

Teleseminar Strategies

“How To Pull More Cash Out Of Your List”



The Eight Conversion Secrets Categories

- 1 Target Market Strategies:** "How Your Target Market Finds You"
- 2 Opt-In Strategies:** "How To Capture That All-Important Shy Yes"
- 3 Online Audio Strategies:** "How To Make Websites And Emails Talk"
- 4 Teleseminar Strategies:** "How To Pull More Cash Out Of Your List"
- 5 Copywriting Strategies:** "How To Boost Selling-Power With Words"
- 6 Recycling Strategies:** "How To Monetize Your Abandonment Traffic"
- 7 Autoresponder Strategies:** "How To Grab More Sales While You Sleep"
- 8 Offline Marketing Strategies:** "How To Crush Online Competitors"

*Teleseminar
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Alex: I am very excited about this session because it is about teleconference marketing or teleseminar marketing, which is the fastest, easiest, most economical way to pull more cash out of any list, online or offline.

Let me start with a story. The year was 2000 — October 27. It is two days following the birth of my first child, Gabriel. I am at Cedar Mount Sinai Hospital in New York City, in Manhattan. My wife, with Gabriel, is in the recovery room, and I am in a bathroom in that room. We had a private room.

I was in the bathroom giving a teleconference to 156 CPAs on the subject of tax reduction. I know a lot about this topic because I am co-venturing with the gentleman who used to run around with Tony Robbins. His name is Sandy Bodkin.

We had a teleconference on this day, which I did not want to cancel.

Since it was two days after the birth of my son, I figured, "Hey, I had a phone." I took the phone cord under the door in the bathroom. I didn't have a portable phone or anything. I dialed using my calling card, and I had a call for one hour.

The teleconference started at 8:00 p.m. eastern, 5:00 p.m. pacific, and something happened at 8:30 p.m. eastern.

If you have ever been in a hospital, you know that there are overhead P.A. systems in the rooms and restrooms.

At 8:30 sharp, there was an announcement. Here it was: "Visiting hours at Mt. Sinai will be over in one half hour. That is 9:00 p.m. Visiting hours will be over at 9:00 p.m. That is one half hour from now."

So, imagine, I am on the phone. I am giving a teleconference, and there were a lot of people on the call — 156 paid CPAs. CPAs are very, very tough. They are analytics, and I didn't think they were big on interruptions like that. So, that was a little bit embarrassing.

Ten minutes later, something else happened.

If you have sales over \$1,000 from a teleconference, you are doing well over the top two percentile in the industry

"In 20 minutes visitors at Mt. Sinai will end. Please take notice. At 9:00 p.m., visiting hours will end. That is 20 minutes from now." Ten minutes later, another announcement, the same thing. And finally, five minutes to go, a final announcement.

Now, this was devastating to me because, although I had done many teleconferences, I had never been interrupted this way.

I thought, "Wow, I just blew it. There are over 150 people on this call. They paid good money to listen, and I have just embarrassed myself and my colleague."

Well, here is what happened.

The next morning, I generated more sales from that call than any other teleconference up until that point. When I surveyed everyone as to why they decided to order this course, which was over \$450, they said that it was the most authentic teleseminar they have ever been to because it was real life. It was in real time.

They realized what had happened. They knew that the birth of my child had occurred because I had mentioned it. They did not order to be congratulatory. They ordered because they felt that, in real time, there was no way they could have ever experienced something like that at a normal conference or in a face-to-face presentation.

So, even under conditions where I felt I was going to be thoroughly embarrassed, I found that I did more sales than any other teleconference ever, up until that point.

Since then, I have done more at a single teleconference. We have produced upwards of \$35,000 in sales from one three-hour teleconference. Typically, we do somewhere between the ranges of \$3,000 to \$5,000.

If you do anything over \$1,000 in a teleconference, you are doing well over the top two percentile in the industry.

It's very, very difficult to do numbers like that.

Teleseminars have an authenticity that not only help you make sales, but also allows you to become closer to your group

The reason I do numbers the way I do is because the people who are on my list are very trained and very experienced in the area of attending teleconferences. I also have sublists who attend these teleconferences.

The reason I go back to the story is, you can't get away with something like that at a physical conference. You can't get away with something like that at a face-to-face presentation.

There is something magical about a teleconference where authenticity and real-life scenarios can make it work for you, so that you not only sell, but you become closer to your group.

That is why I believe in teleseminar marketing so much and why I believe that it is the fastest, easiest, most economical way to increase sales and profits from any list without spending a single dime on advertising.

Now, I am going to talk about different case studies of teleconferences, how to set one up and how the Internet has allowed us to put a lot more people on a call within 24 hours than we could have ever done with direct mail.

I can put 600 people on a call within 24 hours because of the Internet. You could never do that before the Internet came to be.

I will give you my resources that I use for my bridge line.

I will talk more about the ASK Database™ at www.AskDatabase.com, and how it helps people to generate content for teleseminars.

Before I do that, I want to tell you something that makes a good teleseminar great. I also want to tell you all the different types of names we give teleseminars.

Teleseminar is obviously one name. Other names are teleconference, teleclinic and telecall. It depends on who you are selling to and how they want to be approached. I like to use the term teleclinic as a "hands-on" workshop.

I like teleseminar or teleconference as the "catch all" or the colloquial term.

In order to make a good teleclinic great, you must have really great content

You can use whatever term you want. Just know that they all refer to the same thing.

Everyone calls into a bridge line like you have tonight. There's a mute feature, which I have used. I am able to mute everyone else on the call so that only I can be heard.

Let me demonstrate the mute feature. Right now, we are muted, but I am going to unmute now. Everyone say hello.

Group: Hello.

Alex: See how that works? We are muted again. In a little while, I will go over the general criteria for muting a call versus not muting a call, putting beeps versus not putting beeps.

Right now, I want to talk about something that makes a good teleconference great, and that is content.

What is content?

You know when you listen to content, don't you? You know when you hear fluff versus hearing pure content, meat. Content-rich teleseminars are miles and miles apart from non-content rich teleconferences.

These days, time is so valuable. We're such an over-communicated, over-advertised society. So, you want to make your time count, and you want to listen to real content.

How do we describe and define content? Here are some definitions.

Number one, content is specific. It is not general.

Number two, content is relevant. It is relevant to what is supposed to be discussed.

*Content
needs to
be specific,
relevant,
applicable,
practical
and
memorable*

I speak to businesses, so I am a B-to-B content provider. I have also done B-to-C content. I am going to show you a few case studies about that.

I have done couples' workshops through teleconferences. That is B-to-C. I have done weight loss teleconferences. That is B-to-C. Of course, I have done web traffic conversion teleconferences and traffic generation teleconferences. That is B-to-B.

The point is the content of any teleconference has to be relevant and specific.

Number three, the third element of great content is it has to be applicable. You have to be able to apply the information almost instantly, the moment you hear it, or the moment you hang up.

Don't you hate fluff, where you hear a general philosophy and you ask yourself, "Well, how am I going to apply that? What's that all about?"

I know you've heard it. It gets on my nerves, and I've tried to avoid that altogether by having highly specific, highly relevant, highly applicable content. That's element number three.

Number four, it has to be practical. Content isn't the type of material that you have to spend millions of dollars to apply. In many cases, it should be free.

Let me give you an example.

I am going to give you five words. I'm sure all of you have heard this before. You've heard me say it before if you've been to any one of my teleconferences or seminars. There are five magic words that will increase your opt-in rate almost overnight, usually instantly.

Here they are: We respect your email privacy.

You can put those words right underneath your opt-in box because that is the point of action. They shouldn't be buried in the bowels of your website. It should be right beneath your opt-in box, where it counts.

Now, that's content, right? Five words which are applicable, relevant to

The most important element of content is that it must be memorable, so consider telling a story

traffic conversion, specific and practical. You don't need millions of dollars to apply that. You can put that on your website right now. That is content.

Number five — which I think is the most important element of what content should be — is it must be memorable. For me, memorability is about a story. It has a tip, a middle and an end.

I just told you a story about Gabriel, our son who is now three. I told you a story about how I did very, very well in a very "up-against-it" set of circumstances with the P.A. system loudly sounding in the hospital.

I tried to hide the fact that we were in a hospital, but I couldn't. And, that actually worked to my advantage. I had a judgment towards CPAs thinking they wouldn't understand because some of them can be very cold and analytic.

Instead, my embarrassment turned into joy when I generated more business than I ever imagined possible because they felt they were actually there with me. And, they were.

It was a great time in my life. I remember it like it was yesterday. My embarrassment turned into a profit generation because I could not hide the fact that what was happening was happening.

There are times during teleconferences where I have 500 people or more on the phone, and my wife, Aimee, will hand me my 1-year old, Breanna, not knowing that there are 500 people on the other line.

Breanna, right now, is outside of my office crying because Aimee is downstairs making cookies for Christmas, for Gabriel's Montessori school. But, I'm not going to mute the call.

This is real life. I'm in my home.

My office is in my home, and this is something that you shouldn't be ashamed of if it happens because people get to know you, like you and trust you even better. You cannot do this in any other teaching medium.

If you use a story at the beginning, it can become the central metaphor for the rest of your presentation

You can't do it with email. You can kind of do it with an audio postcard. You can't do it with a physical conference. And, you can't do it with a book. But, you can do it with teleconferences.

Make it real. Make it authentic.

Utilize these five elements of content: specific, relevant, applicable, practical and memorable, especially using stories to make it memorable.

If you've seen me speak publicly, you know that I have the pigeon story about when I lost a ton of money in 1989. You have probably heard the Cub Scouts story. You know the story of Ivan Pavlov in my copywriting clinic. I always like to start with a story.

For me, in a teleconference, that is the best way to start because that ends up becoming the central metaphor to the rest of your presentation.

Now, let me give you a couple of sources of old, classic books that I have. I highly recommend, if you can find them, buy them. They are very important, and they really teach you how to think.

The first book I'd like you to look up and see if you can find is called, *The Art of Thought* by Graham Wallas. I have it. I spent \$75 because I bribed the librarian to sell it to me. As far as putting together content, Wallas says there are four stages.

Stage one is Preparation. The stage during which the problem or problems are investigated. Every piece of content has to be problem specific. If there's no problem, there is no solution, and the content is worthless.

Stage two is Incubation. It's the stage during which you are not consciously thinking about the problem, but ideas are flooding. Incubation is the part where most people miss out because most content is created only hours, sometimes minutes, before it is supposed to be delivered.

Can you relate to that? Have you ever given a presentation where you created the presentation just hours before?

Don't just think about ideas — it is critical that you document all your ideas for your presentation

You lose a lot of nectar. You lose a lot of content-rich information and a lot of meat because you haven't been allowing your subconscious to go through the incubation period.

Stage three is Illumination. Wallas says that's the appearance of great ideas. When you have a great idea, remember, it's specific, it's relevant, it's applicable, it's practical and it's memorable.

Stage four is verification. That is when people are nodding in the audience and saying, "Yes. I can totally relate to that."

Again, the four stages in *The Art of Thought* are Preparation, Incubation, Illumination and Verification.

Let me introduce to you another book. This is by James Webb Young. He was an advertiser and an amazing copywriter through the turn of the century. His book is called, *A Technique for Producing Ideas*.

He has five stages. Number one is the gathering of raw material. These are both the materials of your immediate problem and the materials which come from a constant enrichment of your store of general knowledge.

You have this general knowledge, which you are whittling down into specific knowledge. So, when you gather materials, you put it on the list.

I am going to tell you exactly how I put together a presentation so that I'm completely transparent with you. That way you will know how this teleconference was prepared, as well as any other teleconference.

Number two is working over those materials in your mind — in other words, thinking about them. It's kind of like incubation, but, just thinking about them after they have been written down.

The core elements to these two men is that these things have to be written. They can't just be thought about. You will forget them. Write them down. You can put them in a Word document, or you can put them on a piece of paper. It doesn't matter. Just be sure to document them.

Some of the best content will come to you when the subconscious mind is doing the work — in the middle of the night, in the shower or while taking a walk

Number three is what he calls the "incubation" stage, where you let something besides the conscious mind do the work. I've had some of my greatest ideas at 3:00 in the morning, when I was in the shower, while I was walking my kids or while I was working out.

That's how I thought of a headline eight years ago that created the number one whitening toothpaste in American day spas and salons.

The headline went on a postcard to over 3,000 day spas and salons. We got over 820 of them to carry the toothpaste at \$16 a tube, retail. Wholesale was, I believe, \$6.50 at the time. The headline was: "What good is perfect skin or perfect hair if you don't have a perfect smile?"

Can you relate to that?

Whitening toothpaste was not available in day spas or salons until Super Smile. If you want to see the website, go to www.SuperSmileUSA.com and check it out. That website really hasn't changed over time. Ivana Trump and many celebrities use this toothpaste.

That idea came through the incubation period. That content came through my mind when I was taking a shower.

The only way you can produce content for a teleconference is if you give it time, and you prepare well in advance.

Number four for James Webb Young is the actual birth of the idea. This is "Eureka." If you don't know the story of Archimedes, as legend has it, there was a blacksmith of some kind who had created a crown for the head of the king. Archimedes was living in ancient times and had this idea.

The idea was that if he put gold in water, more water would overflow than if the metal had alloys in it. He came up with this idea and said, "Eureka!" That is where that whole thing comes from. That "Eureka" idea — "Wow, that's a great idea" — is the actual birth of the idea.

Number five is the final shaping and development of the idea into practical usefulness.

When you are speaking, start an idea file months in advance and file as much relevant content that you can find

Again, the five stages from James Webb Young in *A Technique for Producing Ideas* are first gather raw materials and ideas — sometimes, the ideas are ridiculous, but they turn into great ideas — two, work over these ideas in your mind and distill them; three, let them incubate; four, the actual birth of the idea; and five, shape and develop the idea to practical usefulness.

Usefulness is what creates content.

I want you to know that when I develop content for a stage presentation or a teleconference, it is easier to decide what to put in, then it is to decide what to leave out.

I have never, ever shared this before to any group. Here is the way I come up with content. It's very useful if you are going to do the same thing.

About three to four months before the event, let's say it's a conference, I have an idea file. Many of you are public speakers so you have offer events or teleconferences.

I started the idea file for The Big Seminar months before the event. With three months until the seminar, my file had 42 techniques for web traffic conversion. That's the subject I spoke on, but I only picked 21 to share at the seminar. By one month before, when I started whittling down the ideas to 21, I had more than 80 ideas.

When you start adding and you have more than you need, then you have a content-rich presentation because you can pick the pieces of content that are specific, relevant, applicable, practical and memorable.

So, have a major idea file on a particular topic.

This works for a book, a teleconference or a physical conference of any kind. Have a general idea file, and that is your raw material. Then, just let those ideas incubate.

I like to carry a digital recorder with me, so I can record my ideas. Then, I come home and transcribe those ideas.

If you are having a tactical teleseminar, do not share more than 12 tactics per hour, and preferably no more than 21 in two hours

Some of the best ideas come when I'm not in front of my computer. It's hard to think of great ideas when you're trying to do it consciously. Most of you know what I'm talking about. Unconsciously, when you are relaxed or sleeping, great ideas will come through.

About two to four weeks before the event, start taking out ideas.

Start paring it down to the most content-rich ideas. Then, from there, let's say you whittle it down to 21, 12 or 52, depending on how fast you want to go through them in the presentation. With those, you have the core ideas, and from there, you weave a story.

Let me give you a few tips.

If you have a tactical type of teleconference where you are giving tips, techniques, etcetera, it's very difficult to give more than 12 per hour. I like to do 21 in two hours. I'm having a two day teleconference for 21 Traffic Conversion Secrets. It's one of the case studies today.

Sharing more than 12 per hour is very difficult to do comfortably.

Remember, that's five minutes per tactic, and that doesn't even include your introduction or close, which typically run about five minutes a piece. You have about 50 minutes to do about 12 tactics. So, think of 12 tactics being the most you can do in an hour and 21 being the most you can do in two hours.

That's usually a pretty decent timeframe and barometer.

Now, when you do a teleconference, what you want to do is create a timeline. It's like a speech that John Childers teaches, or any other great speaker trainer. You have a timeline. You have the beginning. You have the in-between, and you have the end or the close.

With a teleconference, at the very beginning, I like to start with a story. I started with one today. I typically start with them. If you've noticed, I have started with stories for the last three months.

It doesn't matter how you start.

When you begin your teleseminar, start with something dramatic, whether that is a story, promise, question, quote or comment

You could start with a promise. You could start with a question. You could start with a quote or a comment. But, start with something dramatic.

Dive right into it.

Before the teleseminar begins, do a roll call. What city are you calling from? What is your first name? That is very important because it makes the teleseminar seem larger than life. People should be introducing themselves anywhere from seven to ten minutes before the call.

Then, at the top of the hour, we start right on time. To keep accurate track of time, I use www.Time.gov because everyone has access to that.

If you train everyone who comes to your calls to start on time, then you will always start on time. Two minutes is an eternity in a teleconference setting. It's a long time if you're late in starting.

So, make sure you start on time. Start with a roll call before the top of the hour. Then, start the teleconference with a story, an anecdote, a quote or a question. Whatever element you want to start with, dive right into it.

You should have a list of all the tactics that you're going to be covering.

I like to work with a curriculum. The curriculum that I typically work with is strategy driven. I have all the strategies, and then I have case studies for each strategy.

Why do I have case studies? We are going to talk about that later, but keep in mind, a case study is a story.

Now, how do you pull more cash out of your list?

Action plan number one is "Participate in content-rich teleseminars." The easiest way to detect what content is, is for you to participate in as many content-rich teleseminars as you can.

I offer content-rich teleseminars, and often for free. I have given a free seven-step guerrilla marketing plan taught to me by Jay Conrad Levinson.

To create a case study, you tell what the problem was, what action was taken and what result was generated

If you want to get the details on my teleseminars, send a blank email to: teleclinic@ThatOneWebGuy.com.

If you want to just observe what a content-rich teleconference is, one that is specific, relevant, applicable, practical and memorable, hopefully, you will be able to participate in some of my teleseminars.

The number one recommendation I have for you in order to learn to produce content for yourself is to attend content-rich teleconferences and teleseminars, or regular seminars.

When you do, you will start gravitating towards certain people because some people produce content and some people don't. I gravitate towards the people who produce content and away from the people who don't. I just feel like it's fluff, for me personally.

Action plan number two is the concept of case studies. In your topic of expertise, whatever it may be, I'd like you to have an action plan to create three case studies. You are going to use the P.A.R. formula: Problem, Action, Result.

What is the problem? What is the action? What is the result that was generated?

If you want to see some case histories of this and some examples of how this works, I'll give you some websites right now.

You can go to www.MarketingWithPostcards.com. That should be very familiar to you. Check out the case histories there.

Another one that you can visit to check the P.A.R. formula is one of my student's, Shirley Hanson, at www.StopMarketingMistakes.com. This uses the P.A.R. formula.

The P.A.R. formula is very simple. Tell what the problem was, what action was taken and what result was generated. It's a story, and if you don't know how to create a case study, this is the fastest and easiest way to do it.

You need to let people know why your teleseminar was developed, as that will help people to put what you say to use

You should have a lot of case studies to deliver, whether it's a one hour call or a two hour call.

Action step number three is you want to have a timeline, which we referred to earlier. Let's start with a 60-minute teleseminar.

In the beginning, you want to start with a story or some type of attention-getting device. As you dive into the content, the second thing you need to share after your story is the story behind the teleconference itself — why this teleconference came to be.

People want to know. Why was this teleconference developed? If they know why, then it will be much easier for them to figure out how to put everything that you have to say to use.

The third thing you share is your background. I like to give twenty to thirty seconds of background about myself or my guest.

This is where people go way overboard.

They often give a five minute background. Folks, I've got news for you. Nobody cares about your background. They just want to know that you know what you're talking about. If you give enough of a background to instill confidence, that is more than enough.

Thirty seconds is the most I give, and I will interrupt someone introducing me if they give more than that because people don't care. They want to dive into content. The more time you waste before getting into content, the higher the likelihood is of losing people.

Also, you need to remember that you've got to keep their eyes open.

So, during your timeline, I would insert a break every 35 to 40 minutes. I have done survey after survey after survey, and the number one piece of feedback I get from people, is I make people stand up, stretch or take breaks during my teleconference.

So, everyone stand up and let me demonstrate to you.

It is important to offer breaks because what the rear end can't endure, the mind will never absorb

Take a deep breath.

This is what I actually do in my teleconference. I put this in the timeline. I say, "Okay, we're going to take a two minute break." This is what I get the highest scores for, taking these two minute breaks.

I call them, for lack of a better term, a "butt break" because what the rear end can't endure, the mind can never absorb.

So, we take these breaks. They are two minutes in duration.

I get the biggest applause and positive feedback from the breaks, not even the content. I don't know of many other teleseminar marketers who have breaks.

You could have a break. It's so simple.

We are going to take a break. If you have any questions, I would like you to ask them now. This is exactly what I do on a call.

Debbie: Alex, could you share the URL for the executive summary?

Alex: Oh, sure. Frank Deardurff, could you please tell us what the URL is for the executive summary?

Frank: Sure. The URL is www.TrafficConversionInstitute.com/summary4.pdf.

Alex: Now, do you see what this break did? We had a person who didn't have the executive summary. As far as I am concerned, that's a disaster because that person is disconnected.

Make sure
you have
an executive
summary
for your
teleseminars
so that
people can
be connected
and follow
along

If I'm not connected to everyone because they don't have the executive summary in front of them, then that is awful.

Anyone who does not have the executive summary in front of you, I highly recommend that you always view that path of learning during a call.

Here's the thing. When you have a call, remember, people don't know what you are going to talk about. So, it's extremely important that you get them an executive summary in advance so they can follow you.

So, we have talked about what content is. We talked about what a case study is using the P.A.R. formula: Problem, Action, Result. Remember to check out the formula in action at www.StopMarketingMistakes.com and at www.MarketingWithPostcards.com.

We talked about what the timeline should look like and when to take breaks. I like to give breaks every 35 to 45 minutes.

We've talked about how to develop a curriculum for your topic. Remember, *The Art of Thought* from Graham Wallas and the five stages by James Webb Young, *A Technique of Producing Ideas*.

You can go back and read those stages again.

Now, let's dive straight into the case studies and show you actual landing pages I've used for teleseminar curriculum.

Please, go to www.AskAlexMandossian.com, the first case study. This is an actual case study of a teleconference I did with some colleagues, Matt Gill and Kevin Wilke.

They run www.NitroMarketing.com, and they purchased a list of over 50,000 business-to-business names called, "The Trafficology.com List." You may be on that list.

They purchased that, and they wanted to deliver content for traffic conversion to that list. So, I said, "Great. I don't know what people want so why don't we create a landing page at www.AskAlexMandossian.com?"

You need to have an ASK™ landing page if you truly want to develop content-rich teleseminars that will reach your list

Again, if you don't have www.AskYourFullName.com, you are robbing yourself of a lot of content-rich teleseminars that you could be giving. Go to your registrar of choice and purchase www.AskYourFullName.com.

If you have an unusual first name, then you could just use your first name, www.AskYourFirstName.com.

Here is what we do with this. If you are on this website, it's a simple landing page, www.AskAlexMandossian.com, it says, "Welcome All Trafficology Subscribers."

What am I doing there?

This is going to Trafficology subscribers mostly. So, when they land here, they feel like they've come home because, "Wow, I'm part of the Trafficology list." Then, I ask them, "What is your single, most important question on how to convert more first-time website visitors into paying customers?"

I have an audio message that pops up automatically. It's very brief. You can see it there under my picture. Then, they type in their single, most important question.

When we did this, we had hundreds of responses.

Within a span of about two and a half weeks, I got all the questions. I picked 21 tactics that would dovetail nicely into the questions that they asked.

I was peering into these people's minds and knowing what was most important to them. With this information, I came up with 21 tactics. It took me about five hours to create a curriculum based on the questions that I got.

I basically just used many of the questions that they gave me, and I turned them into tactics. It's very, very simple. If you know about ASK™ marketing, then you know what I'm talking about.

If you go to www.Trafficology.com/Alex.html, you can see the audio postcard we sent out for this. This audio postcard gives five different techniques or tactics that I covered from 59 case studies.

You should have a certificate for a discount as well as a money-back guarantee, which puts all the risk on your shoulders rather than theirs

There are a few elements to this audio postcard, and this particular postcard generated \$6,500 in registration just in the first two weeks. So, it's very effective.

You see that I am holding up a box, and it says, "Click here to learn more about this teleclinic and save \$20 on your tuition." People like to save money.

You will also see at the very bottom, "Use your VIP passcode." Well, I like to use these passcodes because that's kind of like a certificate number. You may see some on www.Amazon.com.

A poker chip is like a certificate. Isn't it? A black poker chip can be redeemed for \$100 in Las Vegas. It's a certificate.

It's not enough to say you're going to save money. Give them a certificate of sorts. I like to call it a VIP passcode. This makes them feel, as they should, that that number is exclusive to them — which it is — and when they use it, they will be eligible to save the \$20.

The postcard is my sales letter, really. If you click the link, you will go to the actual order page where it says, "Yes, I want to learn Alex Mandossian's 21 Time-Tested Tactics to improve my web traffic conversion so I can boost my sales and profits without spending a dime more on advertising or promotional costs."

It gives a bunch of bullets about what they will be learning. Then, there is a 365-day, money-back guarantee, which is a pop-up. I'm guaranteeing this content for 365 days after the conference — not halfway through the conference, but a full year after the conference is over.

All the risk is on my shoulders.

Then, I have an upsell, which is "Today's Special Value." This is the technique I recommend you use for a teleconference. It's very, very important.

You have a cost. It is \$39 after the VIP discount. The cost is \$59 minus their \$20 discount. That is \$39. As you scroll down, you will see this.

Use the audio files as an upsell rather than making them a part of the package

Plus, if you want the audio transcripts — in other words, if you want to listen to the call over and over and over again — you can get the audio transcripts for only \$10 more.

Well, guess what? Over 90% of the people get the \$10 upsell. So, I am making 25% more profit off on each call because I have an upsell.

I have tested a teleconference where the tuition and the audio transcripts are included for \$49 head-to-head against a teleseminar that is \$39 with a \$10 upsell for the audio transcript. Here is what I learned.

If you have a teleconference that includes the audio transcripts for \$49, versus one that is \$39 with a \$10 upsell, you will make more money in gross sales with the \$10 upsell. Plus, nine out of ten people will go for the \$10 upsell because it's a measly \$10 to get to listen to the call over and over again.

Can you believe that? I landed upon this about a year ago, and I've been using it ever since. If you've observed this, please use it.

Now, this is content. Wouldn't you agree? Right now, what I am saying is content. It's specific. It's relevant. It's applicable. You can use this tomorrow at your next teleconference. It's practical, and hopefully, it's memorable.

On the order page, you will see that there is a declarative statement at the very beginning that gives the benefits. "I can boost my sales and profits without spending a single dime more on advertising or promotional costs."

It talks about who will be on the call and that, in the second call, Matt Gill and Kevin Wilke will grill me for two hours.

It tells people how long the call is.

Then, it gives a list of benefits. "After I attend this teleclinic, I will discover the secrets on how to use five magic words to instantly increase opt-in rates."

What are those five magic words?

"We respect your email privacy."

Have your listeners print out your order page and cross out your promises as you cover them during your teleseminar

Do you know what I do? I have people print out these order pages and cross out my promises as I cover them during the call. That's powerful. You can do the same thing.

Imagine. That is power. You have them actually print out the order page, and then, they cross out each of your promises until they have completely crossed out all of them, down to the final promise.

I actually tell them, "Okay, cross out promise number three, how to motivate subscribers to save your eNewsletters," Then, they cross that out.

Time out.

Isn't that content? Right now, am I giving you content? Isn't it specific? Isn't it relevant, applicable, practical and memorable? It is memorable because you're going to have the audio files for this, right?

This is exactly the way I want you to teach in a teleconference. It's very, very powerful and it works.

Then, as you go down the page, you will see there is a money-back guarantee. You want to give that to them. I have a 365-day guarantee. As far as I know, I invented this and I haven't gone away from it at all because it's just so attractive.

Today's Special Value is the upsell.

Then, there is my security statement that the transaction is 100% secure. There is a rave review or a testimonial at the very end. This one happens to be from Jay Conrad Levinson.

They fill in their name, the company name, the day phone, the fax, etcetera. As you go farther down, you will see "Other Information." That is where they put in their VIP discount code.

They enter their credit card information, which on this site, they accept Visa, MasterCard or American Express. They also take PayPal. So, if they have a PayPal account, that is what they are clicking.

Using an ASK™ page allows you to create all the curriculum for a teleseminar using the ideas and questions of others

Then, you will notice that there is a one underneath quantity for "21 Traffic Conversion Secrets" for \$39. You will see there is a zero underneath quantity next to the Real Audio Adobe Acrobat PDF transcript. Those are the audio transcripts.

Do you know that nine out of ten people change that zero to a one? You don't want to make that a one to start with because that's too presumptuous. Make it a zero, and let them turn it into a one. Are you with me?

Now, \$39 is turning into \$49, and we have about a 94% conversion so far, turning that zero into a one.

This is my teleseminar model. It is very powerful, and I recommend that you use it. I am being completely transparent with you so you can see the power of this.

So, for the Trafficology seminar, I got all the information from the list of what the curriculum should be at www.AskAlexMandossian.com. The curriculum didn't come from my head. It came from the heads of the people who responded.

The Trafficology list got a second email, which was an audio postcard. You saw that at www.Trafficology.com/Alex.html. That postcard led to an order page, and that order page is where people are signing up.

That's how simple this can be.

I am looking at the curriculum because I have already written it. It's three pages. There are 21 tips. There is a section on "Tested Opt-in Tactics." There are other sections on "Tested Email Tactics," "Tested Sales Page Tactics," "Tested Recycling Tactics" and "Tested Order Page Tactics."

That is my curriculum.

You cannot write your sales letter or your email solicitation to the conference until you've created the curriculum. You can't. Otherwise, what are you going to promise? You don't know what you're going to promise.

Write the curriculum before the sales letter so you don't forget your promises

I have colleagues, which I am ashamed to even admit that they do this, who will write their sales letter first, and then write the curriculum. They sometimes forget the promises they made in their sales letter and overlook them during the call.

I always write the curriculum first. Always, and I hope you do too.

By the way, if you want the curriculum from that call which I'm looking at right now, just email me at Alex@AskMyList.com. I will send it to you.

The opening is a welcome roll call where I am introducing people and the city they are calling from.

Then, there is the story behind the teleconference and an introduction to my conversion background. I'm also doing something that I found works very, very well. I did it recently with Jonathan Mizel.

There is a show on ESPN, on the Sports Network, called "Pardon the Interruption." It's really cool. We're doing something similar. What happens is, I have 21 tactics, and there are two people grilling me on this call. They are going to give me five minutes per tactic.

So, per tactic, once my five minutes are up, they are going to say, "Time." Doing this forces me to deliver a lot of content quickly, and it's exciting because you're going against a countdown timer.

I don't know if you want to be that dramatic with your teleconferences, but you can add these little "infotaining" devices. I call it "infotainment" because you are giving information and it's entertaining at the same time. It puts the presentation on steroids and makes it much more interesting to listen to.

When you are done with your tactics, remember this. Pay attention to this. When you are done with all your tactics, always, always, always, give a bonus — that is your over-delivery.

I like to give two bonuses. I have one bonus written and I have a second one that I am going to be giving.

Don't list all of your bonuses or even all of your curriculum; surprise them a bit, as it makes for a more interesting call

As there are two people interviewing me, I don't like them to steal the thunder about my bonuses, so I won't list them all. That way I can even surprise them.

If someone is interviewing you and you have a curriculum for them, you don't have to list all the bonuses. In fact, you don't even have to list everything that you are going to be talking about.

Surprise them a little bit so they have a sense of surprise on the call. It just makes for a more interesting call.

Then, finally, have a summary and your closing comments.

In the summary, I like to have a testimonial. I like to get testimonials from people right after they have been on a call because it's nice and fresh in their mind. That is when they are most likely to give testimonials.

That is one of our case studies on your executive summary.

Before we get to the testimonial, let's look at another postcard, which is the third case study. This is another audio postcard.

It's www.MarketingManuscripts.com/audiopostcard2.htm.

Why torture people with long email text messages or long sales letters, now that we have audio postcards with AudioGenerator? Why torture them when you can give everything in an audio postcard with just a few bullet points? These audio postcards work great.

On this postcard, you will see "Audio postcard from Alex Mandossian. Here is what you will learn from this *Marketing Manuscripts* telecourse."

You will see that each bullet is very specific. "Add a 99-word, order page template that has a 94% upsell rate." What is the 99-word, order page template that has a 94% upsell rate? You just saw it. You just read it.

If you went to that previous order page for the Trafficology teleconference, it's that part that says, "Today's Special Value."

Bullet points offer specific promises that are delivered during the conference

If you use that 99-word, order page copy for your upsell, you will upsell over 90% of the time. It's proven.

How about the next bullet? Bullet number three: Apply a proven guarantee that raises revenues and lowers returns. What is that promise? The 365-day guarantee.

Do you see how simple this is? These are very specific promises that are being delivered in the conference.

Are you with me?

Then, you see the same format where there is a \$20 savings if they click to learn more. If you decide to click that link, you will actually go the page that gives all the information about that particular teleconference.

But, I wanted you to see the format of that teleconference from the point of view of the audio postcard.

If you click the fourth case study on the executive summary, you will actually go to the order page that the audio postcard is being sent to. So, you can either click the link or you can click the next page. That is case study number four. You can go straight to the actual order page.

Okay, let's move on to case study number five. This is a conference I did with Stephen Pierce. He is a very well known Internet marketer. This was an ASK™ campaign. The original campaign was at www.AskStephenPierce.com. We asked people what their most important question was about capturing targeted, website traffic at zero cost.

The link I want you to see is at www.AskStephenPierce.com/teleseminar.

"Learn 12 overlooked secrets to capture highly-targeted, website traffic at zero cost." It was a two-hour teleseminar. We had 12 secrets or 12 tactics. Do you know why? Stephen's style is to speak slowly, methodically. I didn't feel we could get 21 secrets in there. So, we focused on 12.

This is a landing page, which says, "Join us for a live, two-hour teleseminar."

Use your
most asked
questions
from your
ASK™ page
to develop
the bullet
points
of your
teleseminar

Then, it says, "Learn 12 Overlooked Secrets To Capture Highly-Targeted, Website Traffic At Zero Cost." That is the headline.

As you go down the page, you see the declarative statement, "Yes! I want to reserve my spot for Stephen Pierce's two-hour teleseminar."

You may have heard me say this before, but it's worth repeating, a little further down, do you see the bullets? "After I attend this teleseminar, I will discover Stephen's time-tested, step-by-step strategies on how to:" bullet number one, "Build online subscription lists fast with little or no money."

Bullet number two: "Attract product buyers, not just time-wasting tire kickers." These were the actual questions that they asked us. Do you see what I'm saying? "How do I build an online list with no money?" was the most asked question. So, that is bullet number one.

"How do I avoid tire kickers?" That question was about those people who are just bystanders, who don't buy. That was the second most relevant and most asked question. That is bullet number two.

The visitors — the list — is actually writing the copy for us. Can you see this? Can you see how powerful this is?

You don't have to learn how to write copy. Just use this model.

If you are interviewing someone, then it's "Adelaide Smith grills Alex Mandossian on how to..." and fill in the topic. If someone is grilling you, then it's, "Alex Mandossian grills Adelaide Smith on how to..." and the topic.

Do you see how simple that is?

"Join us for a live 60-minute, 90-minute, two hour teleseminar." Do you see that at the top? Then, you should have a picture of you, along with the headline or the topic, "The 21 Answers To The 21 Most Important Questions About..." or as we have here, "The 12 Overlooked Secrets To Capture Highly-Targeted, Website Traffic At Zero Cost."

It's simple. It is really easy.

*On your
order page,
you need to
build value
with the
products
you are
offering*

Make sure you put the day of the week. You see here, "Thursday, May 29 at 6:00 p.m. Pacific, 9:00 p.m. Eastern." I like to put both coasts.

This web page generated over \$14,000 for a two-hour call, that is \$7,000 a piece for both of us for just two hours.

My rate in 2003 was \$350 an hour. In the year 2004, it went to \$450 an hour. Even with that raise, I would have only made \$900 for those two hours. Instead, I made \$7,000 minus expenses. I cleared over \$5,500 on this call.

It's simple. It wasn't even my list. Do you see how powerful this is?

On www.AskStephenPierce.com/teleseminar, let's go down the page a bit farther. "I will confirm my registration as follows" and then, you see a link that says, "Special VIP registration."

That link is going to a page, which is not the Stephen Pierce page because I've since changed it. But, we did have a link there for the VIP registration and a bonus gift underneath that.

Below that is another link that says, "Normal registration \$79." I want you to click that link if you are there. If you're not, be sure to look at it later.

When you click that link, you go to what I call the "Value Builder" page. What is a "Value Builder" page? It is a credentializer.

At the very top, you will see, "Learn 12 Overlooked Secrets To Capture Highly-Targeted, Website Traffic At Zero Cost." Of course, that is the title of the course. You will see a box that is checked that says, "Registration fee for Thursday, May 29 teleseminar, \$79." Isn't that the regular price?

Now, if you click another box, you will see that it adds \$20 for the Real Audio recording of the event. If you click a third box, it adds another \$20 for the Adobe Acrobat PDF transcript. You will see the total change in the box that says, "Total Charge Amount."

Do you see what I'm doing there? I'm building value.

If you offer coaching, you should add it as an option for people to purchase, as people are very interested in personal coaching

The Real Audio recording and the Adobe PDF transcript together are \$40. I am stating it in this page. I have established that here, and I've established that the cost of the call is \$79.

Do you know that one out of three people actually come to this page just to check it out, even though they have a VIP discount code? Out of morbid curiosity, they just want to check it out.

If you offer a one-hour private consultation, put your one-hour fee. Click that box and the coaching or high-end program box, and watch what happens.

Once you click all five boxes in this particular web page, you will see that the total is \$3,969. This is called a "Value Builder" page. Believe it or not, even though there's no credit card information asked for, because it is not a secure page, people actually purchased Stephen's time.

People are interested in purchasing coaching.

The "Value Builder" page is something that I invented about a year and a half ago, and I have never moved away from it. It is very powerful.

So, to review, we send an audio postcard or a text message, which links to a landing page.

Our landing page was www.AskStephenPierce.com/teleseminar. At the very top of the landing page, it talks about how long the teleconference is, the title of the teleconference and states the day of the week, the date and the time for both Pacific and Eastern Standard Time.

Then, there is a declarative statement. In this case, it is, "Yes, I want to reserve my spot for Stephen Pierce's live two-hour teleseminar, so I too can learn how to attract and convert more targeted traffic to my websites from scratch, even if I'm on a shoestring budget."

It has bullets of what you will learn and, then, the special VIP registration. Do you see the pattern? There is even an unadvertised bonus gift that people got with the VIP registration. Finally, we have the normal registration link, which goes to the "Value Builder" page.

*Make sure
you use the
principle
of scarcity
to make
people
want to
sign up
right away*

At the very bottom, notice what we added, "Note: This live, two-hour teleseminar is available only for the first 153 people who register on a first-come, first-serve basis."

That is called the "Scarcity Principle."

Whatever amount that your teleseminar is limited to, whether that be 75, 200, 500 or whatever, you want to put that statement in a box at the very bottom.

Folks, you are looking at a template. Use this.

Tens of thousands of dollars have been spent coming up with this template. It absolutely works.

If you use this template, the only thing I ask is that you use my copyright since it is my template, and it is copyrighted. It's very tiny. You can even make it smaller than what you see at the bottom here. Make it "Copyright 2004, Heritage House Publishing, Inc." That's all you've got to do, and you will be good to go.

That is a landing page for a teleseminar. Do you want see another one? That one was for a business-to-business teleseminar. Let's go to the next case study, which is case study number six, www.AskMitchMeyerson.com/teleclinic.

This is the same format. It's not identical, but it's pretty darn close. "Alex Mandossian grills Mitch Meyerson about common sense roadblocks." Mitch is a psychologist. He is also a marketer. He is the CEO of Guerrilla Marketing, and he is Jay Conrad Levinson's partner.

This was a 90-minute teleclinic, so that is the only thing we changed at the top. Instead of two hours, it says, "Join us for this live, 90-minute teleclinic. Time-tested secrets that eliminate the 12 most common roadblocks to your success."

This was formerly an ASK™ campaign. The bullets are from the questions that we got. "Stop my procrastination and cut it out of my life forever." The most asked question was, "How do I stop procrastination?"

When you use an ASK™ page, your customers or prospects are the geniuses writing the copy, not you

The second most asked question was, "How do I feel more confident about growing a successful business?" Word for word, people asked that in droves. That's bullet number two.

"How do I manage my stress and worry?" That was the third most asked question, so that is the third bullet.

Do you see the power of this? They are writing the copy. The only genius is the customer or the prospect, not us.

Now, Mitch opted not to have a "Value Builder" page. I will tell you why. In business-to-business, people know about teleconferences. In business-to-consumer, believe it or not, people don't know about teleconferences. They don't even know what one is.

So, I only put one live link, which was, "Click here for a VIP registration and save \$40 on tuition." When you click that link, you go to an order page that has the same format. It has five bullets and a 365-day guarantee. You will see something very familiar there.

Again, follow it.

That's why you paid for this session, to learn how to get people to register to a teleclinic. That's the toughest thing you will ever do.

The curriculum is not that difficult. Getting people to register is.

I'm giving you the template and I'm showing you various different iterations of it, B-to-C and B-to-B.

With www.AskMitchMeyerson.com/teleclinic, at the very bottom of the landing page, you will see that there is a limit of 153 people. We got less than 100 on this call, but that does not matter. It was a legitimate limit. I have 153 lines, plus three: a moderator, a recorder and Mitch.

One quick tip about teleconferences — always have a backup recording. I can tell you nightmare stories about not getting things recorded.

Get your transcripts out as quickly as possible, or else you risk buyer's remorse and refund requests

On one of my calls, Tracy Childers was on vacation and couldn't get on the call. I didn't get something recorded, and it took us about two and a half weeks to get it all cleared up.

We had to snoop around and see who else recorded the call. We finally got the recording, and we got the transcripts out.

Another tip is to get the transcripts out quickly.

Typically, for my teleclinics, the attendees will get the transcripts within eight to fourteen business days. Believe me, that is moving lightening fast. That is head-snapping speed.

Try taking a two-hour teleseminar, have an audio recording and a nice, spruced up transcript like you get from Heather done in that amount of time. Try to put everything into play: Tracy Childers for the recording, Reva Notkin for the transcription, Heather Kirk for the revisions, editing and sprucing up of the telecripts. Try doing that. It's not easy.

That's really cooking.

You do want to get it out to people as fast as possible. With every day that passes, you are going to get more and more buyer's remorse, and sometimes you will get a few refund requests as a result of that.

Now, let's go back to the executive summary and do one more case study before we take a quick break.

The next case study is found at www.AskPatWyman.com/teleclass.

Go to that page right now, and you will see again the same pattern. "Join us for a live 90-minute teleclass." There's a title, "Answers to the 21 important questions about helping children get better grades." Then, there is the date and time, Wednesday, May 7 at 6:00 p.m., Pacific, 9:00 p.m. Eastern.

The best time to do business-to-consumer teleseminars is after 5:30 p.m. Pacific time, never during the day.

For a business-to-consumer teleseminar, you only use one "Click Here" link, with no "Value Builder" page

With business-to-business teleseminars, sometimes I like to do them during the middle of the day, like at 12:00 noon Pacific, 3:00 p.m. Eastern. But, always do it after hours if you have a business-to-consumer teleconference, because people are working.

Here you see the same pattern: a declarative statement, what you will learn when you attend, the bullets.

What was the most asked question? One guess for everyone.

"How do I get my child to be interested in learning and make it fun?" Well, look at the very first bullet: "I will learn how to motivate my child and spark genuine interest in children 5 to 18 years of age to make learning fun."

The second most asked question was, "How do I build confidence in kids who have been labeled failures?" That was an actual question. That is bullet number two.

The questions came in by the boatload.

Imagine, people are asking these questions at www.AskPatWyman.com. Then, three weeks later, you are showing them the bullets at www.AskPatWyman.com/teleclass, and you are telling them "Click here to register for this call."

Again, you will only see one "Click here" link because this is a business-to-consumer site and a business-to-consumer curriculum. It's not business-to-business, so there is no "Value Builder" page like you saw with Stephen Pierce.

Guess what? When the visitors see something that they helped create, they will support it. That is why the ASK™ methodology is so superior to having a curriculum come from the top of your head.

So, study these pages.

Don't forget, at the very bottom, you see "Copyright 2004, Heritage House Publishing, Inc." Why? Because it's my template.

When visitors see something they have helped create, they will support it

So, if you include the copyright really tiny at the bottom of your page, you can use the template to your heart's content.

Let's take a break. I am going to take a few questions from my group. Then, I am going to brag about two of our students because they have websites that I think are worth taking a look at. They are Debbie Weil and John Lucht.

But, I want to ask the group if there are any questions. Go ahead and ask, and I'll see if I can do my best to answer them.

Bella: I was just wondering if "That One Web Guy" is ready to do some more ASK™ campaigns now. I know he got kind of flooded out in the beginning so I would love to do one. Is he able to take anymore people?

Alex: I will give you Frank's email address, but I will also give you two more web designers that are capable of doing it.

Frank's email address is Frank@ThatOneWebGuy.com.

Bella: He was giving us a very good deal, if I remember.

Alex: I'll give you two other good deals. One is Ken Machen. His email address is Ken@KenMachen.com. His phone number is (901) 763-3492.

The other is Vivian Doan. She works with Marc Harty at www.StrategicTraffic.com. You can reach her by email at VDoan@HartyCom.com or by phone at (877) 268-0139.

Give any of those folks a call, and they will give you the ability to put these things up. If you are technophobic like me, you need to call them.

Don't forget to include the privacy statement whenever you ask for visitors to submit personal information

The only thing I request of all of you is, please, give them some time. Don't say that you need it tomorrow. Give them at least a week to put something up, especially during these times.

Okay, I am going to show off those two websites now.

I am very proud of this first one because Debbie Weil has gone through excruciating pain to put this thing up. I don't mean excruciating pain as in physical pain, but she is so analytical. She doesn't leave any stone unturned. Ken Machen actually got this site up for her.

Debbie went through a dozen iterations before she got this page up. There has been a little bit of help from me, but mostly it has been her.

After just four sessions as one of our students, look at what she did. Go to www.WordBizStore.com/insider2.html.

You will see a picture of her right above the opt-in box. You will see the audio messages there, right by the opt-in box. It's a very good use of audio right at the opt-in box. It's a great picture of her. She actually color coordinated what she chose to wear with her site, which is fantastic.

You will see those five magic words, "I respect your email privacy," right underneath the opt-in box. I'm very proud of her for doing that.

She also has an audio message with that privacy statement.

As you scroll down, you will see that there is a lot of great content and testimonials. I am very proud of this website. It is converting decently, and she will continue to convert as she gets more and more traffic there. You will see some very content-rich testimonials with pictures.

This is a great site for you to take a look at, invest in and even model. Very well done, Debbie.

The next site I want to call your attention to is by another one of our members, John Lucht. John, welcome.

You need to let people know what core benefit they will receive by using your product or service

John: Thank you.

Alex: What is your URL?

John: The URL is www.RiteSite.com/invitation.

Alex: Now, this is what I love about this site. First of all, he has a look and feel that is very consistent.

John just recently came to the direct response world of website management. He has gone up against the likes of www.Monster.com because he is an executive recruiter. He has done a very good job of doing that.

In the past, his websites have typically been more of the corporate variety and not the direct response variety. This is a direct response website.

If you look at it, he has a yellow highlight at the top, "Finally: Being known to the top executive search firms is quick, sure, and easy!" Then, you have a headline, "Getting known to the finest search firms..."

Isn't that what people who want to get recruited want? It's a beautiful benefit. "...while avoiding the others — is the #1 essential of executive-level job-changing. Now it's quick, sure, and easy!"

He repeats that theme. It's a wonderful use of copy.

Then, he tells you, "In less than 30 minutes, you can email your resume to America's top search firms retained to fill executive-level jobs." That's the core benefit.

You have a picture of him and a personal message from him. You see how long he has been in the business. It tells you that he is the best selling author of *Rights of Passage*. All the information is there.

Make sure that when you use audio buttons, you say "Listen" for those users who are not familiar with those buttons

He has a wonderful use of audio here. He has audio testimonials. The first one, as you can see, says, "Listen to Seamus Hurley." For people who don't know what those buttons are, that word "Listen" is key. There are other buttons to "listen" to, as well. Basically, he is giving you a little tutorial throughout this whole website.

Probably one of the most powerful sections on this whole webpage is under number one, "Identification of rights-honored firms." It says, "Click here to see the 464 firms I want you to reach."

When I saw this, John, this astounded me. He has the phone numbers and the locations of the firms that are rights-honored firms. I am assuming that means they are firms which he has worked with, and they are ones he trusts.

Talk about rapport building and credibility. You can't get any better than that.

He has some more audio going down the page. Notice how narrow the web page is with the copy. It's very easy on the eyes. And, the eye gravity goes from left to right. It doesn't go from all the way on one side to all the way on the other side. It's easy to read, and it's easy to print.

The only thing I would do is add a "Print this page" icon at the top, so if people don't have time to read it online, they can print it. They can always listen, but it's good to get them to print it out, as well.

His core value proposition here is to become a member. So, he is asking for the first and last name of the person who wants to be a member, then the telephone. He even has non-U.S. telephone, which I think is very clever and probably relevant to his business.

He has a few other areas that are unique, like "Do you want to receive John Lucht's thoughts and suggestions by email?" Yes or no. Then, he has a referral code. It's just a very well done site. As he draws more and more traffic to it, my sense is it is going to do very well.

John, is this the first time you've gone to the direct response style of websites?

Get your message across with your headline, and have everything else be support material for that

John: Oh, yes.

You gave me the assignment, which I was slow to implement, and slow to figure out how to do it or even to get an angle for it.

As you say, I went through the percolating stage or the incubation stage. Then, finally, I got the concept out of the many, many, many things that this site already does, and I chose one key thing to feature at the top.

Plus, for those who don't care to read the endorsements, they can listen to this whole thing and ignore any reading.

Alex: It's a very clever use of audio. I'm just so proud to see this because you put it together.

It doesn't even need to be perfect. It is near perfect, but it doesn't even need to be because you get the message across through your headline, and everything else is support material.

Congratulations, and please keep us posted on how you do with this site.

John: Sure. Thanks.

Alex: Now, one thing that John can do here at www.RiteSite.com/invitation is have a very simple, ethical bribe such as, "21 of the biggest mistakes people make when looking for a job."

I'm just throwing that out.

I'm sure, because he has been in the business 30 years, he knows the biggest and most egregious mistakes people make.

You can create a closer relationship with your visitors by having a very simple, ethical bribe

As people opt in to that ethical bribe, when he has got about a thousand people on his list, guess what he gets to have — a teleconference.

Do you know how?

He gets a site up at www.AskJohnLucht.com and asks something like, "What is the single, biggest problem you face in finding an executive recruitment firm?" or "What is the single, biggest problem you find in getting a well-paying job?"

Then, people type in their problems.

The topic then becomes the solutions to the 21 biggest problems of finding the right job or a well paying job, whatever the question may be.

Do you see the pattern here, folks? Do you see how simple it is?

He is one breath away from creating a closer relationship by having a very simple, ethical bribe — simpler even than the one he has going for him, which is becoming a member.

There is less of a commitment by getting a PDF report, "21 of the most egregious mistakes in finding a well paying job" or "Mistakes that people make when they're interviewing for a job." He knows his business.

So, John, you figure out what the title of that special report is going to be.

You can get those names, and then, once you have 800 to 1,000, have a teleconference. Put up your website, www.AskJohnLucht.com. Ask them, "What is your single, biggest problem you face in finding a well-paying job?" or whatever your topic is. It doesn't matter.

Have them fill those in, which they will. Then, your curriculum will end up being a number: 7, 12, 21, 52 answers or solutions to the biggest problems interviewers face. There you have it.

Make sure you record it and transcribe it. There lies a product that he can sell for \$39 on this site. If John offers the recordings and PDF transcript on

Once you have your teleseminar in transcript form, you can even sell it on its own stand-alone website, to which you can drive traffic

this site, even if somebody doesn't want to use his services, he can get sales from people who were going to abandon him.

The exit pop-up could say, "Wait! Before you go, if you don't want to become a member, why don't you pick up the new audio eBook fresh off the press, *21 Solutions to the Biggest Problems Interviewers Face With Executive Recruiters*."

Again, it's coming off the top of my head, but I think you get the idea. It's there, and John, you are one breath away from capturing it.

A simple, ethical bribe on a landing page, www.AskJohnLucht.com, and once you build one through a simple bribe, email your list. Then, have the teleconference. Transcribe it. Record it. And, you have yourself a product as an exit pop-up on this page.

It's simple.

Actually, you could even sell it on its own stand-alone website, which you can drive traffic to through Google or any of the search engines, or even as a joint venture. It's just another idea for everyone to chew on.

Let's move on to more case studies. We want to go to case study number eight, which is www.MarketingManuscripts.com/testimonial.

If you just had a teleseminar, you want to have a sales page to sell the audio transcripts to that teleseminar, right?

You just had the teleseminar, and you can make more money from it from the back end of what you just created in real time. Isn't it conversational?

You don't need to write anything. You already talked. Get that talking into transcription form, and you have just created a product, which you are now going to resell.

Don't you want testimonials to put on your page? I hope you do.

Here is what you do. You have an ASK™ campaign.

*You can
use your
curriculum
as an
ethical
bribe for
people who
give you a
testimonial*

This happens to be for Marketing Manuscripts, but whatever your URL is, have a your campaign at "/testimonial" — www.XYZ.com/testimonial.

This page should say, "Submit your testimonial below, and Alex's executive summary will be emailed to you within 24 hours." Ask for their name and email address.

Now, I don't go for anonymity here. I ask for their name and email address. I'll tell you why in a second.

Imagine you have just listened to a content-rich teleconference — one that is specific, relevant, applicable, practical and memorable. Those are the elements of content.

Imagine you just listened to one. You're excited. You've got chills going down your back, and you want to give great feedback to the person.

Many times, there is no vehicle or form to do that. Now, you've just created a form if you have this testimonial page. You introduce it to them before the call. You have them go here. It says, "Submit your testimonial to get...," and they get an ethical bribe in exchange for their testimonial.

Do you know what bribe I typically give? I will give my curriculum as the bribe to get a testimonial. Isn't that the best use of my time? I already have a curriculum. It's clean. I'm reading from it.

I have all the case studies. I have all the websites. They probably have missed a few of them until the transcripts and the audio come 10 or 14 days the line.

Don't you think they are going to want the curriculum that you read from? Now, do you see the importance of having a nice, clean curriculum?

You can give the curriculum as the bribe to get a testimonial.

Here is the best part: "Your name and email address." You can create a sublist of people who are giving you testimonials. Are those not the best people to market to?

*When you
are building
a sublist
from
testimonials,
the list
might
start small,
but the
important
thing is,
you are
building one*

They are actually giving you a testimonial for the teleconference that you gave. Isn't that creating a huge sublist of evangelists that will listen to paid teleseminars in the future? You better believe it.

Please do this.

I now have over 1,500 people who have given me testimonials after teleconferences. People wonder how, from a list of 2,000, I can get upwards of 250 to 400 people on a call.

That is how. I have a sublist of people who have given me testimonials after an event. You will, too.

Believe me, you may get just 20 or 30 testimonials. So what? That is how it starts. Rome wasn't built in a day. It wasn't destroyed in a day either. Build it one testimonial at a time. You will create a fabulous sublist of teleseminar evangelists if you use this technique.

No matter who does your web work, you need to get them to put this page up before you begin the teleconference.

Some of you may have heard some of my tactics before, but the ones you've heard will have a different spin to them because that's what content is — applying it in different ways, relevance in a different way.

At the very end of almost every teleseminar I give, there will be a testimonial page, that way we can capture those testimonials and put them on our sales letter when the audio transcripts are ready for resale.

Let's go through these next three case studies. This is a set of case studies done for my mentor, whose marketing I do. His name is John Childers.

Many of you know him. Many of you have taken his course. Many of you have seen me speak at a John Childers conference.

If you haven't, you can go to www.SpeakingWithJohn.com. The old sales letter is there right now. There is going to be a new sales letter put up within the next 30 days, which I am personally writing.

You cannot get someone to come to an expensive training through email or direct mail, instead use teleseminars

Right now, John charges \$5,000 up front to come to his training. How do you get someone to come to a \$5,000 training? Do you do it with email? No way. Do you do it with direct mail? Hardly. It's very difficult.

You do it with teleseminars.

Here is what we are about to do next year: three teleseminars, all of which are going to be free, held within a seven day period. Those listeners are going to get to know John Childers very well. I'll be doing some teaching during that time period as well, which will be selling the conference.

The thing that comes between an email and a physical conference is a teleseminar, isn't it? The only difference between a teleseminar and a physical seminar is, you don't physically see the person.

Think about it. What happens if nobody shows up to your teleseminar?

You may already be in your pajamas or boxer shorts. All you do is hang up the phone. There is no A.V. equipment to lease. There is no hotel room to block out. There is no travel time. There is nothing.

It is the most convenient way to build a constituency.

We have literally built seminars through teleseminar marketing, and John Childers is going to be another one that we are going to do this with.

So, go to www.SpeakingwithJohn.com/default2.htm.

This site is not live, so the audio doesn't work yet. This is a site that was done by Ken Machen, whose name I gave earlier. He did fabulous work.

You will see the pattern is the same. "Join us for our live three-part teleclass series."

We call it teleclasses because that is what I wanted to call it. "How to sell from the platform." That is what John teaches, platform selling. He's not a fee-based speaker. He is a platform-selling speaker.

He speaks for free and sells product in the back of the room.

If you have a high-end product, use a series of three, free teleclasses to draw people in, and let them get to know you

"Give me three hours, and I will train you how to become a member of the world's highest paid profession." If you have heard him speak, that is what he says he does.

There are three teleclasses, which will be held on a Tuesday, Thursday and Tuesday. This is a proven model, people. Use this if you have a high-end product.

I know there are those of you who can use this model — Tuesday, Thursday, Tuesday.

You don't need to hire me to do this for you. If you want, you can. It will put you back a few bucks. You can do this just by using this case study.

Next on the site, www.SpeakingwithJohn.com/default2.htm, you will see it says, "Count me in, John. Reserve my teleslot." Then, you have the declarative statement and the bullets.

The number one question that people asked was, "How do I find a high, in-demand market niche? How do I find a topic?" So, that is the number one bullet here.

The second most asked question is, "How do I develop an information product that sells?" Well, look at the second bullet: "Develop my own winning information products from scratch."

The third question, "How do I sell from the platform?" becomes bullet three "Adopt my own persuasive, public speaking style."

I've taken the information they've given me, and I've just used marketing Judo and put it in bullet form. "Learn to pitch from the platform without being too pushy." Isn't that an elegant bullet? I love that one.

Then, at the bottom, you will see a VIP code registration.

If someone has a VIP code, they click that link, and they will go straight to the page. This is a free teleseminar, right?

If you click that link, you see: full name, phone number, fax, email and the "Priority Code." Then, you have a button, "Sign me up as a VIP, so I save \$149." That is right on the button to be clicked.

Why do I do that? That pulls better than the word "Submit."

Why do I ask for their phone number? That way we can close them. We have a phone list. We have qualified leads. Our people, who have come to one to three teleclasses and listened to John, aren't they better sales leads than people who haven't?

Why is there a fax here? I want to fax broadcast them. I want to send them a fax and tell them when the call is happening. It only costs me six cents.

Why is there an email? That's obvious.

And, why is there a VIP code? That is where they are going to put their code.

You see, this is a free call. I haven't shown you this type of page before. With a free call, the key elements are to get their name, their phone number, their fax and their email. That's what you need.

They are saving \$149 tuition because it's a free call.

Believe me, if you know John and if you know me, these calls are going to be worth a heck of a lot more than \$149. They will be worth thousands of dollars because we are not going to hold back on content.

Let's go back to the main page, www.SpeakingWithJohn.com/default2.htm.

You will see, "Normal registration — \$149 (No VIP code)." If you click that link, you will get to the "Value Builder" page.

Why do I have a "Value Builder" page here? This is business-to-business. In business-to-business, people know what teleseminars are. Therefore, I have a "Value Builder" page.

Click any of the boxes, and you will see that the total charge amount goes up.

*Any time
you offer
a free call,
you want
to be sure
to get each
listener's
full name,
phone
number,
fax number
and email
address*

People who go through the process of your free teleclasses will be your best leads for your paid seminars

"Non-VIP Registration for Childers Teleclass Series, \$149; MP3 recorded download files (3-Part Series), \$30; Adobe Acrobat PDF transcripts (3-Part Series), \$30; One-Hour Private Consultation with John Childers, \$750; Four-Day LIVE! Million Dollar Speaker Training™, \$25,000."

With the audio and PDF files alone, that is \$60 in value that I have already established.

As for the cost of his training being \$25,000, if you know John, then you know how that works. Basically, he allows you to finance 80% of it. He only makes you pay \$5,000 upfront to attend.

Then, at the bottom of the main site, as well as on the "Value Builder" page, you have a fair warning of how many people are eligible to attend on a first-come, first-serve basis — 153.

I hope this looks familiar to you by now.

The "Value Builder" page is a very hot process of getting people on board to your teleclass. Do you see how this works?

Again, www.SpeakingWithJohn.com/default2.htm is the landing page. www.SpeakingWithJohn.com/value.htm is the "Value Builder" page and www.SpeakingWithJohn.com/priority.htm is the fill-in form for the freebie.

If you have a free teleconference, this is the format I recommend that you use. I recommend that you ask for their full name, phone, fax and email. That way, you can close them on the conference at a later time.

People who have come through the process are your best leads.

At the very bottom, there is the copyright, "Heritage House Publishing, all rights reserved worldwide." That is because this is my model. You can use it. Just put those words at the bottom, and you are good to go. You don't have to pay a copywriter thousands of dollars to do it.

So, study those three samples and case studies for a free teleseminar concept. I promise, you will learn everything you need to know about teleseminars.

You must have a success page that will confirm a person's registration to your teleseminar

This is the free version. You saw the paid version earlier. The free version is used to get people signed up for a very high-end product — in this case, a \$25,000 training.

The next case study link is www.AskPatWyman.com/teleclass/success.htm.

This is what I call my "Success" page. After they have registered, whether they have paid or whether they have just signed up for free, this is the page I like to show them.

The first paragraph gives them the title of the teleseminar and let's them know that they have confirmed their registration.

The second paragraph tells them that they will be getting an electronic confirmation by email. The third paragraph gives them the call number. The fourth gives them the pin code. The fifth paragraph gives them when the teleseminar will start.

Then, the next two paragraphs tell them that the time is kept according to www.Time.gov, then there is a phone number and a signature.

Do you see how simple this is? Just for good measure, there is a "Print this page," so that they can print the page and stick it on their wall. They have a piece of cyber real estate in their home or office.

When someone registers for one of your calls, whether it's free or fee-based, you have a thank you page like this. I call it the "Success" page. It follows this pattern.

It would have had the same look and feel for Mitch Meyerson as you saw before. It would have had the same look and feel for Stephen Pierce. For either of those, you just add a "/success.htm" to their web pages and you will see the success page. They are all up there.

Here is the important point. Always, always, always give the page, and then, send them an auto responder with the same information. Also, if you can afford it, send a fax broadcast for six cents with the same information.

Take in this content and use these templates and you can achieve success with teleseminars

Send an auto responder. Have a thank you page just like this one after they have registered, whether it is fee or free.

Then, if you can afford it, send a fax broadcast.

In future teleclinics, I will tell you about a fax broadcasting company that I personally work with, and I have been retained to do the marketing for in the coming year.

I am going to invite the CEO and President of the company. He will tell you all about their fax broadcasting system. It's very, very interesting and very profitable. I am not talking about spam. I am talking about just confirming.

People ask me, "Hey, what do they see after they've registered online?"

Well, I'm showing it to you right now. It is called the "success" page or the "thank you" page. That is what people see.

If you want to see what Stephen Pierce's teleseminar success page looks like, go to: www.AskStephenPierce.com/teleseminar/success.htm. You will see the same format, just a little bit of a different look and feel.

You can do the same thing. I want to spoon feed you with this stuff because that is content. Have you gotten content?

This is what content is.

You see exactly the specifics. You see the relevance. You see how applicable, how practical and how memorable this is. And, I keep reiterating myself because that's where memory comes in.

In the next case study, you will see a "mail to" address. If you click it, your email client will pop up with a "mail to:" teleclinic@ThatOneWebGuy.com.

If you send a blank email to that address, you will get a message auto responded back to you giving you the next teleclinic information.

I want to give you another example of content.

If you are a content provider, people will listen to you and follow you to the ends of the earth

Content is king. Content develops rapport like the Pied Piper of Hamelin. You will have teleseminar constituencies following you because that is what content does.

It's like a flute. It's a magic flute, and you will be following the content provider. I hope that you are the content provider because people will follow you and listen to you. They will go to the ends of the earth to follow you.

I have people calling from New Zealand. I have one gentleman who calls in from Greenland, another gentleman who calls in from Australia constantly.

The gentleman from Australia has been to three conferences to personally see me. His name is Simon Chen. He has flown in from Australia to see me because he believes in the content.

He wants to develop an empire of Internet marketing conferences in his neck of the world. Right now, it's very hush-hush and quiet. But, that is what he planning on doing, and he wants to model some of the things that I have done in building seminars.

I honestly don't think I'm the best at it. I don't think I'm the worst at it. But, I do know that I provide content because I get that feedback.

That is what I want you to do.

I want people to give you nines and tens for your content because you can never go wrong. There is no smoke and mirrors with content.

If you teach people how to apply what you're teaching, if it's specific, relevant, applicable, practical and memorable, they will follow you.

Let's go to the next case study: www.MindMotivators.com. This is a project that has personally made me \$50,000 in a year. It took about four to five hours to prepare, and the call itself was three and a half hours.

This is the sales page after the teleconference has been generated. I wrote it. Check it out. Read it. Go through the whole process.

You can use pieces of your content on your sales page in order to entice people to opt in

Frank Deardurff put up the web pages for Mind Motivators. You can reach him at Frank@ThatOneWebGuy.com.

I wrote the pages. www.MindMotivators.com is a joint venture between Yanik Silver and me, "21 Mind Motivators: Psychological Tactics to Capture More Profits." You see a picture of Yanik Silver on the left and me, Alex Mandossian, on the right.

As you go down this page, you will see some great action devices.

One of the most powerful ones I have ever used, personally, is where I tell them, "Look, these Mind Motivators are very powerful. The most powerful thing about them is the transparency factor that makes every single Mind Motivator so dangerously powerful, which is why we want you to use each one morally and ethically."

"If you feel the same way," I tell them, "then chances are, you've sensed that I've used a few Mind Motivators on you. Well, the fact is, we've used 11 Mind Motivators on you."

This is near the bottom of the page. I tell them, "If you want to find out which Mind Motivators we've used up until this point in the copy, opt-in."

Around three-quarters of the way down the page, you see: First name, email address, and, "Send me the Mind Motivators Revealed." Plus, you get a PDF of the Mind Motivators that I've used. It's pretty darn cool.

If you scroll up a bit, you will see, "These raving reviews are pouring in from all over the world."

There are, I think, about 50 of them. Guess where those rave reviews came from? Those rave reviews came from a testimonial page that we put up. All of those testimonials came within 24 hours of our call.

I am showing you the results of the call. The call itself made over \$30,000. We made an additional \$30,000 to \$35,000 so far, and it's still going strong off of the sales page. This content was produced in one afternoon. It was a three and a half hour teleconference. That was it.

Consider offering a "try before you buy" opt-in for your prospects

We gave away bonuses. One of the bonuses was the curriculum to the call. Does this sound familiar?

Do you see how everything is coming together here?

The headline reads: "Let us hand you 21 top secret methods to instantly and ethically persuade prospects to buy now and start influencing customers to keep buying forever no matter what business you are in."

You can read it and print out the page. When you leave, you will find that there is an exit pop-up, which offers three free Mind Motivators.

If you want three Mind Motivators, you can get them with the exit pop-up.

That gives you audio transcripts of what those mind motivators are like. It's a "try before you buy." There are two opt-ins, one in the middle of the page and one at the very end.

The reason I am showing you this is because this is the end result of a teleconference. The cost of attendance for the teleconference was \$49. This is \$79 because it's the audio transcript of the teleconference.

Those who attended the teleconference got the transcripts for \$49. They saved \$30. Everything is legitimate.

Then, you have all the Mind Motivators. The upsell is the resale rights to the entire content. So, if you want to resell it, we sell the resale rights for, I believe, \$149. You can make a lot of money from this. It was from one, single teleconference.

The final case study I have today is www.MarketingBrainDump.com.

This was also an ASK™ campaign, and it was a teleconference. We got hundreds of questions about Internet marketing. Jonathan Mizel and I picked 52 of them. Do you have any clue why we decided to pick 52? There are 52 weeks in the year.

We have a 52 week coaching program.

*With a
teleseminar,
you can
make
money on
the front
end and
the back
end, plus
it leads
to other
products*

Here is the best part of this, and you can use this as your own model. Marketing Brain Dump just answers 52 questions on how to make more money online, and you can get all of this stuff for free.

If you scroll down the page, the Bronze version is free. All we need is your first name and email address. The disadvantage of this version is you must be online to listen to it, which is not very convenient.

With the Silver version, you get the PDF transcript and the audio version of the call. That is \$47.

The Gold version includes everything in the previous two version, plus the resale rights for \$147.

Do you see the way this works?

Off of one, single call, you can generate tens of thousands of dollars conveniently, methodically and consistently, so that you can sustain repeatable profits over and over again from a single teleconference.

You cannot do this with any other medium of teaching. You always have to back pedal. Even with a physical conference, you have to edit the audio or you've got to edit the video, which is a big headache.

With a teleconference, you are at home. You are very comfortable. You're sitting in your seat. You give the content.

You prepare for it. Hopefully, you prepare for it doing the timeline as I suggested. Then, you give the curriculum away as a bonus in exchange for testimonials. You write a sales letter and boom, you're off and running.

You make money on the front end. You make money on the back end. It just leads to other products.

This is the power of teleseminars.

I have shared 15 case studies with you. Hopefully, they were content-rich enough for you to go back over and over again.

*If you have
not already
gotten an
ASK
Database™
up and
running,
now is the
time*

One of the tools I recommend that you use, if you don't have it already, is the ASK Database™.

You can go to www.AskDatabase.com and take a look at the website.

Get this. For the ASK Database™, we sent out a questionnaire last December. Many of you got it. It said, "Yes or no, John," which made people wonder what is the "Yes or no" about?

When people opened up the email, it said, "In 1993, as an infomercial marketer, I learned a secret. I learned that the cheapest media time and the time when everyone was home ready to buy stuff from television was during a one week period between December 26 and December 31."

Media time was dirt cheap because no one else was doing stuff.

People were home buying stuff by the truckload. I have experienced three record years during that one week period online. My colleague, Armand Morin, has done the same thing.

My question to each of those who received the email was, "If I have a teleconference on the 30th to launch my ASK Database™ and to reveal all the different case studies of how the ASK Database™ has been used over the past year, would you be willing to attend?"

"Mark 'yes' if it's yes and 'no' if it's no. If I get more yeses than no's, I'll hold the teleconference from my mother's home in Pasadena, California. If I get more no's, I will not."

So, what am I doing?

I'm finding out a few things out. Number one, are people going to attend?

Number two, for those people who said yes, isn't that a great memory device? Plus, I was launching the ASK Database™, which is very important to me because I've worked hard on it.

*Create a
sample
curriculum
for a 60-
minute
teleseminar
on your
topic of
expertise*

Frank and his team over in Terre Haute, Indiana have worked over 1,400 man hours and programming hours to put this thing together.

Therefore, we wanted to launch this big. That is why we did the ASK™ campaign just to get people on the call for the teleconference.

Go check out www.AskDatabase.com.

Also, the teleconferencing system I use is VoiceText.

You can check them out at www.VoiceText.com, or you can call Eileen Williams. You can drop my name if you wish.

I believe if you drop my name, they won't charge you a set-up fee, plus they will give you 25 extra lines.

The toll-free number there is (800) 326-3020. They are not the least expensive, but they are the most reliable in my experience.

You can use Black and White Telecommunications. They are reasonably priced. I haven't used them as much as VoiceText because a lot of my teleconferences have over 400 or 500 people.

I always rely on VoiceText. I always use them as a backup recording.

That concludes this session.

My wish for you is for you to create a sample curriculum for a 60-minute teleconference on your topic of expertise.

Create the initial story for the beginning.

Create the case studies and the content in the middle.

Create why the teleconference came to be.

Create a 30-second background about yourself.

Then, create a summary, as well as an ethical bribe, which, hopefully, is your curriculum so that you can get testimonials.

You don't have to run to get these pages up online, not unless you have a list and you are ready to go. But, at least, you know now how to do it inexpensively and effectively.

I wish you good sales and good luck with your teleseminars.

*Remember,
use your
curriculum
that you
create as
your ethical
bribe*