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Alex Mandossian's Teleseminar Secrets™



Checklist: Winning Teleseminar Formats

FORMAT	DESCRIPTION/PURPOSE	FEE	FREE
<input checked="" type="checkbox"/> Preview Calls	Preview calls to promote high-ticket events	X	X
<input checked="" type="checkbox"/> ASK Campaign Calls	Create new info products such as “How To” courses, books, e-Books, audio programs	X	X
<input checked="" type="checkbox"/> Customer FAQ	Customer appreciation, online tutorials new info products about specific topics		X
<input checked="" type="checkbox"/> Affiliate Trainings	Affiliate tutorials, affiliate resell events		X
<input checked="" type="checkbox"/> Public Critiques	1 or 2 paid critiques dialogue with expert and other participants are “muted” out	X	
<input checked="" type="checkbox"/> Public Consultations	One person pays expert an hourly fee and sells tele-slots to offset the cost of that fee	X	X
<input checked="" type="checkbox"/> Affiliate Rebates	Host rebates buyers “Affiliate” commissions from any sales generated during teleseminar		X
<input checked="" type="checkbox"/> Inner Circle Trainings	Inner Circle dialogues/FAQ/un-muted call		X
<input checked="" type="checkbox"/> Virtual Book Tours	Sell books, audio transcripts can be bonus		X
<input checked="" type="checkbox"/> Coaching Tele-Series	Mentoring, “How To” courses, Master Mind	X	
<input checked="" type="checkbox"/> Monthly Prospecting	60 minutes, conducted monthly, builds list		X
<input checked="" type="checkbox"/> Guru Interviews	Interview a guru to create a new info product	X	X
<input checked="" type="checkbox"/> Membership Calls	Membership site calls, prospecting, FAQ	X	X
<input checked="" type="checkbox"/> Radio Sponsorships	Sponsored interviews, radio style format		X
<input checked="" type="checkbox"/> Ask The Expert	Interview for affinity group or organization		X
<input checked="" type="checkbox"/> Challenge Calls	Expert proves a claim and sells a book/course	X	X
<input checked="" type="checkbox"/> Consumption Calls	Teach customers/clients how to use products		X
<input checked="" type="checkbox"/> Lightning Rounds	5 minute consultations - 12 callers (60 min.)	X	X
<input checked="" type="checkbox"/> 5 on 1 Consultations	5 people vs. 1 expert during a small group FAQ	X	X

Tested Marketing Methods To “Sell From Your Seat”