

Alex Mandossian's

Teleseminar Secrets™

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

Volume 1



The Eight *Teleseminar Secrets* Modules

- 1** **Tele-Promotion Strategies:** “How To Win More Sales At The Speed Of Sound”
- 2** **List Building Strategies:** “How To Build A Highly Responsive Online Database”
- 3** **Registration Strategies:** “How To Persuade More Tele-Prospects To Sign-Up”
- 4** **Attendance Strategies:** “How To Inspire More Tele-Registrants To Show-Up”
- 5** **Curriculum Strategies:** “How To Consistently Craft Tele-Content That Sells”
- 6** **Joint Venture Strategies:** “How To Prosper By Interviewing Industry Experts”
- 7** **Selling Strategies:** “How To Motivate Your Listeners To Buy On Command”
- 8** **Outsourcing Strategies:** “How To Offload Busy Work To Reliable Vendors”



About Alex Mandossian

Alex Mandossian is considered one of the top 10 freelance direct marketers in America today and owns one of the largest marketing libraries ever assembled ... with over 1,800 rare books and volumes dating back to the 1800's.

During the past 14 years, Alex has helped his clients generate over \$203 million in sales from TV spots, infomercials, QVC, Home Shopping Network, national retail catalogs, space ads in *Parade Magazine* and USA Weekend, direct mail, web marketing, and of course, postcards.

Here is what Mark Victor Hansen, public speaker and best-selling author of *Chicken Soup For The Soul* and *One Minute Millionaire* series, has to say about Alex:

“The first time I watched and heard Alex Mandossian give a marketing presentation, my pen ran out of ink because I took so many notes! Alex's greatest gift is the way he uses the power of stories to make his marketing strategies stick in your mind.”



With one of Alex's websites that sells just one product, Alex makes five-figure cash profits every month, and has done so — on auto-pilot — since that site went live in April of 2001.

To create a sense of community, allow people to introduce themselves about 10 minutes before the teleseminar begins

Alex: My name is Alex Mandossian. I'd like to welcome you to *Teleseminar Secrets — Tested Marketing Methods To “Sell From Your Seat.”*™ This is module one of eight entitled “Tele-Promotion Strategies, How to Win More Sales at the Speed of Sound.”

We are going to dive right into the content on how to sell from your seat through teleseminars.

With each teleseminar I offer, I invite people to introduce themselves before calls. There is a reason for that. We want to get a sense of community, and it's very difficult to do that with a teleconference.

You always want to give introductions about five to 10 minutes before a call. If you have a lot of people on the call, you want to begin introductions about 10 minutes before.

Understand, a lot of people will come on right before the start time, and it may create a little bit of mayhem — but that's okay.

Unlike a public speaking environment, you don't have that sense of community, and a lot of people are multi-tasking when they are on the teleconference. That's why we have cheat sheets — worksheets — for each of our teleconferences.

We have a cheat sheet for this session. You can download it by going to the members only area at www.TeleseminarSecrets.com/online. The site is password protected. The user name is “socrates” and the password is “ts3964.”

Using voice through a teleseminar allows interaction and a high level of intimacy

Please go to that site, download the PDF documents — the worksheet and the executive summary — and print them out. This will allow you to follow along.

Now, I want you to have the executive summary in front of you that you downloaded from the members only area.

You will see the quote of the month by Roy Williams. He is known as the “Wizard of Ads.” He has the Wizard Academy down in Austin, Texas. He says, “If you want to persuade the world, use human voice.”

I believe that. I’ve used my voice to persuade. I hope you will use your voice to persuade.

The reason I believe voice is so powerful unlike copy, even unlike television and radio, is because when you use voice through a teleseminar, you have interaction. You have a high level of intimacy.

We are going to talk more about that in a moment.

Voice is a passive medium. It’s not active. You don’t have to pay attention like you do when you read a book or a how-to course. It’s passive, almost like listening to a Nightingale Conant audio tape in your car or during dead time.

Well, a teleseminar isn’t dead time. It is live time.

You will notice on the first page of the 19 page cheat sheet, there is a picture of me. Beside that picture, it says, “I want you to

PRINT THIS PAGE and TAPE IT TO YOUR WALL so you won't forget to attend our very content-rich teleseminar ... okay?" And, it is signed Alex Mandossian.

*Make a
deadline to
complete the
tips you
will learn*

Why do I do this? It is because I want you to see who I am, and I want you to use this same format in your own teleseminars.

For this module, as well as the seven other modules, I want you to follow my context. Consider, what is the context of the call? What am I teaching you to do in context? What is the content?

Attending this series, we have mail order marketers, dentists, information marketers, authors, public speakers, chiropractors, CPAs, attorneys, consultants, coaches, nutritional experts, personal trainers, insurance agents, real estate agents, printers and restaurateurs.

We have dog trainers, software programmers, Internet marketers, estheticians, newsletter publishers and almost every other business professional you can imagine — all represented during this series.

I have four goals for you today.

First, print out the cheat sheet — the worksheet — and have it in front of you so you can take notes. Second, determine how you can quickly implement the secrets that will be revealed.

Third, make a deadline to complete at least three tips you will learn during this session. Fourth, start calculating how much money you make from teleseminars.

*The first part
of teleseminar
marketing is
understanding
marketing
intimacy*

Tom Peters, who wrote *In Search of Excellence*, once said, “You can’t improve what you don’t measure.” So, I want you to start measuring how much money you make from teleseminars because it probably is more than you think.

Notice what I just did. I gave you four tips to get the most out of this session. You will see those same four tips on the first page of your cheat sheet.

Now, let’s go the second page of the cheat sheet, “Why Teleseminars Boost ‘Marketing Intimacy.’”

I want to teach you how teleseminars are the fastest, easiest, most economical and reliable way to boost your profits and sales without spending a single penny more on advertising.

I also want to be completely transparent with you. I want you to notice every template I will introduce to you. I want you to notice everything I say because you, too, can make six to seven figures a year doing teleconferences in a very short time period.

It took me about three and a half years to make seven figures from teleconferences. It’s possible to make six figures within one to two years if you do exactly as I say.

The first part of teleseminar marketing is understanding marketing intimacy. What is marketing intimacy? Why are teleseminars boosting marketing intimacy? Why are they so much more powerful than other mediums or marketing?

*No matter
what
profession
you are in,
you have a
message*

Well, you should know the three M's first.

You have a **message**. Whether you are an author or information marketer, a consultant or coach, a realtor or stock broker, an attorney or CPA, whether you are a public speaker, newsletter publisher, dentist, chiropractor, software programmer, Internet marketer, web designer, artist or whatever, you have a message.

You send that message through a **medium**.

That medium can be a physical seminar or a teleseminar. It can be a website or email. It can even be an instant message.

It can be a voice broadcast. Many of you who have attended my teleseminars have gotten a voice broadcast with the passcode and dial in number. A fax broadcast is also another medium.

Snail mail — getting a direct mail letter or postcard is a medium.

How about radio or television? I used to do infomercials and radio infomercials. That's another medium. How about newspapers, catalogues and billboards?

Of all of the media I just mentioned, I believe that teleseminars and seminars are the most interactive because they require a voice, and in some cases, you can get a lot more intimate and show pictures.

I try to make my teleseminars as much of a physical seminar as possible. I try to make them as much of a personal consultation as possible. That raises marketing intimacy.

*Intimacy is
immediacy,
interaction
and
dialogue*

When you are courting someone, it is more intimate when you increase the speed with which you dialogue with that person.

Isn't it? Think about it.

You have a spouse, a lover, a best friend. That best friend was once a stranger, and what makes that best friend a best friend today was the medium that you used.

Was it face-to-face contact? Was it the phone?

If you used postcards to interact with that person, it may have taken you a long time to make that person your best friend because it takes a long time to get messages back and forth.

Email is faster. Instant messaging is even faster. You don't typically instant message with strangers. You instant message with people who are closest to you because it's a lot more intimate.

Immediacy, interaction and dialogue are what intimacy is to me. Therefore, teleseminars are highly intimate.

Let's take a look at the third M — a **market**. You have the message. You have the medium. Who is in the market?

I believe there are three major markets. The first is B-to-B, which is business to business. That is business opportunity. I teach people how to market with teleseminars or how to convert more traffic into cash, and that is business to business.

*teleseminars
have a
very, very
high level of
marketing
intimacy*

The second is B-to-C. This is business to consumer. In many cases, network marketing companies, like those who sell nutritional items, are business to consumer and business to business.

You have the opportunity, then you have the product. B-to-C is really the way Proctor and Gamble does business. They are the business, and they market to consumers.

Are you in B-to-B or B-to-C?

There is a third major market — B-to-G — which is business to government. My mentor, Stephen Covey, has done very well with business to government.

Those are the three major markets as categories: B-to-B, B-to-C and B-to-G.

I personally believe teleseminars have a very, very high level of marketing intimacy. That is why I bolded it under medium on page two of your cheat sheet.

Let's take a look at a chart on page number two at the very bottom. I have made this little chart; we will call it the “Totem Pole of Intimacy.”

At the very top, it is red. That is for red hot intimacy. Then, there is yellow and lastly, there is blue for colder and in many cases, ice cold.

*Having an
email is
more
intimate
than
having a
snail mail
address*

I believe a seminar has the highest level of intimacy because you physically see the person. You can cast judgment on that person. Is the person dressed like a slob or is that person neatly dressed?

You will cast judgment whether they are smart or not. If they speak, and if they speak well and you see them, you have an entire package to judge.

In a teleconference, you may not realize this, but right now, I am in sweats. I just got back from the gym.

I showered and I got ready for this. I would not be dressed this way for a seminar. So, I can get away with things at a teleseminar, as you can.

You can be in shorts and a tee shirt and be very comfortable and convenient without ever traveling, without ever renting a car, without ever spending for airline tickets or hotel accommodations.

The modality of teleseminars is very, very highly intimate because we are going to have questions and answers. We are going to have expert guests.

People are listening to me and taking notes in the spaces I have provided on the cheat sheet. It's very, very high intimacy, just a notch lower than seminars.

I would consider website and email medium intimacy because they are highly interactive. I think to have an email is a lot more intimate than to have a snail mail address. Wouldn't you agree?

*Voice and
fax
broadcasts
are
powerful
mediums
with
teleseminar
marketing*

Think about all the stuff happening with spam. Junk mail has been happening since the days of Robert Collier back in the twenties and thirties.

But, with email, it's taken three, four or five years until there were Canned Spam Acts and all kinds of stuff — even though we get junk mail all the time.

It is because it is such an intimate method of marketing, that we take it seriously. This is my personal belief.

Voice broadcasting and fax broadcasting is just one notch below websites and emails.

By the way, instant messaging I would consider a notch above websites and emails.

And at the very top, while we are at it, let's talk about the one-on-one personal consultation. That is as highly intimate as it can get. It's like a one-on-one date with someone. It's only you and them.

You are not diluted by anyone else. So, it is the most use of your time. It's you and them. You are not leveraged. So, that is the most highly intimate interaction there is in marketing.

With voice broadcasts and fax broadcasts, many people don't use these modalities or mediums of marketing but they are very powerful especially in teleseminar marketing.

*There are
no spam
filters with
fax
broadcasts*

If you are an author and you want to get someone on a teleconference, if you are selling a book or you are teaching people how to consume that book, I would send a voice broadcast.

I will give you vendors on how to use voice broadcasts very effectively.

Fax broadcasts: There are no spam filters with faxes. It's a very powerful medium — plus it's physical. You can take a fax and stick it to your wall just like I have tried to do with the first page of your PDF cheat sheet.

The first page with my picture on it says, “If you want to print this page and tape it to your wall, please do so you don't forget to attend the content-rich teleseminar.”

Snail mail and postcards are much lower intimacy, I believe. It's beneath websites and voice and fax broadcasts because it's not as immediate. It can be very personal, but it takes a long time to respond.

Keep in mind — the slower the response time, the slower it is to build a relationship.

I look at speed. Speed is all about intimacy. If you've ever courted a friend, don't you realize that with personal meetings or even phone calls, you feel like you know them in a couple of days.

But, try to have a mail relationship or postcard relationship with them and it can take months. It can take forever.

*If you
build a
relationship
with your
client base,
they will
believe and
follow you*

Snail mail and postcards are, I believe, low to medium intimacy.

Newspapers, catalogues, television, radio and public billboards are the lowest of all intimacy because they are totally public.

They are not very personal and they are speaking to a bunch of people at a time.

Those are my opinions of intimacy. I don't think you may have heard about marketing intimacy anywhere. I am going to eventually write a book about the different levels of marketing intimacy.

We are humans. We are mammals. We are warm blooded and we are intimate.

If you are a marketer and if your constituency, client base and customers become more intimate with you and you allow them into your world, whether it's a platinum club or a database, they will trust you. They will like you. They will believe you, and they will follow you.

My action plan for this session is fourfold. This is listed on your Executive Summary. Every single class will have an action plan. For this session, the goal is about tele-promotion strategies.

Before I can teach you how to get people on a call, before I can teach you what to say on a call, before I can teach you even how to build a list which really is the beckoning cry of most people, I need to show you the different types of teleseminars so you know the raw material with which to work.

The worst thing you can do while learning these secrets is to rush them

The worst thing you can do is try to rush this. This is only a 90-day journey. That’s it. This is what Lee Iacocca taught me.

Put your goal and wrap your arms around 90-day periods because it’s long enough to make it a short-term goal, yet it is short enough where you can measure it, and it can have meaning. So, it is not so much delayed gratification.

I am going to go over a checklist near the end of my presentation format. This checklist involves all the different types of teleseminars I have used to make money, even the freebies. They build relationships, and they make money.

Before we begin and before I can show you how to build a list, get people on a call, what emails to use, what postcards to use, what copy and templates, you need to know the different types of teleseminars, the different species because I want your ideas to go rampant.

I want your mind to just flow with the different types of teleseminars.

Most online marketers and offline marketers, authors, attorneys, CPA, service business professionals are very myopic when it comes to teleseminars.

They think teleseminars are just to sell something. Nothing can be farther from the truth.

I believe that teleseminars sole purpose is to raise the level of intimacy so your prospects and customers get to know, like and trust you and therefore, purchase something from you in the future.

Nothing works or doesn't work in marketing except what testing makes it so

The action plan: It's on your executive summary. I want you to decide on a teleseminar format you want to test.

The keyword is test. Shakespeare said, “Nothing is right or wrong except what thinking makes it so.”

I am saying nothing works or doesn't work in marketing except what testing makes it so. It's not good or bad in marketing. It either works or it doesn't work. If it doesn't test, change it. But, choose a teleseminar format you want to test.

I have news for you. If you are a newbie to this industry, your first teleseminar is going to be your worst. You are going to fall flat on your face with content. It's not going to be perfect, but you need the chair time, so do it. Work through it.

Your second worst teleseminar will be your second. Your third worst will be your third, and so on and so forth. The more you do, the better.

Many people ask me, “How many shall I do free?” My pat answer is five to 10. Why not? Every teleseminar is a potential product.

This *Teleseminar Secrets* series started as a teleseminar. Within 90 days, it is going to be a series of CDs and a three-ring binder. I am going to show you how to create product just like this.

It doesn't matter if you've written a book as an author. You can still write a how-to course on how to consume the book or to build upon that just like Stephen Covey did with *The 7 Habits*.

The 7 Habits of Highly Effective People was a book, but then he taught trainers how to teach those habits. And, he built that into a \$100,000,000 company.

*Conduct
a free
teleseminar,
and get that
valuable
chair time*

With the help of Stephen R. Covey, his son, they aligned with the Franklin Planner people — think about what has happened there.

It all started with a concept — a book. You can do the exact same thing. So, first you need to decide on a teleseminar format that you want to test.

Second, conduct a free teleseminar. I hope you conduct 10 of them. You’ve got nothing to lose. You can record it, transcribe it and you will have a product.

You have an ethical bribe as an opt-in. If you have a special report in audio form, if you have an audio eBook, you have the basis of a book. Conduct a free teleseminar, and get that valuable chair time.

Public speakers get platform time. I want you to have chair time.

Third, I want you to record and transcribe your calls to create new information products. Everyone is in the information product business. A dentist is. An author obviously is. A public speaker is.

A CPA, an attorney, everyone is in the information product business because a special report, a consumer awareness guide or some type of written material such as a brochure or a pamphlet is information to get prospects through that funnel to become

*I want you
to write
with your
voice*

clients. Record and transcribe your calls for new info products. That is how you create info products with your voice. I want you to write with your voice.

There is no writer’s block between the gray matter in your brain and your mouth.

Many people, including yours truly, experience writer’s block when they are thinking with their brain, and it is going through the shoulders, the elbow, the forearm and the 10 fingers, it gets diluted.

All of a sudden, I am no longer writing as I’m thinking conversationally. I am writing as I am thinking and something is lost.

Right now I am writing. I am writing with my voice. I want you to do the same thing. Anyone can do it.

Some of the greatest copywriters, my idol Eugene Schwartz who is really responsible with Martin Edelstein to have started Boardroom Reports, just recorded top sales people — himself and other CEOs.

He recorded them, and in that recording of those top people who knew how to sell with their voice, he extracted the nectar for great copy. Ninety percent of the copy came from those recordings.

You don’t have to write anymore. Make it public. Invite people to a call. If you have one person on a call, that is more powerful than having a private interview.

A monthly prospecting call has the sole purpose of building a list and getting people to know and trust you

Fourth, create your curriculum for monthly prospecting calls.

A monthly prospecting call is a free call. I have them every single month. They are 60 minutes. They are created and their sole purpose is to build a list and to get people to know, like and trust me.

Mine is about a guerrilla marketing plan that Jay Levinson taught me. I have taught this more than any living human being according to Jay.

If you want to get access to the next one, just send a blank email to Teleclinic@ThatOneWebGuy.com.

Under the case studies on your executive summary, it is the final case study called, “Monthly prospecting.” That is a format of teleseminars.

Everyone should have a curriculum for monthly prospecting. I want you to start free before you go fee-based.

Those are the four action plans. Number one, decide on a teleseminar format you want to test, or a couple of formats. Number two, conduct a free teleseminar to get valuable chair time.

Remember, the good news is your worst one will be your first.

Number three, record and transcribe your calls for new information products. You can always throw them away but if it is worth having a teleconference, it’s worth recording, transcribing and creating a product out of it.

*An ASK™
campaign is
where you
should start*

Number four, create a curriculum for monthly prospecting calls. That curriculum can be as simple as frequently asked questions from your customer list.

Those are the four action plans. The executive summary is built so that you can click links and go to the case studies.

Now, I want you to look at your cheat sheet that has the teleseminar dial in details and go to page three where you are going to see Paul Colligan.

This is a case study, and this is the place I want everyone to start.

We are going to hear from Paul, but for right now, I want you to look at this question because here is his target market.

It is at www.AskPaulColligan.com. His question is, What’s the single, most important question you have about the most effective use of Microsoft FrontPage in your Internet efforts?

I picked this deliberately because Paul is not world famous yet. He is not a Stephen Covey name, but he is very well known in his niche.

Now, I believe he is one of the top affiliate marketers and teachers on the planet. We have shared the platform on affiliate marketing.

It started, though, with Microsoft FrontPage. He taught people how to use it better.

*Content
for a
teleseminar
doesn't have
to come
from your
head, the
customer
can provide
it for you*

You will see that he uses AudioGenerator from AudioGenerator.com because he speaks, and in speaking, people get to know his voice.

By getting to know his voice, they know what to expect when it comes to the teleconference.

When I did a call with Dr. Stephen Covey, I deliberately had audio with Dr. Covey because he speaks slowly. I wanted people to get used to that voice before they went to the teleconference.

That's why we have AudioGenerator. If you don't have AudioGenerator, you do have access to that in the featured tool section of the executive summary — www.AudioGenerator.com.

Notice this. The information for this teleseminar does not come from your head. You are not the marketing genius. I am not the marketing genius either.

The customer, the client, the patient is the marketing genius. They have the burden of truth on them so they are submitting questions.

Dale Carnegie said, “The question mark is more powerful than the exclamation point.” No truer words were ever spoken. So, when you have an open space, that open space dumps straight into the ASK Database™.

Another featured tool is www.AskDatabase.com. We recommend it. It was created to make life easy for these surveys.

*An ASK™
campaign is
just a very
simple page
that
captures
questions*

And, by socratically surveying a database of any kind, whether it is yours or someone else's, you will get the genetic code or the DNA to any teleconference.

People landed on Paul's page and typed in their questions. All those questions went into the ASK Database™.

Let's go to the next page, page four. What we did was, we had questions about a topic that Paul is good at.

The formula is, “What is the single, most important question you have about ___?” The blank is your topic of expertise.

Fill in the blank. What is your topic of expertise? Paul's was Microsoft FrontPage. That is a publisher that builds websites for you.

The next page is the registration page. This is a free ASK™ campaign teleseminar.

Step one is having a page like this that you don't even scroll down. It's just a very simple page that captures questions which is the content or the potential content.

Hopefully, you'll get hundreds of questions. If you don't get hundreds of questions, you don't have a teleconference. What a concept. Right? That's how you know if it is worthwhile to do it.

You will notice the teleseminar title or topic is, “Learn the answers to the 21 most important questions on using FrontPage more effectively.”

*Audio builds
relationships*

If you’ve heard me speak, you see that this is a very simple formula.

We pick 21 questions, and it takes a two-hour call to answer those 21 questions. If you have seven questions you are answering, that is a one-hour call. If you have 12 questions, that is a 90-minute call. With 21, you will typically get to two hours.

At the very top you see, “Join us for this live two-hour teleseminar.”

Underneath the title, you see the date. In this case, it was Thursday, January 8 at 6:00 p.m. Pacific, 9:00 p.m. Eastern. I typically like to start my calls at 5:30 p.m. Pacific, 8:30 p.m. Eastern or 6:00 p.m. Pacific, 9:00 p.m. Eastern. I did test after test after test.

Some people say, “It’s during the dinner hour. It’s not convenient.” I have had people on my calls who I heard introduce themselves, and they told me that. But, the fact is you get the most number of people on the calls during those times.

Paul did something very intuitive and very powerful. He had an AudioGenerator message as a link.

Where it says, “Paul Colligan,” he had his background. If you clicked that link, you would get his background. That way, you get to know, like and trust him.

There is only one link on the page that goes to the sign up page and that is at the very bottom where it says, “Registration link.”

*We are
nothing
more than
a mirror of
what people
are asking
for*

“All the benefits from mastering the tools and wizards already built in FrontPage that make database integration and easier.” I would never have thought of this. The customers did.

These are some of the questions that came in. “Publish FrontPage web on the server with no FrontPage extensions.” I would not have thought of that. Again, they did.

All these bullets are coming from them, them being the questioner. They are the marketing geniuses and we are giving them socratically what they want.

These are the benefits of attending, and they have told us what the benefits are.

When they read it, we are nothing more than a mirror. We are not even a marketer. We are mirroring what they are saying. This is the simplest of all teleseminars.

It’s free and if you don’t get a lot of questions, there are only two reasons for it.

If you don’t get content or questions from your market, you either have the wrong market or you have asked the wrong question.

Then, you will see. It says, “I will confirm my registration as follows. Special VIP registration.”

*The more
people
listening,
the more
chances you
have to sell*

We have a VIP code. We do that just to increase the value of this because these are VIPs. They are being invited for free. People would have just as easily paid \$49 for it.

In fact, they did afterwards. They were offered to pay for the audio transcripts and many did.

Then, you will see at the very bottom, I always like to put the capacity of the teleseminar.

It says, “Note, this live two-hour teleseminar is available only to the first 357 people who register on a first-come, first-serve basis. Once the 357 tele-slots are filled, you will be placed on our standby list. No exceptions.”

This could very easily be 20 people, 100 people, 1,000 people. Typically, I have about 200 to 300 people on a call. I had a little over 600 not long ago. The most I have ever had was over 1,100. I think Armand Morin has topped that with 1,400 or 1,500.

Getting a lot of people on a call is very difficult. Incidentally, if you get 1,000 people registered, which is an awful lot, expect only 500 to be on the call. If you get 500 registered, expect only 250 to be on the call if you follow my strategies. If you don't, you will get 10% of those people on the call.

I have, in fact, been hired by people just to get more people on a call. The more people listening, the more chances you have to sell.

*The more,
multiple
methods you
can use to
communicate
with your
prospects, the
more
relevant you
will become*

Let's go to the next page, page number five. This is called the “Congratulations page.”

This is a free ASK™ campaign, and you will notice that we ask for a name, email, phone and fax. The VIP code is there, as well, so they can fill that in.

Multi-method contactability. Later on in some of the other modules and when we have the vendor list up, you will notice that I am a big, big fan of sending voice broadcast and fax broadcast.

The more, multiple methods you can use to communicate with your constituency, with your prospects, with your customs, whether by voice broadcast, fax broadcast, email or whatever, the more intimate you will be with them because you become more relevant.

It's like Google. You are linked to them via fax. You are linked to them via email. You are linked to them via voice.

These are very powerful modalities or mediums of marketing that will cost you, often times, less than 15 cents or even less than 10 cents. Yet, they will not only make you more relevant, but they will also have a bigger impact.

These are templates. Page three is a template.

Page four is a template for a free call. Page five is a template for a registration page.

*You want to
take them
from the
virtual
world to the
real world*

Let's go to page six. This is a template for the “Thank you page.” Why do we do this online? We do it online because it is so fast.

We can get hundreds of people on a call within two or three days. During the days of direct mail, we couldn't do it because it wasn't as intimate as email.

This is the page that follows the registration. Remember this is a free call. This is a free ASK™ campaign. That is the format we are using and because that is the format we are using, it is free.

We got their phone. We got their fax, and we will do our best to fax them to get on the call and even phone them because it's a free call.

You will notice there is an audio message there. You will notice there is an icon that I use all the time called, “Print this page.”

When it is physical, it is real. You want to take them from the virtual world to the real world. They can print it and put it up on their wall.

You have the date. I like to put the day of the week and the actual date, Thursday, January 8. I like to put the time. In this case, it is always Pacific and Eastern.

I apologize for anyone in the U.K. or Australia but I always use Pacific and Eastern Time because it's the most economical way to do time. I am probably going to start using GMT for our overseas people soon, but for right now, I just use Pacific and Eastern Time because it is easy.

*It is very
important
to start a
call on time*

Then, there is the dial-in number, the passcode and the duration of the call is very important. It's important to start on time. It is not as important to end on time. Sometimes you go over.

Some people have different feelings about this.

I personally believe if the call is being recorded and transcribed, people can leave at any time. In fact, people will leave after 40 to 45 minutes. That is the top of the bell curve and then they start leaving. They can listen to it later.

So starting on time is key. Ending on time is not as key. You will notice on page one, I say, “This teleseminar starts on time according to www.Time.gov, so please dial in five minutes early so you don't miss any content. Your courtesy will be most appreciated.”

I even put a little happy face there.

Going back to page six, you have the capacity. This is on one of the templates for the “Thank you page.” You have when the teleclass starts. I like to train people according to www.Time.gov.

Paul did something very interesting. I call this the “friendly viral invitation.” This was something that he did — it wasn't my idea.

Since it was a free call, he invited people to invite their friends. The more, the merrier, right?

*Your
prospect is
creating
your content
in an ASK™
teleseminar*

Beneath that, he had the cheat sheet. I am known for cheat sheets because I believe you cannot multi-task when you are writing, so cheat sheets are extremely important.

That is what we have there in PDF format.

Then, he has some more links at the bottom, and this is, again, the “Thank you” page.

Let’s go to page number seven. This is, again, all about a free ASK™ teleseminar. Who is creating the content? The prospect is.

The customer is, not the marketer, not the author. It is your constituency, your target market. All the burden of truth is on them, socratically. In the “from” line, it said Paul Colligan.

I want you to be very aware of one thing. As a traffic conversion strategist, I have said this over and over again with email marketing. When people get an email from you, they don’t ask themselves what. Everyone is asking questions all the time.

Think about it. If you don’t understand what I am saying, you say, “What is he talking about?” That is a question. Or, “What does he mean?” That’s another question.

“I wonder how he figured that out.” That’s a question, too. You are constantly evaluating with questions. Tony Robbins said, “You become your question.” It’s a very important truth. I believe that.

*Start
branding
yourself*

The question people ask when they get an email is not “what.” The “what” is the subject line. They ask “who.” Think about it.

Don’t you look at the subject line? Who is this from? If the subject line says something smart or stupid, you look at “who.”

I have mentioned this many times. If I get a stupid joke from my sister, I still read it. If I get a stupid joke from someone I don’t know, I don’t read it, even if it looks like a stupid joke from the subject line.

So, they ask themselves who. Start branding yourself. Notice I always send my full name, Alex Mandossian.

You start getting used to that so when you see that in the “from” line, I am hoping that you know there is value there.

Then, in the “subject” line, there is the first name. It is a personalized subject line and then a comma and, “You are confirmed.”

If you don’t already have it or any of the derivatives of it, 1ShoppingCart.com is the featured tool of choice for email broadcasting. You can also use www.AWeber.com.

I have written down under featured tools 1ShoppingCart. We will have Martin Wales from 1ShoppingCart share one of the case studies in this module.

Here is the entire email. It says, “You are now confirmed to Paul Colligan’s live two-hour teleclass, Your Most Important FrontPage

*Sometimes,
more
exposure is
better*

question hosted by Alex Mandossian.” We’ve got the host, and we’ve got the keynote speaker, Paul Colligan.

“It happens Thursday, January 8.” Again, we are reiterating the time. “All the information about the teleseminar can be found online at the following address.”

The address he gives is the same address on the previous page, which is page six. He is just having people click to that page.

What I do these days is I not only give the address to the “Thank you” page, I also put the details in the email itself. Sometimes, more exposure is better.

Then, it says, “See you then! Paul Colligan, President, FrontPage World.” It’s a great concept.

I like to take breaks every 45 minutes. I have done survey upon survey upon survey, and I have asked, “What did you like most about the call?”

They don’t say content. They don’t say what they learned. What they say is, “I love the butt break.” That is what we call them.

Tom Antion calls it “Butt Camp” where you sit on your butt, you are listening and you are learning how to sell from your seat, literally.

Well, I call them butt breaks because what your rear end cannot endure, I believe your mind can’t absorb.

*It is possible
for people to
make
money the
first time
they do
a paid
teleseminars*

I want you to go to the next page, which is Mitch Meyerson. He is the CEO of www.GMarketingCoach.com. He is a coach.

On page eight, this is a fee-based ASK™ campaign teleseminar.

I'm not showing you the most famous people like Brian Tracy or Stephen Covey because I want you to see how possible it is for everyday people to do paid teleseminars — many of which have made some money the very first time.

There is another one in the case study section for Pat Wyman under a paid ASK™ campaign.

Under the case studies for free ASK™ campaigns, there is one with John Childers, which is a three-part call for a \$25,000 speaker training that had sold many seats to date. That is called www.SpeakingWithJohn.com/teleseminar.

Check those out when you have the time, but they use the same philosophy we are going over here.

Let's go to the fee-based ASK™ campaign teleseminar. At the very top, the template is, “Alex Mandossian grills Mitch Meyerson about common success roadblocks.”

Here is the template. If you are interviewing the person, then you are grilling or interviewing. It's up to you what verbiage you want to use. Mention the other person. Say, what it is about and then say whatever the title or topic is. In this case, it is roadblocks.

*Let the
prospects
write your
copy*

Then, just like Paul’s, it says, “Join us for this live 90-minute teleclinic.” Here’s the topic: “Time-tested secrets that eliminate the 12 most common roadblocks to your success.”

The question was, “What are the most common roadblocks?” You can see that at www.AskMitchMeyerson.com.

This is at www.AskMitchMeyerson.com/teleclinic. We picked 12 of the hundreds of questions that came in. This was on Thursday, September 25 at 6:00 p.m. Pacific, 9:00 p.m. Eastern.

It says, “Count me in, Mitch. I want to reserve my spot for your live 90-minute teleclass with Alex Mandossian.”

Look at the bullets. Of all the questions that came in, “stop procrastination and cut it out of my life forever was the number one roadblock,” so it is the number one bullet.

“Feel more confident about growing a successful business” was the second roadblock. Therefore it is the second bullet.

Who is writing copy? Am I or is the marketing genius? They are writing copy. So, let them write it.

Ask them to ask you questions and let them write the copy that makes good marketing great.

Socratic marketing is good marketing. The ASK™ methodology is great marketing. It’s a 2,500 year old technology. Use it.

*I offer a
365-day
guarantee*

You see there is only one link going to the shopping cart. It says, “Click here for a VIP registration, and save \$40 in tuition.”

There is no other link that takes them elsewhere. There is a little background link that says, “Mitch’s background.” That’s a popup, but there is no link that takes them anywhere else.

You will see, just like with Paul’s site, there is that template. It says, “Note, this live 90-minute teleclass is available only to the first 153 people who register.”

That is perfectly legitimate. One is me. Another one is Mitch. A third is our recording people and there are 150 people. Anyone else who doesn’t come in gets on the standby list.

The next page is the shopping cart. Again, I use 1ShoppingCart. You can use any type of shopping cart, but with 1ShoppingCart, a lot of the web masters I recommend have a section. They will be on your preferred vendor list.

1ShoppingCart has a section at the very top, which is called, “Top HTML.” That is what you are looking at.

It says, “Count me in, Mitch. I want to learn your proven secrets to roadblocks to greater business success so I can double my profits and triple my time off.”

Then, I have the bullets restated again. I have my famous 365-day guarantee. Here is my guarantee, folks. This is what I always do.

*The longer
the
guarantee,
the fewer
the refunds*

You can use this. Many have without my permission. I have given you permission to do it. Please use it because it works.

The longer the guarantee, the fewer the refunds. That is a fact. You put less pressure on people to return the product or ask for a refund. Many people are going to ask for one anyway — 2% to 5% .

That is the rate of divorce in marketing which is much better, 10 times less than the rate of divorce in real life, which is 50% in the U.S., sometimes more.

It's something to celebrate, not something to be depressed about.

I have a 365-day guarantee, which says one year after that event you can return it if you don't think it was worth what you paid for it.

Then, I have the magic upsell copy, “Today's special value. Once I take advantage of Today's special value, I will get the edited Real Audio™ files and word-for-word Adobe Acrobat PDF transcripts of this telecourse for only \$10. I save \$30. All I do is simply change the 0 into a 1 in the order form below.”

I have one testimonial for good measure. I like to have it from an expert. I had one from Mark Victor Hanson for you to come into this course.

Now, that we have audio, I add audio to it. You can too with AudioGenerator for less than \$1.00 a day.

*Reduce the
cost of your
fee-based
calls and
sell the
audio
transcripts
separately*

This one is from Jay Conrad Levinson, since he is the father of Guerrilla Marketing.

On page 10, you see the bottom of the order form with the billing information. The top of the order form is on page nine. This is the 1ShoppingCart order form.

You have the VIP discount code which under “Other information.” You have the credit card payment information. All this is in 1ShoppingCart. It’s very simple if you use 1ShoppingCart.com.

Do you see that little zero that is circled where it says, “audio transcripts only with paid tuition, \$30 savings. That’s only \$10 more?” Do you know that nine out of 10 people actually turn that zero into a one?

Here are the facts. If I have the call for \$49, I will typically get 50 people on the call with my database. If I make the call \$39 and sell the audio transcripts for \$10 more, so it equals \$49, I will get 100 people on the call — twice as many people.

Here’s the rub. Over nine out of 10 will say yes to the audio transcripts or give me an additional 25% in revenue.

What’s the cost of that extra revenue? Zippo, zero, zilch, nothing. There is no cost of customer acquisition.

I want you to sell audio transcripts separately. Reduce the cost of your fee-based calls and sell the audio transcripts separately.

*Always
upsell the
audio
transcripts*

That is the de facto standard in upsell.

Always upsell the audio transcripts. People will pay for them because they want to constantly come back to the call and revisit them, whether it is a printed transcript so they can curl up on their couch, read it and highlight it or listen to it on mp3.

I want to thank my special guest, Paul Colligan and have him talk about his experience.

Paul, tell us a little bit about the background of your call, what surprises you had in having that call, how many people got on, how we actually monetized it, and what we are going to do with it in the future.

Paul: I think one of the most interesting things about the call for me, honestly, was the response to it from webmaster — techie-types.

When I started doing this, the back of my mind was saying, “What about webcasts, streaming over the Internet and all these other things that us techie-types are supposed to do?”

What I did find interesting was that I got a few emails from people who asked, “Why aren’t you broadcasting this? I don’t want to pay for a toll call.”

*Listen to
what your
audience is
saying*

But, what I got infinitesimally more of were notes from people who said, “I can do this. This is easy. Thanks. Is this really all I have to do? I just call into this number and type this, and I get top FrontPage? Wow!”

I got an audience response that really amazed me. It put things into perspective. When Microsoft does a webcast for FrontPage, they typically get about 100 people to attend the event.

Alex: When Microsoft does it.

Paul: And, by the way, their list is considerably larger than mine.

Alex: I would imagine so.

Paul: We got 800 RSVPs, and we got about 400 people on the call — which just absolutely amazed me. It was one of those things where I was just so surprised.

The next thing that really surprised us was that I got a lot of people who came in and said, “Wow, Paul, this is good. This is exactly what I want. This is exactly what I needed. Thank you so much.”

*Intimacy
plays a big
part in this*

I think it has to do with that intimacy thing that you were talking about. I think it had to do with the fact that it was just me and them on the phone together.

I wasn't saying, "Push this. Do that. See this. Click that." I was just telling them about FrontPage.

Alex: I want to make it clear to everyone that Paul has written books about Microsoft FrontPage. Paul, you have written users manuals. Is that correct?

Paul: Yes, I wrote a 1,000 page manual on FrontPage. Never again, but yes, I did that once.

Alex: That is nowhere near as intimate as a phone call.

Paul: No, it sure isn't. We offered the transcripts for \$49. That's the exact same price as the 1,000 page book.

The conversion on the transcript for the call is a lot better than the book. And, I'll tell you this, that transcript was a lot easier to put together than the book was.

*Getting
people to
leave
testimonials
is important*

Alex: What about the testimonials? Let’s talk about that for a second. What happened there?

Paul: On that night, you gave people the chance to call in testimonials. This was before AudioGenerator was available.

I think it was Instant Testimonial Generator. Actually, I think we were kind of responsible for that.

A lot of people called in to leave testimonials.

If you go to www.AskPaulColligan.com/testimonials, you can see a lot of them from people from all over.

It’s so much fun. The first guy who emailed this was a Fuller Brush salesman — I put him first because he was so intriguing.

Alex: I remember him.

Paul: He’s got a little website where he tries to recruit Fuller Brush people. He’s been using FrontPage.

He was inspired and intrigued by the broadcast, and he immediately called in and left a testimonial, left some text,

*Make them
feel like they
can touch
the cloth of
the author*

emailed me a copy of his website and even took a picture of himself in front of an old Fuller Brush poster and sent that in. That was very intimate.

It was funny when we were doing the introductions at the beginning of the call. If you listen to the recording, just listen to this because you can hear it.

We were talking about who was there and somebody said, “Hello, it’s Helgeson from Iceland.” I almost fell out of my chair that a guy called all the way in from Iceland and listened to the call.

In the back of the mind, I was thinking, “How long is he going to stay on? This has got to be expensive.” Well, not only did he do the entire call, but he called in and left a testimonial, as well.

Alex: I remember he was one immediately after the call. What’s interesting about this is the fact that they feel they can touch the cloth of the author when they feel that they have interaction with this author.

I have people come up to me and say, “I feel like I know you because I know the stories about your family, your kids and your wife.” They are talking to me that way.

I feel it is the teleseminar that does it. It’s not me. I can’t ever convey that in a book but on a call, you did it. And you did big time.

There were a lot of Microsoft people on that call. Weren't there?

*You don't
have to
spend a ton
of money
to put
together a
teleseminar*

Paul: Yes, this was a little terrifying. I got a call about 30 minutes before the event. One of my contacts over there said, “Paul, there are going to be a lot of managers on the call making sure you do this right.”

Alex: And, you did.

Paul: I totally understand. They have to do that, but I was a little bit nervous. I instant messaged you and said, “Alex, we've got to be careful.”

The funny thing was about three months later, there was a big event of the FrontPage MVPs up at Redmond that I attended.

All the staff wanted to talk about was the teleseminar, no eCommerce technology, not XMO integration. They wanted to talk about this teleseminar.

They asked, “Where did you get the questions from? What research group did you work with? Everything you saw was exactly what we've been finding. How much money did you spend to put this together?”

I just had to laugh because I cannot afford their budget.

*There is no
guesswork
when you
ask the
prospects or
customers*

Alex: What did it cost to put it together, Paul, honestly?

Paul: Nothing. It was my list. There was an ASK Database™ subscription, which has paid for itself many times over. I paid \$30 a month for that. That’s it.

We did the whole thing in a couple of weeks, so you could probably get one in with a free trial.

It was my existing list. It was the existing website. We hosted this thing on my server, so there was no other cost there.

Alex: No guesswork.

Paul: No guesswork at all. The funny thing was you and I both bet on what we thought would be the top question and both of us were wrong. Again, this goes to the whole “real marketing genius” thing.

Everybody wanted to know about databases, which is something that surprised both you and me. But, that did two things. That was like 1/3 of all the questions. That first line got a third of the audience to say, “Wow, Paul, it’s listening to me, exactly.”

*The content
is top notch
when you
get it from
your
prospect*

It also helped us craft the type of presentation they were looking for and really wanted. As a result, the content was much better because it wasn't somebody else deciding what they should learn.

It was the people who were actually going to be on this call talking about what it is that they wanted to know.

Alex: The content was top notch because it came from them.

It was a free call and it was my recommendation to have a free call. You agreed to do it because you are an abundant thinker.

We knew we would get more exposure. More people are willing to come to a free call then they are willing to pay for it.

But, what are we doing next? How are we going to monetize this in the future?

Paul: It is going to become the FrontPage audio manual. An interesting fact is people learn different ways.

We have taken the content. We've got a great recording of it, and we are going to offer that. We are going to do some videos that complement the audios. We've got the whole thing transcribed. We've added some worksheets and templates, and that kind of stuff.

*Don't ever
underestimate
the power of
consumption*

And, we are putting together the FrontPage audio manual.

It's so good that it's the first product I have ever done where I have paid for an outside copywriter. I think this thing is going to sell like gangbusters.

Alex: I think so, too. Don't ever underestimate the power of consumption. We can have follow up emails in the form of audio postcards once a month, once every other week, once a week, and we can call it a coaching program.

Paul: That will be one of the bonuses.

Alex: One of the bonuses is to have them go back into the course and consume it.

Paul, any final words before we go back into content?

Paul: I would just say that if anybody in their mind is thinking to themselves that this is kind of archaic and this works with a certain demographic, I would really recommend and encourage that you sit back and give this thing a try.

People know the telephone more intimately than they know anything else, and they feel comfortable dialing up.

It really got my audience excited and invigorated.

*People know
the telephone
more
intimately
than they
know
anything
else, and
they feel
comfortable
dialing up*

Alex: It’s an honor to have you as my special guest. What have you been doing recently? I know you will be on the Mastermind website, but tell everyone what you do and how they can be in contact with you.

Paul: The work I am doing now is all in the affiliate marketing arena. I’ve got www.TheAffiliateGuy.com. I’m just taking what I’ve done in affiliate marketing and the research I have done, and I’m helping others launch their own effective affiliate programs.

We’ve got a couple of free email newsletters right there on the homepage, so everybody can look at that.

Alex: Teach people how to build lists, too. Thank you, Paul.

Paul: Thank you, Alex.

*Sacrifice
those short-
term profits
for long-
term value
and for
long-term
wealth*

Alex: Back to content. That was a nice little break. I had Paul on because I want you to understand that a free call can be monetized, which means you can make money from it.

Our goal is over six figures for 2005, which is over \$10,000 a month. I think we will do it.

You need to know that a content-rich free call that comes from the marketing genius, meaning it is Socratic, will make you money. Sacrifice those short-term profits for long-term value and for long-term wealth.

My good friend, John Reese, who is responsible for generating a million dollars in less than 24 hours says that. “Sacrifice short-term profits for long-term growth.” I believe in it.

It is not only abundant thinking. It is selfish, business-minded thinking. It works.

In fact, John Reese is responsible for giving me the domain www.TeleseminarSecrets.com. That was his, and he gave it to me as a gift because he knew that I had a lot to say about teleseminars.

I have Armand Morin to thank for putting this course together. It’s been right under my nose all along, and I just didn’t realize how much content there was and how much I took for granted.

If you think teleseminars are dead, I hope you are a competitor of mine. You will beat out every competitor of yours who thinks

*The ASK
Database™
is very
simple to
use*

teleseminars are dead. You will become more intimate with your listeners than they will.

Email will not work. It is because of teleseminars that I am constantly the number one affiliate at physical seminars. That is one of the formats that we use. It is called a preview call, which we will talk about.

Let's go to page 11. It is called “Ask the expert.”

This is the teleseminar format where you can be the expert or you can interview the expert.

In this case, we had experts Steve Harrison, who is publisher of *Radio-TV Interview Report*, and Michele Anton, former produce of the Oprah Winfrey Show. This happened recently. This was an ASK™ campaign to my database.

There are a few things involved here. Number one, it's a one-hour call. Number two, the title is, “What is your single, most important question about getting free publicity on radio, TV shows and major magazines?”

Next are the date and the area where the questions go into, which I've circled. It says. “ASK Database™ form here.”

The ASK Database™ is very simple to use. If you are afraid of technology like I am, no worries — we have webmasters' names that we will be giving to you.

*An ASK™
campaign
can be put
together
very quickly*

It's only for the people in this module. Please don't share it with other people because they have exchanged time for dollars, and we want them to have plenty of time for us.

In the executive summary, one of the webmasters is listed. His name is Dave Mizrachi, and you can see him in the case study section, under resources. It's under web design.

Under audio recording for this module, it is Michael McCoy. So, under resources, you have free access to call these people. Please call them. There is no spam filter with a call. Just give them a call.

Going back to page 11, you see that there is an audio button and you see that there is an ASK Database™ button.

Under, “Give me passcode,” there was no registration page like we did with Paul. This was done very quickly. In fact, this whole thing was put together in less than a week.

We go straight to the registration page, which gives the phone number, and it gives the dial-in code and everything else. They get an autoresponder with all that information, as well.

All you've got to do is go to www.AskMyPublicityQuestion.com. It's a very simple ASK™ page, which I helped design.

You get the first name and last name because that is what they wanted. You get their primary email. And, you will see it says, “Home phone optional.”

*Always give
away great
content*

I will tell you, those people who do give you their home phone are the serious people.

We had a bunch of people on this call. A lot of those people are now going to the Publicity Summit in New York City, which we talked about as a co-promotion for this particular call.

We gave away great content because I grilled these two people about getting free publicity on radio, TV shows and in major magazines.

That is page 11, and that is called an “Ask the expert” teleseminar format.

Let me show you the teleseminar flow chart so that you are perfectly clear on how this works.

For the ASK™ format, or the Socratic format, Socrates would have been proud. He’s probably smiling right now.

There are two phases.

Typically, there is phase number one, which is the survey email, and it goes to a target audience. That could be your audience, or it could be the audience of an expert.

When I was working with Brian Tracy, he had over 200,000 in his audience. The email came from him. Remember the “from” line?

They know him, not me. They knew I was going to interview him.

*Send a
survey
email to
your target
audience*

We asked them, “What is the single, most important question you have about selling strategies?”

If you want to check that out as a bonus case study, go to www.JustAskBrian.com, and you can check it out there. That was a paid teleseminar.

The first phase is asking the question. You send a survey email to the target audience. Then, from the target audience you go to the ASK™ web page, which you can see on page 11.

That is an ASK™ web page.

Another ASK™ web page was the first page you saw with Paul Colligan, which was on page three.

Another ASK™ web page is on page number eight. If you go to www.AskMitchMeyerson.com, you see an ASK™ page there. Also, www.AskPatWyman.com. She has an ASK™ web page. All of these are ASK™ web pages.

When that content that is coming in through the ASK™ web page is taken and submitted, it goes straight to the ASK Database™.

So, you see that phase one? It goes from survey email to target audience to ASK™ web page to ASK Database™. It’s very simple.

Phase two — a teleseminar solicitation to the same list, whether they asked the question or not. I don’t care.

The target audience is key

They get a second email, and it solicits them.

I am going to give you templates of how to do this during the next module on all different types of solicitations.

I want to make sure that all the web templates that were procreated by Dave Mizrachi and Frank Deardurff are done properly.

So, there is a teleseminar solicitation, which goes back to the target audience. The target audience is key.

From there, they go to the registration page. If you want to see an example of the registration page, that is on page four for Paul Colligan. Or, for the Mitch Meyerson call, it is on page eight. That's a registration page.

On page 11, it is also a registration page for the “Ask the expert” teleseminar format.

People register and then, it's a free call. It doesn't go to the shopping cart. They just get the passcode and dial-in number. You can study that process.

If it is a paid call, it goes straight to the shopping cart. The shopping cart, in your cheat sheet, is on page nine and 10 for the Mitch Meyerson call. That is what the shopping cart looks like.

Then, finally, there is a confirmation page. The confirmation page can be for a free call or for a paid call.

Confirmation pages allow people to print the page and tape it to their wall

For the free call for Paul Colligan, the confirmation page is located on page six of the cheat sheet.

They are getting a confirmation email, which is on page seven. You will get many more confirmation email examples in the templates coming up.

The confirmation page for the free teleseminar for two publicity gurus can be found at www.AskMyPublicityQuestion.com. Fill it out and check out the confirmation page you get for that.

It is essentially the same thing. It is a very simple format. That is why I only gave you one example.

I like having confirmation pages simply because it allows people to print the page and tape it to their wall.

The next case study is an event preview call.

It is located on page 13. I can honestly say that Armand Morin, my good friend and joint venture partner, and I really made the preview-call concept common place.

In fact, I introduced it to Mark Victor Hanson for his Mega Marketing Magic and Mega Speaking Empire, which is one of the case studies, and it worked like gangbusters.

It also worked well to build a list. One of the questions that people ask constantly is, “How do I build a list?”

*An ASK™
campaign is
a great
way to
build a list*

This is a great way to build a list if you have physical seminars.

If you are an author and you sell books, you can also have a virtual book signing. We are going to talk about those and how you can build a list that way, as well, to sell books.

But, for now, let's take a look at the “event preview call” teleseminar. This was for the most recent Next Level Summit. It took place in Los Angeles with Joanie Birch and Marilyn Snyder.

I have invited Marilyn to share with us.

This is the page that people went to sign up. It's a very simple page. When you go to this page, you will see it in your executive summary, it's www.TheNextLevelSummit.com/preview.htm.

It is under “event preview.” It's a live link in the executive summary that you can keep online.

It's an opt-in to build your list with a “submit” button. That goes straight into your database. In their case, it was going to 1ShoppingCart. It is very clear that it is 100% free. There is an audio button, and you can listen to her with the auto play button.

Marilyn: Hi, Alex.

*This is
marketing
in a whole
different
way*

Alex: Let’s talk about The Next Level Summit very quickly because you didn’t have 350 or 400 people there. You had less, but you did build a list of over 1,000 people.

Tell us a little about the power of teleseminars and where you are going next with this concept.

Marilyn: First of all, a lot of things came out of the seminar. One of the best things that came out of it was the list, and the list was completely from the teleseminar.

The very best thing that came out of it was we had tremendous speakers, and we met wonderful people. We did not have near the people at the seminar that we wanted to have.

The difference is that we worked and worked for eight weeks to get people there. Sitting down and getting on the phone talking to people is marketing in a whole different way.

So now, from this, we not only have a list but we have a market that we can take to them, which is also an idea from Alex.

From our seminar, we did online marketing and offline marketing. Alex suggested, something that we are going to do — we are going to do a hotel seminar series from that seminar bringing big business and big money, Internet marketing strategies to small town business owners.

A physical seminar is far less convenient than a teleseminar

Alex: Let's repeat that because I want everyone to understand this concept.

The seminar didn't have hundreds of people. It is important for you to understand that. It was successful in the sense that it had great speakers but it did not meet their expectations, and they took it like champions. Believe me.

Marilyn: At first it was humiliation. We lost money from it. We have stress. We wanted to have 100 people there, and the most we had on Saturday afternoon was 40. I think our other number before that was 18 or 20. It was really a very humbling experience.

From that though, we had over 1,000 people on our list that we can market to just from the preview teleseminar.

Alex: Teleseminars get a list of 1,000 but 50 or 100 people actually registered to show up for the physical seminar because it's a lot less convenient to travel, to take care of travel expenses, to be away from family, and so on and so forth.

I do teleseminars just to stay home and so my kids and my wife can recognize me as we grow old together and share the pillow for the rest of our lives.

So, teleseminars are what Joanie and Marilyn are going to use.

*Most people
in small
towns don't
know what
is available
out there for
them*

Listen to what they are doing because they are going to go to chambers of commerces. They approached Los Angeles Chamber of Commerce, which is a very arrogant organization.

I hope no one from there is reading this, but it is true because they never called them back. They were going to do them a favor. They were going to deliver rich content to chamber members, but they didn't because it's too big of a chamber.

With small towns of less than 100,000 people, you will get the ear of a chamber of commerce. So, give the marketing plan to people listening because it hasn't happened and you are using teleseminars as the medium.

Marilyn: Once again, it is brain, big business and big money, Internet marketing strategies to small town business owners. The reason it is very powerful is because I grew up in a small town. Once again, thanks to Alex for the idea.

I know that most of the people in small towns and small businesses work very hard and have no idea what is out there and what is available for them because we are all kind of in our own worlds.

We don't take the time to go to the places that we need to go to do the seminars.

So, teleseminars can bring that right to them for the majority of the people that won't travel.

*If you want
to have a
seminar,
start with
teleseminars*

Alex: I think it's going to work, to be quite honest. It's going to be very convenient, and you can get the same exact speakers. They don't have to travel. It's a lot more convenient for them.

Marilyn: Just so you know, the speakers that we had were so tremendous that even though the number was a lot less than we thought, we had people giving testimonials about how tremendous it was.

So, we know the content was great. We just need to bring it the right way to the people everywhere.

Alex: If you want to have a seminar, start with teleseminars. Right, Marilyn?

Marilyn: Absolutely, right.

*Start with
teleseminars
and build a
database*

Alex: Start with teleseminars and build a database. Build your list because a teleseminar goer is one breath away from a physical seminar goer. Don't do it the other way.

A seminar is kind of like opening up a restaurant. It's sexy. It's neat. You are the cat 's meow. You're popular, but the problem is it is very, very difficult to put together.

Only a handful of marketers have done it well. Armand Morin certainly has and several others. It is difficult to do.

So start with a teleseminar. If they don't come to a teleconference, they will not come to a physical conference.

Marilyn, how can people get a hold of you because I'm sure you have struck the chord of a lot of emotions and people want to know how to do business with you. How can they reach you?

Marilyn: Actually, there are two ways. They can go right to the site, www.TheNextLevelSummit.com, because we are still going to take the people that sign up for that and send them all the information for this teleseminar when it starts up.

Or, they can email me, and I will make sure they are on the list. That is snyder@direcway.com. That way they will get on the list and the minute the teleseminars start up, they will get information and they can get on the call.

We ask for home phone numbers so we get an answering machine

Alex: Thank you for your abundant thinking and being part of the module. You are adapting like a champ, and I know it’s going to be successful. I will do everything in my power to make that happen.

Marilyn: Thank you very much. You have already done a lot. I appreciate it.

Alex: Page 14 is a seminar that is run by Mark Victor Hanson. We did preview calls for this. This was for Mega Speaking Empire.

This is the signup page for the teleseminars, and Mark built a list.

I co-hosted this with him. If you have a seminar, check out all the faculty. You have pictures of all the faculty: John Childers, James Malinchak, Tony Jeary, Vickie Sullivan, Tom Antion, Dan Janel, Mark Victor Hanson, and yours truly, Alex Mandossian.

Notice what we are asking for. We ask for first name, primary email, home phone. Why home phone and not business phone?

It is because we want to get an answering machine. We want to do voice broadcasting, and most voice broadcasting software and programs in companies you work with, including the ones that I am going to recommend, will hang up if someone answers.

They only leave a message, so it is not like a cold call.

A fax broadcast is physical and allows the client to tape it to the wall

If you get my voice broadcast for a particular call, it usually says, “Hi, it’s Alex Mandossian. I’m sorry I missed you. Make sure you chime in a few minutes early tonight. Here’s the passcode, the pin code, and here is where the get the cheat sheet.”

If someone answers the phone, it will hang up.

Notice, at the bottom of the page, I have asked for the fax number. Why a fax number? Because it is so simple to fax broadcast for about a dime, sometimes a little more, sometimes a little less. It depends on the volume you do, but imagine for a dime, it’s physical.

You know it is going to get through or you know it is not going to get through because you are given the success rate and it physically comes through the fax machine. Again, they can tape it to the wall.

So, this is another format of what we just went after with The Next Level Summit. And, this is to help build your list. This is a list building strategy. It’s very, very powerful.

Let’s go to page number 15. This is a format that I am going to learn from the gentleman who runs this particular website.

Mike Litman, who is a dear friend of mine, ran this concept and someone else who has very quickly become a friend of mine, Randy Gilbert. I’m going to have him join us in a moment.

These are radio sponsorship teleseminars.

With your voice, you not only can speak, but you can write

What if you are a radio show host and you actually get sponsors for a teleseminar? What would happen? You would get paid no matter what. You would be covered.

If you go to www.TheInsideSuccessShow.com, you see the opt-in page for the current show. You can listen to it for free. I was recently on one of the shows.

It says, “Now, you can learn the inside success secrets to success, happiness and prosperity as revealed by proactive leaders, celebrities and world class authors and speakers.”

If you are an author, if you are a public speaker, get a hold of Randy Gilbert. You will see a picture of him. It says, “Meet the host.” You have a “meet the host” format. Then, you have a Google search.

On page 16 of your cheat sheet, it says, “Go to the current show to check out our great sponsors.” So, that gives other sponsors ideas. This is another way to build your opt-in list.

You have an archive of all the past shows. These are not even all of them. He has them down by topic: personal success, life coaching, business success, financial success.

I want to listen to what Randy has to say because I want you to network with him.

With your voice, you not only can speak, but you can write and you can get on shows, and you can get the audio transcripts on CD.

*You can
give away
an ethical
bribe when
you speak
publicly*

You can give away an ethical bribe when you speak publicly. You can do it via website and get physical addresses from people by doing interviews like this and getting additional exposure.

Thanks for joining us, Randy.

Randy: Sure, thank you.

Alex: Randy, give us a little background of how you started The Inside Success show and how does it differ as a teleseminar format than what most people do?

Randy: I did start very similar to regular radio. In fact, it was on radio even though there was a broadcast on the Internet for most of the shows.

Mike Litman, who you had mentioned a bit earlier, had done a neat little product. In fact, I think he actually did it as a teleseminar product, if I remember right.

I bought the recording from him about how to get yourself on radio, how to buy brokered time. That is what I did to get started.

It was one of my desires in building my platform to get on radio. So, I put together this show.

*Teleseminars
open a
whole new
world*

It was just a show where you have to get sponsors.

As I got more sponsors, I was losing air time. More of the air time was taken up by the sponsors. So, I wound up with less and less interview time.

It was very constricting for me, and there came a time when there was the controversy over having music on the Internet.

All of the sudden, this guy that was doing this little news program said, “Those who have talk shows are immune on the Internet to the new law.”

It just sort of put two and two together, and I said, “That is where my show is going to be.”

Of course, it was very shortly after meeting you at Big Seminar. I was just learning what was being done with teleseminars and what could be done, learning about how to buy a couple of simple pieces of audio equipment.

It was not difficult to make the switch to instead of broadcasting on regular radio to being able to have a show from the comfort of my home that not only reached a couple of cities.

Now, it reached not only the U.S., but the entire world. I have listeners from all over the world being able to listen to these shows.

It was like a dream come true.

*You can
turn your
income
stream into
multiple
income
streams*

Now, I have a few sponsors on my show. It is mostly so I can go into the segments or go out and in by introducing or giving me an opportunity to continually introduce my guests with a very short commercial break.

The rest of them are on the pages that I create. I create a page for every person. So, the rest of the sponsors go on the Internet or in my eZine, my newsletter that announces the shows.

That is what happens with the sponsors, but the real beauty of the show is that now I have up to six income streams coming from the show instead of just the one.

Alex: I want you to talk about how you get people to become number one on Amazon, whether they are famous or not.

But isn't it a great for show for an author to be on and talk about the book and what they wrote about?

Randy: It's actually perfect for an author because most authors really don't have much of an Internet presence. If you go to most authors' websites, they have very little traffic.

You can see the Alexa rating is very poor.

You can help increase page rank by linking to other websites

But on the other hand, with me linking to their website from my show, I help them increase their page rank.

You will see the Google thing there, and my goal is that for any single person I have interviewed, including you, their topic, product or book, whenever anyone searches for those online, I want The Inside Success Show to come up as number one or somewhere in the top 10 on Google.

I will be the interviewer of choice for anyone I have interviewed, if that is the case.

So, if someone has a new product coming out, the radio show in getting sponsors isn't just paid sponsors.

I am able to get people who want to market their products that will give me a higher percentage, a super affiliate percentage.

And, then put their ad on the radio show because they know it is going to come to the top of the search engine right away, as soon as they launch their product.

Alex: And typically, is it a free call?

Randy: Yes.

*You can
also make
money from
sponsorships*

Alex: It’s a free call. You make money from sponsorships and other income streams, as you mentioned.

Could you real quick mention how you’ve helped people become number one on Amazon?

How have you helped people become number one on Amazon and how can people get a hold of you if they are authors?

Randy: First of all, to get a hold of me, Randy@RandyGilbert.com is certainly the most convenient, although I have a hard time lately being able to answer all of my emails because of all the different projects I’ve got going.

Being able to help people to get onto the top of the bestseller list was something that I learned shortly after writing my book.

It was from Mike Litman and also Joe Vitale and certainly, Mark Joyner getting together basically talking about it at a conference.

I think it was really Mark Joyner that came up with the idea of using some of the direct marketing approaches to really skyrocket a book and spike it.

Although, Mike Litman was the first one to use it. I think I was the third, and I was able to help most others with theirs.

*People like
bonuses*

It really is just being able to give some bonuses that were really appropriate to the book.

Some people call it a sales letter, but I call it an endorsed announcement.

You have someone on your list who knows you and loves you basically endorsing your book or saying, “This is a great book. The author sent it to me. I’ve read it and I really thing it would be a great book. Not only that, but now you can have a whole bunch of bonuses.”

The way I use the show and the way my list is growing very quickly now is because of all of the other people who want to be able to get bonuses for their show, I volunteer to do an interview of them. And then, we use the show as a bonus.

I also throw in a little bit of a discount for membership to the show. So, they have quite a valuable bonus by being interviewed.

So, there is a win-win-win all the way around where they not only get a good bit of prestige and a better marketing vehicle on my show, but then I also get my show passed around via these online blasts.

I know I am going to be able to get my name out in front of a lot more people because there will probably be a lot of people with very large lists sending out the book announcements.

*Putting
your head
together
with others
can lead to
joint
ventures*

Alex: I love it. Do you have any final thoughts?

Randy: I think that this is really going to be a growing field, especially the Internet radio. I would love to be able to maybe even start some kind of a sub group under your Teleseminar Secrets for those who are very interested in doing this radio show kind of format.

I think we could really cut some new ground and really make some headway into the future by putting our heads together.

Alex: I agree. Our next Access to Leaders call is a free virtual book signing. It is by the great Harvey Mackay who also wrote the bestselling book, *“Swim With the Sharks Without Being Eaten Alive.”*

It was a New York Times number one bestseller. It put him on the map. He was an envelope peddler from the Minneapolis area and one of the greatest marketing mavens I have personally known.

That is the next case study, on page 17.

“If you had one chance to ask Harvey Mackay one question about his new book, *‘We Got Fired,’* what would that question be?”

That is at www.JustAskHarvey.com in your executive summary. That could just as easily be any author, even you.

*A virtual
book tour is
you
answering
questions
about your
book and
recording
the answers*

It could be you holding your book with your audio. It doesn't mean that you need to get 1,200 people on the call.

If you got 12 people on the call, you would have twice as many as most book signings at a Barnes and Noble.

So, use this methodology of the virtual book tour or the virtual book signing. I have a good friend, Ken Foster, who wrote a book about asking.

It wasn't very long ago that he sold 3,000 books in one day, and he used a virtual book signing — or virtual book tour, if you may — to get those books sold.

What is a virtual book tour? It's very simple. It is not a tour. You are at home. You may be in your nightgown. You may be in your pajamas. You may be in your shorts or in your sweats.

You are answering questions about the book. You are recording those answers, and the host is asking you questions.

You are transcribing those questions and answers, and you are giving it away either for a fee or, if you want to it to be pure P.R or promotion, you give it away for free to help sell the book.

It could even be both ways. You could charge a fee, have the book sold and get the audio transcript as part of the fee. Or, you can have it for free.

*You want to
get as many
people on
the call as
possible*

You’ll get more people on the call when it’s free. We want to get as many people on that call as possible.

If you want to ask Harvey a question, it is very simple. You go to www.JustAskHarvey.com, and we will see you on the call.

You will notice that our privacy policy is at the very bottom, this is on page 17 of the cheat sheet.

People opt-in. So, we build a list that way. It says, “Here’s my question, Harvey,” which is a lot more effective than “submit.”

It says, “We respect your email privacy and promise never to sell, barter, share or rent your email address to any unauthorized third party.” PERIOD. That is absolutely the truth.

“By submitting your email address, you are also requesting and agreeing to receive important information about future Access to Leaders events. You may unsubscribe at any time.”

That is a template. Please use it.

Finally, on page 18, you will see a virtual book tour as a result of the Stephen Covey paid call. This call was some time ago, October 14 at 6:00 p.m. Pacific, 9:00 p.m. Eastern.

On the honor system, we asked people to purchase *The 8th Habit*. And, on the honor system, many people did. In fact, *The 8th Habit* is the number one bestseller right now.

*A virtual
book tour
can help
boost book
sales*

I just read that through one of my partners who has been responsible for Dr. Covey selling as many books as he has over the past 15 years. The 15th anniversary of *The 7 Habits of Highly Effective People* is this year.

You see that you have a picture of him. You have a picture of the book, which you should have along with a picture of you. This was a fee-based virtual book tour.

Again, all the case studies are in your executive summary. They are all live links.

I want to go over some other types of teleseminars. One is a challenge call. Shawn Casey did a challenge call. It was very infotaining, and it was serious. It was a \$5,000 challenge.

If I didn't prove my case that teleseminars can create product as fast and as easy as I said they could, then I owed Shawn Casey \$5,000.

We took it to a vote, and we almost had a unanimous “yes” vote. As soon as he said, “We have a unanimous vote,” one person voted no. So, I hope that was also coming from a person who voted yes, and they decided to throw it in as a joke.

Then, there is monthly prospecting calls. That is the final type of case study.

What is the percentage of opt-ins if someone sends me a blank email to an autoresponder? That is what Teleclinic@ThatOneWebGuy.com on your executive summary is.

I get 100% of those emails. And, do you know what? I would much rather have 100 people opting in to a teleseminar than 10,000 people opting into a virtual product.

*Don't do
interviews,
do
teleseminars*

We are going to hear from Martin Wales in just a bit.

The final thing I want to go over is specific questions on the module topic, which in this case is “Tele-Promotion Strategies.”

These will only be questions on topic which are questions about the different types of teleseminars.

You have a PDF checklist, which I have created. The checklist doesn't look like much because it is only one page, but it literally took me three years to invent.

That checklist is in the members only area.

It talks about event preview calls, ASK™ campaigns, customer FAQ calls, affiliate training calls, public critiques, public consultations, affiliate rebates, inner circle trainings, virtual book tours, coaching tele-series calls, monthly prospecting which I just talked about and “Ask the guru” interviews.

If someone wants to interview you, say, “No, let's have a free teleseminar. Invite your list. Let them listen to it for free. At least we have people listen to you and you get it for free promotion.”

*Take the
time to go
through and
study each
of the case
studies*

Membership calls — If you have a membership site or a readership, have some calls once a month, for free.

Radio-style show calls — just like Randy Gilbert talked about and Mike Litman did.

“Ask the expert” calls — We did that with the *Radio-TV Interview Report* with Steve Harrison and Michele Anton about, “What is your single, most important question about getting free publicity on radio, TV shows and major magazines?” That was page 11.

Challenge calls — That case study is actually in your executive summary. It’s at www.5000DollarChallenge.com.

Lightening rounds — What is that? That is when people call you every five minutes according to www.Time.gov.

They ask you one question, and you get 12 callers. Typically, eight to 10 show up. It is an amazing experience. If you’ve never done it, they ask you one question.

I do this before teleconferences. I do this before physical conferences. If I am trying to sell something, I have lightening round five-minute consultations.

Five-on-one consultations — I learned this from a gentleman who works very closely with Jay Conrad Levinson.

What happens is you have a five clients on one call.

*You can
redefine or
reinvent
yourself by
offering
new
products*

There is one of you and there are five of them, and they just ask you questions. They just pummel you with questions.

Chet Holmes, who works with Jay Conrad Levinson, taught me this concept. Five people, one expert — it’s a giant FAQ.

And, I have shown you what is fee-based and what is free.

I want to make mention of a very important fact. We have people who are from all different types of marketing skill reading this.

So, if you are new and you don’t have a topic, if you haven’t found your voice, or if you have been around and you want to redefine your voice or reinvent yourself, go to the bonus gift section.

I have some nifty bonus gifts that you may not know about already. Go to www.TeleseminarSecrets.com/bonusgifts. There you will see the Teleseminar Secrets pre-call replay and the cheat sheet. It is from a previous free call. That is yours to listen to. That is going be for sale, by the way, for others. But, it is yours for free.

Then, there is “*Getting Started Secrets*,” which is an audio eBook and “*Action Secrets*,” which is an audio eBook. Those of you who have seen these and listened to them know the value.

Finally, at www.TeleseminarSecrets.com/mastermind, you will see pictures and hear audio from many people there. There is even a picture of me on my first teleseminar along with my information. It is alphabetical.

*Start
masterminding
with other
people*

Submit your name, your email, what you do, why you are taking this course, your ideal audience and your website. If you need to change it in the future, you can. So, don't be shy.

Go ahead and submit that.

You can send questions to Question@TeleseminarSecrets.com.

We have done our instruction. We have had expert guests and had them share their insight with you. We hope you will start masterminding with other people. I want to build a community here. Now is your chance.

I'd like to welcome our next guest, Martin Wales.

Martin has done many, many teleseminars. What I want him to share with us is what we did with 1ShoppingCart. If you are a member of 1ShoppingCart.com, you see that there are audio tutorials with transcripts, and it is a very user-friendly manual.

Martin, can you just give a quick story about what we did with those teleseminars and how it has affected the 1ShoppingCart customer base?

Martin: One of the biggest challenges in supporting a simple, yet complex system like the shopping cart is developing all the technical, support information because there are so many features.

One of the biggest challenges of supporting a software service is developing all the technical, support information

If you do want to see what I am talking about and you don't use www.1ShoppingCart.com yet or one of our private labels, then you can sign up for a \$3.95 trial. With that trial, you can get in and see this with your login information.

You have to actually log in to see this.

You go to your account — underneath tutorials. Again, one of the biggest challenges I was seeing in supporting a software service is developing all the technical, support information.

We would normally hire technical writers and write a big book. As you heard Paul Colligan say earlier about his 1,000 pages for FrontPage, we would be writing thousands of pages all the time because we are constantly adding features and improving things.

We had Alex basically have a conversation and quasi-interview with one of our support reps and really go through the product, item by item, feature by feature.

You are really just listening to the conversation. You can follow along in the shopping cart system while you are listening.

We have also provided a transcript. By having the conversation and then writing out the transcript, it is a more natural presentation of the features and benefits of the cart.

Of course, with Alex's marketing wizardry, he was also adding some strategic thinking in terms of where this would be used on

*Teleseminars
can be used
as instruction
manuals*

your website and how you could improve the use of it. He was not just describing a feature and the technical aspect of how to cut and paste simple HTML code tags.

The benefits to our customers and our clients is a more human presentation of something that is normally more dry and technical.

The benefit to 1ShoppingCart is the reduced pressure to hire other support reps and therefore increase prices.

There are less employees to manage, less costs to bear and also, it is something you can change on the fly.

So, every time we do a major upgrade, we can create a new section or a new teleclass around those things.

There are a number of multi-faceted reasons to do this. Cost savings is the number one reason on our side, while ease of use is the main reason we use this on the customer side.

It diffuses the pressure for the call. So, people who have more complex calls get more time but the people who are new to this system get support 24/7 without us actually have a 24/7 live call center. And, they still feel that human interaction.

*Think
about
using a
teleseminar
to
humanize
your
manual*

Alex: Absolutely. If you have a membership site or some type of membership or publishing business, if you have a software business, use a teleseminar to humanize your manual.

The beauty of this is we took these calls. We chunked them so they were very digestible in small morsels. We transcribed them, and for a very little cost, intuitively and actively because people were on those calls, there are two benefits.

People are actually getting on the call so we are getting a lot more interest in the product.

It could be any product, not just 1ShoppingCart. Plus, at the same time, we are having that recorded and transcribed so that people can revisit it over and over again.

We call them audio tutorials. Use this principle, just like I want you to use all the principles and different types of teleseminar formats we have discussed in this module.

If you can use your voice, you can write and create a 1,000 page manual that is a lot more enjoyable to read than *War and Peace*.

Any other comments, Martin?

Martin: Maybe one. It is really good to chunk it down. People want it as a reference. They're not necessarily going to sit down and go through the whole thing all at once.

*You can
work at
your own
pace*

There are ad tracking capabilities so you can trace your Google click ads. There are custom form popups, strategic rollovers. There are so many different features. You may not use all of them at once.

So, if you want to set up a new autoresponder to register people for your teleseminar and send them the thank you page, your cheat page and all that, then you would go to the appropriate tutorial and listen to that one section.

If you wanted to, you could also print the manuscript and find the print instructions.

You can work at your own pace. That is really the benefit of it.

Alex: Martin, thanks very much. You have a radio show, as well.

Please give us some quick insight into that and how people can reach you because it doesn't cost anything to be on the show, and if you have content that is worthy of it, you might want to get a hold of Martin.

Martin: If you work in the Internet space, then I would love to have you as a guest on the *Entrepreneur Magazine* eBiz Show. You can find that by going to www.WSRadio.com.

*Make sure
your
website has
a voice and
is not silent*

That is the home of eBay radio, as well as the family of *Entrepreneur Magazine* and Customer Catcher Radio.

If you go to www.CustomerCatcherRadio.com, you can see an example of how we integrate these things, and 1ShoppingCart.com actually sponsors the access to that.

You heard Randy Gilbert talking about sponsorship. Well, 1ShoppingCart sponsors the Entrepreneur Show and Customer Catcher Radio at www.CustomerCatcherRadio.com.

To further that example of sponsorship, you can also use it for your eZines and newsletters.

You can go to www.CustomerCatcherTips.com. We are actually moving to a format using AudioGenerator, and of course, video is coming down the road shortly.

Alex: I'm very excited, and we will be unveiling that as we go.

We have three featured tools for this particular module. First is ASK Database™. We have many ASK Database™ users and subscribers. Second is AudioGenerator. If you use your voice, you need to put it on a website. Otherwise, your website has no voice and is silent.

The third tool is 1ShoppingCart, as we mentioned, if you don't already have it or one of the other high-quality resell types of shopping carts out there.

With a parade of experts, you can bring value

Martin: One thing I should mention before I go is that we started power sessions. For those sessions, we invite experts like yourself on Wednesdays at 2:00 p.m. It’s semi-irregular, but it is going to get more regular in the new year.

We have a parade of experts, so we bring value. We bring experts and specialists in different areas to our clients and customers to add value to our relationship.

So, if you have a subscription or a membership site, as you were talking about, you can hold teleseminars, have free access for your members and charge a nominal fee for people who are not members.

Alex: Excellent. That’s another teleseminar format, and it’s not even on the “Winning Teleseminar Format” page.

If you have power users or power readers, then you can definitely have a teleseminar that makes sense.

Martin, thank you very much.

That concludes the first module of *Teleseminar Secrets* — “Tele-Promotion Strategies, How to Win More Sales at the Speed of Sound.” The next module will be “List Building Strategies, How To Build A Highly Responsive Online Database.”

Until then, I hope our paths cross often.