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



## EXECUTIVE SUMMARY

# Tele-Promotion Strategies - Module 1 of 8 "How To Win More Sales At The Speed Of Sound"

## QUOTE OF THE MONTH

"If you want to persuade the world, use the human voice."

- Roy Williams

## ACTION PLAN

1. Decide on a **TELESEMINAR FORMAT** you want to test
2. Conduct a **FREE TELESEMINAR** for valuable "chair time"
3. **RECORD** and **TRANSCRIBE** your calls for new info products
4. Create your curriculum for **MONTHLY PROSPECTING** calls

## CASE STUDIES

- **Free ASK™ Campaign:** [www.AskPaulColligan.com/teleseminar](http://www.AskPaulColligan.com/teleseminar)  
[www.SpeakingWithJohn.com/teleseminar](http://www.SpeakingWithJohn.com/teleseminar)
- **Paid ASK™ Campaign:** [www.AskMitchMeyerson.com/teleclinic](http://www.AskMitchMeyerson.com/teleclinic)  
[www.AskPatWyman.com/teleclass/index.htm](http://www.AskPatWyman.com/teleclass/index.htm)
- **Ask The Expert:** [www.AskMyPublicityQuestion.com](http://www.AskMyPublicityQuestion.com)
- **Event Preview:** [www.TheNextLevelSummit.com/preview.htm](http://www.TheNextLevelSummit.com/preview.htm)  
[www.MegaSpeakingEmpire.com/preview\\_schedule](http://www.MegaSpeakingEmpire.com/preview_schedule)
- **Radio Sponsorship:** [www.TheInsideSuccessShow.com](http://www.TheInsideSuccessShow.com)
- **Virtual Book Tour:** [www.JustAskHarvey.com](http://www.JustAskHarvey.com)  
[www.AskBillClinton.com](http://www.AskBillClinton.com)  
[www.AskStephenCovey.com/askthanks.php](http://www.AskStephenCovey.com/askthanks.php)
- **Challenge Call:** [www.5000DollarChallenge.com](http://www.5000DollarChallenge.com)
- **Monthly Prospecting:** [teleclinic@ThatOneWebGuy.com](mailto:teleclinic@ThatOneWebGuy.com)

## FEATURED TOOLS

- **ASK Database™** ..... [www.AskDatabase.com](http://www.AskDatabase.com)
- **AudioGenerator™** ..... [www.AudioGenerator.com](http://www.AudioGenerator.com)
- **1ShoppingCart™** ..... [www.1ShoppingCart.com](http://www.1ShoppingCart.com)

## RESOURCES

- **Audio Recording:** Michael McCoy — [Michael@InternetAudioGuy.com](mailto:Michael@InternetAudioGuy.com)..... (404)606-7842
- **Web Design:** David Mizrachi — [Dave@UltimateMarketingMinisites.com](mailto:Dave@UltimateMarketingMinisites.com)..... (954) 290-7418
- **Tele-Bridge Line:** Shannon Seek — [Bridge@SeekSolutions.com](mailto:Bridge@SeekSolutions.com) ..... (415) 924-8856
- **Transcription:** Reva Notkin — [RevaTrans@Comcast.net](mailto:RevaTrans@Comcast.net)..... (215) 969-0356

## NEXT STEPS

Participate in our "Master Mind Group" at: [www.TeleseminarSecrets.com/mastermind](http://www.TeleseminarSecrets.com/mastermind)