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# Alex Mandossian's Teleseminar Secrets™



## 21 Time-Tested List Building Ideas

TACTIC	MARKETING METHOD	FEE	FREE
1. E-zine Advertising	E-zine ads that offer free/fee teleseminars	X	X
2. On-/Off-line Articles	Articles that offer "recorded live," content-rich teleseminar on specific areas of expertise		X
3. Study Guide Answers	Answers to teleseminar Study Guide that "transparently" reveals Interviewer notes		X
4. Preview Call	"Shy Yes" page that leads to tele-registration	X	X
5. Auto Responders	Offer free teleseminars to prospects on Day 7 of a relevant auto responder email sequence		X
6. Google Adwords	Purchase paid keyword phrases that build a teleseminar "topic-specific" list from scratch	X	
7. Testimonials	Capture opt-ins from authentic endorsements		X
8. Signature Files	Teleseminar "ethical bribe" sent via JV emails		X
9. Chamber Commerce	Join your local Chamber and offer teleseminars	X	X
10. Business Cards	Teleseminar "offers" on back of business cards		X
11. Direct Mail Postcards	Teleseminar "offers" via "snail mail" postcards	X	X
12. Paid Affiliate Calls	Affiliates promote \$1 or \$20 "Preview Calls"	X	
13. Public Speeches	Tele-content "ethical bribe" via platform talk		X
14. Radio Interview	Tele-content "ethical bribe" via radio interview		X
15. Opt-Out Offers	Tele-content "ethical bribe" on "opt-out" page	X	X
16. Tele-Introduction	Live URL reference by tele-guest or tele-listener		X
17. Blog Post	Blog news story on upcoming live teleseminar		X
18. Tele-Replays	Tell-A-Friend invitation for "replay" listeners		X
19. Package Inserts	Free teleseminar as "Unadvertised Bonus Gift"	X	X
20. Podcast Opt-in	Teleseminar offers via "time-shifted" Podcasts		X
21. Solo Email "PS"	JV Partner offer via solo email broadcast offer		X

*Tested Marketing Methods To "Sell From Your Seat"*