

Alex Mandossian's

Teleseminar Secrets™

**MODULE 1:
Tele-Promotion
Strategies**

*How To Win
More Sales At The
Speed Of Sound*



The Eight *Teleseminar Secrets* Modules

- 1** **Tele-Promotion Strategies:** “How To Win More Sales At The Speed Of Sound”
- 2** **List Building Strategies:** “How To Build A Highly Responsive Online Database”
- 3** **Registration Strategies:** “How To Persuade More Tele-Prospects To Sign-Up”
- 4** **Attendance Strategies:** “How To Inspire More Tele-Registrants To Show-Up”
- 5** **Curriculum Strategies:** “How To Consistently Craft Tele-Content That Sells”
- 6** **Joint Venture Strategies:** “How To Prosper By Interviewing Industry Experts”
- 7** **Selling Strategies:** “How To Motivate Your Listeners To Buy On Command”
- 8** **Outsourcing Strategies:** “How To Offload Busy Work To Reliable Vendors”



About Alex Mandossian

Alex Mandossian is considered one of the top 10 freelance direct marketers in America today and owns one of the largest marketing libraries ever assembled ... with over 1,800 rare books and volumes dating back to the 1800's.

During the past 14 years, Alex has helped his clients generate over \$203 million in sales from TV spots, infomercials, QVC, Home Shopping Network, national retail catalogs, space ads in *Parade Magazine* and *USA Weekend*, direct mail, web marketing, and of course, postcards.

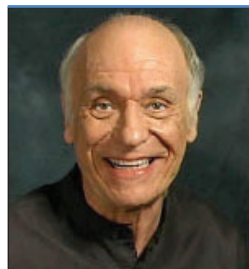
Here is what Mark Victor Hansen, public speaker and best-selling author of *Chicken Soup For The Soul* and *One Minute Millionaire* series, has to say about Alex:

“The first time I watched and heard Alex Mandossian give a marketing presentation, my pen ran out of ink because I took so many notes! Alex's greatest gift is the way he uses the power of stories to make his marketing strategies stick in your mind.”



With one of Alex's websites that sells just one product, Alex makes five-figure cash profits every month, and has done so — on auto-pilot — since that site went live in April of 2001.

Here is what Jay Conrad Levinson, best-selling author and acknowledged “Father of Guerrilla Marketing,” has to say about Alex:



“Alex is a Guerrilla Marketing genius. I hope you take the time to listen to this man because he'll teach you how to convert your shyest, most skeptical prospects into lifelong customers. Plus, his sincerity shines through with every speech he delivers.”

Alex: The story I’m about to share with you is over 2,600 years old, yet its moral still applies to any successful teleseminar marketer today; in fact any marketer at all. It was written by a hunchback who had a speech impediment over 2,600 years ago.



The name of the fable is “**The Wolf in Sheep’s Clothing.**” A hungry wolf stalked a flock of sheep, but couldn’t grab one as its next meal because the shepherd protecting the sheep from predators like the wolf was there. He was protecting them to feed his own family.

Having a plan, the wolf found a discarded sheepskin on the ground in the sheep pen. He placed it over the fur on his back and crawled into the middle of the flock without the shepherd noticing.

Instead of pouncing on the nearest lamb and making his escape, the wolf decided to wait until nighttime when the flock was safely locked up and the shepherd was eating supper with his family. “I’ll have my pick of the flock,” the wolf thought. “I’ll enjoy a most delicious meal and slip away unseen.”

That evening, the shepherd decided to have a feast with his family and some friends from the neighboring village. He went to the sheep pen. In the dark, he reached in and grabbed the first sheep he could put his hands on. It turned out to be the wolf, who in turn was supper.

That’s a very old story, and it’s a very brief story. The moral is: strike while the iron is hot. That’s Aesop’s moral. The business moral, and the way I see it, is that a good plan executed today is far better than a perfect one that’s too late.

*A good plan
executed
today is far
better than
a perfect
one that’s
too late*

*Don't try
to get
everything
perfect
before
conducting
your first
teleseminar*

Do you procrastinate? Do you put things off? Do things have to be perfect before you begin your first teleseminar? I hope not.

Great generals of the past, great teachers of the past, great trainers of today and yesterday, know that an executed, implemented plan is better than the perfect one, because it will be too late and your competitors will eat you for lunch. It has happened before to many competitors.

For example, *Encyclopedia Britannica*, a \$600 million company, was completely wrecked. Two thousand plus employees and salespeople were completely gone within a couple of years because of a little CD called Encarta sold by Microsoft.

The Swiss had quartz movement and digital watches long before the Japanese did. Seiko came out with movement that was already available because the Swiss lollygagged around a bit. The Japanese took over the market and made millions.

I don't want you to have the same results. I want you to execute an imperfect plan because as you make mistakes, you'll still make money.

As you make mistakes, the worst thing that can happen is that you learn, and that's the best thing. As you make mistakes, you will gain empirical knowledge.

The marketing theme for this session is “Creative Imitation.” The term sounds like an oxymoron and probably is. It refers to a time-proven business strategy whereby you wait for somebody else to establish the viability of a marketing strategy, then you utilize it. Then you implement it, and then you execute it.

*Originality
is the most
dangerous
word in
marketing
and in
advertising*

You are not a pioneer. Pioneers have arrows in their backs. Pioneers have the same fate that the wolf had. Pioneers have the same fate that the Swiss watchmakers or *Encyclopedia Britannica* had.

You don't want to be a pioneer. You want to creatively imitate as a marketer and do what some of the greatest marketers of all time do.

The richest man in the world, Bill Gates, does this. Warren Buffet, the second richest man on the top of the rich person scale, does this. Why? It's because you want to see what others have done.

I have done just about everything there is to do in teleseminar marketing. I've made probably every mistake you can think of. I made it during this past campaign with *Teleseminar Secrets*, even though we did very well. I had the wrong phone number. One time, I had the wrong passcode.

Things will go wrong, but if you creatively imitate me, you will be a step ahead of the game. I want to be the marketing strategist you imitate. I'm giving you permission to imitate me, because that is creativity.

“Originality” is the most dangerous word in marketing and in advertising. I didn't say that. The guy who invented the Unique Selling Proposition, Rosser Reeves said that. That was in the 1950s and '60s.

Do not be an original! It may seem sexy. It may seem unique but you will go broke, as my good friend Harv Eker says. You can be creative, but not original.

“Print this page” are the three most important words as far as teleseminar marketing is concerned

Let’s go over the class summary. This is an executive summary. When you have a business plan, there’s always an executive summary. Most people who are going to fund companies, whether they’re venture capitalists or strategic partners, look at the executive summary first.

It’s one page and will always have the same sections. You see a picture of me in the upper right-hand corner. You see my logo in the middle. You see “print this page,” which are the three most important words in the English language as far as teleseminar marketing is concerned.

I want you to follow along with me, whether it’s printed right now or on your desktop. You can do both.

I want you to imitate this model. I’m giving you permission to put your picture in the upper right-hand corner, “print this page” in the left-hand corner and your logo at the very top. I want you to model this template.

This is a template. You have my permission to model it. You can put your tagline instead of “Tested Marketing Methods that Sell from Your Seat.” Instead of that, put your own tagline. Instead of “Alex Mandossian’s *Teleseminar Secrets*,” put your name and whatever your topic is.

Let’s take a look at the executive summary.

It’s class summary one. The executive summary reads, “Tele-promotion Strategies — Module One of Eight.” That may not seem

*Never
invent —
always
improve*

like much, but it’s already telling you that it’s the teleseminar series, one of eight. That means there’s two of eight, three of eight, four of eight, five of eight, six of eight, seven of eight and eight of eight. If it just said “module one,” it wouldn’t be complete.

That’s a little thing, but it’s a big thing.

Next it says, “How To Win More Sales At The Speed Of Sound.” With teleseminars, I am writing at the speed of sound without any writer’s block. You can, too.

It’s much easier to speak than to write. I will be writing at a rate of about 60 to 70 pages per hour. You cannot do that with your keypad - it’s physically impossible. Not even Stephen King can do that. I can speak, and you can speak, much faster.

In fact, every single one of my vendors whom I work with very closely has this sign posted on their wall. It’s the only way I know to really be creatively imitative in everything they do. Here it is. Write this down somewhere. I don’t care where you write it.

“Never invent. Always improve.” I don’t know how that sits with you, but it has made me a fortune. “Never invent. Always improve.”

Never invent something! If there’s no competition, there’s no market. Don’t look for an original idea. Don’t be so happy about an idea that no one else has had. Chances are that someone’s had it, and they failed.

*If you
have no
competitors,
you have no
market*

If you have no competitors, you have no market. In fact, there’s no reason to market if you have no competitors. Seek competitors, especially online, because it means that there’s a market there and you can improve.

“Never invent. Always improve.” I hope that means a lot to you. That alone is worth the entire investment in this course, and that will have more dimensional value to you as we go on.

The quote of the month, or in this case the quote of the week, is by Roy Williams. He’s a genius, in my view. He is the wizard of ads and the author of many books. He’s one of the gurus of radio advertising.

Here’s the quote: “If you want to persuade the world, use the human voice.” I like to have a quote and hope you do, too, in your notes and class summaries, because it inspires people. There’s so much nectar in a quote.

Next, we have an action plan. Always begin with an end in mind.

That’s one of the habits that Stephen Covey talks about, and Dr. Covey has done a lot of good for a lot of people.

As an academic, he’s taught millions of people about his seven habits. They’re all principle-centered, which means that they will endure all eternity. He’s taught many gurus, and is the guru’s guru, in many aspects.

We are going to begin with the end in mind with every single session.

*Nothing is
right or
wrong but
that which
thinking
makes it so*

Number one, I want you to decide on a teleseminar format that you want to test.

Observe the final word. It begins with a “T” and ends with a “T” — test. Everything you do is a test. Bill Shakespeare said, “Nothing is right or wrong but that which thinking makes it so.” I’m paraphrasing.

In marketing, nothing is good or bad but which testing makes it so. In fact, I don’t think anything is good or bad. It either works or it doesn’t. You either get a yes or a no.

As my good friend John Reese, who made \$1 million in 18 hours, says, “It’s yes or no, and then more or less.” The sheer elegance of that brief statement is incredible.

Remember “test.” I want you to test a teleseminar format. I’m giving you many formats, which we’re going to cover next.

Number two in your action plan for this module, I want you to conduct a free teleseminar to get valuable chair time. Platform speakers talk about platform time. There’s no substitute for platform time. Speak for free if you can. You know this if you’re a speaker.

If you’re an author, you should be speaking. I don’t care if it’s a Chamber meeting. I don’t care if it’s two people in the audience or 2,000 — speaking for free is a good thing. Get as much platform time as you can.

*Sacrifice the
short-term
profits for
long-term
wealth*

With every teleseminar, I’m having chair time. You want to conduct free teleseminars. Sacrifice the short-term profits for long-term wealth. All you’ve got to do is get as much teleseminar time or chair time as possible.

That’s the second part of the action plan. Have a free teleseminar. Even if there are two people speaking, it’s a teleseminar.

Number three, record and transcribe your calls for a new info product.

Everybody is in the information marketing business. A dentist is in the information marketing business. *The 7 Biggest Mistakes that People Make When They Choose a Dentist* is information marketing. That’s is a special report.

How about a real estate investor? *The 7 Secrets to Buy Commercial Property with None of Your Own Money* is an information product.

If you record and transcribe your free teleseminar, you have an info product at the speed of sound. You will generate sales at the speed of sound, faster, better, easier, and with less human effort than writing.

I apologize in advance if you’re an author. I’m an author, but speaking is easier. Write with your voice whenever possible. Record and transcribe.

Number four, create your curriculum for monthly prospecting calls.

*You have to
take action
to become a
success story*

I used to do a teleseminar twice a day. It was for the *7-Step Guerrilla Marketing Plan*. Many people listening right now have probably been on those calls. It went to once a week, then once a month. Now, it's recorded because I don't have time to do it.

You can do the same thing.

The most I did of those teleseminars was six in one day. They were 45 minutes to an hour apiece. I had people coming back four or five times and recording them. Those are called prospecting calls.

I don't expect you to do that every day. You can do it once a week or once a month, but at least get yourself some chair time. Make them free.

Those are the four steps and four action plans that I want you to take.

They're physical actions. Decide on a teleseminar format. Test and conduct a free teleseminar for valuable chair time. Record and transcribe your calls for more info products. Create your curriculum for monthly or hopefully weekly prospecting calls.

We're going to have many success stories, and I hope that you will be one that brings a success story to me as well.

Next on the executive summary are the case studies that we'll be covering. This will be a little later on. Some of these are on your worksheet. Not only does this have little notes on there for you, but I've even circled some of the things I want you to look at so that you

*You should
do five free
calls before
moving on
to a paid
call*

can go back and they'll make sense to you later. We'll be approaching that later on in the session.

The case studies include a free ASK™ campaign teleseminar. Paul Colligan did one for FrontPage. I chose this because it isn't the prettiest page. Anyone can do it. You have templates that are far superior to this, but we got over 1,000 people registered.

This was on a topic called FrontPage. It's a publisher to put up web pages. That's a very obscure topic, but I chose that one. We'll come to that one in a bit.

A little more elegant approach is the \$25,000 speaker training by John Childers. We'll take a look at that.

It started with a free ASK™ campaign teleseminar. That's one of the formats. Next is a paid ASK™ campaign teleseminar. People say, “Alex, I don't want to just do free calls.” That's great.

You can do paid calls. I recommend that your first five calls are free so that you at least get the chair time. If you've already done your five free calls, you can go to paid.

Mitch Meyerson was a therapist and a coach. He was a coach for Guerrilla Marketing, and now he's a bestselling author. We're going to go over that case study and also one with Pat Wyman, who has HowToLearn.com. She had her first paid teleseminar on a very soft topic — teaching children how to learn.

*Event
preview
seminars
are a great
way to fill
seats at
events*

You can make money on soft topics as well. It has been proven by many of our students from previous *Teleseminar Secrets*.

Ask the Expert is our next case study. Ask the Expert calls are how I became famous in a certain niche, with personal development and motivational speakers.

AskHarvEker.com/teleseminar is a teleseminar we did, which was also a virtual book tour. He was the expert. I was the interviewer. You can be Oprah Winfrey or Barbara Walters or Larry King or Napoleon Hill. What was Napoleon Hill but an interviewer?

Then you have event previews. Everyone should do at least one event preview teleseminar. I talked about this earlier, in some of my free preview calls, to get people excited and into this program of *Teleseminar Secrets*. I'm going to show you some specific examples.

The Next Level Summit was by Marilyn Snyder and Joni Birch. It was promoted by teleseminars. That event should have always been promoted by teleseminars. There were some mistakes made at that event. I'll go over them. I've been given permission to talk about that.

I want you to learn from our mistakes, what can go wrong and what can go right.

A teleseminar is a very inexpensive way to find out if somebody is interested in an event or a high-ticket item. Something that's extremely successful is Mega Speaking Empire. We just had one. I'm going to

*Teleseminars
can be
conducted
from
anywhere*

show you how we did the preview calls with Mark Victor Hansen. These are actual case studies where we’ve broken them down.

I designed these pages, and now Mark uses them for Mega Marketing Magic, Mega Speaking Empire and the Mega book events. I’m sure that we’re going to get into Mega fundraising and all other Mega events. We may be hearing from Mark later on.

Then there are radio sponsorships. The “Inside Success Show” by Randy Gilbert. I just talked to him and right now, he’s in Hawaii with his wife. During the winter months, he’s out there.

He’s made a fortune not only by getting his books to the very top on Amazon.com, but he has an Internet radio show, which is a teleseminar that’s pushed through the Internet.

You can do the exact same thing as an Internet radio show host.

Then there are Virtual Book Tours. I show you three examples, two of which have come to pass and one that I’ve been working on for the past year.

Harvey Mackay is one. Joe Vitale and I beat out Harry Potter that morning. I conducted that teleconference from a hotel room. It was amazing what happened that day.

Ask Bill Clinton hasn’t happened yet, but I’m going to do my darnedest to make it happen. I’ll show you how I’m promoting that. You can do the exact same thing.

*Decide
on one
teleseminar
format to
test*

Then a challenge call, which is another type of case study. We'll be going over this in detail. Shawn Casey did this — a \$5,000 challenge where he challenged me. This is very confrontational and interesting for the listener. I recommend that you take a look at this format.

Remember, I only want you to decide on one teleseminar format, only one to test. Otherwise, it becomes overwhelming.

I want you to conduct a free teleseminar. I want you to record and transcribe that, and I want you to use it for monthly prospecting calls. That is the action plan for this module.

I want you to see the final monthly prospecting calls that I did with my partners, Armand Morin and Rick Raddatz, for AudioGenerator™. We'll go over that as well. There's another strategy there called a URL redirect, which AudioSellingProcess.com is. I'll show you exactly how to utilize this.

You're going to learn about Internet marketing. You're going to learn about website conversion. You're going to learn about human persuasion. That is what I want to impart throughout these eight modules.

The featured tools for this session are: the ASK Database™, which you don't need, but it does help. It's about \$30 a month. You can have the responses come in by email, or they can go into a centralized database that we can do or your own IT person can create. I did the ASK Database™ because I don't know how to put up a website. I wanted to make it very user friendly. That is what I utilize.

*Even a
technophobe
can put up
audio with
this
technology*

AudioGenerator™ is another featured tool. You can put up audio without AudioGenerator™ without a problem, but I utilize it. Everything you’ve ever heard from me is on AudioGenerator™ because it was designed for technophobes like me.

I don’t know how to put up a website. If you don’t know how to put one up, then utilize something simple. There are many types of software available. AudioGenerator™ is just one. That’s one of the ones we’re featuring.

The last featured tool on the executive summary for this session is MarketersChoice.net. It is a 1ShoppingCart reseller page. This is my reseller link. I’m a reseller with 1ShoppingCart.

I want to be transparent with you. If you already have 1ShoppingCart, you’ll see that this is a different page. It’s the only one of its kind that I know about that captures opt-ins.

I get more opt-ins than 1ShoppingCart. I get 1/100th of their traffic at that site, but I get 10 times their conversion. I’ll show you why. I market to a very specific niche, which is webmasters. I’m going to show you not only the featured tool, but also what I’m doing there.

The resources for today, it is in your private vendor network area in the online version. If you go to TeleseminarSecrets.com/2006, this is the vendor network. Kay Mitchell of Recorded Moments is recording the call. One of our web designers, Tina Dutta-Ladva, does all of the *Teleseminar Secrets* pages. Our telebridge line is by Jennifer Mackin.

*Ask
recommended
vendors if it
is a good time
to talk on
your first call
to them*

If you go to SellFromYourSeat.com, you'll see that it's for VoiceText. They're recording this call as a backup as well as doing the bridge line. They are there on the executive summary, and I've given you the phone numbers. You can call them.

For Jennifer and VoiceText, volume doesn't matter as much. In fact, they love it. On the other hand, Tina and Kay are exchanging hours for dollars. The first question you should ask them when calling for the first time would be, "Is this a good time for us to talk?" The second question is, "How busy are you right now?"

A big mistake you don't want to make is to say, "I'm part of Alex's class, and I want to start with you right away." Ask them if it's a good time to talk and how busy they are, so that you can get into their schedule.

We have many other vendors. There are numerous webmasters. In fact, many of the people going through this course may get on the vendor network. If you are interested, you can send us an email at Vendor@TeleseminarSecrets.com.

Every vendor must be interviewed by me. I'll get negative or positive feedback from references. It's usually positive, and you'll stay on the vendor network if you want to be. That's a networking and moneymaking opportunity for you if you are a vendor.

Finally, the last step I want you to take on the class summary is to participate in the Mastermind group. I am so proud of how many people have participated in the Mastermind group. People are just absorbing

*You must
practice
having
chair time*

this content. In fact, the biggest complaint of everyone prior to the course has been, “Let’s get started!”

Every one of my interns, assistants and staff were saying that they want to start yesterday. That’s good news for me, and it’s good news for you.

What I want you to do is practice having chair time. When you go to TeleseminarSecrets.com/mastermind or you simply click the “Mastermind” link in the member’s area, give me your audio link.

You don’t have to have AudioGenerator™. If you have AudioGenerator™, it’s easy. You can just record an MP3 file, and send it to us. You can send it to Info@TeleseminarSecrets.com and we’ll make sure to put your file up. If you do have AudioGenerator™, you can put it in the signup section of the Mastermind area.

Please give us your audio description. Basically, it’s what you do, why you’re taking the course, who the ideal prospect is for you and your contact info.

The Mastermind is not there for you to do prospecting. If I find out that you’re prospecting, and you’re bulk emailing people, we’re going to have a very serious chat. I think you already know this, but I have to mention it. That is there for you to network with each other, to have one-on-one mentoring and study groups with each other.

You are this course.

*You want
to check in
with your
callers
when
conducting
a call*

That is the class summary. I will be coming back to it, but every format that I want you to implement is what I implement as well.

Tell everyone in your audience what you’re about to tell them, then you tell it to them, and then you tell them what you just told them. It’s a basic, standard presentation formula.

You tell them what you’re about to tell them, then you tell them, and then you tell them what you just told them. That’s the basis of this. Twenty-five minutes into the call, it’s extremely important to check in with your audience to see how they are doing because people will want to yell out a loud, “Yes!” when you ask them if they are enjoying what they are hearing.

Let’s go on to the checklist for Module One — Winning Teleseminar Formats. This is as good as gold.

These checklists have to be printed out. I want you to come back to them over and over and over again. Remember, in deciding on your teleseminar format to test, which is one of the action plans, look at this checklist. Based on the case studies I give you, pick one. I tell you if they can be fee-based or free. I just tell you what I’ve done.

Let’s take a look at the first format, which is called a preview call. Preview calls promote high-ticket events. They can even promote high-ticket items like a how-to course. Preview calls are there because they raise the marketing intimacy. We’re going to talk about that later on in this session.

*Give away
your most
valuable
stuff first
for free*

They're so important. They're the reason *Teleseminar Secrets* is so popular. Isn't that true? Most people bought this course as a result of preview calls.

I demonstrated to you what I'm capable of doing and how I'm capable of training. Hopefully I'm going to meet and exceed your expectations with this first session.

A preview call can be fee-based. You can charge for it like I did with the \$20 call, or it can be free. I'm going to tell you something that may seem controversial. I don't care if it sounds controversial — do it anyway. Ready?

Are you ready? Listen. Give away your most valuable stuff first for free. Do not hold back. Give away valuable information for free.

If you have a lot of valuable information, then you'll just give something that's useful but not complete. It's called cognitive dissonance. If you have 350 strategies, 350 different techniques or 350 tax-saving strategies or techniques of meditation — whatever topic you're an expert in. Maybe it's web traffic conversion. You may be writing a book about any topic.

If you have 100, 300 — however many strategies, tips, tactics or ideas, you can charge for them or you can just give it away for free. You don't have to give all the strategies. It's impossible to.

I poured my heart out in the free calls and in the fee-based call, which was only \$20. The reason I made that call \$20 is because I didn't want to

*Don't hold
back — live
abundantly*

pay for 2,000 people on the line who were disinterested. I wanted committed people. If you were on that call, you know what that was like.

I'm going to give the recorded version of that call for you to study. You're going to want to study that when we get to Module Seven — “**Selling Strategies:** How to Motivate Your Listeners to Buy on Command.” I want you to study exactly what I did. I want you to do it. I want to coach you by proxy.

Give your best stuff away. Don't hold back. Live abundantly.

The next format is ASK™ campaign calls. Those are some of the most basic calls to create curriculum. You can create new information products such as how-to courses, books, eBooks or audio programs.

You can write a book through an ASK™ campaign from transient visitors from Google AdWords, search engines or just anyone visiting your site. Ask them. Say, “I'm thinking about writing a book about _____” and fill in the blank.

“I will give you the digital version for free. You seem to be an iguana lover, because you just clicked on the Google AdWord ‘iguana.’ I'm putting the finishing touches on it right now, I'll send you a free copy when it is done. It'll be in digital format. You'll have to pay for the physical one, but the digital one, you'll get for free as a thank you. So, what do you want to hear about iguanas?”

I had a client three years ago who did that. He wrote *Iguana Secrets*. You can go check it out. Write that down.

*FAQ
teleseminars
help you
know what
is on your
customer's
minds*

It started with an ASK™ campaign on a topic that is as obscure as it gets — iguanas. For iguana lovers, that's not obscure, it's a love. If you love something, don't you want it to live three times as long? That's what this person did. Did you know that an iguana can live three times as long if you feed the iguana a certain diet? Go check it out.

How about a customer FAQ, patient FAQ, client FAQ, whatever you call them. You can create a customer appreciation call. You can have an on-line tutorial. You can have new information products about specific things.

I always recommend that you make this a free call.

That's a customer FAQ. We have them frequently. We have one coming up with one of the people on this session.

His name is Stu McClaren. He'll be with us for this session as one of our surprise guests. You can ask him any question you want about *Teleseminar Secrets*. If he doesn't know the answer, he'll say, “That's a great question. I'll get back to you with an email.” We'll go to the next question.

That's called a breakout session or a customer FAQ.

What I love about customer FAQs is you get a clue about what customers have on their mind — the conversation in their mind. You can record it, right? You can transcribe it. That's action plan number three.

It's free. That's action plan number two on your summary. Number one is deciding on the format.

If you know the conversation in your customer’s mind, you can record it and transcribe it

Maybe this is the first one you want to do. What a great way to prospect, as well. If you know the conversation in your customer’s mind, you can record it and transcribe it.

Now, you have a quick-start program for your readers. You have a foreword to your book. You have a quick-start program for your software package, like we did with 1ShoppingCart.com, AudioGenerator.com, and InstantVideoGenerator.com. Like we’ve done with the ASK Database™.

Everything I’m involved with comes directly from customer FAQs.

By the way, you can also keep track of all the objections. I have over 180 objections for why people didn’t want to take this course. Do you think I can create a sales manual for people we license this course to in the future, with every conceivable objection they’re ever going to hear in advance? That’s very valuable.

I’ve interviewed these folks. I’ve transcribed them. They are there. Customer FAQ is another format, and I recommend you do it for free.

Affiliate training is another one on your checklist. If you’re in the network marketing business, if you’re a real estate agent, if you’re a broker of any kind, if you have a sales force, if you’re an Internet marketer, if you’re an author and you have resellers throughout the country or if you’re a publisher and you have bookstores, an affiliate training call is teaching resellers how to sell better.

Let other people listen in on your critiques — they are getting a free consultation

I recommend that you make it free. Record it and, just like Tivo, make it available to them later on. It's called affiliate training. It's only the fourth format on the checklist. We are reading from the checklist for Winning Teleseminar Formats.

A public critique. What is a public critique? If you're an expert at anything and you want to critique a financial plan, like my friend Laurel Langemeier does with LiveOutLoud.com or Choice Performance, if you're a search engine optimizer or web traffic conversion strategist like I am, you want to critique websites. You do it publicly.

You can have a fee-based call, like my partner Armand Morin and I do. It doesn't have to be on those topics. It could be on anything. The person who is getting critiqued is getting a ton of value.

You have other people listening. They are eavesdropping. They are getting a free consultation.

You're doing a public critique. You charge the person who's getting the critique more money. They're getting the personal consultation. You charge the people in the background a little less money. It's a very powerful approach.

I rarely see it done. I want you to do it — public critique. If you teach anything that lends itself to being critiqued, then please do a public critique teleseminar.

Public consultations is the next format — going down the checklist. That's where one person pays an expert an hourly fee and sells the telespot to offset the cost of the fee. It can be a free or a fee-based call.

*Be creative
when
thinking
of ways to
do a paid
teleseminar*

Let's say that you have a down line or sales people and you want to pay for an hour of my time. I charge \$1,250, and all of it goes to charity when I do it. I do three to five a month, and all of it goes to charity. It goes to the Susan G. Komen Foundation for breast cancer. In my opinion, it's the most creative public consultation I've ever seen.

There was a gentleman who had no money. He didn't even have two nickels to rub together. This was about three years ago. He came up to me and said, "Alex, I'd like to pay you for a one-hour consultation by phone."

I said, "Great." I told him my fee, and he said, "No problem." I was wondering, "How is he going to pay for it?" Well, he sold \$20 teleslots.

He made over \$800 from that call after paying me, and he made a few thousand extra dollars afterward because I gave him the resell rights to that call.

That was probably the single most creative call I've ever seen for someone who had no money, asking for a public consultation. He sold \$20 tickets to listen to me. He asked all the questions. By the way, the questions came from the people he charged \$20. They all eavesdropped.

It wasn't a public critique. It was a public consultation with this one gentleman. It was a fee-based call. I got paid. He got paid.

I just gave him the resell rights and he made several thousand dollars as a result. You can do this if you have students. You can do this with

*Elicit
buying
behavior*

your favorite guru. Make it with someone other than me. I’m the lowest-hanging fruit for you.

Make it someone else. Walk up to them. Approach someone. Approach a dozen people who are gurus in your industry. Mention this.

If you do all the work, you’re adding all the value. Pay them what they’re worth for an hour, and then you keep the difference. Ask for the resell rights.

There’s no reason why that expert should say no. They are being branded in that call. If you’re reselling that call, that’s free advertising.

That’s called the public consultation. The next one is an affiliate rebate. I’ve made hundreds of thousands of dollars from affiliate rebates. What are these? It’s where I’m an affiliate of a product. It’s a free call.

I’m inviting people who are prospects. They haven’t purchased from me yet. They’re prospects. All I’m trying to do is elicit buying behavior. What I’m willing to do is sacrifice short-term profit for long-term wealth.

Let me tell you what I do. I host a rebate call. Let’s say it’s Marc Harty’s PRTraffic.com, which is a very high-quality PR course for online PR. Let’s say I’m a 50% affiliate of Marc’s. I’ve done this with him before on another product.

I’ve done it with several different people you’ve probably heard of.

*Add value
and create
buying
behavior in
prospects*

Let's take this example. I'm a 50% affiliate. Everyone on the call is from my list. It's by private invitation. It's a free call. They're all prospects. They haven't purchased before. I'm trying to elicit buying behavior.

Listen to this. I give them my commission via check. I really do this. They're getting 50% off, but it's rebated back to them.

I'm paying them my commission. They get a check. It's handwritten. You may have been the recipients of one of those checks.

It's written in green ink. It says, "Here's your rebate check as promised. You deserve it." That's what I wrote, by hand, on the check.

Now what happens?

The check and that whole process cost me about a dollar. The triplicate check cost me about \$0.14. The stamp cost me \$0.37, but will soon be \$.039. My controller's time for licking the envelope and putting it in the envelope is \$0.22 or so, based on what I pay her. The envelope is about \$0.05 - \$0.06, and so on and so forth. It's about a dollar out of my pocket.

If I sell 100 people, I have not lost 50% commission on 100 people. I've added value and created buying behavior. I'm giving them a check from me. It's a rebate, not from the seller, but from me. I'm getting paid and then they're getting paid.

I am espousing trust. I'm following through on my word. That is very powerful.

*They must
know, like
and trust
you*

I'm sacrificing short-term profits. It's costing me \$1 to acquire a buying behavior. A customer buying behavior is costing me \$1. That's it — for the cost of the check and everything else. And my time, of course.

Here's the thing. Did you know that \$1 of customer acquisition cost, prospects who'd never purchased from me before, just got them over the fence? It was very enticing. At the end of the year, it's worth over \$80 to me.

I've tracked it. One dollar comes back in other things they purchase over \$80, because I've added value to them.

They trust me. They like me. They know me by that time. They've gotten a check from me. The first piece of mail they get from me is a check.

Think about it. Start initiating affiliate rebates. They are very, very powerful. I want you to sacrifice short-term profits for long-term gain.

Inner circle trainings are another winning teleseminar format. If you have an inner circle of any kind, have a dialogue with your inner circle. You can utilize an FAQ call. You can do an un-muted call, where people are un-muted and asking questions live.

I like to have them for free. If the people pay you a monthly subscription to be part of your inner circle or have paid you an annual fee, have inner circle training. Joe Polish does this with carpet cleaners every single month.

*Use a
teleseminar
as an inner
circle
training to
connect
with
members*

Have an inner circle training. It's very, very important. I've done it. I know Mark Victor Hansen does it. Others who have inner circles do this as well.

Have an inner circle. Residualize your income. Use the teleseminar as an inner circle training to connect with members.

A virtual book tour is another format. We'll be covering that in our worksheet. You sell more books. You can have an audio transcript of the call. It can be a bonus for anyone who purchases one, two, three, four, five books.

There's a gentleman from Singapore, Aaron Sim, who's now my partner in Singapore. I'll be in Singapore for six weeks this year, from April through May. He purchased 200 copies of *Secrets of the Millionaire Mind* by Harv Eker. He gave them out to his constituents in Singapore and the Orient.

All of a sudden I see 200 books go flying out the window to Singapore. What happened? We sold over 2,000 books in 70 minutes. It's called the virtual book tour.

You don't have to go from bookstore to bookstore, folks! If you're an author and you sell 10 books, you've done better than most physical book tours. Have a virtual book tour.

A coaching teleseries is what I'm doing with *Teleseminar Secrets*. That's another format. You mentor.

*You're only
as good as
the monthly
leads that
come into
your
business*

This is going to be a how-to course for next year. You create masterminds. They are typically fee-based, like this is. Make sure you give away lots of surprise bonuses. That's called a coaching teleseries. This is an eight-part teleseries that we're doing.

Let's move on to monthly prospecting. You're only as good as the monthly leads that come into your business. That's it.

The easiest way to interact with your leads is not by email. It's not by direct mail. It's not by IM. You can't do that. It's way too taxing.

You can't do 1-on-100 or 1-on-500 like we're doing right now. You can't do 1-on-2,300. Only a teleseminar can get you there. A teleseminar is old technology. It's over 100 years old.

Anyone can do it. There's someone who is on this series right now who cannot see. He's not legally blind, but he's blind. That's what's possible through a teleseminar.

Please, take advantage of this powerful technology, which you probably have taken for granted. I know I did for many years, until I started making money from it. That is monthly prospecting.

Let me tell you what's possible with monthly prospecting. It started with daily prospecting. I did four teleseminars a day. Then I went to one a day. I mentioned this earlier.

In the year 2003, I signed a non-compete agreement with the company I was doing business with, and which I still have a little bit of equity

*Make it a
goal to
make your
yearly
income to
become
your
quarterly
income*

in, on Madison Avenue. The name of the company is Robell Research. Super Smile is the world’s most expensive whitening toothpaste.

I built that company from \$70,000 in debt, starting in 1994 all the way through the year 2001. My partner, Irwin Smigel, and his wife Lucia, are not only the best of friends to me, but we helped build the company. It’s called SuperSmile.com.

It’s still there. In fact, their son has written for “Saturday Night Live” and wrote “The Conan O’Brien Show” for many, many years. Robert Smigel is his name.

When I was on Madison Avenue, I signed a non-compete with them. I had to leave that industry if I was going to maintain equity in the business. I started from scratch. In the year 2001, I made just over \$60,000.

That year, I wanted to make my annual income into my quarterly income. Have you thought about that — making your annual income into quarterly income? Monthly prospecting teleseminars, daily prospecting teleseminars, can get you there. That’s what I did.

Guess what? My yearly annual income became my quarterly income. Imagine your annual income becoming your monthly income. Not every three months, every month! Your annual income becomes your monthly income.

That happened the next year.

*Teleseminars
allow people
all of the
world to be
part of your
training*

What happens if your annual income becomes your weekly income? That happened two years later. What happens when your annual income becomes your daily income? That happened last year.

What happens when your annual income, starting at just over \$60,000, becomes an hourly income? In fact, twice that, in an hour? Is this possible for anyone?

I don't know. It happened to me from a standing start. I don't constantly make that, every single hour. The moment I made it, the rush of adrenaline that ran through my nervous system and my bloodstream was amazing! It allows me to pay off a house within a month.

It's incredible what's possible through teleseminars. Is it a lot of work? It can be. Is it hard work? I don't think it's any harder than you're working now. You make more of an impact.

I hope you feel my sincerity. I hope that it's coming through all over the world.

We have people in Singapore listening. There are people in Germany listening. There are people in Canada, North America, Mexico listening. There are people all over the world listening to *Teleseminar Secrets*.

If I missed a country, I apologize. We have Australia and Denmark, and we have a gentleman from Iceland also. We even have someone from Israel.

The biggest mistake people make is that they start and want to make money initially

How is that possible? You can't do that all at once utilizing any other technology.

Understand that monthly prospecting, if you have a curriculum that you can prospect with, is powerful.

If you do interview a guru, you automatically become a Napoleon Hill, or a Barbara Walters, or a Larry King. Even if it's not your content, interview a guru for free or for a fee.

The biggest mistake people make is that they start and want to make money initially. They put a price on that call. Don't do that.

Make the first five calls free. Interview a guru. Give them the audio transcripts and let them sell it for 100% of whatever they want to make. Then you sell it or give it away. It will brand you.

You can use a membership call. If you have a membership site, you can have a teleseminar just teaching people how to consume your membership site. 1ShoppingCart.com does this. I set it up for them. They have “Shop Talk” calls for their heavy-hitters — the affiliates that make the most money. Martin Wales does that.

Radio sponsorships is another format. I mentioned that earlier. We're going to go over that in the second half of this curriculum.

Radio sponsorships are sponsored interviews where you're actually making advertising dollars from sponsors on a teleseminar —

*You can
create a
quick-start
program
with a
teleseminar*

“brought to you by _____.” There’s no sponsor for this call, but there can be.

You can get paid and have a free call. That’s what broadcast television is. That’s what cable TV is. Why can’t you do it with a teleseminar, and push it through the Internet?

Ask the expert is another winning teleseminar format. Interview anyone in an affinity group of any kind, like I have in personal development.

You can do it for iguanas. You can do it for real estate. You can do it for wedding favors. You can do it for baby showers.

Pick any type of expertise you can think of, even your own — even people who have reached the pinnacle within your own industry. Interview them. That will rub off.

A challenge call. We’ll be talking about a challenge call later on, the \$5,000 challenge that Shawn Casey did. That’s another format where the expert — that was me — was proving claims of selling a book, course or software. In this case, it was that teleseminars can make you six figures working three days a week.

Consumption calls are another format. What is this? That’s where you teach your clients and customers how to utilize your products.

Why can’t you record those? Why can’t you create a 30 day quick-start program? You do it once, then send it via autoresponder over and over again.

*Choose one
teleseminar
format, and
focus on
that*

If your mind is going crazy with ideas right now, that's great. Understand, I want you only to decide on one teleseminar format to test. Just one — not two.

Decide on one. Otherwise, it'll be overwhelming. I want you to strengthen a strength, whatever you think is the lowest-hanging fruit.

I'm giving you a ton of formats. Choose one, and focus on that.

A consumption call is perfect for a vitamin company. It's perfect for a network marketing company. It's perfect for any kind of consumer products company. I don't know why people don't have consumption calls — teaching people how to consume their product.

It's perfect for a software company. If you sell software, I guarantee you that the consumer never reads your user's manual. A consumption call could be great for an author. Why don't you have a study group for your book? Then record it, transcribe it and give it to your readers.

A lightning round is the second-to-last format on this page. That's a five-minute consultation from twelve callers. I have utilized this to get people into events. This is a great way to have a bunch of people call in.

It's one question — five minutes — lightning round. You ask one question. You answer it. You record it. Talk about content.

You've got twelve questions. You know what? Typically, all of them show up. I like to have one person, and then a second on standby. If

*Be an
innocent
bystander
and brand
yourself
with any
one of these
formats*

the second person goes into voicemail, then they're the most likely candidate to show up for the next one. That's called a lightning round. It's a great way to create momentum in your business.

A 5-on-1 consultation, or it can also be 12-on-1 is a winning format. It doesn't matter how many. It's five people versus one expert.

We have a special guest who isn't one of our two surprise guests for this session. We're going to be talking about the expert. In this case, it's going to be 6-on-1.

I'm going to be the expert, and they're going to be the five people. I'm going to be grilling them, but they could be just as easily grilling me.

Understand that you can consult companies to utilize any one of these formats. You can utilize any one of these formats. You can be an interviewer. Be an innocent bystander and brand yourself with any one of these formats.

We're going to dive right into Stu McLaren and his case study.

Stu, give a little bit about your background. Don't dive into content yet. I'm going to ask you a few questions. I'm going to forewarn you. I don't want a testimonial.

I want to focus on case studies. Give a little bit of background of what you do, how we met and why teleseminars have been important to you. You went through the first course.

With information marketing, you can take your knowledge and expertise and get it out to the world

Stu: I originally started in the speaking field. I was speaking to high school and college students about the importance of creativity and how to use it in their schoolwork, their relationships, when they’re applying for jobs and all kinds of different areas of their lives.

The problem I ran into was that I quickly discovered that schools could only afford so much. I could only visit so many schools in a year. Multiply the two together, and that’s basically my maximum earning potential. I was looking for alternative ways to generate revenue with similar content. I had developed an expertise on enhancing your creative thinking skills and using that in business, personal life, schoolwork, and so forth.

What I quickly discovered was information marketing, how to take my knowledge and expertise, turn that into information products and get it out to the world.

You and I met at a very high-priced training — John Childers Million Dollar Speaker Training.

Alex: Let me back up a bit. You started with no money. You found a sponsor to finance something for you, right?

Stu: Yes. I found a creative way to get to that event. That’s where you and I first met. In fact, we were both students at that particular

*Having
surprise
guests
creates a
mystique*

training. I remember vividly that you sat one row behind me, over to the right. The reason I know that you were there is because everyone was trying to suck as much information from your brain as possible with you in the audience.

It was awesome training. From that point forward, I developed a relationship with John Childers and managed to find a creative way to be a part of his team. That’s when we were at his training every single month. I was able to witness you and your presentations, because you were presenting at John’s training.

I saw, month in and month out, the students who invested in your continuing education program and the results they saw. That’s when I started to really ask myself, “What is it that he’s doing, and how can I learn more about it?” The rest is history.

Alex: That’s the most I want of testimonial. I want to dive into a case study. Stu is one of our *Teleseminar Secrets* alumni grads.

I like to have surprise guests because it creates a mystique. At the same time, it gets people wanting to listen, wondering who it is and what they’re going to be talking about.

I want to talk about the specific tele-promotion strategies you chose that you want to share with us. You started from scratch. Why did you choose those strategies, and what results did you get as a result?

*People don't
always
show up for
a call —
even if they
paid for it*

Take about three to five minutes and speak specifically to tele-promotion. I don't want a testimonial. I want to talk about what you did. Be as transparent as you can for the group. I want them to hear, from a standing start, what is possible.

Stu: In the beginning, one of the first strategies I used was your coaching teleseminar series. I started a course called *Creativity Secrets*. I had sold that course from the platform. This was a live presentation.

What I quickly learned, was, even though people had paid good money to participate in that telecoaching series, they didn't always show up. That was a humbling experience in the beginning because I had sold maybe 25. In the beginning, I was getting maybe three or four people to show up for the calls.

Alex: Now, stop right there. Twenty-five sold. Three to four showed up. That's reality. Why do you think that happened?

Stu: A lot of people have different schedules. Since I was providing the recordings, almost all of them were listening to the recordings.

I got concerned about it, and I sent out an email to all of them that said, “Why aren't you showing up?” The response I got was

Downloads are a valuable resource when selling a teleseminar so people can listen at their convenience

overwhelming. They were telling me, “It’s not the content. We’re showing up for the content. We’re listening to it on the download.”

That was an interesting experience. It taught me that not everybody is able to be there on the live call, but the download is a valuable resource because people are still listening long afterwards.

Alex: That’s like Tivoing your teleseminar.

Stu: Absolutely. The great thing about that first series is that I recorded it, had it transcribed. It was the base of my very first information product, *Creativity Secrets*.

Alex: Did you write anything or was it just from the spoken word?

Stu: Seventy-five percent of it was from the spoken word. It was the main crux of the course in that teleseminar series.

I did include a written manual. That took me five times longer than the audio and transcriptions, which is the majority or the bulk of the entire course. It definitely speeds up the product production when you’re recording your teleseminars and getting them transcribed.

*Break your
content into
modules for
a teleseries*

Alex: Why did you choose a coaching teleseries as a beginning? Was it just the most convenient thing to start with?

Stu: Yes. For me, it was. I already had existing content that I wanted to tell and teach. I basically broke it up into modules. I copied your exact formula.

I broke it up into modules and each class covered a different module. That way, it enabled me to get through an entire course, record it and get it transcribed — boom. Then I had a physical course that I could sell elsewhere afterwards. That was my first one.

Alex: Would you share some financial results? Do you mind?

Stu: With that telecoaching series, I was able to not only make money on the front end when I first sold the live series, but afterwards. I sold probably 60 to 70 more of those courses from the stage.

Alex: How much were they?

Stu: \$297.

Asking a question and taking those questions and answers and turning them into a product is a great place to start

Alex: So, it was about \$18,000?

Stu: Yes. The great thing about it is that afterwards, I didn't have to redo the course. It was already completed the first time I did it. That's the benefit.

I've used a lot of your different strategies. I'll share some quick ones and then go into the preview calls, which is probably the main one that I use for my particular seminar called The Idea Seminar.

I have used the ASK™ campaign. I just did a recent one with Jim Edwards. You can see exactly how I set that up at MyIdeaGuy.com/ask.htm.

Alex, Jim Edwards and I are creating a product together called *Concept to Cash*. The purpose of it is to show entrepreneurs how to take their ideas from concepts to cash as quickly as possible. We wanted to know where entrepreneurs struggle in that whole process.

We've received over 700 responses so far, and that has been the base of our course. We basically go through and answer those questions. It was a great experience with that one.

We have done affiliate training. Obviously, we did that with *Teleseminar Secrets*.

*Teleseminars
can teach a
sales force
how to
better sell
products*

Alex: That’s another tele-promotion strategy — affiliate training.

Stu: We’ve also done it with AM2Gold. That’s worked very effectively because we’re able to basically act as a sales manager, teaching a sales force how to better sell these particular products.

The teleseminar is a great format because you’re able to communicate a lot of information very quickly. It’s a lot easier to consume than going through pages and pages of notes. People are able to ask questions right on the spot, which is very beneficial for everybody.

I’ve done guru interviews, which is another tele-promotion strategy.

Alex: How do you get a guru? Everyone asks me that. What do you do?

Stu: You ask.

Alex: That’s it. You just ask. What’s the worst thing that can happen?

*Give
unsolicited
testimonials*

Stu: They just say no. I want to give a tip on this one. This is, I think, a big piece of the puzzle that’s missed by a lot of people when they want to approach a guru.

One of the things that I try to do well in advance of actually asking them to do a teleseminar together is to try to build a relationship.

You don’t have to be their best friend before you ask them to do a teleseminar. One of the things I suggest is participate in their process, or in their marketing process.

If they’re doing an ASK™ campaign, ask questions. If they do a teleseminar, give an unsolicited testimonial. Send it in to them. Try to build a relationship with them so they know who you are.

When you do approach them, you can say, “I’ve been on your list X number of days. I really got great value from the last edition you sent out where you talked about this, this and that.”

Let them know that you’ve had an interest in them and their material for quite some time. That really helps bridge the gap when it comes to them doing tele-calls and interviews with you.

Alex: Sometimes I buy rapport. I’ll buy an hour of their time. In half of the cases, I have not paid the person. They have refused payment because we’ve ended up turning into friends.

If you give first, a guru will be very open to what your ideas are

If you give first, a guru will be very open to what your ideas are.

What doesn't work is getting a package in the mail or via UPS and then getting an email shortly thereafter, “Did you get it? Did you get it? Did you get it?” That doesn't work.

It's not fun to receive. It puts a lot of pressure on someone. That package is an uninvited guest. Rapport is so important.

Stu, let's talk about preview calls. You have the Idea Incubator.”You are one of the brave who have physical events. You actually made money from your first event, which is unheard of in most cases.

Stu: I had some great guidance from you and Armand.

One of the things that we utilized to get butts in the seat was preview tele-calls. In the beginning it was kind of scary. We didn't start our tele-promotion series until seven weeks out from the actual event date.

I'm sure you'll get into this, but I noticed something from doing tele-calls. I was completely naïve in thinking that one telecall, the very first one or second one, was going to sell a whole bunch of seats. That's not necessarily how it works.

People are looking to test you out — feel you out. Are you providing good quality content? Is this event right for them? Are they going to be able to get a lot of value from attending the event?

Many physical events don't start building momentum until just a few weeks out from the event

Basically, preview calls are used as a testing ground. Your job is to prove yourself to them. By giving so much great content, the only conversation going on in their mind is, “Wow! If I’m getting this from free calls, I can’t imagine what I’ll get if I attend the live event.”

With us, we were doing the tele-calls. We started seven weeks out, and we didn’t really start to build momentum until three weeks out prior to the event. Truth be told, we had seven people registered for the event with four weeks to go.

Alex: Okay, stop right there. This is reality, folks! Seven people and how many weeks to go?

Stu: We had three weeks to go.

Alex: Were you scared?

Stu: I was scared out of my mind. I had a lot of big name speakers there. There were all kinds of things at stake. There was a lot of money at stake. There were reputations at stake.

*Preview
calls are
used to
build
momentum*

There was just a lot at stake. When I didn't have that many people registered that close to the event, it was very, very scary.

The interesting discovery in the whole process was that the preview calls are used to build momentum. The majority of the people make a buying decision two weeks prior to the actual seminar. We had four people sign up between the hours of 9:00 p.m. and 12:00 a.m. the very night before the event actually started.

That came as a result of building momentum with those preview calls. People wanted to hear the speakers. They wanted to see who the speakers were, what topics they were going to cover and if they got a good feel for them.

The benefit that I learned with that format from you about doing one call with each speaker is that some people are naturally going to gravitate toward one speaker or another. That one speaker could influence the buying decision dramatically. We saw that as a result.

We saw people who were waiting on one particular speaker. They'd hear the speaker and boom, sales started to roll in as a result of that. It was a very, very interesting experience.

The preview teleseminars definitely helped us fill that entire seminar. The great thing about it was is that our cost was next to nothing.

Alex: How many people did you get for the seminar altogether?

*Preview
calls allow
you to bond
with people*

Stu: We ended up getting 61 for the seminar.

Alex: Sixty-one. What was the tuition?

Stu: \$497.

Alex: \$497. That was a little over \$30,000. Then there were information products that were offered in the back of the room, off the platform, so there were probably more sales generated there.

Stu: Yes. What I want to emphasize is that we were able to more than cover our costs on the front end. Everything on the back end was total gravy.

That is the great thing about tele-promotion calls. They don't cost a lot of money, yet they're a very powerful mechanism to fill seminar seats because you're able to bond with people. You are able to build relationships.

In fact, from that experience, we've learned a tremendous amount. We're doing all kinds of neat things in our upcoming tele-promotion series, which we'll be launching very soon. If people are interested in seeing exactly what we're doing and how we do it, just go to IdeaSeminar.com.

*Preview
calls can
help build
your email
list*

Alex: Check out the web page, too. It's very creative. Is it up right now?

Stu: Yes.

Alex: Okay. What you're doing there, that is an opt-in page. That is an email capture page. You're building your list for not only this call and this seminar and the next preview call coming up for Idea Incubator, which I think is in California, but you're doing it for future teleseminars as well.

You are building a franchise and building a bunch of email addresses. That's the beauty of teleseminars, right?

Stu: Yes. Let me be completely transparent. When we did that first preview teleseminar series, I more than tripled my email list as a result of doing that, which was humongous for me.

I was just getting going, and I'm still just getting going. To be able to triple your email list in one seven-week period is enormous when it comes to building your information marketing business. That was made possible through this teleseminar series.

Ask for testimonials

Alex: You can tell, and you can hear it in Stu — he speaks from the heart, and he speaks his mind.

He will be testing for the first time, and we’re testing this, a break-out session for tele-promotion strategies. We’ll answer any questions you may have that spill over from this module.

Stu: Can I give one really awesome strategy I’ve learned that we’ll be incorporating in this series, but I think can be incorporated in any series that someone decides to do?

Alex: By all means. Then we’ll go to Mark.

Stu: Here’s a really awesome trick I want everybody to do that will increase the number of people who show up to your teleseminars.

One of the things that we’ve started to do is ask for testimonials. I know Alex will be talking about that because there is a lot of importance in terms of asking for testimonials, but we take it a step further.

We ask for testimonials, and we create a testimonial contest. For everybody who calls in and gives a testimonial, we automatically give them transcripts from that particular call.

*Offer an
ethical
bribe or
gift for a
testimonial*

If it's a call where I'm giving out a lot of website URLs or a lot of content is being delivered, which is typical, people will want the transcript. They'll want to go back through it and highlight the particular website URLs or strategies that you're talking about.

You're giving great value in exchange for a testimonial. It works great when you add the contest element. What we do is, the following week, we reward three people with the three best testimonials.

What happens is the winners are announced on next week's call at the end of the call. Not only do we get people showing up for next week's call for the actual content, but we also naturally get people showing up to see if they won the testimonial contest. It's a great win-win for everybody.

You're getting a lot more people to show up because they've actually participated in the contest and want to see if they've won. Not only that, but people love the fact that if they call in and give a testimonial, they get the transcript as well. It's a tremendous strategy that I highly recommend people utilize.

If it's a call that you're not necessarily turning into a product, get it transcribed anyway. Depending on the length, it costs just \$30, \$40, \$60. We typically get between 30 and 40 testimonials after each call. Not only that, but we get people showing up for the next call in the series because they want to know if they won the testimonial contest.

It's a great show-up strategy, and also a great strategy to collect testimonials. It's a win-win for everybody.

*Orchestrate
a great life*

Alex: You had no idea, but that’s exactly what we’re going to dive into — a contest. We’re going to talk about that in just a moment with the great Mark Victor Hansen. Stu, I want to thank you for being with us.

Stu: Thank you very much.

Alex: Hello, Brother Mark.

Mark: I’m here, Master Maestro.

Alex: Maestro? You are the Maestro.

Mark: I just want to orchestrate a great life like you do! I’m thankful for all of you online. I’m thankful to get to share any little bit of insight I might have.

Alex: The bottom line is you threw down a challenge, and we doubled it.

*That which
you
measure
increases*

During one of our calls together, you were interviewing me, for a change. I typically interview you, your Mega Speaking guests, and your faculty from Mega University, whether it's Mega Speaking, Mega Book, or Mega Marketing, which is coming up in March.

Mark: That's correct.

Alex: Mark threw down a challenge, and it was a contest.

Part of the reason a contest works so well is because of this thing called the Hawthorne Effect. That which you measure increases somehow, because you're measuring it. You bring focus. That which you focus on, expands. The funny thing is, that which you measure and report on sometimes will expand exponentially.

We want everyone who's willing to participate, not only to expand their knowledge with teleseminars but to improve. Mark Victor Hansen is all about improvement! Here is the contest. I'll state it and then, Mark, you can tell us why you're doing it.

It's the most generous offer I've heard. You made it for one person. I upped it to two, and you've agreed to do it.

The contest is for the Most Improved Newbie. That's someone who has never made a dime from teleseminars and has never done

*Everyone
needs
challenges*

one. The Most Improved Newbie, starting from a standing start. That is one category.

The second category is Most Improved Veteran. Get this — that’s a person who has made \$1 or more from teleseminars. We’re going to check. If you’ve made \$1, you are a veteran. You’ve done what the majority of people cannot do, monetize teleseminars. That is why you are here.

If you’ve never done teleseminars, we want to make it fair. You’ll be judged as the most improved. We’ll talk about the contest in a second. If you’re someone who’s made \$1 or more with teleseminars in the past year or your lifetime, you’ll be in another category, Most Improved Veteran.

Mark is awarding two winners, not one, a Mega membership for life. All you do is pay for the meals, lodging and materials. That’s \$300 per Mega event. That’s it. You get to come in for free as far as tuition.

Mark, why are you doing this?

Mark: I’m doing it, first of all, because you and I are great friends.

Second of all, I teach in our book, *One Minute Millionaire: Cracking the Millionaire Code*, and in the new book with Art Linkletter, *How to Make the Rest of Your Life the Best of Your Life*, everyone needs challenges.

*Measure
and report
on your
challenges*

To stay young, you need challenges. To do good thinking, you need challenges. To make the Hawthorne Effect that you were just talking about, you need challenges.

What I want to do is challenge people to measure and report on it. We're going to vastly expand the success of everyone. Hopefully, you'll do so well with your teleseminars that we get a miracle working.

Almost everybody has a telephone. I'd say somewhere in the 98% have a phone, and I'm making that up. Not everybody has a computer, but everybody has a telephone. Today's cell phones are given away almost free. I could've gone bankrupt yesterday and get a new one today.

I want you to really make this thing work. It's a success story that I want to have with you and with Alex, and with the world.

Alex and I were even on a teleseminar recently done in Guatemala. We raised more money than anybody else has ever raised for the American Red Cross Guatemala after 100,000 houses got wiped out. I just talked to Jose a minute ago, Jose Espana.

Alex: That's an amazing story. We just built a new home in a new area, and the electric grid went out in our neighborhood. I had no electricity. Talk about gratitude. I never knew how much I took electricity for granted until I had to call in on my cell phone.

I didn't even know what time it was when I called. That happened during that fundraiser for the Guatemala tragedy.

*Everything
happens for
a reason*

I don't think that happened as an accident. I think everything happens for a reason. This is happening for a reason. We want you to participate.

You will get all of the rules and regulations. Everyone on this course will be voting in one of two categories, Most Improved Newbie or Most Improved Veteran — that's anyone who has made \$1 or more. The final entrants must be submitted by the beginning of the fourth module.

There will be three finalists. That's for both Newbies and Veterans. I'll be doing a teleseminar that will just be a one-on-six. I'll be grilling and interviewing those six, asking them why they think they should win based on what they submit. That means you if you have gotten this transcript in time.

The information for this contest is available at on the Teleseminar Secrets website. Everyone's a winner just for trying, just for competing. Your business will improve. That's the power of what a contest can do.

Two people will get lifetime Mega membership, where all you do is just pay for meals, materials and lodging. You will get to go to every Mega event, take pictures with Mark, and hopefully have a great story on how teleseminars have made a lot of money for you and changed your life.

It's not just the money. Mark, the vote — the final tallies — will be announced during a very fitting Module, which is number 6, “**Joint Venture Strategies: How to Prosper by Interviewing Industry Experts.**”

*Marketing
and
innovation
are what
pays for
business*

I want to thank you for being with us on this module. I want to thank you for extending this contest. I want to thank you for adding value to our students. Any final words?

Mark: I’m just deeply thankful. I hope you will compete to win Mega. It’s going to give you a Mega life in terms of how to make every book a bestseller, make a million dollars a year from the platform, if that would interest you and to master the finest art in the world which is marketing.

The late, great Peter Drucker, who just died, said, “Two things pay for business. Everything else is a cost.” One is innovation, which is what this is, and the second is marketing. I want to teach you that both online and offline, with my team of superstars, 10 online and offline people, which is coming up March.

I’m thankful that Alex does all of this. I hope you will listen to all of our Mega preview teleseminar calls, which he and I do together. He is the master Maestro of this art form, and you are lucky to be studying with him. I thank you for letting me have this opportunity to share with you.

Alex: Final words. A lady who didn’t have the means to come to one of the Mega events shared with you at church. Just listening to the preview calls made an impact on their lives.

Do you want to finish off with that story very quickly?

*You can
edify soul to
soul on the
telephone*

Mark: Yes, she came up to me when I was coming out of church and said, “I am going to make money because of those preview calls. I keep listening to the archive lines.” You can get those at MarkVictorHansen.com.

I also would like you to watch my expose on CNN where I got to defend our whole industry the other day.

Alex: I saw that.

Mark: On Anderson Cooper 360°, which is the next biggest show after our friend, Larry King.

Anyway, she came up and said, “I’m going to make enough money because of those preview calls, I’m going to be able to pay my way to the \$1,295 Mega.” That just touches my heart and soul. I’m thankful to Alex and thankful that he has approved keeping them up forever.

I hope you will do the same. People who are struggling can start to make a little and then make a little bit more, then a little bit more. Pretty soon, they get to come to your seminars and mine. Let’s get everybody edified on telephones. It’s soul to soul.

*It is
important
to have the
worksheet
to follow
from this
point on*

Alex: Amen to that. Thank you, brother. Thank you very much.

Mark: Thank you.

Alex: Thank you, Mark Victor Hansen. We’re going to move straight to the worksheet now.

This is Part Two. I want you to get out your worksheet and start writing some notes. Now the worksheet is in front of you, hopefully. It’s 19 pages. We’re going to go page by page, very quickly.

Follow along as we go. We covered the executive summary. Go to page one of the worksheet. We have another surprise guest, by the way, another alumni grad from the previous *Teleseminar Secrets* series. We’ll be hearing from her in about half an hour.

On page one of the worksheet, I want you to notice something. If you go to TeleseminarSecrets.com/2006, there’s a class summary, a hands-on worksheet, and a format checklist.

We’ve gone through the checklist. We’ll always be doing that. We’ve gone through the class summary once, and we’ll come back to it because there are some case studies that are not on the worksheet.

The hands-on worksheet is where, step-by-step, on granular level, I show you what I’m doing for complete transparency. Let’s go to page one.

*If you give
a hand-out,
you will
have a
competitive
advantage*

I want you to do this. This is a template. It's in the templates and resources. If you go to “Other Templates,” and look at Word templates, it says, “Cheat Sheet Cover Template.” Go there and take a peek.

I've since changed the verbiage to Notes Sheet because some people don't like Cheat Sheet. To me, it's just a shortcut. I just use it as a colloquial term. I'll change it because some people didn't like the word “cheat.” I used it just for fun, but it did bother a few people, so I'll change it.

The bottom line is it is the template that you're looking at on page one. What do you see here? You see a picture of me. That should be a picture of you. It says, “I want you to print this page and tape it to your wall.”

Why?

So that you don't forget the date, which you see underneath. So you don't forget the time. So you don't forget the dial-in code. So you don't forget the passcode and the topic, which is “Tele-Promotion Strategies.”

I do something that a lot of people don't do. I want you to do it. Look on page one at the bottom where it says, “Four tips to get the most out of this call.” I want you to do this on your calls.

If you give a hand-out, you will have a competitive advantage. You will go back to that marketing theme we're covering here — creative imitation. That's what we're doing. If you print the sheet out and take notes, you're giving someone instruction. That's tip number one.

*Make a
deadline to
complete at
least three
tips you’ll
learn on
this module*

If you think of how to quickly implement the secrets revealed on the call, that’s the second tip. I’m just getting you to think in advance. You’re looking at the light at the end of the tunnel by having these four tips.

Make a deadline. A goal is a dream with a deadline.

Make a deadline to complete at least three tips you’ll learn on the call. We’ve covered dozens. Just three of them. Make a deadline to complete three of them that you learn on this module.

The Hawthorne Effect — start calculating how much money you’ll make from teleseminars. Join the contest. Even if you don’t make the final three in the newbie category or the veteran category, it doesn’t matter. The fact is you tried, and you can try again.

Trying in that regard is good.

Let’s go to page two, Why Teleseminars Boost “Marketing Intimacy.”
What is marketing intimacy?

To me, there are three M’s. There’s a message. There’s a medium. There’s a market. The message is you.

Are you an author? Are you an information marketer? Are you a consultant, a coach? Are you a realtor, a stockbroker, an attorney, a CPA, a public speaker? Are you a newsletter publisher?

Are you a dentist, chiropractor, podiatrist, plastic surgeon? Are you a software programmer? Are you an Internet marketer?

*Find your
voice and
message*

Do you carve wooden bears? Do you do macramé? A website designer? An artist?

It doesn't matter. You have a message. I hope you have a message.

I'm going to teach you how to have a message and find your voice in the upcoming modules.

The medium is how you market your message.

You can do it via billboard. You see them all the time when you're passing on the freeway. A catalog, a newspaper, radio or television, direct snail mail. Postcards work — fax broadcasts, voice broadcasts.

I sometimes send out voice broadcasts reminding people of a call. Websites and emails.

Then you have teleseminars. I have that in bold-face print because it is a highly intimate medium. Physical seminars, which we've been talking about.

Mark does them. I do them. My good friend, Armand Morin, does them. Stu McClaren does them. You heard from him earlier.

That is as intimate as it gets because you can physically see the person.

We are still on page two of your worksheet.

Who is in your market? The most broad categories are B2B, which is business to business. That's the business I'm in. Right?

*You need to
create
marketing
intimacy
with our
clients*

I’m not selling to consumers. I’m teaching business people. I’m training business people.

B2C is business to consumer. You may be in the B2C area. Maybe you’re a relationship coach. Maybe you teach nutrition. Maybe you have a consumer products company or you sell software. That’s B2C.

B2G is business to government. Those are the broadest categories.

People say, “Who’s in my market?” You are either B2B, B2C, or B2G. Sometimes you’re all three. Pick one.

Let’s look at the thermometer at the bottom of page two. I don’t think you’ve ever seen something like this, unless you’re one of my alumni grads. I’m going to amplify this concept because it needs more amplification. People need to learn why teleseminars work so well.

A public billboard is low intimacy. A newspaper, a catalog, a television, a radio program, is low intimacy. Everyone has access to it.

It’s like walking into the entryway to a home. Everyone sees it. It’s usually the neatest and the cleanest part of the house, but it’s not very intimate. Even someone who’s knocking door-to-door can take one step into the home. It’s not highly intimate.

A billboard is not highly intimate.

Let’s go up a bit. Snail mail and postcards. That is a medium intimacy. Why?

*People
don't like
intrusions*

It's near the home. It's coming near the home. It's kind of like going into your kitchen if you're inviting a guest. You don't always invite people to your kitchen. You really need to know somebody a little better than a stranger. You don't allow just anybody to walk into your kitchen.

Am I right? That's what I liken that to. Snail mail and postcards go into your mailbox. You bring them into your home if they make it past the wastebasket. Those are medium intimacy.

Voice and fax broadcasts. Why do people complain about faxes and voice broadcasts? Because they have come into your home! They are in your home. It is intrusion.

Don't you feel violated if you get faxes without giving someone permission to send one? If anyone on this series does not want to be reminded with voice broadcasts, please tell me by emailing me at Info@TeleseminarSecrets.com.

I am reminding you because you've made a huge investment. I'm just letting you know that we have a call coming up. You've not been placed on the Do Not Call list. I would never get access to you if you're on that list.

I'm on the list, so I don't get my own voice broadcast. I had to put myself back on to test it.

A fax broadcast. If you get a fax, it's kind of like spam. You hate it because it's in your home. It's very private.

*The only
thing more
intimate
than a
teleseminar
is a physical
seminar*

Why is email a little higher intimacy? It's in your computer. A website is in your computer. An IM is highly intimate because you're going back and forth, back and forth, back and forth. Right? Those are highly intimate, but nowhere near as intimate as teleseminars.

On a call, you are listening to me. I have your ear. I have your attention. I'm in your home. I'm in your mind.

That is highly, highly intimate. The only thing more intimate than that is me touching you. That's a physical seminar.

You know what a seminar's like? A seminar is as intimate as someone going into the master bedroom restroom of your home. The bathroom of your master bedroom, no one sees that. Only your kids or close family do.

Even family members don't get to see your master bedroom restroom, because that is the most intimate area of the house. No one ever gets to see that. You don't invite guests there typically. They go to the guest bathroom. Think of your house as a metaphor of intimacy and look at the different mediums of marketing.

Let's go to the first case study. It's on your executive summary — your class summary, under the first case study.

This is Paul Colligan's first ASK™ Campaign. It started with, “What's the single most important question you have about the most effective use of Microsoft FrontPage in your Internet efforts?”

*You can
monetize by
selling the
transcript
after a paid
call*

You can't get any more narrowly defined than that. You have an audio message from him and that area in the middle there is where all the nectar is. That's where all the questions came in. These came in from techies.

This was a free call. We charged people who wanted to pay for it after the call. Twenty percent of the people said yes. We monetized it after we had a free call. What a great way to make money.

Plus, we recorded it, and we transcribed it. If you want to take a peek at it, it is the first case study in your summary sheet — AskPaulColligan.com.

If you want to see what the sales letter looks like, go to AskPaulColligan.com/teleseminar. That's in your summary. If you go there, what you will see the title, “Learn the Answers to the 21 Most Important Questions on Using FrontPage More Effectively” That's the title because we just answered questions. All of those bullet points were questions. There is no guess work.

That is an ASK™ campaign. He utilized the ASK Database™, but you can just as easily do this with any type of database. It's not as efficient, but you can do it without paying the \$30 a month for the ASK Database™.

The call to action is, “Submit My Question.” I think that can be improved. Nowadays, I write, “Here's my question, Paul. Here's my question, Alex. Here's my question, whatever your name is.” You have the ability to have a call to action.

*You don't
have to do
everything
at once*

Let's move on to page four of your worksheet. This is the page that is in the actual case study. After all the questions came in, Paul just evaluated the 21 most important ones. What we did is I grilled him, for a two-hour teleseminar. We had people from Microsoft listening.

“Learn the Answers to the 21 Most Important Questions on using FrontPage More Effectively.” That's the teleseminar topic. How did we know they're the most important questions? The audience asked them.

This is an ASK™ teleseminar. Look at the power of this.

Plus, you have an audio message about Paul, and his background. I want you to model and utilize this.

In the member's area, you have the 2005 web templates, which Paul didn't even have access to, and you can utilize those. There are audio and video tutorials, and you have the new templates. The new templates look sexier, but they have the same effect. You have twice as many templates this year. Utilize them.

You don't have to do everything at once. If you have a webmaster, you can give them access to this audio recording or you can utilize any of the webmasters we have on our vendor network. Put up your first ASK™ page. The only thing you need to do is figure out what your topic is. If you don't have a topic, interview a guest or guru by asking.

The benefits of attending are the bullet points shown there. It's all on page four. They came from the questions that were asked.

*Limit the
lines you
have
available*

We have a registration link that says, “Special VIP Registration.” We put a \$49 value on this call, which we charge people. The reason it was a free call is we wanted to see how many people would get on the call.

We charged for the call after they listened to it. Not everyone purchased, but if 20% or more people actually pay for it, you have a winner.

This branded Paul as the guru’s guru. He’s an MVP at Microsoft. There are Microsoft MVPs for FrontPage. He actually wrote a book. He wrote a book on FrontPage. I think it was one of the Dummies® books.

The capacity of the teleseminar is also very important. You see that at the bottom of page four. “This live two-hour teleseminar is available only to the first 357 guests.” We had to increase that. That’s the law of scarcity, which you’ll learn more about in one of the other modules.

Put that down so that people know it’s limited, and keep it to that.

I have people right now on a standby list, over 120 people wanting to get in. I will not let them in because I had a deadline for *Teleseminar Secrets*. It breaks my heart and I lost revenue, but I want to keep my word.

I even made a faux pas. I had to let a few people in because it was my fault. They had the wrong phone number. They couldn’t get in. They got in last minute because it was my mistake.

I had to make a couple of exceptions. The bottom line is, keep your word when you have a capacity call like that.

*You need to
become
relevant to
your
listeners*

The “thank you” page is a multi-method contact ability. We have their name. We have email. We have phone. We have fax.

Why do we have that? So, we can contact them by fax, and we can contact them by phone. The private vendor network has fax broadcasting vendors.

For a free call, you can capture more than just their email address. Why? There are different ways you can become relevant to them.

Let’s go to page six. On page six, you’ll see the “Thank You” page. There’s an audio message from Paul. There’s a “Print this Page.” Those are the three most important words for a thank you page.

This is just another reminder. You have the date, dial-in number, passcode and duration. The cost is free. It shows the capacity. There’s a special invitation to tell a friend.

This was something Paul created.

It’s circled there. It says, “Friendly Viral Invitation.” You can do this. You can have this. In fact, write this down in your notes.

TellAFriendGenerator.com That’s an \$1,800 viral program that we’ll be highlighting later. It was developed by Rick Raddatz, one of my partners. Write that down. You can utilize that if you want in the future.

We’re looking at page six. This is the thank you page where it says, “Alex grills Paul Colligan on FrontPage.” It could easily say, “Jane grills John on knitting.”

*It's all
about
creative
imitation*

Whatever your topic, just replace the names and you have a template. You have my permission to copy it.

Remember, we're talking about creative imitation.

Then we have the email going back. It says, “From Paul Colligan.” That's who it's from. The subject line is saying, “First Name, You're Confirmed.”

It's all personalized if you use MarketersChoice.net or any type of 1ShoppingCart, a re-sale program that you have out there. Tom Antion and many other top marketers have them. Whoever you get 1ShoppingCart from, or if you want to use AWeber.com, it's the same thing. It can personalize email for very little money.

You have the dial-in number. You have the date. You have another mention of the notes sheet.

This is an autoresponded message that is personalized.

Write down or highlight the fact that you're offering the notes sheet again. Write that down. It goes back in your email.

When you send an email to your people who have just signed up, it's not enough just to have a thank you page just like on the previous page six. Give them the same thing via email.

How many times have you seen my messages come through? People are still telling me, “I didn't get your email!” There are spam blockers.

*Send out a
fax
reminding
people of a
teleseminar
if they are
not on the
Do Not
Call List*

Always put the odds in your favor and allow people to get as much contact with you as possible. That’s a free ASK™ campaign.

Let’s look at another one.

This is not in your notes sheet. It’s the second link in the executive summary, SpeakingWithJohn.com/teleseminar. If you just click that link, this is a newer template. It looks more elegant. It has the same effect.

It says, “Give Me 70 Minutes, And I’ll Train You How To Master The World’s Highest Paid Skill.” It has the date. This is a template. It says, “Count me in, John. Reserve my teleslot for your 70 minute teleclass.”

It has all the bullet points there. “I’m just 70 minutes away from discovering the time-tested public speaking secrets to” and then you have bullets that John has figured out are the most asked about benefits and advantages of public speaking.

You have a VIP registration, which is a free registration. Again, if you click that link, you’ll see it will ask for first name, last name, email and fax number. We wanted the fax number so that we could fax broadcast the VIP passcode and dial-in number just in case they didn’t get it by email. We get them from a different angle if they aren’t on the Do Not Fax list.

Then there’s something that I call the Value Builder page. If you are looking at the page, or if you want to look at it later, remember we are talking about SpeakingWithJohn.com/teleseminar.

*Ask your
audience
what they
want to
hear*

The normal registration, all that does is build value. This is what the cost of the teleseminar is. This was a teleclass series, three of them. They were all recorded. It helped fill his \$25,000 speaker training, of which he finances 80%. He talks about it on the call.

Study these pages on your own time. You’ll find that a free ASK™ campaign is the beginning of something wonderful like a list, which we’ll be talking about in Module Two. Stick with me. We are going to talk about the paid ASK™ campaign.

The paid ASK™ campaign. Let’s go down in the worksheet. You’ll see it on page eight. This is a case study called “Fee-based ASK™ Campaign.” Again, it started with an ASK campaign, only we charged for it.

It was on September 25th at 6:00 p.m. Pacific, 9:00 p.m. Eastern a year and a half ago. This was Mitch Meyerson’s “The Common Success Roadblocks” teleseminar. He was teaching the 12 most common roadblocks. “Stop procrastination and cut it out of my life forever.” That was the number one roadblock that people wanted to know about.

“Feel more confident about growing a successful business.” That was the second roadblock. This came from the audience.

Don’t ask about the content that you want to teach. Ask your audience what they want to hear. Don’t seek content. Content provision is easy.

Content is easy to come up with. Interact and dialogue with your audience. Socrates proved this 2,400 years ago. I want you to do this. Start dialoguing with your audience.

*Always
have an
upsell*

This is a fee-based call. We charged for it. We both generated a couple of thousand dollars from 70 minutes. There’s a VIP link there. There was a limit of 153 people.

You’ll see that there’s only one way out of here. “Click here for VIP registration.” They’re saving money because they’re coming from our list legitimately.

When they click to the page that allows them to come in, we do something that’s very important. It’s on the next page — page nine. Again, you can study this on your own time.

You’ll see on the shopping cart. You’ll see that there’s a 365-day guarantee, which I believe in. There’s a reiteration of all the benefits, which I believe in.

What I believe in most is what I learned from McDonald’s. “Would you like fries with that?” It’s called an upsell — today’s special value. “Once I take advantage of today’s special value, I get the edited files and word-for-word audio PDF transcripts of the telecourse for only \$10 more.”

In other words, they’re getting the audio transcripts, which you’re creating anyway. Stu told you earlier that you can make five, six, even seven times more after the teleclass has been completed because now it’s an information product.

Did you know that 60, 70 — I’ve had as high as 93%, of the people say yes to an extra \$10? In this case, it was about a 30% upsell. If we get

*It costs you
no more
money to
ask a
question*

80% to say yes and you're making 30% more, isn't it worth asking the question? It's not costing you any more money.

Study that, please. It's on the shopping cart. You have it there. It's AskMitchMeyerson.com/teleclinic. It worked, and it worked very well. This is a shopping cart order page.

Christina Hill, who will be with joining me in a little bit, will tell you how you can do this on any type of shopping cart, 1ShoppingCart, MarketersChoice.net, or whatever shopping cart system you have.

If you have a testimonial at the very end, it will always help. This one came from Jay Conrad Levinson. I have mine from Mark Victor Hansen, because he's very well known.

Then you have the billing information there.

This particular one had a 93% upsell. Ninety-three percent of the people — over nine out of 10 people, changed that zero to a one at the bottom on page 10 in your worksheet. We made \$10 more. We went from \$39 to \$49. Amazing.

Another type of paid ASK™ teleseminar was the one we did with Pat Wyman. This is not in the worksheet, but it's in your executive summary.

If you look at the second paid ASK™ campaign, you'll see AskPatWyman.com/teleclass/index.htm. That's where it happens to be because this class is not happening anymore. When you look at the

*Sometimes,
you can
make more
through an
upsell than
through the
paid call*

page, it's a template. There is no audio here because Pat didn't utilize audio, but she did have her background.

Click that little link that says Pat Wyman underneath her picture. Again, this is at AskPatWyman.com/teleclass/index.htm. It's in your class summary — your executive summary. It's the second one under “Paid ASK™ Campaign.” You'll see that all of the benefits are from a very soft topic, “Answers To 21 Important Questions About Helping Children Get Better Grades.”

This happened on May 7th at 6:00 p.m. Pacific over two years ago. There was only one click here to get to the registration page which said, “VIP Registration, Save \$20.” This is her first paid teleseminar.

We didn't make a ton of money from it, but she has an upsell there. If you go to the shopping cart, you'll see it says, “Today's Special Offer: Save 30% on E-Learning Strategies. It's normally \$27.95, but now it's \$19.95.”

If you're going to get people that far, please have an upsell. We'll be talking about that more and more.

Again, this is utilizing MarketersChoice.net system, which is 1ShoppingCart. I utilize it. You are being marketed through 1ShoppingCart every single week, every day, with the autoresponders and systems that you are being exposed to through *Teleseminar Secrets*.

We're going to go straight to Christina Hill, then finish up with the case studies and the worksheet for the tail end of this.

*Find out
what you
are good at
and go for it*

Christina, like Stu, I don't want you to give me a testimonial during this case study. I just want to get some background on what you did with the specific type of tele-promotion — what strategy you chose, why you chose it and what results you got, but first, give us a little background of what you've done over the years and what your area of expertise is, because it does have to do with the shopping cart system.

Christina: I worked for many years in the special effects industry. I worked at Industrial Light and Magic for George Lucas. I've been working with computers forever, but I didn't want to work for a corporation.

I wanted to have my own business. I got on the Internet and started learning how to build websites. I started building web pages. I found that my favorite part of the process was the shopping cart. I just loved setting up the shopping cart — the products, order forms and autoresponders.

I decided to specialize in that and become the Shopping Cart Queen. You can visit my website at ShoppingCartQueen.com.

Alex: You had never done teleseminars before. Because you're technically-minded, you play at things that other people have to work at, as my good friend John Assaraf says all the time.

Tell us about how you got involved with teleseminars and why you decided to go to that medium of marketing versus another way of marketing. A lot of people in your business use only email, and that's it.

*Preview
calls allow
someone to
get to know
your style*

Christina: I started doing teleseminars because I do private consultations. I explain a lot of the same things to my clients on the phone.

I decided if I did teleseminars, I could reach more people. I could take care of more people at the same time. I did a few. I was a guest expert on a few different calls, then I ran my own teleseminar series on getting set up in the shopping cart.

Alex: Let's talk about the specific tele-promotion strategy you chose, why you chose it and what the results were.

Christina: I had this six-module teleseminar series on getting set up with the 1ShoppingCart MarketersChoice.net system.

The tele-promotion strategy I used was preview calls. The reason why I used preview calls was because people didn't know me. By listening to a free preview call, they'd get to know me and how I teach. They'd also get to see the kind of handouts that I use for my course.

*Teleseminars
are an
intimate
way to
dialogue*

I spend a lot of time on my handouts, with lots of pictures and arrows and circles. I make it easy for people to understand the concept, especially people who are new to the Internet.

What's great about the preview calls is I would do Q&A at the end of them. I'd get feedback from people and hear where they were confused or the kinds of questions they had. I kind of did my ASK™ campaign on the phone.

Alex: Did you find it to be an intimate way to interact with people and to dialogue, versus the normal monologue that we're used to?

Christina: Yes. I liked the interaction. In fact, when I ran my teleseminar series, it was completely interactive. I kept it small on purpose. I kept the lines open so that people could interrupt me as I was going through the curriculum.

Alex: Let's talk about that for a second. You did a teleseminar series on how to better utilize a shopping cart. Give us some background about it. How many people were there? How many calls were there in the series?

*The first
dollar is the
hardest to
make*

Christina: I kept it small, about 12 participants. There were six modules in the series. I ran only two preview calls. I am planning on running this again, but I’m going to do many more preview calls when I run it a second time.

Alex: To promote it, in other words?

Christina: Yes. I did the teleseminar series. I didn’t give myself enough time on the promotion end. Like you said, I didn’t want to wait for things to be perfect. I wanted to dive in, and do the series. I really wanted to focus on content and execution of the teleseminar.

Alex: Did you make a dollar?

Christina: I did.

Alex: That’s the most important thing. The distance between the idea and your first dollar is almost twice as long in distance, emotionally and time-wise, as between \$1 and \$1,000, or \$1 and \$10,000, sometimes \$1 and \$1,000,000.

Getting to that first dollar, now you have succeeded. That one dollar doesn't stay at one dollar, does it?

*You can
spin each
module of a
teleseries
into a
separate
info product*

Christina: No. It keeps growing.

Alex: What happened?

Christina: I knew that I wasn't going to turn my first series into a product because I wanted to get the series going. I'm going to run it again. This time, I'm going to run it the way you do, which is teaching for the first hour or so and then open it up for Q&A. Then I can turn that into a product more easily.

I also decided to simplify it and make it a four-module teleseminar, to line up with the 30-day trial that people sign up for. I wanted my teleseminar series to sort of line up with people having 30 days.

I took one of the modules, the best module that I did, and spun that off into a product. I'm adding that as a bonus to the new one.

Alex: As a re-cap, you did six modules initially. Right?

Let your audience pick their favorite module

Christina: Exactly.

Alex: How many people did you have on the calls?

Christina: I had 12.

Alex: What did you charge for the call?

Christina: For that series, I charged \$395.

Alex: Okay, 400 times 12. You made about \$4,800. At the same time, you created a product. Your best module, based on the feedback you generated or got from the audience, you spun that off to a stand-alone product. Is that accurate?

Christina: Exactly. I've spun that off to a stand-alone because it's really appropriate for not only beginners, but for advanced people as well. It's on how to do coupons and discounts.

It will usually surprise you to find out what your audience wants most

Alex: Because that was interesting to them?

Christina: Yes. Beginners are mostly focused on getting their products set up on their websites. Once you’ve set things up, you want to start looking into doing promotions, running discounts and having coupons. Why I spun that off was because it’s a topic that’s appropriate for beginners, intermediate and advanced people.

I wanted that to be stand-alone — and now, that stand-alone MP3 audio product is a bonus for the teleseminar series that I’m going to be running in just a few weeks.

Alex: It’s a very, very good strategy. I think you’ll do better this go around. You’ve lightened it from six modules to four, so there’s less work. You probably know what has the least interest and what has the most.

Did it surprise you, what people wanted most?

Christina: It surprised me, yes.

I’ve been working at this for a while so it’s all easy for me. Seeing what people are doing and listening to the feedback, I decided to simplify it and focus the teleseminar series more for newbies getting going. I’m

not giving them too much on their plate. That’s why discounts and coupons is the bonus part. They can listen to that whenever they want.

*You can
learn
what I do
even if you
are a
newbie*

Alex: One of the featured tools for this tele-promotion strategy is MarketersChoice.net, which is a reseller package that I have through 1ShoppingCart. You’ll pay the same amount. If you don’t want me to make any money, go to 1ShoppingCart.com. If you want me to make a little bit of money, then go to MarketersChoice.net.

You’ll see that we are marketing two different ways. I’m going after the opt-in or the prospects, and 1ShoppingCart is going after the sale. They are going to revert to the opt-in methodology because it’s working. I’m a testing mechanism for them.

Christina, as an outside party, you train people how to utilize that software no matter what type it is, whoever is reselling it, or whoever makes it available. You teach people the nuts and bolts of how to put up the shopping cart. You can teach anyone to do what I do, especially if they’re a newbie. Is that correct?

Christina: Exactly. Also, because I’m an independent party, I’ve had some people contact me and I’ll say, “I’m not sure if this solution is right for you.”

I’m going to be totally honest with someone and say, “Yes, this is right for you. No, it’s not right for you.” The Marketer’s Choice system is what all the big Internet marketers use.

*Have an
affiliate
program so
you make
outside
revenue
through
teleseminars*

I just want to mention one other thing about MarketersChoice.net because I get this question a lot. People ask me, “Wait a minute. I’m confused. Maybe I should just get 1ShoppingCart. Am I missing something?”

I tell people, “MarketersChoice.net is exactly the same thing. You get exactly everything.” It’s just that on one, Alex gets rewarded. On the other one, Alex doesn’t.

Alex:

I want everyone to be able to have an affiliate program so you make outside revenue through teleseminars. It’s not only through what you’re promoting, but it’s also tools and outside sources of income.

That’s why I’m mentioning it. I’m telling you, if you don’t want me to get any financial benefit, don’t go to MarketersChoice.net. I can’t get any more transparent than that. Go to 1ShoppingCart.com. It’s the exact same platform.

The key here is Christina is in the software coaching business. She has utilized teleseminars. She had a six call coaching series for that software for newbies. The telephone is much lower on the technology level than the Internet. Of course, we know it’s 10 times as old as the Internet.

The most important thing is you went from six to four, because you discarded a couple of the modules. You found that one was the winner, and that’s now the bonus to the second go around.

Do you anticipate having more people this time than the 12 you had the first time?

Look for JV partners to do preview calls with

Christina: Yes, I do. Last time, I only got one JV partner to do a preview call with. This time, I’m looking to get four to six JV partners.

This is part of why I’m taking your class again. The last time I took *Teleseminar Secrets*, I focused on content. This time, I’ve got the content under my belt. Now I’m focusing on promoting it. That’s why I like your series. I can listen to it again and again and get different things out of it.

Alex: You’re awesome. Any final comments for anyone listening right now saying, “You know what? I’m newer than new. I can’t really do that.” What would you say to them?

Christina: I would say go to my website, ShoppingCartQueen.com/teleseminar. Get on my preview list. Also, go to my site and just look around at examples. If you like my site, you’re probably going to like my handouts.

Alex: Study teleseminars. Be a student of teleseminars. You don’t have to participate in the promotion. You can just study. That’s what the

Mastermind Group is about, TeleseminarSecrets.com/mastermind.
Look up “Hill.” Just click “H.”

*If you are
uncomfortable
talking on
teleseminars,
try starting
by asking
a question
on one*

Christina: I’ve got one more tip for people.

Alex: Go ahead.

Christina: People who may be shy or are not comfortable speaking on a teleseminar should attend one. Do the Q&A and ask a question. Come onto my teleseminar and ask a question. That will just get you comfortable speaking in front of an audience before it’s your own teleseminar.

Attend others. Ask some questions. Get comfortable with speaking in front of an audience. Then do your own.

Alex: That’s exactly why we have these “Frequently Asked Questions” sessions at the end. People get chair time and others get to listen to those folks.

I’ll answer a question twice sometimes, but most people are listening because they don’t want to ask the same question twice in front of other people. At the same time, they come into the queue and they have the platform with me. They’re asking me the questions.

*You’ve
just got
to do it*

I think the easiest way to bridge the gap between learning and doing, knowing and doing, is that implementation.

Just creatively imitate the process of being part of an FAQ. Then you can become an interviewer. You can have your own content if you don’t have a voice or topic at this point. Christina, any final words or comments before we say goodnight?

Christina: You’ve just got to do it. You can’t wait until your teleseminar series is perfect, or your one teleseminar is perfect. You’ve just got to do it and not worry if you have a small attendance the first time.

Alex: Even if nobody shows up, you can at least record and transcribe it, and you have a product. Otherwise, you end up like the wolf in Aesop’s fable. You’re eaten for dinner by the competitor.

Christina: You are going to learn something just doing it. You are going to learn something even if you only have one person on the call.

Alex: Excellent. Christina, thank you.

*If you can
fog up a
mirror, you
can do a
teleseminar*

Do you hear the level of abundant thinking? Stu and Christina both are offering tips. This is chair time for them and at the same time, they're giving tips. They are at the teleseminar marketing level that I'm at, you're at, everyone is at.

If you can fog up a mirror, you can do a teleseminar.

I want to make it perfectly clear that anyone can do this. You can do this. You can do it. It doesn't matter if you're in Germany, Australia, Hawaii, North America, Canada, Singapore, Mexico or Israel. It doesn't matter where you are. You can do this.

In fact, we have a few Aussie's with us We have a woman who called in from the UK. Do you know that calling cards in Australia are sometimes a penny and a half a minute? A two-hour call will be like \$5. It's so inexpensive to run a teleseminar.

Let's go back to the worksheet right now. We are on page 11. You'll see a picture of me on the left. You'll see a picture of Harv Eker on the right. This is one of my Ask the Expert calls. This is one of my famous ones, because we had a ton of people on this call.

I personally sold over 2,000 books as a result of this one call to Aaron Sim, who is one of the graduates on this call, and now one of my partners overseas. We did a seminar together in Singapore. We're doing a whole tour of the Orient - India, Malaysia, Singapore and China.

*Put the
burden of
truth on
your
audience*

It started with a teleseminar. He purchased 200 books from the actual call. It was Harv Eker and me. I asked him a bunch of questions from an ASK™ campaign, which was at AskHarvEker.com.

All of these questions came in as a result of that ASK™ campaign. Do you see the pattern here? Put the burden of truth on your audience to discover the secrets of your millionaire mind.

Harv Eker speaks to millions. However, we spoke to a couple hundred that evening. Actually, I think we had over 500 people on the call, maybe more. Several thousand, if not over 10,000, have listened to that call.

There are two things that I want you to notice here. There's my picture, and there's Harv's picture. It's really important because it's an easy way for you to brand yourself with the expert if you're interviewing him or her.

You have an audio button there that I've circled. You have the date. You have the time zones, Pacific and Eastern. You have the benefits from the ASK™ survey. I've circled those.

It's the same pattern over and over again.

An easy place for you to learn how to do this is just to get on the membership area. Click the 2005 web templates.

One of my webmasters, Frank Deardurff, will walk you through utilizing the ASK™ methodology step by step. He's one of the programmers for the ASK Database™.

*Find out
what they
want to
hear by
asking them*

Whether or not you decide to use the ASK Database™ doesn't really matter. At least you know how to run an ASK™ campaign. This call here was very, very successful.

Going on to page 12, you'll notice the flowchart for an ASK™ teleseminar. There are two phases, really. There's the survey.

An email goes out to the target audience. It could be your list. It could be an expert's list. It could be any list. It could be a Chamber of Commerce list.

We'll go over all the different types of lists you can go after with the next module, “List Building” — that's Module 2. First you've got to know what type of teleseminars to do, then we'll talk about how to build your list.

An email goes out to the target audience. They go to a web page that they click on. All of these web pages have been the function of a solo email, mostly text email. That goes into the ASK Database™. That is phase one.

Now, we have all the raw material for the campaign. Phase two is the teleseminar solicitation. We know what they want to hear. They have told us.

We email them back and tell them, “We did a survey a couple of weeks ago and noticed that most of the people said these are the seven, or the 12, or the 10, or the 21 most asked questions about this topic.” It could be about anything.

*Start with
free calls in
order to
build your
list faster*

It goes back to the entire audience again. They register. It could be a free call. It could be a fee-based call. It doesn't matter.

Whatever it is, it goes into some form of a shopping cart. If you take money, you'll get less people on the call. If you don't, you'll get more people on the call.

I prefer to start with free calls because you build a bigger list with them. That's why I keep saying your first five calls should be free. I wish you would have the patience of making your first 20 calls free calls, because you will build a bigger list.

There's a confirmation page. We covered this with Paul Colligan. Every one of these pages are confirmation pages. The templates have confirmation pages.

Take a look at the website templates. You'll see what a confirmation page looks like. It has the passcode. It has the dial-in number. You've probably already seen them because I've marketed you that way.

Let's go to page 13. Again, this is from the case studies in the executive summary. This is called an event preview. There are two of them. The first one is a physical seminar that didn't do as well as a Mega event.

It was built through teleseminars.

In fact, these two ladies, Marilyn Snyder and Joni Birch, built their list through teleseminars, just by having people put in their name and email address.

*You want to
let people
know
something is
happening*

They had a submit button. They could have improved that. They should say, “Here’s my information,” or something that’s a better call to action than just “submit.” “I want my free training.” That would have been a better call to action on that submit button.

That submit button is very important. Utilize it. The opt-in builds the list, which leads to the next module. Pay close attention to that. I have it circled there — on page 13.

You’ll see a very simple opt-in page. It’s also in the executive summary under “Event Preview.” TheNextLevelSummit.com/preview.htm. It’s right there.

I have the AudioGenerator™ button circled. The reason I have it circled is it plays automatically. I recommend for an opt-in that you play the audio automatically, whether you utilize AudioGenerator.com or not.

Play the audio automatically. Write that down in your notes.

Also, you will notice that the button has these little dots that revolve. I do that with AudioGenerator™. That was developed by Rick Raddatz, one of my partners, who developed the AudioGenerator™ technology. That’s to let people know that something is happening.

You want to let people know something is happening. Otherwise, if they’re muted, they may not know that there’s audio playing.

That’s why you should get AudioGenerator™ if it’s in your budget — it’s about \$30 a month. There’s a 21-day \$1 trial. Just get it and start

*If you're
teaching a
curriculum
and you
have other
speakers,
make sure
to put their
faces and
the dates of
their call*

getting testimonials. It will pay for itself many times over. It's one of those things where I say, “Just get it. Just get it.”

Anyone has a dollar a day to spend on a very powerful technology like that.

You can get a do-it-yourself technology and put up the audio yourself if you're more technologically-minded. I'm not, so I utilize AudioGenerator™.

On the next page of the worksheet — page 14 is another event preview. This is what Stu McClaren was talking about.

It's at MegaSpeakingEmpire.com/preview_schedule. It's right there in the case studies on your executive summary, under “Event Preview.” It's page 14. There's a screen shot. This was October 15 - 17, 2004.

Mark Victor Hansen was with us earlier. You notice how he asks for multiple methods to contact you — fax and phone. Why a phone and a home phone? He voice broadcasts to make sure you get on the call. He also asks for primary email and your name.

What we like to do is put the speaker's faces on there. If you're teaching a curriculum and you have other speakers, make sure to put their faces and the dates of their call. It's easier for everyone to remember. Put the opt-in underneath all of those.

Sandwich it. Put it at the top and underneath.

*Have your
webmaster
borrow our
formats for
your web
pages*

This is a template. You have a banner at the top. Your face is in place of Mark’s face. You have the opt-in page. You have the co-host, or maybe you’re the only host.

If you’re an author, you can do this. You can interview other authors. If you’re a seminar promoter, you can do this as well. You have your picture, the other speakers’ pictures. At the very bottom, you also have the opt-in.

If you have a webmaster, make sure you borrow this format. I’m giving you permission to do it because you will succeed. That is on page 14, and that’s another case study for “Event Preview.”

Let’s go to the next page. VoiceText, standby because we are going to be going to questions in just a few minutes.

This is radio sponsorship teleseminaring. Would you like to be an Internet radio show host? Well, the person who has really plowed all the ground is Randy “Dr. Proactive” Gilbert. Go check out his site.

Go model his site, TheInsideSuccessShow.com. He has sponsors. He interviews people. I’m one of the people that he’s interviewed. I’ve been on the show twice.

He allows you to get in and listen to a current show for free. That’s how he gets the opt-in.

Notice the button that’s circled there. That’s at page 15. It says, “Let me listen.” Isn’t that better than just submit? Isn’t that a better call to action on the button than just submit?

By allowing them to hear how you speak with audio, they get to know what to expect of your voice

I think it's a great way to get someone to click.

It says, “Meet the show host.” Can't that be you where Randy's face is? There's a picture of him. It says, “Meet Your Host, Randy ‘Dr. Proactive’ Gilbert.” It says, “Hi, I'm Randy Gilbert.” That's exactly the way he sounds.

“Hi, I'm Randy Gilbert, a consultant, coach,” and you can read the rest of it. Just click the link on the executive summary, the Inside Success Show, and you will see it there. You can model what he has. It's very successful.

On the next page, page 16, you will see the current show. That's a great way to build your list.

If you're an interviewer, make sure you allow people to get the current show. They want the most up-to-date shows. He has a list of all the people he's interviewed under “Categories.” Randy has done what Vic Conant has done with Nightingale Conant.

He has “Personal Success, “Life Coaching, “Mind, Spirit, Health, and Healing, “Sales Success,” “Leadership Success,” “Financial Success,” “Business Success.” All the categories are there. You can categorize it the same way. Take note, please.

Page 16 is a great case study for you to have your own radio sponsorship and make money without ever having a paid teleseminar. They're free calls, but you are paid by sponsors. Sponsors will love to get plugged if you allow them to. All you've got to do is ask them.

Brand yourself

Let's go to the next section, which is virtual book tours. This one is with Harvey Mackay. Harvey wrote *Swim with the Sharks without being Eaten Alive*. He also wrote *We Got Fired!*, which was newly re-published under a different name, *Get Fired Up!* I think that title is working better.

This is a template. It's a free virtual book tour. We sold, I think, over 700 books from this one teleseminar. I interviewed Harvey. If you want to listen to the interview, go to JustAskHarvey.com/replay. That's where the interview is.

You can listen to it for free. All the questions came in from JustAskHarvey.com, which is this case study.

You'll notice that there's a picture of Harvey. It's a little prettier page than Paul Colligan's because we've come a long way. You have this exact same template for the 2005 templates.

You see the branding there, *Access To Leaders* Presents. That's my branding at the top. Again, I'm on page 17. You have first name and primary email. After they give you their question, you want to build the list.

If you let your audience interact with you, they will give you their name and primary email. They can unsubscribe at any time. There's the call to action. "Here's my question, Harvey."

On the executive summary, you have a link so you can take a peek at it. JustAskHarvey.com. JustAskHarvey.com/replay is the replay to it.

*Originality
will make
you lose a
lot of
money*

If you want to listen to the Harv Eker teleseminar, there's a little extra bonus for you. You can go to AskHarvEker.com. You already have that case study. This time, just put AskHarvEker.com/replay and you'll listen to Harv's call.

You'll notice that the picture of a book is there. You can buy the book because it is a virtual book tour.

There's a privacy policy which you can borrow and copy word for word. Many people have without my permission. I'm giving you my permission to do so. If you're a webmaster or a marketer, whatever you do, you can borrow that. That is called creative imitation.

Let me be the one who is plowing the ground, bloodying my nose, and skinning my knees. Don't do that. You have invested so that you don't have to do that. I've done it for you. Borrow that. Don't be creative. Originality will make you lose a lot of money.

The next one is Joe Vitale. This is a great, great case study. We out-pulled Harry Potter. I did this call from my hotel room.

It started with AskJoeVitale.com. We went straight to a teleseminar, and the *Attractor Factor* became the number one selling book on Amazon. People started by asking Joe Vitale a question. We built an opt-in list. The button there says, “Here's my question, Joe.”

We put a product shot there because we're showing people what we're selling. We're branding the book. It still says, *Access To Leaders Presents* at the very top. Again, we're on page 18 of your worksheet.

*Model what
has come
before you*

I’m branding the series of *Access To Leaders*. Harvey Mackay is also *Access To Leaders*. T. Harv Eker is *Access To Leaders*. Vic Conant is *Access To Leaders*. That is my brand.

You can do a series just like that. Again, this is under virtual book tours, but it’s a brand. We did very well.

If you want to see and hear how we did, go to AskJoeVitale.com/replay. Now you have three hours to listen to how I interviewed Joe. I want you to model me. Do like I did in asking leaders to be interviewed. I did it. You can do it, too.

The first time I ever spoke with Joe Vitale, I paid him an hour of his time. That was about five years ago. I paid him \$500 for an hour. I don’t think he’s even hireable now.

That was the last time I paid him for an hour. I figured out ways to add value to his life, and now we’ve made money together. I have promoted him. and he has helped me with my cause. He helped me promote *Teleseminar Secrets* because he believes in teleseminars.

He’s a very gifted marketer. He’s also a biographer of P.T. Barnum. I love that course he has from Nightingale Conant. I recommend that to everyone. It’s a P.T. Barnum course at Nightingale Conant. You can’t miss it if you go to Nightingale.com. Take a look at Joe Vitale.

Another way that I can do virtual book tours to get someone’s attention is AskBillClinton.com. If you go to there, you’ll notice

*You have
to work
diligently to
get what
you want*

that I have not done that call yet. Actually, I’m promoting to Bill Clinton, President Clinton.

I want to do that call. I want to sell the paperback. They have not agreed to do that. Random House and Knopf have not agreed to do that yet. I’m doing everything in my power to get there.

I’m working diligently. If I can get that, I think you can get anyone. I’m doing my best.

I’m doing the same with Lance Armstrong. I’m doing it George Lucas, who Christina Hills used to work for. He’s in my backyard here in Marin County. He’s a billionaire, though, so he’s tough to get a hold of. I’m doing the same thing with Steve Jobs.

Go to AskSteveJobs.com or AskGeorgeLucas.com. You’ll see how I’m promoting to them to get their interests.

The challenge call. If you go to 5000DollarChallenge.com, that’s next to “Challenge Call” on the executive summary. That’s the Shawn Casey call on the executive summary. It’s not in your worksheet. Click that link, 5000DollarChallenge.com, and listen to that audio. That was a very successful call with Shawn Casey.

If you want to see a three-part monthly prospecting call we did with AudioGenerator™, study all of the pages at AudioSellingProcess.com. That’s under “Monthly Prospecting.”

I promised that I would teach you a different type of strategy there. That is a redirect. It’s a redirected URL, meaning I’ve purchased that link

*Don't try
to do
everything
at once*

from one of the students of *Teleseminar Secrets*. I purchased them from eNom.com and Wade Thomas, who is going through this course now.

I have hundreds of domain names, but that one is just redirected to a domain that is not as easily remembered. We'll be talking about what redirects are very soon.

ExplodingTeleseminars.com is another redirect. It redirects to a specific page. It's easy to remember “Exploding Teleseminars.” All of you have probably seen that before.

Before we end this module, I want you to understand these five mistakes people make with tele-promotion strategies.

The first mistake people make is they rush in and try to do everything at once. That's mistake number one.

I want you to decide on one format, and make that teleseminar free. I want you to record and transcribe it. I want you to create a monthly prospecting call.

Do one teleseminar a month, and be a part of the contest — if it is not too late.

I hope you are one of the newbies or veterans who participate in the Mega for Life contest. We'll get two winners. All of the finalists will be chosen by Module 4.

*Never
focus on
the money*

Mistake number two for tele-promotion strategies, which I've learned in the past, is that people focus only on the money. “Am I going to make \$20,000 like you promised? Am I going to make \$100,000? Is my annual income going to become my hourly income like yours, Alex?” Well, I don't know.

Do you know what? I never focus on the money, ever.

I focus on acknowledgement. I focus on content. I focus on promotion. I focus on interacting. I never focus on the money. I don't care what I make.

In fact, I never even check. I just congratulate people for coming on board, as I did many times on the promotion calls.

Why? When you focus on the money, you lose sight of what's important, which is creating value. Money does not create value. It is a strategic by-product of creating value.

I know you've heard that before, but please don't focus on the money because if you do, you'll be impatient. You'll try everything at once. You'll be overwhelmed. You'll say, “Alex, this doesn't work. This doesn't work.” I can tell you, “It does work. It does work. It does work.”

That's mistake number two.

Mistake number three is you focus only on content. You don't focus on promotion. I know dozens of teleseminar marketers who are incredibly powerful content providers, but they don't promote.

*Marketing
changes
minds —
content
changes
minds —
promotion
changes
behavior*

Promotion is the hard stuff. That’s what most of *Teleseminar Secrets* is about — promotion. Marketing changes minds. Content changes minds. Promotion changes behavior.

You become a millionaire or you make six figures or you make money by changing behaviors. Someone says yes with their wallet. Focus on the promotion as well as the content. Don’t only focus on content.

Many people reading this are from *Teleseminar Secrets* series one, and they only focused on content. They didn’t see the value. Inherently, intrinsically, they knew the value of promotion, but they never focused on it. They think they did, but they focused on content.

Alumni come back for free because I want you to get this the right way this time.

Focus on promotion. If you have good content, and that’s why you’re here — promote it. That’s what makes the money.

Mistake number four, you act like an expert too early. I knew people who wanted to be gurus overnight. Don’t be a guru. Interview a guru.

Be naïve. Represent the listener. That’s all I did. I know a lot about a lot of stuff, and there’s a lot of stuff I don’t know.

I just ask. I interview people. In fact, the questions don’t even come from my mind. They come from the listener or the audience. That’s mistake number four.

*Networking
will help
you have
success with
this course*

Mistake number five is you don't network with other students. Many people go through this entire eight module series, spend a lot of money, and they never connect with another student in the class.

You have TeleseminarSecrets.com/mastermind, or you have the Mastermind link in the online membership area.

Connect, call, email, visit their website. They are there for a reason. I'm the only one I know that created this type of online software.

You can own it yourself, MastermindInABox.com. It's under \$100 if you want it. I get nothing from it. It was created because that's what I did. I wanted online mastermind groups.

It's a strategy and personal development principle that Napoleon Hill developed over 100 years ago.

We're now doing it online, and I hope you can appreciate that we have the spotlight now. Randomly, the spotlight comes up. Who knows when you're going to be in the spotlight on the mastermind section?

Go in there. Submit why you are taking this class, what you do, who your ideal prospect is.

I also want you to record it — that will give you teleseminar marketing chair time.

Five Mistakes People Make With Tele-Promotion Strategies:

1

Rushing in and trying to do everything at once

2

Focusing only on the money

3

Focusing only on content and disregarding promotion

4

Acting like an expert before you are one

5

Never networking with other students

*People
support
what they
help create*

Once again, the five mistakes. Mistake number one — you rush through all the content and you want to do everything at once.

Mistake number two — you focus only on the money. Focus on adding value to your audience. Focus on getting them registered. Focus on building a list.

Mistake number three — you focus only on content and not promotion, or not enough on promotion. Visibility is more important than ability. The visibility of your content is more important than the ability to create it.

Every author should know this. We have many authors taking this course. I apologize in advance for letting you know this. When you write in a cocoon, when your audience has no input into your book, then you don't sell as many books.

People support what they help create.

Focus on promotion, even if that's interaction with your audience before you've written the book or the content.

Mistake number four — don't act like an expert too early. Don't act like an expert too early. Don't be a guru before it's time. Take your time. Interview gurus. It will rub off. In fact, if you interview 12, you'll be the guru's guru.

Believe me, I've been invited to seminars because I've interviewed gurus. One of them shared with you in this session — Mark Victor Hansen.

*Please take
advantage
of the
Mastermind
section of
“Teleseminar
Secrets”*

I’ve been to every Mega event since I started with Mega Marketing Magic about a year and a half ago, because I interview gurus.

Mistake number five — you don’t network with other students. It’s there for the taking, folks. Just go on and click the Mastermind link in the member’s area or go to TeleseminarSecrets.com/mastermind.

The only way you have access to that area is if you are taking that course. We have to approve everyone.

Go through there. If you’ve already submitted your name, add your audio. It will mean much to you and me.

That is the checklist. That’s the summary. I’ve covered all the case studies. We have completed the worksheet, and this concludes *Teleseminar Secrets* Module 1. I thank you for staying on with us.

Please join us next time for Module 2: “**List Building Strategies** — *How To Build A Highly Responsive Online Database.*”

Until then, may our paths cross often.