

## EXECUTIVE SUMMARY

Conversion Secrets Tele-Clinic Series (4 of 8)

# "How To Pull More Cash Out Of Your List"

## QUOTE OF THE MONTH

"We don't see things as they are, we see things as we are."  
- Anais Nin

## ACTION PLAN

1. Participate in **CONTENT-RICH** teleseminars
2. Write 3 case studies using the **P-A-R FORMULA**
3. Create a **TIME-LINE** for 60-min. teleseminar formats
4. Develop a teleseminar **CURRICULUM** on your topic

## CASE STUDIES

- [www.AskAlexMandossian.com](http://www.AskAlexMandossian.com)
- [www.trafficology.com/alex.html](http://www.trafficology.com/alex.html)
- [www.MarketingManuscripts.com/audiopostcard2.htm](http://www.MarketingManuscripts.com/audiopostcard2.htm)
- [www.mcssl.com/app/javanof.asp?MerchantID=42905&ip=657.458.238.632](http://www.mcssl.com/app/javanof.asp?MerchantID=42905&ip=657.458.238.632)
  
- [www.AskStephenPierce.com/teleseminar](http://www.AskStephenPierce.com/teleseminar)
- [www.AskMitchMeyerson.com/teleclinic](http://www.AskMitchMeyerson.com/teleclinic)
- [www.AskPaulColligan.com/teleseminar](http://www.AskPaulColligan.com/teleseminar)
- [www.MarketingManuscripts.com/testimonial](http://www.MarketingManuscripts.com/testimonial)
  
- [www.SpeakingWithJohn.com/default2.htm](http://www.SpeakingWithJohn.com/default2.htm)
- [www.SpeakingWithJohn.com/value.htm](http://www.SpeakingWithJohn.com/value.htm)
- [www.SpeakingWithJohn.com/priority.htm](http://www.SpeakingWithJohn.com/priority.htm)
  
- [www.AskLesBrown.com/teleseminar/success.htm](http://www.AskLesBrown.com/teleseminar/success.htm)
- <mailto:teleclinic@ThatOneWebGuy.com>
- [www.MindMotivators.com](http://www.MindMotivators.com)
- [www.MarketingBrainDump.com](http://www.MarketingBrainDump.com)

## TOOLS

- ASK Database™..... [www.AskDatabase.com](http://www.AskDatabase.com)

## RESOURCES

- Voice Text – [www.VoiceText.com](http://www.VoiceText.com) (Eileen Williams, President).....(800) 326-3020

## NEXT STEPS

Create a sample curriculum for a 60-minute teleseminar on your TOPIC of EXPERTISE.