sale experts on "How to take advantage of short sales to make a killing in the market..."

And so forth. The idea is simple. Find an information product that seems to be selling really well in any niche. You create a similar info product... only your content is made by interviewing experts instead of creating the content yourself.

This is the easiest way on the planet to make products that have the highest likelihood of success.

### Technique Fears Conquered

Let's talk for a second about to record the interviews. Here is the easiest way to do it. Sign up for a trial with Instant Teleseminar [insert affiliate link here]. They will give you your own conference number dedicated to you, and an access code.

Just use that for you and your guest. Before the interview, just set up the interview in Instant Teleseminar so that it will be automatically recorded. Then when the interview is over, log back in and download the mp3 recording.

If you want to do any editing of the audio file, you can use Audacity. It's a free piece of software which you can download. Just do a Google search for "audacity".

That's it. Just give them your Instant Teleseminar number and the "host access code" and you're set. They call in... you call in... you do the interview. It's done.

Technology has made it easier than ever to interview an expert.

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### How to "Book" The Interview

This is much easier than you think. It comes down to one technique - asking. All you really have to do is find people you want to interview, then send them an email. If you don't hear back from them, then send a follow up email.

Yes, it's that simple.

Even better, let them know in the interview that at the end you will let them spend a minute or two talking about their book or whatever product they'd like to mention. This way they get exposure.

This is GREAT for Amazon.com authors. Just let them know that at the end you'll let them talk about their book on Amazon.com. They'll LEAP at this opportunity simply because nobody else has ever asked them this.

Here's an "advanced" technique. If the person you're interviewing has an affiliate program, then sign up and set up your own affiliate redirect... and have them use that URL on the call. That way you can get a cut on any sales made!

### How to Interview Anyone on Any Topic

There are pretty much "universal" questions you can ask any expert, once you fill in the blanks. Let me give you these fill in the blank questions, and then we'll do a few examples so you can see how it works.

The question...

- What advice would you give to someone who is just starting out with \_\_\_\_\_
- If someone is on a budget, what do you recommend for \_\_\_\_\_
- What are the future trends you see happening in \_\_\_\_\_

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- What are some big mistakes people make when doing \_\_\_\_\_
- What are some factors people often overlook when it comes to \_\_\_\_\_
- How'd you get started?
- If you had to start over again... what would you do different?
- If there is one thing our listeners should do immediately after the call, what would it be?

There you go. As simple as that.

Let's say you're interviewing someone on how to do email marketing. Your questions could be...

1. How'd you get started with email marketing?
2. If you had to start over again with email marketing, what would you do differently?
3. How is email marketing changing and how can we best deal with these changes?
4. What are some of the biggest mistakes people make when doing email marketing?
5. What are some overlooked factors that contribute to your success with email marketing?

And so on. See how easy and adaptable it is? Then of course, you can just ask them follow up questions to those initial questions based on the answers they give.

### Really Making Money

After you do some interviews and get the hang of it, then it's time to set your sights higher. The best people to interview are those who already have an email list. That way, when the interview series is done you can go back to each person you interviewed and ask them to promote it as an affiliate.

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It's easy to get these people to promote because they had a hand in creating the product. You'd be amazed at how much traffic - AND SALES - you can get just interviewing people who have lists, and then asking them to promote the interview.

## Resources

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

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**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

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**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages**

**& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>