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Alex Mandossian's Teleseminar Secrets™



Checklist: Winning Teleseminar Formats

FORMAT	DESCRIPTION/PURPOSE	FEE	FREE
• Preview Calls	Preview calls to promote high-ticket events	X	
• ASK Campaign Calls	Create new info products such as “How To” courses, books, e-Books, audio programs	X	X
• Customer FAQ	Customer appreciation, online tutorials new info products about specific topics		X
• Affiliate Trainings	Affiliate tutorials, affiliate resell events		X
• Public Critiques	1 or 2 paid critiques dialogue with expert and other participants are “muted” out	X	
• Public Consultations	One person pays expert an hourly fee and sells tele-slots to offset the cost of that fee	X	
• Affiliate Rebates	Host rebates buyers “Affiliate” commissions from any sales generated during teleseminar		X
• Inner Circle Trainings	Inner Circle dialogue/FAQ/un-muted call		X
• Virtual Book Tours	Sell books, audio transcripts can be bonus	X	X
• Coaching Tele-Series	Mentoring, “How To” courses, Master Mind	X	
• Monthly Prospecting	60 minutes, conducted monthly, builds list		X
• Guru Interviews	Interview a guru to create a new info product	X	X
• Membership Calls	Membership site calls, prospecting, FAQ	X	X
• Radio Sponsorships	Sponsored interviews, radio style format		X
• Ask The Expert	Interview for affinity group or organization		X
• Challenge Calls	Expert proves a claim and sells a book/course	X	X
• Consumption Calls	Teach customers/clients how to use products		X
• Lightning Rounds	5 minute consultations – 12 callers (60 min.)		X
• 5 on 1 Consultations	5 people vs. 1 expert during a small group FAQ		X

Tested Marketing Methods To “Sell From Your Seat”